



CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

A standalone government institute in management education approved by AICTE, accredited by NBA, and PGDM recognised by AIU as equivalent to MBA



INDIA RANKINGS 2023
Rank Band 101-125
in Management category

ADMISSION BROCHURE 2024-2026

Post Graduate Diploma in
Management (PGDM)





BOARD OF GOVERNORS

Shri Nitish Kumar
Chairman
Hon'ble Chief Minister, Bihar

Vice Chairman
Hon'ble Education Minister, Govt. of Bihar

Chief Secretary
Govt. of Bihar

Development Commissioner
Govt. of Bihar

Principal Secretary
Education Department, Govt. of Bihar

Principal Secretary
Finance Department, Govt. of Bihar

Investment Commissioner
Department of Industries, Govt. of Bihar

Managing Director
Bihar Industrial Area Development Authority (BIADA)

Director
Development Management Institute, Patna

Director
A N Sinha Institute of Social Studies, Patna

Nominee from MoE, New Delhi

Nominee from AICTE, New Delhi

Prof. (Dr.) Rana Singh
Director of the Institute
(Ex-Officio Member)

CONTENTS

02 Message from The Chairman, Board of Governors	12 Indicative Course Structure (PGDM)	19 Faculty Profile
03 Message from The Director	13 PGDM-IEV Programme	20 Campus Infrastructure
04 The Institute: Key Highlights	15 Fellow Programme in Management (FPM)	22 life @ cimp
05 Vision & Mission, PGDM PEOs & POs	16 Executive Fellow Programme in Management (EFPM)	24 Final Placements 2023
06 CIMP's Achievements	17 Executive Education	26 Internship Student Speak
08 PGDM Programme	18 Research & Consulting	28 Our Recruiters

MESSAGE FROM **THE CHAIRMAN** Board of Governors



The idea for establishing an institute of management in Bihar was conceived at a time when the rest of the world had started looking towards India as the next economic superpower. While the country showed promising signs to gain economic supremacy, we also felt the need for quality institutions, which could contribute towards realization of this goal. We needed new centers of excellence and leadership, which could produce visionary leaders capable of launching India into an era paralleled only by her glorious past. We needed new centers of nation building, which could propel all inclusive growth and development so that each and every section of the country could rightfully and happily identify with the advancement. It was with this vision that the idea of Chandragupt Institute of Management Patna (CIMP) was born. The Institute is named after Chandragupt Maurya, the king of Pataliputra, who became the first Indian emperor to unify almost whole of the Indian subcontinent. A protégé of Chanakya, he proved to be an able administrator in his own right. CIMP was envisioned as an institution providing nationally and internationally relevant management education and research facilities. CIMP is also expected to contribute to the development of Bihar and other eastern states of India, fulfilling the need for all round and inclusive growth.

I am pleased to note the achievements of the institute in a short span of time. The Institute has made a name for itself in the arena of management education internationally. The graduates are well placed in their chosen career paths. The research and consulting expertise of the institute is reflected at prestigious forums. I am sure that CIMP will be able to achieve its mission and lead India and Bihar to redeem her past glory. I hope and pray that we will get help and support from all quarters of society. I welcome and invite you to join this mission and embark on an inspired journey called CIMP.

My Best Wishes

Nitish Kumar
Chief Minister of Bihar

MESSAGE FROM **THE DIRECTOR**



Welcome to Chandragupt Institute of Management Patna.

Chandragupt Institute of Management Patna (CIMP) has emerged as a pioneer in creating a new generation of young management professionals. In the coming years, we expect to achieve success levels at par with the best management schools, internationally.

Since inception, CIMP has achieved many milestones, through its focus on the 'state-of-the-art' research in various fields of management. In addition, we have also initiated and completed many high quality management development programs covering both corporate and government sectors.

From 6th onward editions of the survey on Industry-Linkages of Technical Institutions, conducted by AICTE in association with CII, CIMP ranks very high. The Industry linkages help us understand the changing requirements of the industry. This gets reflected in the courses taught by the faculty.

Under Industry interface initiatives, CIMP is making collaborations with leading management and research institutions nationally and internationally.

Qualifications and quality of CIMP faculty are similar to most IIMs. Almost 75 percent of the cases (total of 330 cases) taught in CIMP are drawn from Harvard Business Publishing and Ivey Publishing.

Teaching at CIMP focuses on fundamentals as well as real world problem solving. These efforts are highly appreciated by corporates who helped us achieve excellent placement for all PGDM batches which have passed out.

CIMP has received five prestigious international and two prestigious national awards for academic excellence and leadership. CIMP has also received the honour of being one of the youngest Business School in India to get accreditation from National Board of Accreditation (NBA). NBA accreditation assures that students receive the education which is a balance between high academic quality and professional relevance. The needs of the corporate world are well understood and integrated into the academic programme, activities, and processes.

It gives me immense pleasure to inform you that CIMP is in rank band 101-125 under Management category as per the NIRF India Rankings 2023. It's just the beginning and with support from all stakeholders, we will march towards more milestones in the future.

It is indeed a matter of great pride and honour to be a part of CIMP.

Prof. (Dr.) Rana Singh
Director



The INSTITUTE

JOURNEY OF CIMP

Key Highlights

Chandragupt Institute of Management Patna (CIMP) was established as an autonomous institution in 2008 with the active support from the Government of Bihar. Since then CIMP has been contributing substantially to the academic and development credentials of Bihar while fulfilling the primary role of training students to become professional managers.

CIMP offers a two-year full-time Post Graduate Diploma in Management, approved by AICTE, accredited by NBA, and recognised by AIU as equivalent to MBA.

CIMP also offers AICTE approved Fellow Programme in Management (FPM) and Executive Fellow Programme in Management (EFPM).

CIMP has started AICTE approved Post Graduate Diploma in Management- Innovation, Entrepreneurship & Venture Development (PGDM-IEV).

In a short span of 15 years, CIMP's achievements are known to the corporate world. CIMP has been able to place its graduates in various companies of national and international repute.

- Received prestigious five international and two national awards
- Case study based teaching is followed. Majority of these cases are drawn from Harvard Business Publishing and Ivey Publishing
- Excellent placement of graduating students since the first batch
- Faculty members have participated in 47 International and 40 National Conferences
- Started Business Analytics Lab in collaboration with International Business Machines Corporation (IBM)
- CIMP Business Incubation and Innovation Foundation (CIMP-BIIF)
- Received NBA accreditation
- PGDM Programme recognised by AIU as equivalent to MBA
- Established Centres of Excellence to encourage Research and Consultancy
- Conducted 160 Management Development Programmes (MDP) so far (trained more than 5000 participants)
- Completed 70 projects for the Government of Bihar and other organizations
- Launched AICTE approved Fellow Programme in Management (FPM) and Executive Fellow Programme in Management (EFPM)
- Launched "Students Guidance Centre" (SGC) and "Beautiful Mind" to benefit the socially and financially deprived children
- CIMP has got AICTE approval to start Post Graduate Diploma in Management- Innovation, Entrepreneurship & Venture Development (PGDM-IEV).



INDIA RANKINGS 2023
Rank Band 101-125
in Management category



VISION

To become a nationally and internationally relevant management education and research institution focusing on excellence.



MISSION

To focus on enriching the management education profile of Bihar through training, research and consulting activities. To establish centres of research especially focusing on the development issues of Bihar.

PGDM

Program Educational Objectives (PEO)

- Graduates will possess professional skills for employment and lifelong learning in management.
- Graduates will attain a general level of competence in management through logical and practical approach to problem solving and function effectively as skilled managers.
- Graduates will adapt to a rapidly changing environment with learned and applied new skills and become socially responsible and value driven citizens committed to sustainable development.

Programme Outcomes (PO)

Programme Outcomes describe what students are expected to know and able to perform or attain by the time of graduation. These relate to the skills, knowledge and behavior that students acquire through the programme. Management students of CIMP are expected to attain the following:

- **Critical Thinking and Problem Solving:** Students should be able to apply the perspective of their chosen concentrated area of study to develop fully-reasoned opinions on such contemporary issues as the need for innovation, integrity, leading and managing change, globalization, and management.
- **Cross-Disciplinary Integration and Strategic Perspective:** Students should be able to conceptualize, organize, and resolve complex business problems or issues by using the resources available under their discretion.
- **Leadership Skills:** Students should be able to document their participation in, and contribution to, student organizations, business or consulting projects, internship opportunities, or other sanctioned initiatives.
- **Team-work:** Students should be able to determine the effectiveness with which goals are defined and achieved in team environments, to assess the contributions made by themselves as well as by their peers within those environments, and to identify and resolve conflicts.
- **Communication Skills:** Students should be able to demonstrate the ability to listen and to read attentively, and to express ideas with clarity in both oral and written communications.
- **Modern Tool Usage:** Students should be able to create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex management activities with an understanding of the limitations.
- **Environment and Sustainability:** Students should be able to understand the impact of the professional management solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- **Ethics:** Students should be able to apply ethical principles and commit to professional ethics and responsibilities and norms of the managerial practice.
- **Life-long Learning:** Students should be able to recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the industry.
- **The Manager and Society:** Students should be able to apply reasoning informed by the contextual knowledge to assess societal, legal, ethical and cultural issues and the consequent responsibilities relevant to the professional managerial practice.

CIMP'S ACHIEVEMENTS



EQ Leadership Award (TISS)
Mumbai



Dr. J.J. Irani Award
Mumbai



European Award
Vienna, Austria



Socrates Awards
Oxford, UK



International Star for Leadership in Quality Under "Platinum Category"
Paris, France



The Magestic five Continents Award
Geneva, Switzerland



The Arch of Europe Award
Frankfurt, Germany



INTERNATIONAL AWARDS

- Received International Star for Leadership Award in Quality – Platinum Category at BID Convention Paris, France on 28th June 2015.
- Received the Socrates Award for "Best Institute/University" organized by Europe Business Assembly (EBA), The Club of the Rectors of Europe (CRE), Oxford, Great Britain, and EBA Conferences, U.K. on 17th December 2013.
- Received the European Award for Best Practices 2013 organized by European Society of Quality Research (ESQR) in Vienna, Austria on 8th December 2013.
- Awarded "The Majestic Five Continents Award for Quality & Excellence", by Association of Otherways Management and Consulting, France for quality and excellence in Geneva, Switzerland on 18th November 2013.
- Conferred upon the International Arch of Europe (IAE) Award in the Gold Category for overall quality and excellence at Frankfurt, Germany on 28th April 2013. CIMP is the first educational institute in India to get this award.



NATIONAL AWARDS

- Conferred upon the "EQ Leadership Award" by Tata Institute of Social Sciences (TISS) in recognition of a significant contribution to leadership development in Bihar at Mumbai on 12th February 2013.
- Dr.J.J. Irani Award on 29th November 2012.

NIRF Ranking

CIMP is in the rank band 101-125 under management category by NIRF India Rankings 2023. NIRF is the only ranking approved by the Ministry of Education, Government of India which outlines a methodology to rank institutions across the country.

The ranking methodology draws from the overall recommendations and broad understanding arrived at by a core committee set up by MoE. This committee identifies the broad parameters for ranking various universities and institutions. The parameters broadly cover "Teaching, Learning and Resources", "Research and Professional Practices", "Graduation Outcomes", "Outreach and Inclusivity", and "Perception".



Fellow Programme in Management (FPM) and Executive Fellow Programme in Management (EFPM)

Chandragupt Institute of Management Patna (CIMP) is one of the youngest institute in the country to offer AICTE approved Fellow Program in Management (FPM) and Executive Fellow Programme in Management (EFPM). Currently CIMP is offering FPM in the areas of Marketing Management, Economics, Finance and Accounting, Organisation Behaviour, Information Systems Management, Operations Management, Entrepreneurship and General Management.



AICTE Approved PGDM-IEV

- CIMP has got AICTE approval to start Post Graduate Diploma in Management- Innovation, Entrepreneurship & Venture Development (PGDM-IEV).

Academic Collaboration

- CIMP started Centre for Public Policy with initial support from IIM Bangalore.
- CIMP has collaborated with Lancashire Business School UK to foster research in Corporate Social Responsibility.
- CIMP and EGADE Business School, Mexico City, Mexico joined hands to conduct social and economic research between developing worlds.
- CIMP is in active discussion to sign an MOU with University of Manchester, Manchester Metropolitan University, University of Salford, and Zurich University to foster research activities.
- The Global Leadership Conference 2019 was jointly organized by Chandragupt Institute of Management Patna and Southampton Business School, University of Southampton on 17 January 2019. The collaboration is to help in student and faculty exchange programme, and collaborative research.



Social Responsibility

- Student Guidance Centre (SGC) is an initiative to help SC/ ST/ Backward category students of Bihar. SGC provides free coaching to brilliant students from such socially backward sections of Bihar. SGC has helped many students in getting admissions in prestigious institutes including IIMs.
- Initiated the project "A Beautiful Mind", to provide educational opportunities to school students who belong to socially and economically deprived segments of the society.
- Developed a model project for overall development of rural Bihar through "Model Village Development Plan" using modern IT applications.



AIU Approval

- Association of Indian Universities (AIU) has accorded equivalence to the two-year full-time PGDM programme offered by CIMP with the Master of Business Administration (MBA) Degree of an Indian University for the purpose of admission to higher studies.
- PGDM offered by CIMP is equivalent to MBA degree from 2017 batch onwards.
- AIU ensures that only AICTE approved and NBA accredited PGDM program of high quality be granted equivalence.



IBM Collaboration

- International Business Machines Corporation (IBM), a global leader in Information Technology, has initiated Career Education Program by collaborating with the best business schools in the country. IBM helps in setting up Centers and Labs for hands-on training on the latest analytics software and technologies.
- CIMP and IBM, came together to forge collaboration to establish a Business Analytics Lab at CIMP to train the students, faculty, corporate, and Government executives in various areas of data and decision sciences.



CIMP Business Incubation and Innovation Foundation (CIMP-BIIF)

- CIMP-BIIF at CIMP has been supported by the Department of Industries, Govt. of Bihar. CIMP is a Govt. of Bihar notified host institution for the mentoring of startups coming under Startup Policy 2017.
- This centre at CIMP provides physical infrastructure and support system necessary for business incubation activities i.e. networking them with angel investors and venture capitalists. It also serves as a platform for venture capital needs and startup summits.
- Under the 'Chief Minister Scheduled Castes and Scheduled Tribes Entrepreneurship Development' scheme, trained unemployed youths of the Scheduled Castes and Scheduled Tribes community in basic skills of entrepreneurship.



NBA Accreditation

- Post Graduate Diploma in Management (PGDM) offered by CIMP is accredited by the National Board of Accreditation (NBA).
- NBA accreditation assures that students receive the education which is a balance between high academic quality and professional relevance. The needs of the corporate world are well understood and integrated into the academic programme, activities, and processes.
- This accreditation also signifies that the professionals are trained as per international standards and it would be very useful in enhancing their global mobility.



IIRF Ranking

- Indian Institutional Ranking Framework (IIRF) recently released ranking has added glory to the institute, leaving behind few of the older, renowned B-School. These ranking certifies that our institution is emerging as one of the best B-school in India.



CIMP Figures in AICTE-CII Survey

- AICTE conducts a survey every year to showcase the best practices of partnerships of technical institutions with industry and highlights the strengths and weaknesses of the ecosystem of technical education in India.
- From 6th onward editions of the survey on Industry-Linkages of Technical Institutions, conducted by AICTE in association with CII, CIMP ranks very high. The Industry linkages help us understand the changing requirements of the industry. This gets reflected in the courses taught by the faculty.



Management Programmes offered at CIMP

PG Level	Post Graduate Diploma in Management (PGDM)
	Post Graduate Diploma in Management - Innovation, Entrepreneurship and Venture Development (PGDM-IEV)
Doctoral level	Fellow Programme in Management (FPM)
	Executive Fellow Programme in Management (EFPM)
Executive Education	Faculty Development Programmes & Certificate courses in various areas
MDP	Management Development Programme

1 PGDM PROGRAMME

The residential two-year full-time Post Graduate Diploma in Management (PGDM) prepare students for the corporate sector. The programme is designed to enhance the problem solving and decision making capabilities of the participants. The programme intends to create managers with socially desirable values.

During the first year of the programme, students learn basic concepts in the areas of Business Communication, Finance & Accounting, Marketing, Systems, Organizational Behaviour, Human Resource Management, and Operations & Quantitative Techniques. These core courses help the students to build a sound foundation in various functional areas.

The programme offers a pool of electives in the second year in various functional areas of management such as Marketing, Finance, and Human Resource Management. A student can distribute his/her choice of electives across one or more of the functional areas, subject to completion of the minimum number of credits required for the award of PGDM.

Chandragupt Institute of Management Patna invites applications from eligible candidates appearing for CAT 2023, XAT 2024, CMAT 2024, GMAT and MAT 2023-24 for two-year full-time residential Post Graduate Diploma in Management (PGDM) for the academic session 2024-26.

The total intake of students for the PGDM programme (batch 2024-26) is 120.

Sale of Application Form

Application Form and Admission Brochure can be obtained from the Institute by paying Rs. 1000/- [Rs. 500/- for Scheduled Caste (SC), Scheduled Tribe (ST), and Differently Abled (DA)* candidates].

The Admission Form will be available at the counter of CIMP on all working days from 9 A.M. to 5 P.M. Candidates may submit the Application Form at the CIMP counter by hand or send the Application Form by post.

Applicants can also apply online on our website (www.cimp.ac.in) along with online payment of the application fee.

Scheduled Caste (SC), Scheduled Tribe (ST), and Differently Abled (DA)* candidates must enclose a copy of the caste certificate issued by the competent authority along with the application form.

CIMP will not be responsible for any postal delays or for non-receipt of application forms. The applicant must check his/her application status with the Admissions Office, CIMP.

The last date to submit the Application Form is 15th December 2023.

01 Sale of Application Form and Admission Brochure Starts:
3rd Week of October, 2023

02 Sale of Application Form and Admission Brochure Ends:
15th December, 2023

03 Last date to submit the Application Form:
15th December, 2023

Eligibility

The candidate must hold a Bachelor's degree with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST), and Differently Abled (DA)* categories] from a University incorporated by an Act of the central or state legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

Candidates appearing for the final year of bachelor's degree/ equivalent qualifying examination and those who have completed degree requirements and are awaiting results can also apply. Successful candidates will be allowed to join the programme provisionally, only if he/she submits the certificate latest by June 30, 2024 from the Principal/ Registrar of his/her College/Institute (issued on or before June 30, 2024) stating that the candidate has completed all the formalities/requirements for obtaining the bachelor's degree/equivalent qualification on the date of the issue of certificate.

Prospective candidates must maintain a valid email account and consistent phone number throughout the selection process. CIMP will not be responsible for non-delivery of messages if the email address and phone number given in the application form are invalid/ changed later.

Though CIMP uses CAT and XAT scores for shortlisting the candidates for Post Graduate Diploma in Management (PGDM), the IIMs and XLRI have no role either in the selection process or in the conduct of the programme.

**Also referred to as Persons with Disability (PWD).*

Mode of Payment for Getting the Application Form

- Cash
- Demand Draft (In favour of Chandragupt Institute of Management Patna)
- Online Payment (through debit/credit card of any registered bank, Internet Banking, UPI payment)

Shortlisting Procedure

Shortlisting of the candidates will be done on the basis of test scores CAT 2023, XAT 2024, CMAT 2024, GMAT, and MAT 2023-24 and criteria like previous academic record and relevant work experience.

Group Discussion (GD), Personal Interview (PI), will be conducted during March/April 2024. Shortlisted candidates will be informed about the schedule through email/phone.

The final merit list would be prepared after considering weighted scores of various components like academic record, test score, work experience, SEAG and performance in Group Discussion & Personal Interview. Final offer of admission would be declared in April 2024.

SEAG: Sports, Extra Curricular, Academic Diversity & Gender Diversity



Reservation

The institute follows reservation policy, as prescribed by the Government of Bihar, for educational institutions. The break-up as per reservation policy is as follows: SC - 16%, ST - 01%, EBC - 18%, BC - 12%, Women of BC - 3%.

Amongst all the categories, 50% of the total seats would be reserved for students who qualify as a Domicile of Bihar (permanent residents only) and 4% of the total seats for Persons with Disability (PwD).

Fee Structure and Payment Schedule

Programme fee for the PGDM batch 2024-26 is 7.65 lakh. Besides the programme fee students have to pay the Mess and Hostel charges. Students have to pay for the Books. All students must possess a Laptop.

Currently, CIMP is focused on shaping its next phase of growth, being increasingly relevant to all its stakeholders especially, the industry. Briefly stated, our emphasis is on quality, foresight and preparedness so that we meet all these three sets of stakeholders' expectations. CIMP, through its academic rigour and focus, and its industry interface and corporate relations, strives to be relevant and in sync with the needs of the industry.

CIMP offers specialisation in Marketing, Finance, and HRM, by offering elective courses in the second year.

SBI SBI Scholar Loan

CIMP is in the empanelled list of State Bank of India for their **premier** Education Loan Product Offering- **Scholar Loan**. **Scholar Loan** is offered by SBI only to students seeking admission to premier educational institutions in India and abroad.

SBI offers **Scholar Loan** to students selected for admission at CIMP. SBI CNLU Branch, which is literally at the door-step of the Institute, is the designated branch for sanctioning Scholar Loan.

Bihar Student Credit Card Scheme

Students taking admission at CIMP are also eligible to avail benefits under Bihar Student Credit Card Scheme, subject to fulfilling criteria set for the scheme.

Programme Fees

Sl No.	Particulars	Pre -Admission (Rs.)	First year fees (Rs.)			Second year fees (Rs.)			Total (Rs.)
			Term I	Term II	Term III	Term IV	Term V	Term VI	
A	Offer Acceptance Fee	15000							15000
B	Caution Money*	10000							10000
C	Programme Fee (PGDM)		125000	125000	125000	125000	125000	125000	750000
D	Total Programme Fee								765000

*Refundable

Total Programme Fee (in Words) : Rupees Seven Lakhs Sixty Five Thousand only
Hostel, Food and Books : As Applicable



Important Dates

Sale of Application Form and Admission Brochure ends:

15th December, 2023

Last date to submit the Application Form:

15th December, 2023

Financial Assistance

CIMP will help students in getting education loan from leading nationalised banks. This will, however, be subject to the ability of the candidate to fulfil the terms & conditions of the respective bank.

Scholarship

Under Meritorious Girl Student Scholarship (MGSS) scheme, scholarship will be given to top 3 girl students securing place in top 10 positions in the batch, every academic year.

Tuition Fee Waiver Scheme (TFW)

CIMP facilitates the education of economically backward students through Tuition Fee Waiver Scheme (TFW) as proposed by AICTE. The proposed scheme will be applicable only to the students having parents' annual income (from all sources) less than Rs. 8.00 lakhs. The total number of seats under this category will not exceed 5% of the total intake of students.

INDICATIVE COURSE STRUCTURE

Term I

• Financial Accounting (FA)	3
• Marketing Management (MM-I)	3
• Quantitative Techniques – I (QT-I)	3
• Microeconomics (ME-I)	3
• Micro Organizational Behaviour (MOB-I)	3
• Managerial Communication (MC)	3
• Information Technology for Managers (ITM)	3
Total Credits	21

Term III

• Corporate Finance (CF)	3
• Marketing Research (MR)	3
• Production and Operations Management (POM)	3
• Corporate Governance and Business Ethics (CGBE)	3
• Business Environment and Policy (BEP)	1.5
• Cost and Management Accounting (CMA)	1.5
• Management Information System (MIS)	3
• Leadership Excellence in Organizations (LEO)	1.5
• Digital Marketing (DM)	1.5
• Business Analytics (BA)	1.5
Total Credits	22.5

Term V

• Supply Chain Management (SCM)	3
• Project Management (PM)	3
Electives*	
• B2B Marketing (B2BM)	3
• Retail Management (RM)	3
• Financial and Business Modeling (FBM)	3
• International Finance and Trade (IFT)	1.5
• Corporate Restructuring (CR)	1.5
• Behavioral Finance (BF)	1.5
• HR Audit	1.5
• Acquisition and Talent Management (ATM)	1.5
• Managing Diversity at Workplace (MDW)	1.5
• Negotiations and Conflict Management (NCM)	1.5
Total Credits (For each Student)	18

Term II

• Financial Management (FM)	3
• Marketing Management –II (MM-II)	3
• Quantitative Techniques –II (QT-II)	3
• Macroeconomics (ME-II)	3
• Human Resource Management (HRM)	3
• Universal Human Values-II	3
• Banking (BKG)	3
• Macro Organisational Behaviour (MOB-II)	1.5
Total Credits	22.5

Term IV

• Strategic Management (SM)	3
• Sales and Distribution Management (SDM)	3
Electives*	
• Consumer Behaviour (CB)	3
• Marketing of Services (MoS)	3
• Rural Marketing (RuM)	3
• Options, Futures, and other Derivatives (OFD)	3
• Security Analysis and Portfolio Management (SAPM)	3
• Cross Cultural Management (CCM)	1.5
• Industrial relation and Labour Law (IRLL)	1.5
• Organizational Structures and Processes (OSP)	1.5
• On-boarding, Training and Development (OTD)	1.5
Total Credits (For each Student)	18

Term VI

• Public Policy (PP)	1.5
• Business Law (BL)	1.5
• Innovation Management (IM)	3
• E-Commerce (EC)	1.5
Electives*	
• Integrated Marketing Communications (IMC)	3
• Product and Brand Management (PBM)	3
• Fixed Income Securities (FIS)	3
• Project Finance (PF)	1.5
• Alternative Investments (AI)	1.5
• Performance Management Systems (PMS)	1.5
• Compensation and Benefits (CoB)	1.5
• HR Analytic (HRA)	1.5
• Strategic HRM (SHRM)	1.5
• Total Quality Management (TQM)	3
Total Credits (For each Student)	19.5

Summer Internship of minimum two months duration after completion of term III (6 credits)



2 PGDM-IEV PROGRAMME

(Sponsored by Dept. of Industries, Govt. of Bihar)

About the Programme

The Post Graduate Programme in Innovation, Entrepreneurship & Venture Development (IEV) is an AICTE approved two-year full time academic programme designed to enhance business capabilities of the participants and prepare them to start their own enterprise. This unique programme offers pre-incubation handholding, live product/service development, proof of concept testing (PoC), compliance fulfilment, IPR management and product commercialization under one umbrella. Participants are expected to start their own company by the time of completion of this course.

Programme Fees (Sponsored by dept. of Industries, Govt. of Bihar)

S.N.	Particulars	Pre-Admission (Rs.)	1st Semester	2nd Semester	3rd Semester	4th Semester	Total (Rs.)
A	Offer Acceptance Fee	15,000					15,000
B	Caution Money*	10,000					10,000
C	Tuition Fee (IEV)		1,50,000	1,50,000	1,50,000	1,50,000	6,00,000
D	Total Programme Fee						6,25,000

*Refundable

Total Programme Fee (in words): Rupees Six Lakh Twenty Five Thousand only

Hostel, Food and Books: As Applicable

Sponsored by Department of Industries, Govt. of Bihar: For General and OBC Category - 80% of course fees will be borne by BSFT (Bihar Startup Fund Trust) and 20% of course fees will be borne by the students.

For SC/ST/Women/Differently abled/Special Category - 90% of course fees will be borne by BSFT and 10% of course fees will be borne by the students.

For more details, visit: <https://www.cimp.ac.in/p/about-pgdm-iev>

Incubation Centre

The Startup Incubation Centre (SIC) was started in the year 2017 with the active support of the Department of Industries, Government of Bihar under the name of CIMP Business Incubation and Innovation Foundation (CIMP-BIIF), a Section 8 Company. The incubation centre is empanelled under Startup Bihar Policy 2017. Major thrust areas of the centre include startup projects from Edu-Tech, Fin-Tech, Ad-Tech, E-commerce and Health-Tech sectors. In the year 2019, centre got listed with Startup India. Incubation centre provides facilities like mentoring, plug and play office, co-working space etc. to startups.

Course Framework

PGDM-IEV (Post Graduate Diploma in Management - Innovation, Entrepreneurship and Venture Development) course has six Modules, four Action Learning Segments and two Capstone Projects to enable students to learn to recognize, create and shape a business opportunity, develop leadership and build a startup team, construct business models, and assess market feasibility for launching new startups. The details are as follows:

For Whom?

- Aspirants willing to start their business/startup soon after completion of their formal education.
- Participants from the family business background who would like to start their own business or join their existing business with knowledge of business management.
- Aspirants who are willing to shape up their innovative idea into market ready product and willing to work on its commercialization by creating a startup.
- Individuals who are interested to create jobs and be the employer.

Eligibility

The applicant must have a bachelor's degree from any University/ Institution recognized by the Ministry of Education, Government of India. Those in their final year of graduation and obtaining their certificates of completion by August 31, 2024 may also apply. Candidates with experience in startups, businesses or other relevant work experience will be given preference. Candidates having valid score of CAT/ XAT/ CMAT/ GMAT/ MAT / ATMA are eligible to apply.

Selection Process

Shortlisting will be done on the basis of the candidate's academic record, work experience and Statement of Purpose outlining their interest in the programme. Shortlisted candidates will be asked to appear for personal interview.

COURSE STRUCTURE

SEMESTER I [Sept-Feb]			SEMESTER II [Mar-Aug]		
Course	Course mode	Credit	Course	Course mode	Credit
Principles of Management	Classroom	3	Finance for Startup	Course mode	3
Entrepreneurial Marketing	Classroom	3	Quantitative Techniques for Business	Course mode	3
Entrepreneurial Accounting for Startup	Classroom	3	Digital Marketing for Startup	Course mode	3
Business Economics	Classroom	3	Elective 3 (to be selected from the list of Elective Subjects)	Course mode	3
Business Communication/Outbound Skill Training -1(to be selected from the list of Outbound Skill Training Courses)	Online	3	Elective 4 (to be selected from the list of Swayam Courses)	MOOC/ Swayam	3
Elective 1 (to be selected from the list of Elective Subjects)	Classroom	3	Elective 5 (to be selected from the list of Swayam Courses)	MOOC/ Swayam	3
Elective 2 (to be selected from the list of Elective Subjects)	Classroom	3	Outbound Skill Training-2 (to be selected from the list of Outbound Skill Training Courses)	Online	3
Startup Garage: 1		3	Startup Garage: 2		3
Opportunity Mapping	Capstone Project		Value Proposition Canvas	Capstone Project	
Proof of Concept Prototyping			Business Model Canvas		
Ecosystem Engagement-1 (Students work on their project, attend webinars and seminars related to their project and submit a report on it)	Action learning	3	Business Case Presentation		
			Ecosystem Engagement-2 (Students work on their project, attend webinars and seminars related to their project and submit a report on it)	Action learning	3
Total		27	Total		27
SEMESTER III [Sept-Feb]			SEMESTER IV [Mar-Aug]		
Course	Course mode	Credit	Course	Course mode	Credit
Design-Driven Startup Creation	Classroom	3	Venture Growth Planning	Classroom	3
New Enterprise /Startup Financing & Appraisal	Classroom	3	Quality Management Systems	Classroom	3
Startup law, Ethics and Environment	Classroom	3	Elective 7 (to be selected from the list of Elective Subjects)	Classroom	3
Elective 6 (to be selected from the list of Elective Subjects)	Classroom	3	Elective 8 (to be selected from the list of Elective Subjects)	Classroom	3
Food Packaging Technology	MOOC/ Swayam	3	Entrepreneurship and IP Strategy	MOOC/ Swayam	3
Outbound Skill training – 3 (to be selected from the list of Outbound Skill Training Courses)	Online	3	Project Management	MOOC/ Swayam	3
Startup Garage: 3		6	Startup Garage: 4		6
Project Work and Incubation Milestone Achievement	Action learning		Project Work and Incubation Milestone Achievement	Action learning	
Total		24	Total		24

Note: Total 102 credits to be earned.

3 FELLOW PROGRAMME IN MANAGEMENT (FPM)



The full-time residential Fellow Programme in Management (FPM) is designed to enhance research capabilities of the participants and prepare them for research, academics, and consulting roles.

The Programme is approved by the All India Council for Technical Education (AICTE).

FPM is a full-time residential programme. The candidate is expected to complete the course work and thesis in 4 years.

The first year of the FPM commences with Post Graduate Programme in Management (PGP). FPM participants are required to complete all the courses taught to PGP participants in the first year. During this period the participants learn basic concepts in the areas of Business Communication, Finance & Accounting, Marketing, Organizational Behaviour, Human Resource Management, Systems, Operations Management and Quantitative Techniques. These core courses help the students in building a strong foundation in various functional areas of management and research.

In the second year, participants will be taught courses related to Research Methodology, Managerial Statistics, Systems Approach to Management and General Management along with core area courses. The second year courses prepare FPM participants to conduct research work independently in their

area of specialisation. From the third year onwards, the FPM participants start independent work under the supervision of a Guide and Thesis Advisory Committee.

Candidates require a valid test score, from any one of the acceptable tests (CAT, GMAT, GRE, NET).

The candidates must submit a synopsis of about 5000 words on the area of their research interest (tentative research proposal) along with his/her application.

The candidate must hold a master's degree [or equivalent in Engineering/ Technology/Management/ Economics/ Social Science/Biological Science/Pure Science/Commerce/ Humanities] with 60% marks or equivalent CGPA.

Candidates appearing for the final year of Master's Degree/ equivalent examination and those who have completed degree requirements and are awaiting results can also apply.

All selected candidates are eligible for CIMP Fellowship. A fellowship of Rs. 20,000/- per month will be provided for a period of 4 years.

For more details, visit:
<https://www.cimp.ac.in/p/fpm>

4 EXECUTIVE FELLOW PROGRAMME IN MANAGEMENT (EFPM)

Executive Fellow Programme in Management (EFPM) aims to enhance research capabilities of working executives, managers, faculty members and researchers to make them better prepared for teaching, research and consulting roles.

The Programme is approved by All India Council for Technical Education (AICTE).

The areas of specialization offered for EFPM are:

1. Marketing
2. Finance and Accounting
3. OB/HRM
4. Economics
5. Operations Management
6. Information Systems Management
7. General Management
8. Strategic Management
9. Entrepreneurship

Out of the aforementioned areas of specialization, an applicant can choose any one area of specialization only. In case a candidate is interested in applying for more than one area, he/ she will have to apply separately. A candidate will be selected for the EFPM by and to only one area. Hence she/ he will not be permitted later to shift to any other area under any circumstances.

Eligibility for Application

Work Experience: Applicants having relevant experience of 3 or more years will be given preference in the EFPM admission process.

Academic Eligibility: Master's Degree or equivalent in Engineering and Technology/ Management/ Economics/ Social Science/ Biological Science/ Pure Science/ Commerce/ Humanities with FIRST CLASS shall be considered for admission.

Those appearing for their final examination in the respective discipline can also apply. Such students if selected shall be provisionally admitted provided they complete all requirements in obtaining their Master's Degree before 30th September of the year of admission. The admission of these candidates shall remain provisional until they produce the mark sheet proving that they satisfy the eligibility criteria. The deadline for submitting the final year mark sheet is 31st December of the admission year.

Programme Fee Structure

The total fee for the course is Rs. 5,15,000/- (Rs. Five Lakh Fifteen Thousand only). The fees should be paid as detailed below: An initial non-refundable Acceptance Fee of Rs.15,000/- (Rs. Fifteen Thousand only), needs to be paid before commencement of the programme. The remaining Rs. 5,00,000/- (Rs. Five Lakh only) should be deposited in four instalments of Rs. 1,25,000/- each.

Course Curriculum

EFPM students will complete mandatory course work in first year. EFPM students need to undergo courses on quantitative techniques and research methodology. They will also have to undergo advanced doctoral courses aimed to provide integrated teaching, research and consulting skills. In addition to the above, EFPM students will undergo four doctoral level courses of their area of specialization which will acclimatize students with the process of academic research and enable them to conduct systematic review of literature related to their area of interest and choose their specific research topic. Other details about relevant courses will be shared subsequently with enrolled candidates.

Programme Duration

The programme will be of four years' duration. Participants are required to ensure that they complete all requirements of the programme within the stipulated four years. Participants who are unable to complete within the stipulated time period may be allowed extension for maximum additional one year (two 6-month extensions) based on their progress and recommendation from his/ her Thesis Advisory Committee and with payment of extension/ continuation fees. However, extension will not be allowed beyond total five years (four years stipulated time plus one year extension) from the date of joining the programme.

For more details, visit:

<https://www.cimp.ac.in/p/executive-fellow-programme-in-management-1>



5 EXECUTIVE EDUCATION

CIMP's Executive Education is conceptualised on the philosophy of continuous knowledge creation and dissemination, and so is our Executive Education portfolio tailored to suit the latest needs of the industry to help create a pool of future-ready working professionals.

Whether you are at the bottom, middle, or at the top echelon of an organisation, we have a programme customised by our exemplary faculty to suit your specific needs, irrespective of the sector you are in, to help you up-skill, progress and prosper; ultimately leading to growth and profitability of your organisation. The kind of experiential learning gained through peer learning, group discussions, simulations, and exercises at CIMP's Executive Education sets the tone for the cultivation of creative views, ideas, and innovation amongst the programme participants.

The state-of-the-art infrastructure with fully-equipped ultra-modern lecture halls, comfortable lodgings into fully furnished single occupancy air-conditioned rooms, the exclusive dining hall buffet triggering reminiscences of home-made delicious cuisines at the five-storeyed Management Development Centre (MDC) and the fully-automated RFID-enabled library providing anywhere-anytime access to e-resources not only captivate but also make CIMP's Executive Education nostalgic.

For more details, visit:

<https://www.cimp.ac.in/p/cimp-executive-education-1>

RESEARCH & CONSULTING

Research & Consulting Activities

CIMP's faculty is engaged in cutting-edge research in the field of management. The publications and conference presentations bear testimony to the research work produced by CIMP's internal faculty members. Faculty members have presented research papers at many international conferences. Moreover, many research papers authored by CIMP's faculty have been accepted for publication in prestigious international journals. Faculty members bring their research output and insights to PGP classrooms which enrich classroom discussions.

CIMP is playing a leading role in contributing to the all round development of the nation. Therefore, research areas, which have high contextual relevance and development implications for Bihar and India, in the next two decades, have been identified for starting CIMP's research centres. This is in addition to areas relevant to the corporate world. The Institute organizes conferences, workshops, and seminars on a regular basis on these areas.

The institute has initiated Centres of Research focusing on topics of contemporary relevance like:

- Centre for Public Policy
- Centre for Innovation Management
- Centre for Business Sustainability
- Centre for Micro-Enterprises Management and Capacity Building
- Centre for Agri Business Management
- Centre for Social Entrepreneurship
- Centre for Appropriate Technology Management
- Centre for Corporate Social Responsibilities Study
- Centre for Foreign Languages
- Education Research Centre
- CIMP Business Incubation and Innovation Foundation (CIMP-BIIF)
- Global Awareness Cell
- Centre for Urban Studies

In addition to research centres, CIMP faculty is actively engaged in consulting assignments for industries and Government. Most of these assignments are funded by International organizations like the World Bank, DFID etc.



Management Development Programmes (MDPs)

CIMP design, develop and conduct innovative Management Development Programmes (MDPs) to train managers in the state of Bihar and rest of India. In the fast-changing business environment, working executives need to update themselves regularly, and CIMP equips them with knowledge, skills, and attitude required for delivering their best performance.

The MDPs are designed to provide insight into managerial concepts helping managers to implement strategies in functional areas. The MDPs also assist the practising managers by providing them perspectives for decision making and integrating functional and general management concepts.

- So far, CIMP has successfully conducted 160 MDPs.
- Some major clients are ICDS-Dept. of Social Welfare, Govt. of Bihar; Department of Posts-Bihar Circle; Power Grid Corporation of India; Bihar Police Service; District Education Officers, Govt. of Bihar; Bihar School Examination Board; Mahila Samakhya-Bihar; JEEVIKA; District Programme Officers, Govt. of Bihar.
- The MDP Complex can accommodate 104 participants at a time. It also has state-of-the-art class rooms with Wi-Fi facilities, seminar rooms, and conference rooms.

CIMP has a pool of highly qualified and experienced faculty members, most of them being alumni of reputed institutions like IIMs, IRMA, IITs, XLRI and NITIE. The institute also gets mentoring support from an eminent Advisory Council comprising Professors from IIMs and other leading business schools.

FACULTY PROFILE

Sriranga Vishnu
FPM (IIM Indore)

Sibananda Senapati
FPM (NITIE Mumbai)

Santosh Kumar
FPM (NITIE Mumbai)

Sudeep Rohit
FPM (IIM Trichy)

Vibhash Kumar
Professor of Practice, CIMP
Ex-Executive Director and
State Head (Bihar), IOCL

Vijaya Bandyopadhyaya
M. Tech (IIT Kharagpur),
PGDBM (IIM Calcutta),
PhD (Utkal University)

Adjunct Professor

Nripendra P. Rana
PhD, Swansea University, UK

Visiting Faculty

Abha Sahay
MS (University of Missouri,
USA)

Adwaita Govind Menon
FPM (XIMB)

C. Gopalakrishnan
PhD (Gujarat)

Chanchal Kumar
IAS, M. Tech (IITK), MDIP
(USA)

J. P Rai
IAS, MBA (BHU)

Dr. K. Sivakumar
Arthur Tauck Chair &
Professor of Marketing,
Lehigh University, USA

Prof. K. Sukumaran
Dean, NISM

Mithileshwar Jha
Fellow (IIM Ahmedabad),
PGDM (IIM Ahmedabad),
Former Professor (IIM
Bangalore)

Natesa Prasad
PGP (IIM Ahmedabad), PhD
(USA)

Neelima Khetan
PGP (IRMA),
VP (CSR), Seva Mandir

Prof. Nitya Rao
Faculty, School of International
Development, University of East
Anglia, Norwich, UK

O. P. Wali
Professor, IIFT Delhi

Rakesh Kumar Niraj
PGP (IIM Bangalore), PhD (USA)

S. Siddharth
IAS, PGP (IIM Ahmedabad), PhD

Sanjeev Sinha
IAS, MBA (Indiana USA)

Satyajeet Rajan
IAS (Retd.), PGP (IIM Calcutta)

Prof. Sudeep Ghosh
FPM (IIM Calcutta)

Dr. Shoba Arun
PhD, Manchester Metropolitan
University, UK

Prof. Thankom Arun
PhD, Essex Business School,
Manchester, UK

Prof. Sabu S. Padmadas
University of Southampton, UK

Dr. Vivek Kumar Singh
IAS, Development Commissioner,
Bihar

Dr. Sunil Kumar
CGM, NABARD, Bihar

Pravir Kumar
Director-Operations, Vodafone
Idea

Brig (Dr) Sunil Kumar Moudgil (Retd.)
B.Tech(IIT BHU), PGDM, MBA, PhD
in Management

Hari Singh Shekhawat
MBA (XLRI), President- Human
Capital & General Affairs,
Welspun Group

Himanshu Verma
Senior Specialist, Group
Performance, Abu Dhabi National
Oil Company (ADNOC)

Internal Faculty

Rana Singh
Director

MBA (Gold Medalist), PhD
(BRABU)

Ankit Sharma
PhD (G.B.P.U.A.&T. Pantnagar),
FPM (IIM Indore)

Bidhanesh Misra
MBA (FMS Delhi), L.L.B

Debabrata Samanta
PhD (IIT Kharagpur)

G. K. Murthy
PhD (Berhampur University)

Jyoti Verma
PhD (Nirma University)

Kalyan Agrawal
PGP (CIMP),
EFPM Scholar (XLRI)

Mamta Singh
PhD (IIT Dhanbad)

Nilamadhab Mohanty
FPRM (IRMA)

Rajeev Ranjan
PhD (Jaipur National
University)

Rajesh Kumar
FPRM (IRMA)

Ranjit Tiwari
FPM (NIFM Faridabad)

Rishi Kant Kumar
PhD (IIT Delhi)

Rishabh Rajan
PhD (IIT Delhi)

Sayan Banerjee
FPM (NITIE Mumbai)

Advisor, Academic Affairs

Dharam Deo Sharma
PhD, Distinguished Professor
of Marketing, Stockholm
School of Economics

Academic Advisory Council

Prof. K. Sivakumar
Arthur Tauck Chair &
Professor of Marketing,
Lehigh University, USA.

Prof. Abhoy K. Ojha
IIM Bangalore

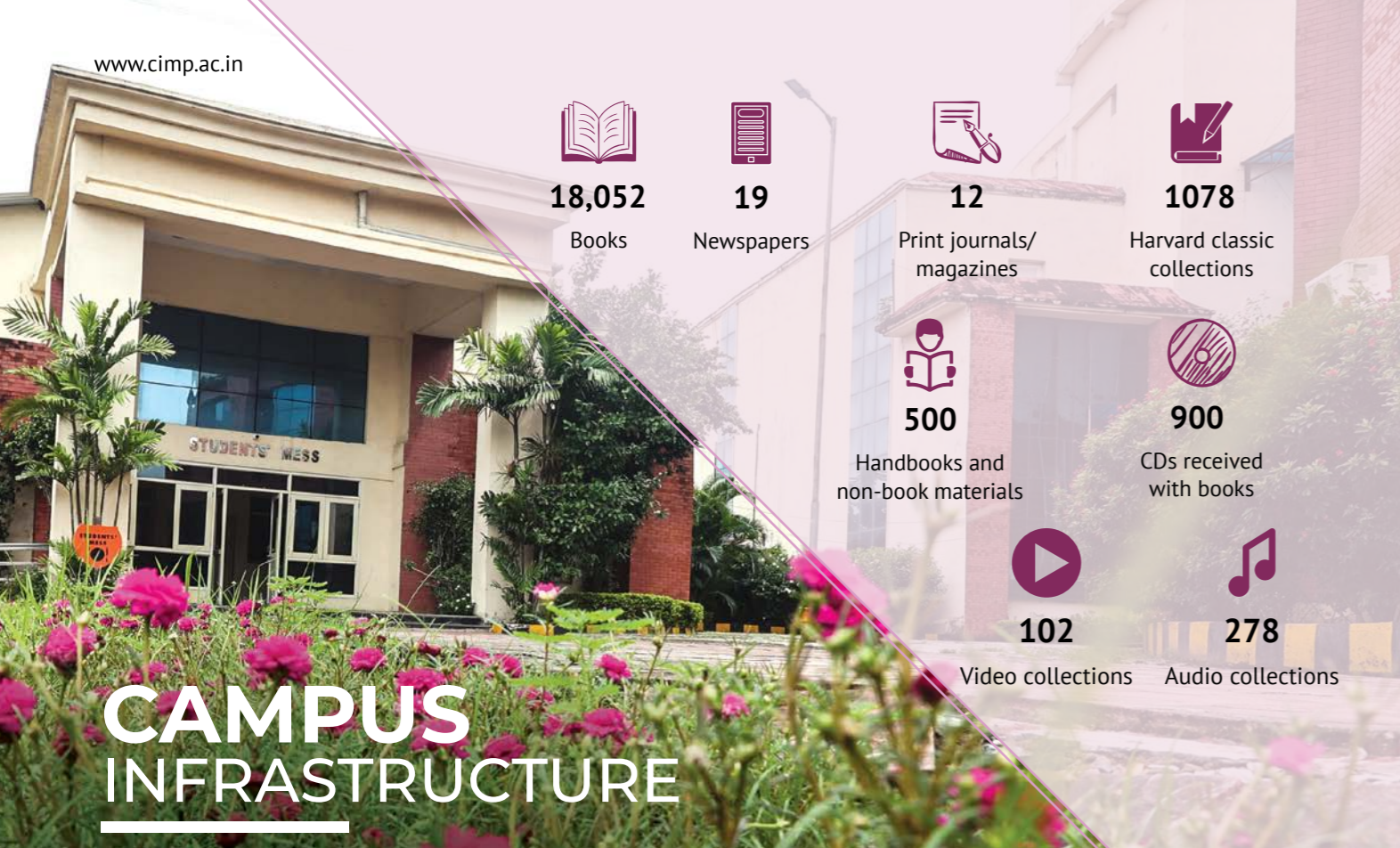
Prof. Ganesh Prabhu
IIM Bangalore

Prof. Mahesh Gopinath
PhD (Michigan)

Prof. Mithileshwar Jha
Former Professor
(IIM Bangalore)

Prof. Unnikrishnan
IIM Kozhikode

Prof. Vidyand Jha
IIM Calcutta



CAMPUS INFRASTRUCTURE

Our eco-friendly campus is located in Mithapur, which is 4 km away from Patna airport and 1.5 km away from Patna Junction railway station. CIMP has a state-of-the-art academic cum residential campus spread over 10 acres of land. The campus consists of an Academic Block, MDP block, Auditorium, Hostels for boys and girls, Extracurricular Activity Block, accommodation for teaching & non-teaching staff, a Guest House for visiting faculty and distinguished guests, and the Director's residence.

CIMP's academic block has six large lecture halls, classrooms, Computer Centre, Language Lab, IBM Business Analytics Lab, Startup Incubation Centre and Library. The entire campus is Wi-Fi enabled. All classrooms and conference rooms are air conditioned and well equipped with LCD screens and Projectors to facilitate learning and interaction.

Library

The state-of-the-art Library Resource Centre (LRC) is a major facilitator of CIMP's teaching, learning, training, and research activities. The library resource centre is one of the best in the country. The library has the facility to access e-resources as part of its resource collaboration with Harvard Business School Publishing (HBSP) and DELNET (Developing Library Network New Delhi), INFLIBNET and NDLI.

The library stocks (all within a very short period of 15 years) more than 18052 books, 12 print journals/magazines, 19 newspapers (print), 1078 Harvard classic collections, 500 handbooks and non-book materials, including 900 CDs received with books, 102 videos and 278 audio collections. Students can access more than 5223 full text journal titles through EBSCO, ProQuest etc. The library also subscribes to business databases such as ProwessIQ, Socio-Economic Statistics database such as Indiastat, and Legal research database such as SCC Online Web Edition Platinum.

ProQuest database provides a single source for scholarly journals, newspapers, dissertations theses, reports, working papers, and datasets along with millions of pages of digitized historical primary sources and more than 21,000 e-books. JSTOR is a digital library for scholars, researchers, and students. JSTOR provides access to more than 12 million academic journal articles, books, and primary sources in 75 disciplines. The EPWRF India Times Series (EPWRFITS), interactive online database with its comprehensive coverage of Indian economy for a fairly long time period and it comprises over a lakh variables capsuled in 27 modules. PASW 13, Clementine, Stata, EViews and reference management software like EndNote. The Library offers user services such as RFID Automated System, Document Delivery Service, Web OPAC powered by VTLS, Bibliographic Service, Institutional Repository, Open Video Digital Library, Virtual Reference Service, etc. The students have 16 hours access to the library; they can easily access the library online from their hostel rooms.

Language Lab

CIMP has started a standalone Language Lab for language tutorials. Students who opt for remedial English classes get additional support through this Lab. Language Lab is equipped with latest audio-visual devices. Students not proficient in English get benefited.

Auditorium

CIMP campus has a 500 seater, centrally air conditioned auditorium. The auditorium is the hub of all co-curricular activities. It has hosted several programs such as SPIC MACAY cultural programs, annual business fest, seminars, industry interactions and annual convocation. The auditorium is equipped with ultramodern equipments including audio-visual systems.



Computing Facilities

Information Technology (IT) is an integral part of the success of any leading management institute. Therefore, IT and e-enablement at the campus is a critical component of CIMP's focus towards excellence. The computing facilities available in the CIMP includes:

- A well-equipped and state-of-the-art computer lab with the latest hardware (Server, Firewalls, multimedia computers, network printers, and other leading accessories) and communication specifications having uninterrupted Wi-Fi/LAN connectivity round-the-clock.
- High-speed NKN (National Knowledge Network) Internet connectivity with 100 Mbps (1:1).
- Secure firewall throughout the entire network.
- Real-time implementation of RFID (Radio Frequency Identification) system in the Library, a technology to uniquely identify the books.
- Licensed version of leading statistical software like SPSS 17, AMOS 18, PASW 13, Clementine, and Stata.
- Plagiarism detection software.
- In-house development and successful implementation of e-examination software & MIS.



Quality Improvement Cell (QIC)

Quality Improvement Cell has been developed for the students to promote self-learning and to learn beyond the syllabus to enhance knowledge.



LIFE @ CIMP

A lot of learning in a business school happens outside the classrooms. At CIMP, campus life outside classrooms is full of activities. CIMP has several groups, committees, and clubs run by students. Working together in small teams help students to understand the importance of team work. Students engage in a lot of recreational activities making the campus life vibrant.

Alumni Committee

Alumni associations exist to support the organization's goals, and to strengthen the ties between alumni, industry & the parent organization. This committee recognizes fellow alumni who are distinguished by their loyalty, professional achievement and community service, assists current students and alumni in career planning, placement and transitions, encourages highly qualified and diverse prospective students to attend CIMP and promote the institute within one's sphere of influence.

Advocation-Advertisement Committee

Advocation Committee connects CIMP with the people through Social media platforms & Professional websites like Facebook, Twitter, LinkedIn, Instagram etc. It helps in promoting the activities happening in the campus.

Academic Committee

The committee plays a significant role in upholding and developing the academic standards at CIMP. It is an interface between the students, teachers and the PGP office. Academic committee assists in collating student's feedback, arranging remedial classes and helps students enhance communication skills.

Saarang - The Cultural Committee

Saarang, the cultural committee, is responsible for organizing and managing all the cultural events at CIMP. It brings in a refreshing breeze to the otherwise rigorous lives of management students by providing them with opportunities to showcase their talents. For Saarang, "Innovation is a routine, and creativity, a habit". Saarang organizes major events like inter business school festivals and thus provides hands-on management experience to budding managers. The committee has successfully hosted concerts by eminent musicians in association with SPIC MACAY.



Spardha-The Sports Committee

Spardha - The sports committee manages all the sports related events on the campus. Spardha's motto is to keep its future managers active and fit by participating in various indoor and outdoor games. This committee organizes annual sports events. The committee is also responsible for maintenance of sports infrastructure in the campus.

Aahar - Hostel & Mess Committee

The mess committee monitors the smooth functioning of the students' mess. Hostel & Mess Committee is an integral part of CIMP community and aims at providing healthy, nutritious and homely food to the students.

IT Committee

IT committee takes care of IT requirements including campus intranet, installation of software, and troubleshooting. The IT Committee acts as a liaison between the students and the computer centre to fulfil the requirements of software, educational documentaries, journals, e-books, etc.

Sangoshthi - Seminar Committee

This group coordinates and ensures media interface of seminars and conferences organized by the institute. The members are responsible for compering the seminar. The members summarize the main content of the seminar and document the entire programme. The committee is responsible for press releases, generating content and facilitating press conferences.

Fest Organizing Core Committee

The main responsibility of the committee is to conduct national level business fest annually. Members are supposed to propose the budget, take the initiative to raise funds to run the fest, prepare a programme layout, invite participants from other business schools and arrange logistics to support the fest.

Editorial Committee

The committee aims to nurture creative, thinking and writing abilities of the CIMP student community. The members approach potential contributors to provide content by writing occasional editorials and other short articles for CIMP newsletter.

Placement Committee

Placement committee coordinates CIMP's placement activities. The committee tries to match the requirements of the corporate world with the expectations of the students and facilitate in a smooth placement process. The committee also works closely with the industry to receive feedback on the institute's curriculum and students' competencies and performances.

Samvedna - Social Marketing Club

Social Marketing Club is an innovative initiative of CIMP which acts as a catalyst for the development of Bihar. The Social Marketing Club engages in creating awareness among students regarding social responsibility. Social Marketing concept is frequently used for bringing change to socially accepted attitudes and behaviour in diverse areas such as the use of seat belts in cars, drug abuse, smoking, organ donation, waste disposal, traffic sense, etc. Social Marketing Club is a "one-of-its-kind" initiative in the Indian management education space.

E-Cell - The Entrepreneurship Cell

E-Cell is a committee run by the students of CIMP that aims to unearth the latent entrepreneurial spirit of the young students. The mission of the E-Cell is to host workshops, guest speaker sessions, innovative games, and competitions for aspiring entrepreneurs. E-Cell supports the budding entrepreneurs by providing necessary resources such as seed funding, mentoring, consultancy, and networking. First time in India, CIMP has initiated "Women Entrepreneurs" cell.



FINAL PLACEMENTS 2023



Chandragupt Institute of Management Patna (CIMP) is well known for its excellent track record of campus placements for its PGDM graduating students. CIMP has excellent placements record for all fourteen passed out batches. A number of high profile corporate houses visited CIMP during last placement season to hire young management graduates for various positions. The year-on-year stupendous success in placements has been the result of CIMP placement team's constant engagement with the corporate world and the invaluable training imparted to students.



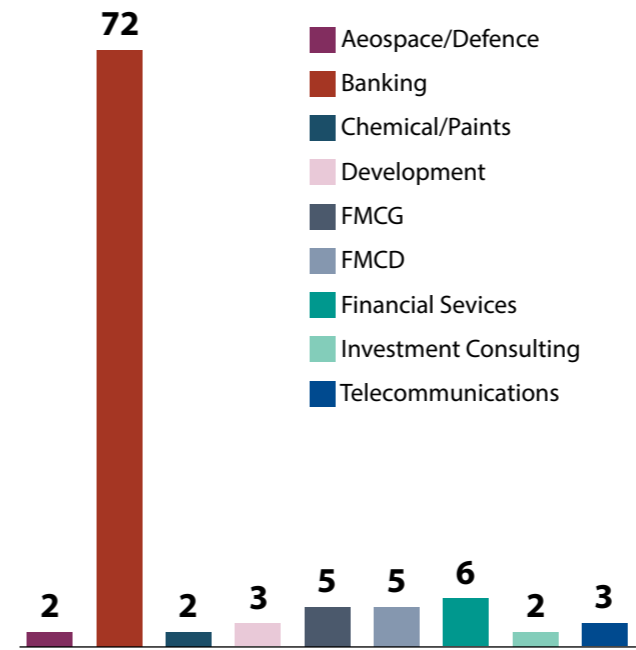
Excellent Placement of Graduating Students.

PLACEMENT STATISTICS

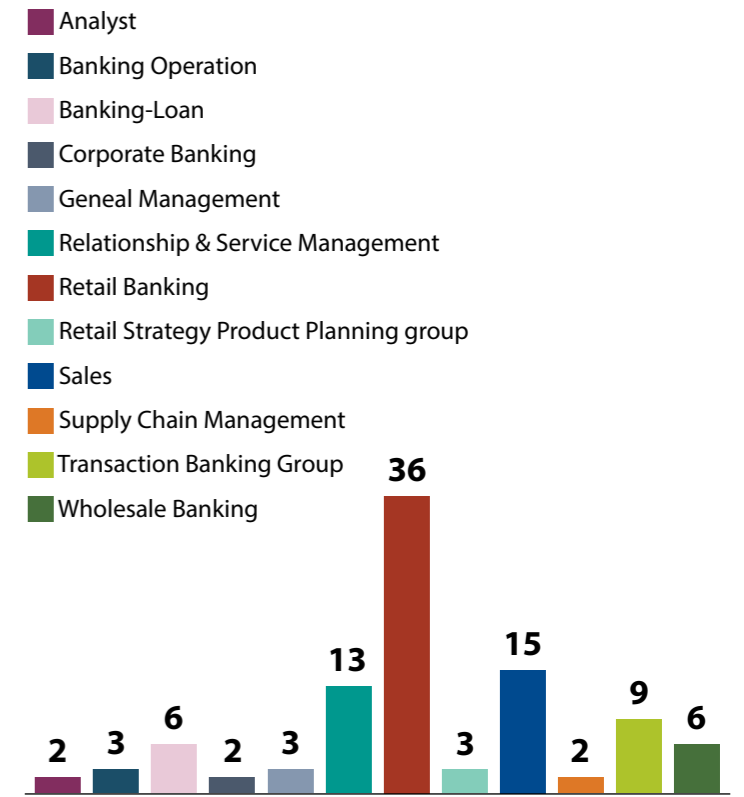
- In line with the previous years, excellent placement for 14th batch of eligible students from PGP 2021-23 batch.
- The participating companies were from diverse verticals like Aerospace/Defence, Banking, Cement, Chemical, Consulting, Dairy, Development & Social change, Financial Services, Edtech, FMCG, Telecommunications, and more.
- Recruiters like Tata Advanced Systems Limited (TASL), ITC Ltd., BRLPS- JEEVIKA, ICICI Bank, IDBI Bank, Bharat Financial Inclusion Limited (BFIL), IDBI Bank, HDFC AMC, Utkarsh SF Bank, Berger Paints, Marico, Asian Paints, Airtel, Amul, Colgate Palmolive, Axis Bank, Bandhan Bank, Vodafone-Idea, Arohan Financial Services Ltd. and more reaffirmed their faith in the talent nurtured at CIMP.
- Backed by strong industrial relations, the placement season of 2023 for PGP batch 2021-23 witnessed an overwhelming participation from previous recruiters along with many new recruiters vying for some of the country's best minds at CIMP. New recruiters who visited

- CIMP include KENT RO, DCB Bank, Aditya Birla Group, Quantum Advisory Pvt. Ltd., Muthoot Finance, ESAF Small Finance Bank, Bandhan Bank- Emerging Entrepreneurs Business, Women Development Corporation (WDC), Udyog Mitra (Department of Industries, Govt. of Bihar), Bluemedix, Motilal Oswal Finance Ltd., My Captain, NJ India Invest Pvt. Ltd., Adani Electricity Mumbai Ltd., CodeYoung and more.
- Niche profiles in Sales & Marketing, Branch Banking, Consulting, General Management, Micro Banking, Relationship & Service Management, Supply Chain Management/ Operations were offered by the recruiting organizations. Corporate from myriad sectors visited CIMP campus and recruited talent.
- The largest recruiter was ICICI Bank which hired 31 students for different verticals.
- The job location of placements was not restricted to Bihar alone. Several companies offered positions for different Metro and other cities in India.

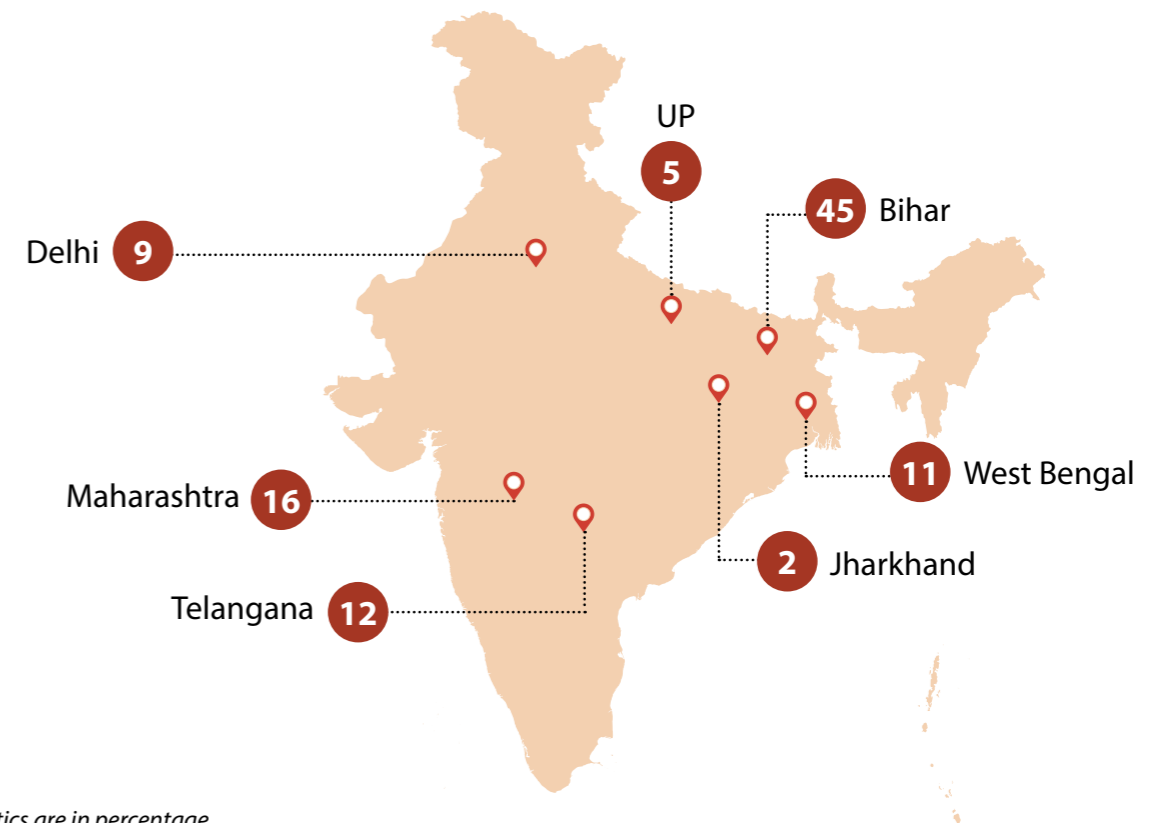
Sector-wise Batch 2021-2023*



Profile-wise Batch 2021-2023*



Location-wise Batch 2021-2023*



*All statistics are in percentage

INTERNSHIP STUDENT SPEAK



Abhinav Singh, Roll No. 150064

Organisation: Indian Oil Corporation Limited

Topic: Awareness and promotion of Xtragreen Diesel

I got a chance to work for one of the prestigious organisations, IOCL, in the field of Retail Marketing. I was working with one of the products of diesel of IOCL, Xtragreen Diesel. I have had the opportunity to go to every retail outlet of IOCL and communicate with the dealers and customer attendants so that I can know what problems they are facing in selling the Xtragreen diesel.

Adya Sharan, Roll No. 150008

Organization: ICICI Bank Patna

Topic: Identifying lending opportunities in textile businesses of Patna

This experience was truly transformative for me. I had the incredible opportunity to work in a dynamic and fast-paced professional environment. Working alongside a talented and hardworking team and incredibly supportive mentors who not only provided us with great insights about the industry but also helped us by sharing their invaluable and practical experiences but also often shared light-hearted moments. I am grateful for this experience.

Sushmita, Roll No. 150048

Organisation: Tata Steel

Topic: Evaluation of the river through the green space approach

I got an opportunity to work for Tata Steel, a prominent organization in the area of sustainable development. I was working on a study on river basins from a green space perspective. My examination evaluated how green spaces affected conservation and sustainability activities. It provided insights on sustainable practice and environmental management based on data analysis.

Aadya Jalan, Roll No. 140083

Organization: Tata Advanced Systems Limited

Topic: From Order-to-Cash: A comprehensive study of Sales Accounting and Order-to-Cash process.

It was a great opportunity to do my internship at TATA Advanced Systems Ltd. I had the opportunity to work on a project which gave an insight into a particular industry. Moreover, the inclusive and diverse culture in the company made me feel like an integral part of the team and provided me with a chance to interact with the professionals. The journey has been transformative and enriching.

Gaurav Singh, Roll No. 150082

Organization: KPMG

Topic: Business Process Re-engineering of Directorate of Employment and Training, Govt of Bihar.

I got an opportunity at KPMG to work with the G&PS division, where I was in the team responsible for consulting the Directorate of Employment and Training, Govt of Bihar. I was responsible for the preparation of AS IS and to Be for the directorate and the proposed web portal prototype. The internship helped me in applying classroom concepts to real-world scenarios.

Mrinal Manish, Roll No. 150088

Organization: Whirlpool India

Topic: Rejuvenation of distribution channel of Siwan and Gopalganj Market.

My internship experience at Whirlpool India on the Topic 'Rejuvenation of distribution channel of Siwan and Gopalganj' was an insightful and knowledgeable experience. I had the opportunity to explore the electronics market of Bihar and find its market potential. I also learned how to interact with customers effectively and also got the opportunity to gain hands-on sales experience. I accompanied the sales team on visits to retailers and helped them to demonstrate and sell Whirlpool products. Working with highly qualified Mentors and ASMs enhanced my experience and helped me gain insight into how the FMCD industry works. Additionally, I also acquired the knowledge of interpersonal skills which will help me in the future.

Amandeep, Roll No. 150069

Organization: Indian Oil Corporation Limited

Topic: Awareness and promotion of Xtrapremium 95Petrol

I was given the opportunity to work for the prominent company IOCL in the retail marketing department. I was working with XP95, one of IOCL's petrol products. I've had the chance to visit each IOCL retail location and speak with the dealers and customer service representatives in order to learn about any issues they are having with the XP95 sales.

Vanisha Singh, Roll No. 150055

Organization: Namaste India

Topic: To identify the market potential of Namaste India icecream in HoReCa segment and Modern Trade

It was a great opportunity of doing Summer Internship at Namaste India. I got the opportunity to expand my knowledge and understanding about organization's working culture. I got a chance to talk to a lot of shopkeepers and got to know how they perceive Namaste India Ice Cream and how widespread is Namaste India Ice Cream in the markets. The highlight of my internship experience at Namaste India was the application of the classroom concepts taught in our curriculum to real-world scenarios.

Himanshu Monal, Roll No. 150114

Organization: ITC Limited

Topic: Strategy and opportunity to improve the sales of Mangal Deep Popular Agarbatti.

I am grateful to CIMP for giving me a great opportunity of doing my Summer Internship Program at ITC Limited. It was my 1st corporate experience and I was very enthusiastic to work in ITC Limited in FMCG sector. During my two months internship period I got to know about the how ITC works on ground level, how distributors and salesmen play crucial roles (like less credit period, delivery issue, efficiency and target of salesman etc.) that affect the business of ITC. I had visited more than 500 stores with salesmen to improve the sales of Mangal Deep Popular Agarbatti. It was a great learning experience for me which was based on the classroom concepts and practical applications.

OUR RECRUITERS

- 3i Infotech Ltd.
- Accenture
- ACFL Microfinance
- Airtel
- AMUL
- Arohan Financial Services Limited
- Asian Paints
- Axis Bank
- Aga Khan Rural Support Programme (India)
- Allahabad Bank
- Amba Research
- BUIDCO
- Bihar Vikas Mission
- BIA (VenturePark Incubator)
- Bajaj Housing Finance Limited
- Bajaj Finance Ltd.
- Bandhan Bank Limited
- Bandhan Bank Limited - HF Vertical
- Berger Paints
- Bharat Financial Inclusion Ltd. (BFIL)
- BIRD (NABARD)
- BSPB
- BMSICL
- BYJU'S
- Career Domain
- Capital Via Global Research
- Campus Management International Pvt. Ltd.
- Catalyst Management Services
- Chaitanya India Fin Credit Pvt. Ltd.
- Clairvolex
- Coca Cola
- Colgate-Palmolive (India) Limited
- COMFED
- Competition Commission of India
- CSM Technologies
- Centaur Security and Safety Trading
- Dabur India Ltd.
- Digital Green
- DCB Bank Limited
- Devyani Food Industries Limited (Creambell)
- eLitmus
- Epaathshala
- Foundation for Research in Health Systems (FRHS)
- Farms n Farmers
- Federal Bank Limited
- Fino Payments Bank
- Flipkart
- Future Retail Limited
- Frontier Growth Advisors
- GIC Housing Finance Ltd.
- GSKCH
- Green Agrevolution Pvt. Ltd.
- Hamsafar India
- HDFC Bank
- HDFC AMC Ltd.
- HDFC Ltd.
- HT Media
- HUL
- HEBE Financial Services Pvt. Ltd.
- IMRB International
- ICICI Bank Limited
- ICICI Securities Ltd.
- ICICI Prudential AMC Ltd.
- IDFC Bank
- Intercontinental Consultants and Technocrats Pvt. Ltd.
- InfoEdge Ltd.- Naukri.com
- Intellipaat
- IDBI Federal Life Insurance Co. Ltd.
- IndusInd Bank
- ITC Limited
- IDBI Bank Ltd.
- Indian PAC Consulting Pvt. Ltd.
- IOCL
- Jabong
- Jana Small Finance Bank
- JEEViKA
- JK Cement Ltd
- Karvy Stock Broking Limited
- Kotak Mahindra Bank
- KPMG
- LIC Housing Finance Ltd.
- L&T
- Landmark Group (Max Fashion)
- Landesa (Rural Development Institute)
- Mahindra & Mahindra Ltd.
- Marico Ltd.
- Medha Learning Foundation
- Mother Dairy
- Mphasis
- National Skill Foundation of India
- NTPC Ltd.
- NCDEX e Markets Ltd.
- NDDB Dairy Services
- Nestle India Limited
- NSDA
- Pin Click Property Management Pvt. Ltd.
- PlanetSpark
- Prism Johnson Cement Co. Ltd.
- Propelld
- RBL Finserve Limited
- RBI
- RealTime Financial Advisors Pvt. Ltd.
- Repose Energy
- RIL Media Broadcasting
- Saarthak Development and Business Solutions Pvt. Ltd.
- Subicsha Coconuts Producers Company Ltd.
- Saija Finance Pvt. Ltd.
- IIFL Samasta Finance Limited
- SBI
- SBI General Insurance Co. Ltd.
- SEBI
- Shoppers Stop
- Stock Holding Corporation of India Ltd.
- SPFL Securities Ltd.
- SATHI
- Swasti Health Resource Centre
- Talisma
- The Outlook Group
- Tata Consumer Products
- Tata Power DDL
- Tata Steel Ltd.
- Tata Advanced Systems Limited (TASL)
- Tata Consultancy Services
- The Kerala Minerals and Metals Ltd.
- Triveni Almirah
- Udaan
- Udgam Digital Ops Pvt. Ltd.
- Utkarsh Small Finance Bank
- Ujjivan Small Finance Bank
- Vistaar Financial Services Ltd.
- Vaya Finserv Pvt. Ltd.
- Voonik
- Vodafone Idea (Vi)
- Whirlpool Corporation
- WhiteHat Jr
- Xiaomi Technology India Private Limited
- X L Dynamics Pvt. Ltd.
- Yes Bank Ltd.
- Zomato Media Pvt. Ltd.

STUDENTS' ACHIEVEMENTS

NATIONAL & INTERNATIONAL PRESENCE

Achievements of our Students

Shipa Priya

Shipa Priya presented a paper entitled, **"Influencing employee engagement : The role of human resource practices in public sector context"** in Malaysia.

Anjali Sharma

Anjali Sharma presented a paper entitled, **"An analysis of mortgage loan approval with customer segmentation"** in Sri Lanka.

Shiwangi Singh

Shiwangi Singh presented a paper entitled, **"An exploratory study to understand sugar price fluctuations in Bihar, India"** in Thailand.

Saniya Mirza

Saniya Mirza presented a paper entitled, **"Impact of Micro-economic and loan specific determinants on nonperforming loans in India: An Empirical Evidence"** in Las Vegas, USA. This paper was given best paper award among 150 participants.

Sudeep Rohit

Sudeep Rohit of PGDM batch 2008-10 has completed FPM from IIM Trichy.

Ankur Jha & Ankit

Ankur Jha & Ankit of PGDM batch 2013-15 have completed PhD from IIM Lucknow.

Anjali Sharma

Anjali Sharma of PGDM batch 2014-16 has completed FPM from IIM Indore.

Shiwangi Singh

Shiwangi Singh of PGDM batch 2014-16 has completed PhD from IIT Delhi.

Shivani Narayan

Shivani Narayan of PGDM batch 2016-18 has completed FPM from IIM Kashipur.

Himanshu Pandey

Himanshu Pandey of PGDM batch 2015-17 is pursuing FPM from IIM Udaipur.

Kumar Rohit

Kumar Rohit of PGDM batch 2013-15 is pursuing PhD from IIM Visakhapatnam

Kumari Anuja

Kumari Anuja of PGDM batch 2018-20 is pursuing PhD (PT) from NIT Patna

Recent Achievements by the Students

- A team of three students (Saniya Mirza, Akshay Kumar & Prabhakar Singh) qualified the regional round of Reserve Bank of India's essay competition (the only team from Bihar and Jharkhand to qualify) and reached the zonal round held at Reserve Bank of India, Kolkata for the 'RBI Policy Challenge'.
- Saniya Mirza won 1st prize in the State Bank of India essay competition.
- Shivani Narayan won 3rd prize in SBI vigilance week- essay writing competition.
- Himanshu Pandey won 2nd prize in a debate organized by SBI on eradicating corruption. He also won 1st prize in Airtel Big Idea Challenge, Digital India Contest organized by South Indian Bank, inter college debate organized by Tarumitta (UNESCO recognised NGO) & Nageshwar Charitable Trust for environment conservation & commercialization of sports respectively.
- Himanshu Pandey published an article on banking in Niveshak – Monthly Finance Magazine of IIM Shillong.
- Sunny Agarwal won Certificate of Excellence for Digital Marketing Campaign by Career360.com.
- Raushan Kumar and Shalini Singh participated in NTPC Electron Quiz-2017.
- Udbhav Singh and Nayan Ranjan participated in NTPC Electron Quiz-2018.
- Udbhav Singh & Rajnish Kumar secured 1st position in Krishi Sangram 2019 held in BHU.
- Manish Ratna participated in CZAR (B-Plan competition 2019) held in IIM Trichy.
- Divya Jyoti participated in B-Plan competition held during CIMP's annual B-Fest UDBHAV 2019.
- Mr. Ayush Ravi of PGP 2019-21 batch qualified first preliminary round of Dare to Compete, Inquisitive- The Ultimate Business Quiz, organized by IMT Hyderabad on 3rd December 2019.
- Shantanu Raj represented CIMP in the IIC online sessions conducted by Institution's Innovation Council (IIC) of MHRD's Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs.
- Deepankar Kumar Thakur has participated in "Ace the Case" competition that was organised by IIM Calcutta. His team was among the top 15 teams in the competition.
- Mohit Kumar was awarded a certificate of exceptional performance from Hindustan Coco-Cola Beverages Pvt. Ltd.
- Mr. Amarjeet Kumar (PGDM Batch 2021-23) has presented a paper titled "Corporate Social Responsibility, Inclusive Development & Welfare 2021" in the International Conference at CIMP.
- Md. Asif Ali from PGDM 2021-23 and Tousif Ahmed from PGDM 2022-24 secured first runner up in the final round of a HR event at IMI Kolkata.



ADMISSION PROCESS TIMELINE



Scan QR code to fill
the application form

- 01 Apply to CIMP using test scores
[CAT 2023, XAT 2024, CMAT 2024, GMAT and MAT 2023-24]
- 02 Call to shortlisted candidates to attend GD-PI:
February-March 2024
- 03 Conduct GD-PI:
1st week of April 2024
- 04 Declaration of first list of selected candidates:
3rd week of April 2024
- 05 Offer Acceptance and Registration for the PGDM Programme:
April-May 2024
- 06 Orientation programme and induction classes start:
Mid of June 2024 (tentatively)

OUR RECRUITERS



and many more ...



CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

Mithapur Institutional Area, Patna - 800 001, Bihar

Tel : Reception : 0612-2366015 / 2366021 | Phone : +91 96932 23405

Fax : 0612-2366029 | Email : admission@cimp.ac.in | Website : www.cimp.ac.in

Admission Chairperson
Prof. Sudeep Rohit
FPM (IIM Trichy)

Innomedia
c r e a t i o n s
Ph : +91 98300 12392