CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

Fully government funded standalone institute in India approved by AICTE, accredited by NBA, and PGDM recognised by AIU as equivalent to MBA

ADMISSION BROCHURE
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) 2020 - 2022
Chairman  
Shri Nitish Kumar  
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  

President  
Bihar Industries Association, Patna  

President  
Bihar Chamber of Commerce and Industries, Patna  

Prof. Shamshad Hussain  
Ex Vice Chancellor,  
Magadh University & Nalanda Open University,  
Ex Chairman, Bihar College Service Commission  

Shri Ram Lal Khetan  
Co-Chairman,  
Bihar Development Council, ASSOCHAM  

Nominee from MHRD, New Delhi  

Nominee from AICTE, New Delhi  

Director of the Institute  
(Ex-Officio Member)  

Dr. V. Mukunda Das  

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Admission Brochure 2020-22
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.

Chandragupt Institute of Management Patna (CIMP) has emerged as a pioneer in creating a new generation of young management professionals. In the next decade, 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.

A new milestone in CIMP’s Industry interface is the recent collaboration with IBM in opening a Centre for Business Analytics.

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 100 percent 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 full 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 is indeed a matter of great pride and honour to be a part of CIMP.

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

Dr. V. Mukunda Das
Director

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My Best Wishes
JOURNEY OF CIMP

KEY HIGHLIGHTS

- 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
- 100 percent 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)
- Startup Incubation Centre and Business Innovation Lab
- Received NBA full accreditation
- PGDM Programme approved by AIU as equivalent to MBA
- Eleven 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 Executive Programme in Management (EXPM) for Senior Bihar Government officials
- Launched AICTE approved Fellow Programme in Management (FPM)
- Launched “Students Guidance Centre” (SGC) and “Beautiful Mind” to benefit the socially and financially deprived children

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.

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 demonstrate the ability to listen and to read attentively, and to express ideas with clarity in both oral and written communications.
- Communication Skills: 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.
- Modern Tool Usage: 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.

THE INSTITUTE

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. CIMP has also started AICTE approved Fellow Programme in Management.

CIMP has also initiated an eleven month Executive Programme in Management (for working professionals) sponsored by the Government of Bihar. In a short span of 11 years, CIMP’s achievements are known to the corporate world and has been contributing substantially to the academic and development credentials of Bihar while fulfilling the primary role of training students to become professional managers.

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CIMP’s Achievements

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.
- 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.

IIRF Ranking
- Indian Institutional Ranking Framework (IIRF) 2018, 2019 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.

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 will help in student and faculty exchange program, and collaborative research.

Startups Incubation Centre & Business Innovation Lab
- Startup Incubation Centre 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.
- Startup Incubation 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, educated unemployed youths of the Scheduled Castes and Scheduled Tribes community are trained in basic skills of entrepreneurship.

Social Responsibility
- Student Guidance Centre (SGC) is an initiative to help SC/ST 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.

NBA Accreditation
- Post Graduate Diploma in Management (PGDM) offered by CIMP is fully 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 developed here are of international standards and would be very useful in enhancing their global mobility.

AIU Approval
- Association of Indian Universities (AIU) has accredited the comprehensive 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 AIU 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.

Fellow Programme in Management (FPM)
- Chandragupt Institute of Management Patna (CIMP) is one of the youngest institute in the country to offer AIETE approved Fellow Program in Management (FPM). Currently CIMP is offering FPM in the areas of Economics, Marketing, Finance & Accounting, Production & Operations Management.

Admission Brochure 2020-22

Chandragupt Institute of Management Patna

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The residential two-year full-time Post Graduate Diploma in Management (PGDM) prepares 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, Human Resource Management, Operations and Business Analytics. 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 2019, XAT 2020. Candidates may submit the Application Form at the CIMP counter by hand or send the Application Form by post.

The sale of Application Form and Admission Brochure can be obtained from the Institute by paying Rs. 500/- [Rs. 200/- for Scheduled Caste (SC), Scheduled Tribe (ST), Backward Class (BC) 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.

CIMP will not be responsible for any postal delays or for non-receipt of application forms. The applicant must check his/her application status on CIMP website regularly.

The last date to submit the Application Form is 15th December, 2019.

**Sale of Application Form**
Application Form and Admission Brochure can be obtained from the Institute by paying Rs. 500/- [Rs. 200/- for Scheduled Caste (SC), Scheduled Tribe (ST), Backward Class (BC) and Differently Abled (DA) candidates].

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**Methods 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 2019, XAT 2020, and CMAT 2020) and criteria like previous academic record and relevant work experience.

Group Discussion (GD), Personal Interview (PI), and Writing Ability Test (WAT) will be conducted during March/April 2020. 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 and performance in Writing Ability Test, Group Discussion & Personal Interview. Final offer of admission would be declared in the third week of April 2020.

**Eligibility**
The candidate must hold a Bachelor's degree with at least 50% marks or equivalent CGPA [45% in case of 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, 2020 from the Principal/Registrar of his/her College/Institute (issued on or before June 30, 2020) 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.
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 a 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.

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 2020-22 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 and Finance, by offering elective courses in the second year.

Business Analytics Course in PGDM
During 2017, CIMP joined hands with IBM Career Education, India to set up a Centre for Business Analytics and a Business Analytics Lab. IBM trained faculty from CIMP and IBM offer software driven courses in Business Analytics.

Provisional list of Courses to be taken for Business Analytics:

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*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: 10th December, 2019
Last date to submit the Application Form: 15th December, 2019
### Indicative Course Structure

**Term - I**
- Financial Accounting
- Marketing Management - I
- Quantitative Techniques - I
- Microeconomics
- Micro Organizational Behaviour
- Managerial Communication - I
- Information Technology for Managers

**Term - II**
- Financial Management
- Marketing Management - II
- Quantitative Techniques - II
- Macroeconomics
- Human Resource Management
- Managerial Communication - II
- Cost and Management Accounting

**Term - III**
- Corporate Finance
- Marketing Research
- Production and Operations Management
- Corporate Governance and Business Ethics
- Business Environment and Policy
- Macro Organizational Behaviour
- Entrepreneurship (workshop)

**Term - IV**
- Strategic Management
- Sales and Distribution Management
- Banking
- Management Information Systems
- Leadership Excellence in Organizations
- Organizational Structures and Processes

**Electives**
- Consumer Behaviour
- Marketing of Services
- Rural Marketing
- Options, Futures, and other Derivatives
- Security Analysis and Portfolio Management
- Foundation Course in Descriptive Analytics - I
- Foundation Course in Descriptive Analytics - II

**Term - V**
- Supply Chain Management
- Business Law - I
- Project Management
- Digital Marketing
- Business Analytics

**Electives**
- E-B2B Marketing
- Retail Management
- Financial and Business Modelling
- International Finance and Trade
- Corporate Restructuring
- Behavioural Finance
- Foundation Course in Predictive Analytics - I
- Foundation Course in Predictive Analytics - II

**Term - VI**
- Public Policy
- E-Commerce
- Business Law - II
- Innovation Management

**Electives**
- Integrated Marketing Communications
- Product and Brand Management
- Fixed Income Securities
- Project Finance
- Alternative Investments
- Total Quality Management
- Foundation Course in Predictive Analytics - I
- Foundation Course in Predictive Analytics - II

#### 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), Ministry of HRD, Government of India in 2018.

For more details, visit [www.cimp.ac.in/p/fellow-programme-in-management-2](http://www.cimp.ac.in/p/fellow-programme-in-management-2)

#### Executive Programme in Management (EXPM)
Executive Programme in Management at CIMP has been designed to successfully manage and bring the change in an organisational set up and prepare the participants to take initiatives in their day to day function. The Programme is aimed at motivating the participant to become self motivated leading professional in their field of work and undertake challenging task by applying modern management tools and bringing innovative ideas in their work.

**Objectives of the Programme:**
- To familiarise with modern and contemporary best management practices
- Develop skills and expertise in functional areas of general management
- Provide direction and support for effective public policy, drawing effective corporate strategy and action plan.

**For Whom:**
- Government Executives/Officers/Managers being sponsored by their employers
- Professionals seeking training for managing professional service firms in a leadership role
- Technical experts who aspire to be groomed for senior management and leadership roles with global skills

For more details, visit [www.cimp.ac.in/p/executive-program-in-management-1](http://www.cimp.ac.in/p/executive-program-in-management-1)
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 Foreign Languages
- Centre for Quality Education
- Startup Incubation Centre & Business Innovation Lab
- 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.

The MDPs are designed to provide insights into managerial concepts helping managers to implement strategies in functional areas. The MDPs also assist the practicing 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 and various Banks like Mahila Samakhyaa-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.

Academic Affairs

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

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 Kochi

Prof. Vidyandan Jha
IIM Calcutta

Internal Faculty

V. Mukundan Das
Director, PhD (SPU), IIT (Milan)

Ankit Sharma
PhD Pantherag, FPM (IIM Indore)

Anuj Sharma
FPM (IIM Indore)

Bidhanesh Misra
MBA (FMS Delhi), LL.B

Debabrata Samanta
PhD (IIT Kharagpur)

G. K. Murthy
PhD (Berhampur University)

Jyoti Verma
PhD (Nirma University)

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

Nilamadhab Mohanty
FPM (IIM B)

Prasad Sundararajan
PhD (Gujarat)

Rajeev Verma
FPM (IIM Indore)

Rajesh Kumar
FPM (IIMB)

Ranjit Tiwari
FPM (NITM Mumbai)

Sayan Banerjee
FPM (NITM Mumbai)

Sriranga Vishnu
FPM (IIM Indore)

Sibananda Senapati
FPM (NITM Mumbai)

Sanjeev Sinha
IIT (IIM), PhD (USA)

Visiting Faculty

Abha Sahay
MS (University of Missouri, USA)

Adwaita Govind Menon
FPM (XIMB)

C. Gopalakrishnan
PhD (Gujarat)

Chanchal Kumar
IIS (IIM), M. Tech (IT), MDP (USA)

J. P. Rai
IIS (IIM), MBA (BHIL)

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

Dr. K. Sukumar
Dean, NISM

O. P. Wali
Professor, IIFT Delhi

Sanjeev Sinha
IIS (IIM), MBA (India)

S. Siddharth
IIS (IIM), PhD (USA)

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

Satyajeet Rajan
IIS (IIM), MBA (India)

Prof. Sudeep Ghosh
FPM (IIM Calcutta)

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

Prof. Sabu S. Padmadas
PhD, Essex Business School, UK

Dr. Shoba Arun
PhD, University of Southampton, UK

Admission Brochure 2020-22

Chandragupt Institute of Management Patna

Faculty and student activities.
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).

The Library stocks (all within very short period of 11 years) more than 17,200 books, 50 print journals/magazines, 25 newspapers (print), 2000 Harvard classic collections, 500 handbooks and non-book materials, including 900 CDs received with books, 100 videos and 200 audio collections. Students can access more than 8,000 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, Legal research database such as SCC Online Web Edition Platinum. ProQuest databases 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, 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 24 hours access to the library; they can easily access the library online from their hostel rooms.

17,200 Books
50 Print journals/magazines
25 Newspapers
2,000 Harvard classic collections
500 Handbooks and non-book materials
900 CDs received with books
100 Video collections
200 Audio collections

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.

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.

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.

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 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.
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 helps students to understand the importance of teamwork. Students engage in a lot of recreational activities making the campus life vibrant.

**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 help 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 the 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 manage 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.

**Adovation - Advertisement Committee**

Adovation 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.

**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 fulfill the requirements of software, educational documentaries, journals, e-books, etc.

**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.

**Sangoshthi - Seminar Committee**

This group coordinates and ensures media interface of seminars and conferences organized by the institute. The members are responsible for compiling the seminar. The members summarize the main contents 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.

**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.
Chandragupt Institute of Management Patna (CIMP), known for its excellent track record of campus placements, achieved 100% placement for its graduating PGDM participants for the tenth batch. Each year a number of high profile corporate houses visit CIMP during placement season to hire young management graduates. In the previous placement season, all PGDM participants got placed in sectors of their choice. The year-on-year stupendous success in placements is a result of CIMP’s constant engagement with the corporate world and the rigorous training imparted to the PGDM participants.

Reaffirmed their faith in the talent nurtured at CIMP.

Recruiters who visited CIMP for the first time includes The Federal Bank, Future Retail Ltd., IndusInd Bank, Chaitanya India Fin Credit Pvt. Ltd., Medha Learning Foundation, Pin Click Property Management Pvt. Ltd., and Zomato Media Pvt. Ltd.

Niche profiles in Sales & Marketing, Branch Banking, General Management, Supply Chain Management/Operations were offered by the recruiting organizations.

The largest recruiter was Bandhan Bank which hired 12 students (as Management Trainee) for the position of Customer Relationship Officer (CRO) followed by ICICI Bank which hired 11 students for position of Deputy Manager (Band II).

Companies offered job positions in Patna, New Delhi, Bangalore, Mumbai, Hyderabad, Kolkata, Bhubaneswar, Jamshedpur, Lucknow, Ranchi, Shillong and other cities.

### Placement Highlights for the Tenth Batch

- 100% placement of graduating students.
- The companies which participated in the placement process were from diverse verticals like Aerospace/Defence, Banking, Chemicals, Communications/Media, Consumer staples, Dairy, Development & Social change, Education Management, Financial Services, FMCG, Government Administration, Materials, Real Estate, Retail & Fashion, Telecommunications, and more.
- Recruiters like Tata Advanced Systems Limited (TASL), ITC Ltd., JEEVKA, ICICI Bank, HDFC AMC, Yes Bank, HDFC Bank, Asian Paints, Amul, COMFED and more\n
### Sector-wise Batch 2017-2019

<table>
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<tr>
<th>Sector</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<td>Development &amp; Social Change</td>
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<td>Dairy</td>
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<td>FMCG</td>
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<td>Retail &amp; Fashion</td>
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<td>Real Estate</td>
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<td>Chemicals</td>
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<td>Education Management</td>
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<tr>
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<tr>
<td>Consumer Staples</td>
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<tr>
<td>Communications / Media</td>
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</tbody>
</table>

### Location-wise Batch 2017-2019

- Bihar
- Karnataka
- Telangana
- Uttar Pradesh
- Meghalaya
- Pan India
- Jharkhand
- West Bengal
- Odisha
- Maharashtra
**INTERNSHIP STUDENT SPEAK**

**Adarsh Kumar Mishra**
Organisation : Green Agrevolution Pvt. Ltd.
I did my internship at Green Agrevolution Pvt. Ltd. Patna (GAPL). The internship gave me a chance to understand the supply chain function in the company. I understood the procurement process and the supply chain management in GAPL. The experience that I got during SIP is incredible; it will be beneficial for my future career development. I feel very thankful to CIMP for providing me with such an opportunity.

**Charu Alok**
Organisation : HDFC Bank Ltd.
I have done my internship at HDFC Bank Ltd. in Patna. During the internship, I got exposure to several new concepts of banking. Also, the internship helped me to enhance my verbal as well as interactive skills and boost my self-confidence. This is much needed opportunity to groom oneself for corporate life. I am thankful to CIMP for providing such a wonderful opportunity.

**Anjali Kumari Singh**
Organisation : Karvy Stock Broking Ltd.
I feel amazing and extremely grateful while writing about my experience at Karvy Stock Broking Ltd. SIP helped me to learn, adapt, analyze my weaknesses and strengths, and finding ways to contribute to the society. There were hurdles and challenges which came in my way. I learnt how to deal with the challenges, which will help me in my future endeavours. I thank CIMP for giving me this opportunity.

**Aakash Arun**
Organisation - COMFED
I worked in COMFED as an intern for two months. The overall experience gave me an insight about corporate culture and an understanding of how things actually get implemented in the real world. This exposure helped me in implementing my theoretical learnings in the practical world. The experience and learnings gained during SIP will surely help me throughout my career.

**Apurva Chandra**
Organisation - Karvy Stock Broking Ltd.
SIP gave me an opportunity to have a real-time face off with the industry company and corporate work culture. It was a great learning experience for me as an intern at Karvy Stock Broking Ltd. The topic of my study was "Investor’s awareness, preference and pattern of investment in various financial assets". This study gave me better insights on financial markets and instruments, investment trends etc. My greatest learning from this internship was getting essence of professionalism, work ethics and decision making.

**Rahul Kashyap**
Organisation : ITC Ltd.
I did my internship at ITC Ltd. The topic of my summer internship was, "A study of B Natural juice (Non Concentrate): Competitor analysis and consumer preferences". The internship provided me a chance to get acquainted with the various dimensions of packaged fruit juice market and consumer preferences in Patna. The learnings and experience gained during SIP will help me in future career development as a manager.

**Adarsha Chaubey**
Organisation : Bihar Rural Livelihoods Promotion Society - JEEVIKA
I am thankful to CIMP for giving me such a wonderful experience. I believe in utilising my skills and channelizing my energy for the betterment of the society. Working at BRPLPS gave me an opportunity to interact with people (below poverty line) and understand issues faced by them. SIP helped me to explore the creative side of mine. In the two months, I was exposed to many difficult situations which made me focused, brave and confident.

**Khushboo Kumari**
Organisation - HDFC Bank Ltd.
During SIP, I was assigned to promote the digital banking services and to find the reasons behind the non-adoption of digital banking services. The customer interaction during this phase helped me to know the problems faced by customers. These interactions helped me to grow personally. I learnt the values and discipline of work culture. Hard work, punctuality and professionalism were few of the qualities that I took away from my internship. I thank the placement committee and my college for bestowing upon me this opportunity of a lifetime which will invariably help me in future.

**Amita Chandra**
Organisation - HDFC Bank Ltd.
My internship at HDFC Bank Ltd. helped me to experience the corporate life. I was assigned to promote digital banking products among the customers, which taught me how to build relationship with customers. The learnings and experiences which I have gained during SIP will help me in my career ahead.

**Nishant Jha**
Organisation- IDBI Federal Life Insurance Co Ltd.
Summer Internship at one of the growing company in insurance industry, IDBI Federal Life Insurance Co Ltd. gave me ample opportunity to learn various soft skills and gain knowledge about the insurance industry. Risk Management is the essence of the insurance industry. Apart from learning about Risk Management, I also understood the importance of networking while working during SIP. The skills learnt during SIP will definitely help me in nurturing my future.

**Mritunjay Garain**
Organisation - Competition Commission of India
My trajectory of learning and experience at Competition Commission of India, New Delhi, started in the month of April, 2019. It gave me an opportunity to explore the competition law and its various aspects on the economy by carrying out an intensive research on the topic, "Common ownership and its effect on competition in Merger and Acquisition". Research work helped me to correlate the nuances of various theories of Economics and Finance in the current scenario. The intensity of learning got enhanced as advisors of the CCI provided me exceptional support in terms of providing guidance and access to various resources. My experience can be summarised in two words ‘explore’ and ‘learn’.

**Udbhav Singh**
Organisation - HDFC Bank Ltd.
I did my internship in HDFC Bank Ltd. I was entrusted with the task to help the customers to use digital banking apps/services as well as generating leads through field visits along with the Branch Sales Officer. It was a first-hand learning experience to interact with customers. I thank CIMP for providing me such an opportunity.

**Anjali Kumari Singh**
Organisation : Karvy Stock Broking Ltd.
The learnings and experience gained during SIP will help me in my career ahead. The learnings and experiences which I have gained during SIP will help me in future career development as a manager.

**Apurva Chandra**
Organisation - Karvy Stock Broking Ltd.
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OUR RECRUITERS

- 3i Infotech Ltd.
- Airtel
- AMUL
- Asian Paints
- Axis Bank
- Aga Khan Rural Support Programme (India)
- Allahabad Bank
- Amba Research
- BUIDCO
- Bihar Vikas Mission
- BIA (VenturePark Incubator)
- Bandhan Bank Limited
- Berger Paints
- BIRD (NABARD)
- BPSB
- BMSI CL
- Capital Via Global Research
- Campus Management International Pvt. Ltd.
- Catalyst Management Services
- Chaitanya India Fin Credit Pvt. Ltd.
- Clairvolex
- Coca Cola
- Colgate-Palmolive (India) Ltd.
- COMFED
- Competition Commission of India
- CSM Technologies
- Centaur Security and Safety Trading
- Digital Green
- DCB Bank Limited
- Dreyani Food Industries Limited (Creambell)
- Eapathala
- Foundation for Research in Health Systems (FRHS)
- Farmers n Farmers
- Future Retail Limited
- Frontier Growth Advisors
- GIC Housing Finance Ltd.
- GSICX
- Green Agrevention Pvt. Ltd.
- HDFC Bank
- HDFC AMC Ltd.
- HDFC Ltd.
- HT Media
- HUL
- Hebe Financial Services Pvt. Ltd.
- IMBL International
- ICICI Bank Ltd.
- ICICI Securities Ltd.
- ICICI Prudential AMC Ltd.
- Intercontinental Consultants and Technocrats Pvt. Ltd.
- IDBI Federal Life Insurance Co. Ltd.
- ITC Limited
- IDBI Bank Ltd.
- Indian PAC Consulting Pvt. Ltd.
- ICICI
- Indusind bank
- Jabong
- JEEVIKA
- Karvy Stock Broking Limited
- KPMG
- LIC Housing Finance Ltd.
- L&T
- Landesa (Rural Development Institute)
- Mahindra & Mahindra Ltd.
- Mother Dairy
- Medha Learning Foundation
- National Skill Development Foundation
- National Skill Foundation of India
- NCDEX e Markets Ltd.
- NDBD Dairy Services
- Nestle India Limited
- NSDA
- Pin Click Property Management Pvt. Ltd.
- RBI
- RealTime Financial Advisors Pvt. Ltd.
- Saarthak Development and Business Solutions Pvt. Ltd.
- Sobichas Coconuts Producers Company Limited
- Sajja Finance Pvt. Ltd.
- SBI
- Shoppers Stop
- Stock Holding Corporation of India Ltd.
- SFLP Securities Ltd.
- SATHI
- Swasti Health Resource Centre
- Talisma
- The Outlook Group
- Tata Power DDL
- The Federal Bank Ltd.
- Tata Steel Ltd.
- Tata Advanced Systems Pvt. Ltd.
- The Kerala Minerals and Metals Ltd.
- Utkarsh Small Finance Bank
- Vijayan Small Finance Bank
- Vistaar Financial Services Ltd.
- Vaya Finserv India Private Ltd.
- Voonik
- Whirlpool Corporation
- X L Dynamics Pvt. Ltd.
- Yes Bank Ltd.
- Zomato Media Pvt. Ltd.

STUDENTS’ ACHIEVEMENTS

NATIONAL & INTERNATIONAL PRESENCE

Achievements of our Students

- Shivangi Singh presented a paper entitled, “An exploratory study to understand sugar price fluctuations in Bihar, India” in Thailand.
- 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 of PGDM batch 2008-10 is on the completion stage of FPM from IIM Trichy.
- Ankur Jha & Ankit of PGDM batch 2013-15 are pursuing FPM from IIM Lucknow.
- Anjali Sharma of PGDM batch 2014-16 is pursuing FPM from IIM Indore.
- Shivangi Singh of PGDM batch 2014-16 is pursuing PhD from IIT Delhi.
- Shivani Narayan of PGDM batch 2016-18 is pursuing FPM from IIM Kashipur.

The List Below Gives a Brief Account of the 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.
- Shivan 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) & Nageshawar Charitable Trust for environment conservation & commercialization of sports respectively.
- Himanshu Pandey published an article on banking in Niveshak – Monthly Finance Magazine of IIM Shillong.
- Bhavan Kumar and Shalini Singh participated in NTPC Electrion Quiz 2017.
- Uddhab Singh and Nayan Ranjan participated in NTPC Electrion Quiz 2018.
- Uddhab Singh & Rajnish Kumar secured 1st position in Irish 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’.
- Manish Ratna participated in CZAR (B-Plan competition 2019) held in IIM Trichy.
- Divya Iyot participated in B-Plan competition held during CIMP’s annual B-Fest UDBHAV 2019.

Shiva Narayan of PGDM batch 2016-18 is pursuing FPM from IIM Kashipur.
**Admission Process Timeline**

**Stage 1**
Apply to CIMP using test scores [CAT 2019, XAT 2020, and CMAT 2020]

**Important Dates**

<table>
<thead>
<tr>
<th>CAT 2019</th>
<th>XAT 2020</th>
<th>CMAT 2020</th>
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<tbody>
<tr>
<td>Last Date to Apply</td>
<td>Sep 25, 2019</td>
<td>Dec 07, 2019 (with late fee)</td>
</tr>
<tr>
<td>Exam date</td>
<td>Nov 24, 2019</td>
<td>Jan 05, 2020</td>
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</tbody>
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**Stage 2**
Last date to submit the Application Form for CIMP PGDM 2020-22 : 15 December 2019

**Stage 3**
Call to shortlisted candidates to attend GD-PI, WAT : 2nd week of March 2020

**Stage 4**
Conduct GD-PI, WAT at various cities in India : Last week of March 2020 or 1st week of April 2020

**Stage 5**
First list of selected candidates will be uploaded on the CIMP website : 3rd week of April 2020

**Stage 6**
Offer Acceptance — Registration for the PGDM Programme : 4th week of May 2020

**Stage 7**
Orientation program and induction classes for PGDM batch 2020-22 : 3rd week of June 2020

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