



CIMP

CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

Fully government funded standalone institute in India

Approved by AICTE, Accredited by NBA, PGDM recognised by AIU as equivalent to MBA



ADMISSION BROCHURE

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

2019 - 2021

BOARD OF GOVERNORS

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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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Board of Governors
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“ *I welcome and invite you to join this mission and embark on an inspired journey called CIMP* ”



CHAIRMAN, BOARD OF GOVERNORS MESSAGE

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

A handwritten signature in black ink, appearing to read 'Nitish Kumar'.

Nitish Kumar

Chief Minister of Bihar

“Welcome to Chandragupt Institute of Management Patna”



MESSAGE FROM THE DIRECTOR

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.

In the 6th & 7th edition 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 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.

Dr. V. Mukunda Das

Director

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

VISION

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

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.

MISSION

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 Accreditation
- PGDM Programme approved by AIU as equivalent to MBA
- Ten Centres of Excellence to encourage Research and Consultancy
- Conducted 154 Management Development Programmes (MDP) so far (Trained more than 5000 participants)
- Completed 65 projects for the Government of Bihar and other organizations
- Launched Executive Management Programme 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

A view of CIMP-Academic Block and Hostel



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.
- 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.



IIRF RANKING

- Indian Institutional Ranking Framework (IIRF) 2018 ranking has added glory to the institute. Leaving behind few of the older, renowned B-School like Institute of Rural Management Anand (IRMA), TAPMI, Xavier Institute of Management Bhubaneswar (XIMB) and many other B-school under premier category, CIMP stood 3rd in the ranking. These ranking certifies that our institution is emerging as one of the best B-school in India.



CIMP Figures in AICTE-CII Survey 2017 & 2018

- 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.
- In the 6th & 7th edition 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.



28th April
2013



The Arch of Europe
Frankfurt, Germany

18th November
2013



The Magestic five
Continents Award
Geneva, Switzerland

8th December
2013



European Award
Vienna, Austria

17th December
2013



Socrates Awards
Oxford, UK

28th June
2015



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

29th November
2012



Dr. J.J. Irani Award
Mumbai

12th February
2013



EQ Leadership
Award (TISS)
Mumbai



Academic Collaboration

- CIMP started Centre for Public Policy with initial support from IIM Bangalore. Professor G. Ramesh, Chairperson of the Centre for Public Policy at IIM Bangalore, inaugurated CIMP's Centre for Public Policy in November 2014.
- 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. Prof. Rajagopal, EGADE Business School, conducted a four-day program in Business Management for competitive business models and innovations through commercialization and market competitiveness.
- 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.



Startup 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.



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 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 it would be very useful in enhancing their global mobility.



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.



Fellow Programme in Management (FPM)

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

Students holding awards, mementoes, & trophies



STUDENTS' ACHIEVEMENTS INTERNATIONAL PRESENCE

“ Students have presented research papers in Malaysia, USA, Thailand and Sri Lanka. Students have also presented papers in National Conferences organized by IIM Lucknow, NITIE Mumbai, SDMIMD Mysore, Institute of Rural Management Jaipur, SRM University Chennai, and MIT College of Management Moradabad, to state a few. ”



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.

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.
- 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) & 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.
- Sunny Agarwal won Certificate of Excellence for Digital Marketing Campaign by Career360.com.

PGDM PROGRAMME

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 creates awareness about the socio-economic environment and produces 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 in building 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 2018, XAT 2019 and CMAT 2019 to two-year full-time residential Post Graduate Diploma in Management (PGDM) for the academic session 2019-21.

The total intake of students for the PGDM programme (batch 2019-21) is 120.



fee. The last date for submission of online Application Form is 15th February, 2019.

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 on CIMP website regularly.



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]. The last date for submission of completed Application Form is 15th February, 2019.

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

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



Mode of Payment for Getting The Application Form

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

Sale of Application Form and Admission Brochure Starts:

1st week of October, 2018

Sale of Application Form and Admission Brochure Ends:

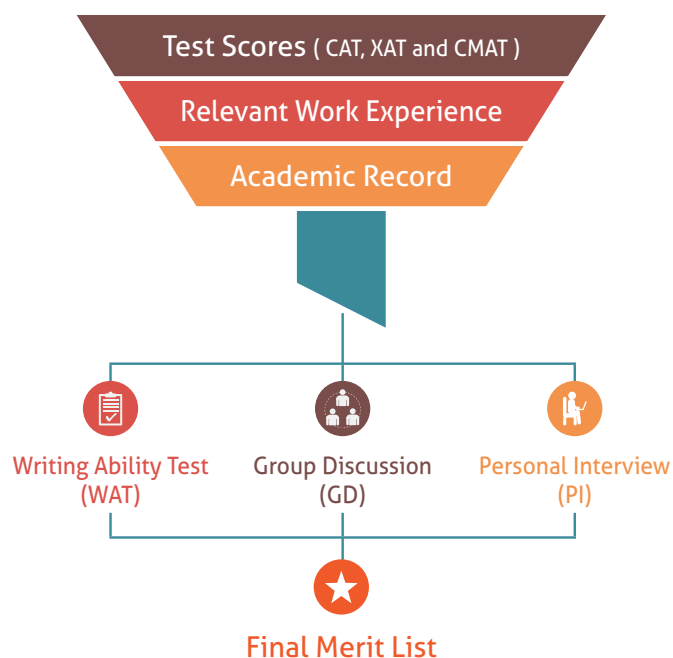
10th February, 2019

Last date for submission of completed Application Form:

15th February, 2019



A view from Library



Shortlisting Procedure

Shortlisting of the candidates will be done on the basis of Test scores (CAT, XAT and CMAT) and criteria like previous academic record and relevant work experience.

Shortlisted candidates would be called to attend a Writing Ability Test (WAT), Group Discussion (GD) & Personal Interview (PI) during March 2019. Applicants will be informed about the GD/PI schedule through emails/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 2019.



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, 2019 from the Principal/Registrar of his/her College/Institute (issued on or before June 30, 2019) 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 supplied in the application form are invalid /changed later.

Though CIMP uses CAT and XAT scores for short-listing 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.



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).

**Also referred to as Persons with Disability (PwD)*



Fee Structure and Payment Schedule

Programme fee for the PGDM batch 2019-21 is 6.45 lakh. Besides the programme fee students have to pay Mess, Hostel charges, and 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. 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.



A PGP class in progress



Programme Fees

Sl No.	Particulars	Pre – Admission	First year fees(amounts & due dates)			Second year fees (amounts & due dates)			Total (in 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)		105000	105000	105000	105000	105000	105000	630000
D	Specialisation Fee for IBM Business Analytics Certification					30000	30000	30000	90000

*Refundable

Total Programme Fee (in Words): Six Lakhs Forty Five Thousand only

Hostel, Food and Books: As Applicable



Specialisation in Business Analytics in PGDM

During the second year of the academic program of PGDM Batch 2019-21, students may opt to pursue specialisation in Business Analytics, along with one other area, say, either Marketing or Finance. A minimum of six courses from these shown below is to be taken by a candidate, to be qualified for obtaining the IBM Business Analytics specialisation. IBM, who coordinate the conduct of the courses will award a certificate of qualification in the Business Analytics.

Provisional list of Courses to be taken for Business Analytics:

Term IV

- Foundation Course in Descriptive Analytics
- Software Proficiency in IBM Cognos Insight and IBM Cognos Business Intelligence

Term V

- Foundation Course in Big Data Analytics
- Software Tools for Big Data through IBM Infosphere and Hadoop

Term VI

- Foundation Course in Predictive Analytics
- Software Tools for Predictive Analytics through SPSS OR
- Foundation Course in Cognitive Analytics
- Software Tools for Cognitive Analytics through IBM Watson

Successful completion of six of the above courses will make a student get a PGDM with a specialisation in Business Analytics. Students can also obtain Business Analytics Certification from IBM, simultaneously.

The above specialisation requires additional fees. The additional fee (Rs. 30000 per term) for Term IV, Term V, and Term VI must be paid at the end of Term III, Term IV and Term V respectively. The details of the Program Fee Structure is shown below.



Important Dates

**Sale of Application Form and
Admission Brochure Ends:**

10th February, 2019

**Last date for submission of
completed Application Form:**

15th February, 2019



Students interacting after the class



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.



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.

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 - 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 - II

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

Term - V

- Supply Chain Management
- Business Law-I
- Project Management
- Digital Marketing
- Business Analytics

ELECTIVES

- 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 - III

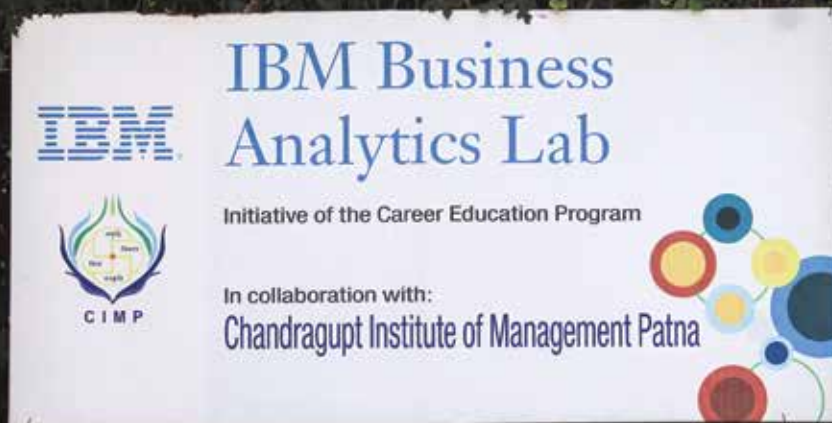
- Corporate Finance
- Marketing Research
- Production and Operations Management
- Corporate Governance and Business Ethics
- Business Environment and Policy
- Macro Organizational Behaviour
- Entrepreneurship (workshop)

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 Prescriptive Analytics-I
- Foundation Course in Prescriptive Analytics-II



BUSINESS ANALYTICS SPECIALIZATION

Term - IV

- Foundation Course in Descriptive Analytics
- Software Proficiency in IBM Cognos Insight and IBM Cognos Business Intelligence

Term - V

- Foundation Course in Big Data Analytics
- Software Tools for Big Data through IBM Infosphere and Hadoop

Term - VI

- Foundation Course in Predictive Analytics
- Software Tools for Predictive Analytics through SPSS

A view from Library



RESEARCH AND 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 Foreign Languages
- Centre for Quality Education
- Startup Incubation Centre & Business Innovation Lab

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

Dr. (Prof.) Pavel Reyes Mercado, Faculty of Economics and Business, Anahuac University Mexico at CIMP under the research exchange program

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 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 154 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.



FACULTY PROFILE



CIMP has a pool of highly qualified and experienced faculty members, most of them being alumni of reputed institutions like IIMs, IRMA, IITs, 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 Kozhikode

Prof. Vidyanand Jha

IIM Calcutta

Internal Faculty

V. Mukunda Das

Director, PhD (SPU), ITP (Milan)

Rakesh Saxena

Dean, PhD (IIT Kanpur)

Ankit Sharma

PhD Pantnagar, FPM (IIM Indore)

Anuj Sharma

FPM (IIM Indore)

Anup Raj*(on leave)

PGP (IRMA), PhD (University of Central Lancashire, UK)

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)

Nilamadhab Mohanty

FPRM (IRMA)

Prasad Sundararajan

PhD (Gujarat)

Priyanka Sinha

PhD (IIT Patna)

Rajeev Verma

FPM (IIM Indore)

Rajesh Kumar

FPRM (IRMA)

Ranjesh Prasad

PGP (IRMA), Senior Advisor (South Asia) AC Nielsen

Ranjit Tiwari

FPM (NIFM Faridabad)

S. Dinda*(on leave)

PhD (ISI Calcutta)

Sayan Banerjee

FPM (NITIE Mumbai)

Sriranga Vishnu

FPM (IIM Indore)

Sibananda Senapati

FPM (NITIE Mumbai)

Santosh Kumar

FPM (NITIE Mumbai)

Vijaya Bandyopadhyaya

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

Uma Nair*(on leave)

PhD (IIT Kanpur)

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)

Prof. Nitya Rao

Faculty, School of International Development, University of East Anglia, Norwich, United Kingdom

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, 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

CAMPUS INFRASTRUCTURE



A view of Academic Block

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. It's 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 9 years) more than 17,000 books, 50 print journals/magazines, 21 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 5,000 full text journal titles through EBSCO and J-Gate. The library also subscribes to business databases such as PROWESS, Socio-Economic Statistics database such as Indiatat, Legal research database such as SCC Online Web Edition

Platinum Plus and latest statistical software like SPSS 17, AMOS 18, PASW 13, Clementine, Stata, EViews and reference management software like EndNote. The Library offers user services such as RFID Automated System, Document Delivery Service, WebOpac 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.



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.

The library stocks

(all within very short period of 9 years)



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
- Licensed plagiarism detection software : Turnitin
- In-house development and successful implementation of e-examination software & MIS
- Harvard Business School online courses on Information Technology



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.



Students working in Computer Lab

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.



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 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

The committee has been introduced recently for connecting CIMP with the people through social as well as professional websites like Facebook, Twitter, and LinkedIn. It generates public awareness and opinion about the activities happening on the campus.

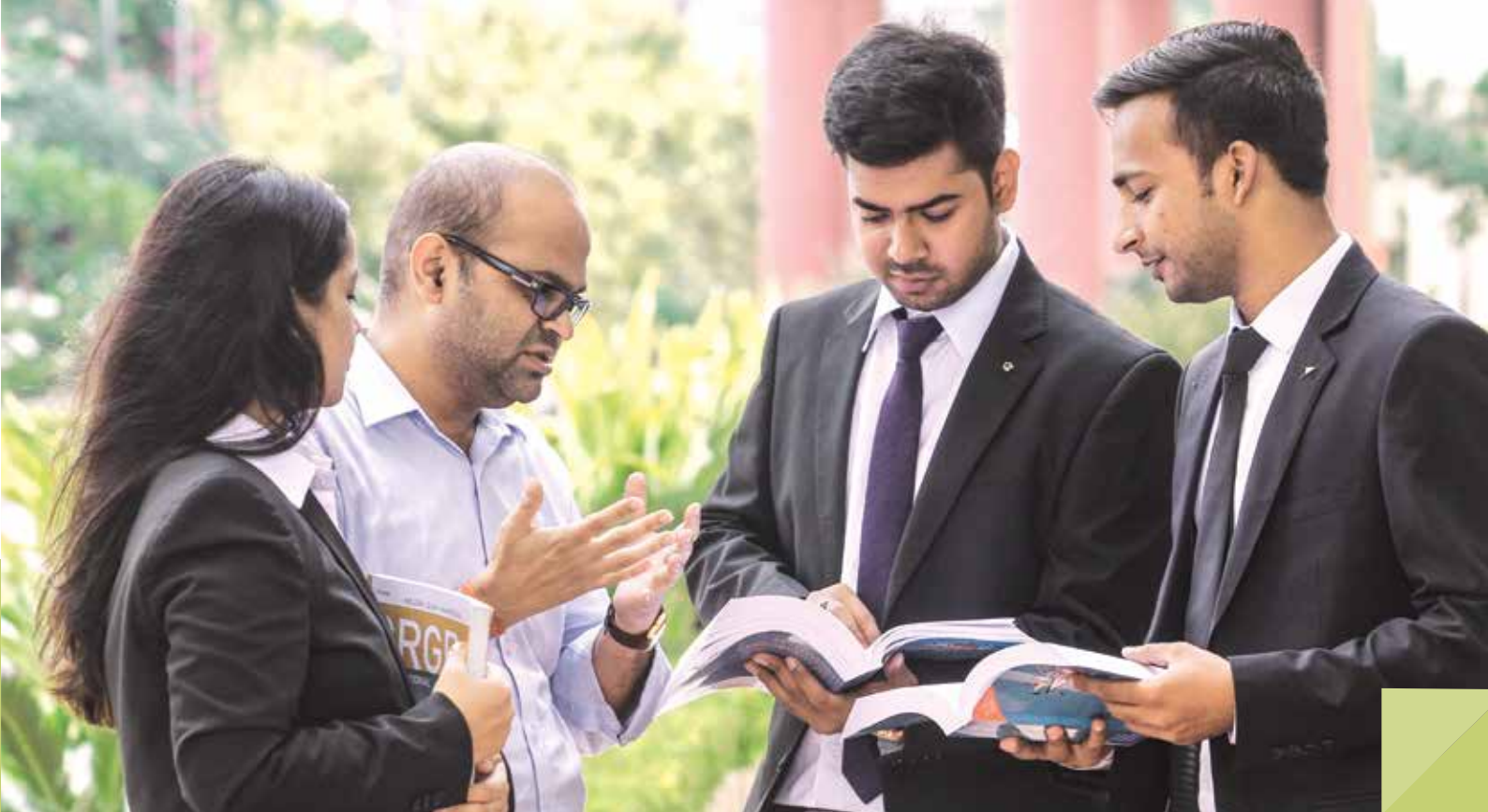


Aahar - Hostel & Mess Committee

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.



A view from the Playground



Students interacting with the faculty



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.



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 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.



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

100%
CAMPUS
PLACEMENT OF
GRADUATING
STUDENTS



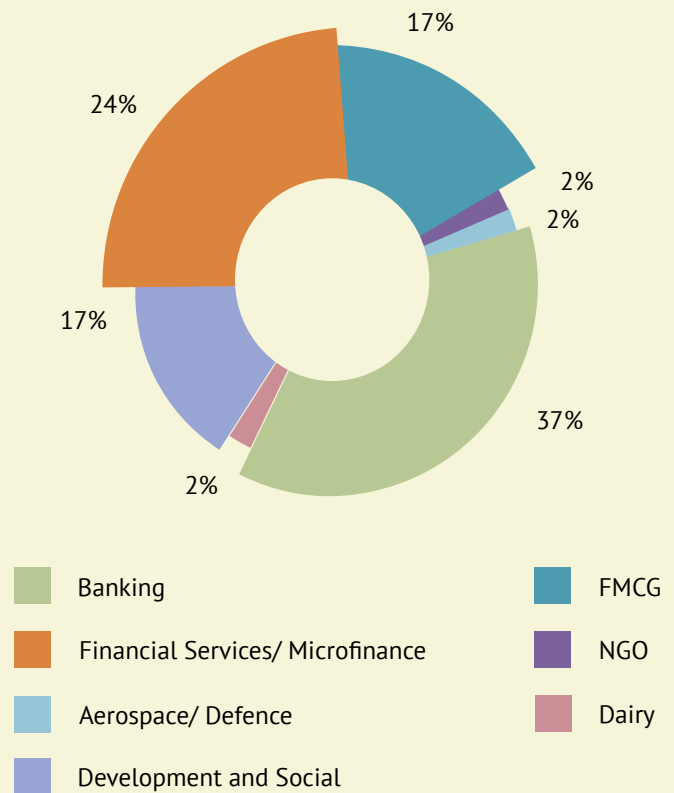
Chandragupt Institute of Management Patna (CIMP), known for its excellent track record of campus placements, achieved 100% placement for its graduating students for the nine consecutive batches. A number of high profile corporate houses visited CIMP during last placement season to hire young management graduates for various positions. Majority of the students got placed in sectors of their choice. The year-on-year stupendous success in placements has been the result of CIMP team's constant engagement with the corporate world and the invaluable training imparted to students.



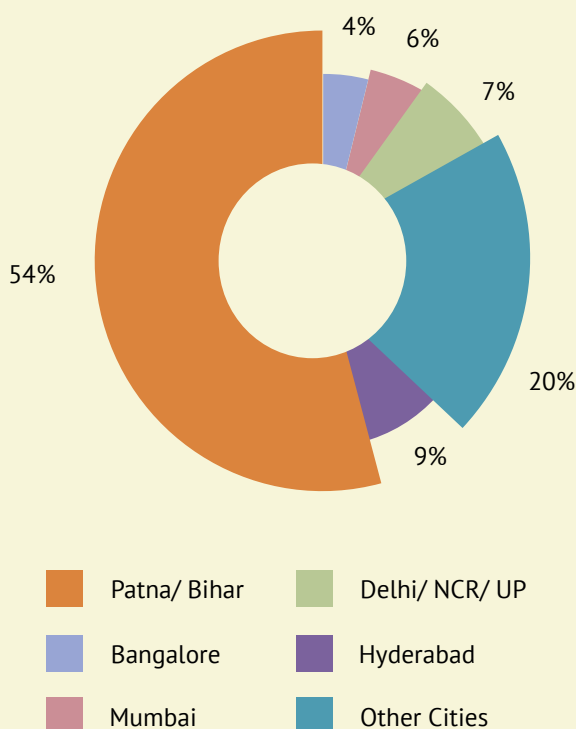
Placement Highlights

- 100% placement of our graduating students.
- The participating companies were from diverse verticals like Banking & Financial Services, FMCG, Electric Utility, Dairy, Research & Consulting, Microfinance, Aviation & Aerospace, Media, IT Services and more.
- Regular recruiters like Tata Advanced Systems, Amul, ICICI Bank, Saija Finance, NDDDB Dairy Services, Yes Bank, HDFC AMC, JEEViKA, reaffirmed their faith in the talent nurtured at CIMP.
- Addition of new recruiters for final campus placements: Tata Power DDL, HDFC Ltd., Creambell, Utkarsh Small Finance Bank, Ujjivan Small Finance Bank, Vaya Finserv India Private Limited, Asian Paints, Karvy Brokerage Firm, Berger Paints, Bandhan Bank, KPMG, Voonik and GSKCH.
- Niche profiles in Sales & Marketing, Branch Banking, Pre sales & Consulting, Finance & Accounts, Research and Operations were offered by the recruiting organizations.
- The largest recruiter was ICICI Bank which hired 9 students for the position of Deputy Manager followed by JEEViKA which hired 7 students for Young professional (YP) position.
- The Job location of placements was not restricted to Bihar alone. Several companies offered positions in New Delhi, Bangalore, Mumbai, Hyderabad, Kolkata, and other cities.

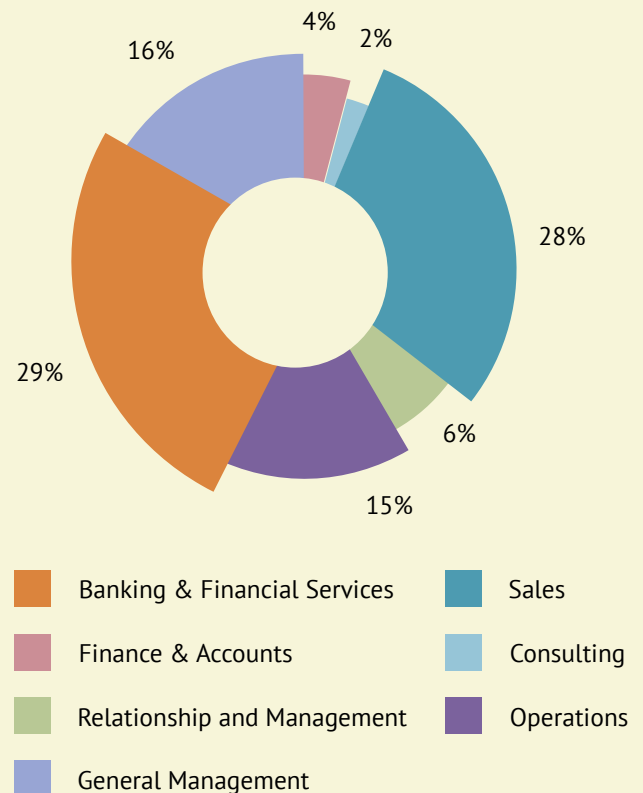
Sector-wise Batch 2016-2018



Location-wise Batch 2016-2018



Profile-wise Batch 2016-2018



INTERNSHIP STUDENT SPEAK

The internship is a bridge between the institute and the organization and this training program is designed to give the future managers a feel about the corporate work culture. I did my internship at Tata Steel, Jamshedpur on the topic, "Working Capital Management". Working with the highly qualified and trained professionals at Tata Steel gave me the opportunity to understand the steel industry and the corporate work culture. I learned a sense of professionalism and relationship building with co-employees and workers. I also learned about the company's ethics and code of conduct. Overall this summer internship has been a fruitful outcome and a significant milestone in my career.

Nellimarla Shalini

Internship at Bihar Vikas Mission gave me a chance to explore the world beyond books. The project assigned to me was "Understanding the Performance Management System of Bihar Vikas Mission". I learned the tools used in the Performance Management System and gained knowledge about the procedure involved in recruitment and appraisal. The internship enhanced my knowledge and was a great learning experience.

Amba Tripathi

Working as an intern in Asian Paints was a sweet mixture of learning and fun. The program was perfectly designed to accustom the interns with the fast pace working environment of Asian Paints. The key take away from this project is immense. I am glad that I got a chance to be part of on-ground activities and it was amazing to see how much effort goes into execution. My overall experience taught me a lot about the business implications and the coordination of various units in the company.

Aman Sinha

It was quite a learning experience for me while serving as an intern at SBI - the largest public sector bank of India. It was interesting to get acquainted with the customer experience regarding the usage of Internet banking and the penetration of mutual fund investments facilitated by SBI. I got an overview of the working of a public sector bank. I thank CIMP and industry mentors for the intensive guidance during the internship.

Anand Kumar Singh

Stock Holding Corporation of India (SHCIL) is one of the largest depository participant and custodial service provider in India. My internship at Stock Holding Corporation of India limited gave me the opportunity to learn about the work of depository participants. During my internship, I studied about various products and services provided by SHCIL. Interaction with employees and clients of SCHIL was a great learning experience and immensely helpful in making myself industry ready.

Priyavrat

I did my internship at Realtime Financial Advisors (RTFA), New Delhi. The internship gave me a chance to understand how a Financial Consultancy & Business Advisory firm works. At RTFA, I worked on client projects entitled, "Business Proposals for Equity and CSR funding" and "Business Valuation of a Company for M&A transactions". The internship provided me a practical learning experience of handling diverse projects in hand. I can say that this internship was a stepping stone for me to learn the roles & responsibility of a Manager.

Kirti Saras

I did my internship at HDFC Bank, Patna on the topic "New To Bank – Acquisition". My work was to reach various customer segments – Schools, coaching, hospitals and acquire new customers for the bank. During my internship, I learned the work culture of HDFC Bank and customer relationship building skills. I faced new challenges and learned to tackle them through my knowledge and decision making ability. I had a very supportive guide, and the employees at the bank also encouraged me throughout my internship. Overall it was a great learning experience for me, and I am thankful to CIMP for providing me with this opportunity.

Pooja Gupta

My internship at NTPC Ltd. provided me with an incredible learning experience. NTPC has an excellent working environment, and the associates were very co-operative and friendly. My project was "Trend analysis of NTPC's financial performance". I worked on various financial ratios while studying the working capital management of the company. Along with the employees of NTPC, I got the opportunity to interact with the employees of various producer and distributor companies. These interactions helped me in understanding the current scenario of power sector industry in India. I am very thankful to CIMP, industry mentor and employees of NTPC who provided me with all the needed support. I feel that the learning and experience gained during the internship will be of immense help for my future career development.

Tushar Shekhar

Internship at IDBI Bank - one of the premier banking organization - was an enriching experience. During the internship, I worked on a project entitled, "A study of the impact of NPA in IDBI Bank". This summer project honed my existing analytical skills and helped in my overall development. The impact of a two-month internship can be attributed to the fact that I am now aware of the banking industry and the importance of financial knowledge in my day to day life. I gained knowledge while working with mentor and banking staff. In a nutshell, it has been a fulfilling experience.

Anish Verma

I did my Internship at Bihar State Milk Co-operative Federation (COMFED) on the project "Analysis of Working Capital". It was a great experience as I got an opportunity to apply my classroom learnings to a reputed organization which aims at dairy development in the state of Bihar and providing employment opportunities to the farmers who are the backbone of our society. I tried to understand the functioning of the organization from the root level which made me aware that how the milk unions and societies formed under the said organization is contributing to the GDP as well as Social Progress Index of Bihar.

Sumaiya Hasan

OUR RECRUITERS

- 3i Infotech Ltd.
- Airtel
- AMUL
- Asian Paints
- Axis Bank
- Aga Khan Foundation
- Bandhan Bank
- Berger Paints
- BIRD (NABARD)
- Capital Via Global Research
- Campus Management International Pvt. Ltd.
- Clairvortex
- Coca Cola
- Colgate Palmolive
- COMFED
- Competition Commission of India
- Creambell
- CSM Technologies
- Digital Green
- Farms n Farmers
- Foundation for Research in Health Systems (FRHS)
- Frontier Growth Advisors
- GIC Housing Finance Ltd.
- GSKCH
- HDFC Bank
- HDFC Ltd.
- HDFC AMC
- HT Media
- HUL
- IMRB International
- ICICI Bank
- Intercontinental Consultants and Technocrats Pvt. Ltd. (ICT)
- ITC
- ICICI Securities Ltd.
- Jabong
- JEEViKA
- Karvy Stock Broking Ltd.
- KPMG
- LIC Housing Finance Ltd.
- Mother Dairy
- National Skill Foundation of India
- NCDEX eMarkets Ltd.
- NDDDB Dairy Services
- Nestle
- NSDA
- RBI
- Saarthak Development and Business Solutions Pvt. Ltd.
- Saija Finance Pvt. Ltd.
- SBI
- SEBI
- Shoppers stop
- Stock Holding Corporation of India Ltd.
- Talisma
- Tata Advanced Systems Pvt. Ltd.
- Tata Power DDL
- The Kerala Minerals and Metals Ltd.
- Ujjivan Small Finance Bank
- Utkarsh Small Finance Bank
- Vaya Finserv India Pvt. Ltd.
- Vistaar Financial Services Ltd.
- Voonik
- Yes Bank
- X L Dynamics Pvt. Ltd.



A PGP class in progress

HOW TO REACH PATNA

Patna is well connected with the major cities of India



Delhi

AIR INDIA

AI 415
AI 407
AI 409

INDIGO

6E 494
6E 581
6E 415
6E 634
6E 738
6E 5126
6E 6325

JET AIRWAY

9W 733
9W 727
9W 730

GO AIR
G8 133
G8 131
G8 149

SPICE JET

741

Mumbai

INDIGO

6E 5126
6E 787
6E 342

GO AIR

G8 585

SPICE JET

876

Jaipur

SPICE JET

SG 8637/8480

INDIGO

6E 6606/5126
6E 6606/738
6E 203/581
6E 207/811

JET AIRWAY

9W 752/727

Kolkata

INDIGO

6E 339
6E 633
6E 811

SPICE JET

877

Pune

GO AIR

G8 176/143
G8 176/135
G8 174/149

SPICE JET

SG 375
SG 8184/SG 8480

Bangalore

INDIGO

6E 897
6E 485
6E 339

GO AIR

G8 373

Hyderabad

INDIGO

6E738

SPICE JET

SG731

JET AIRWAY

9W806

Chennai

SPICE JET

868

Lucknow

INDIGO

6E 634
6E 342

AIR INDIA

AI 9695

Ranchi

INDIGO

6E 6325

Admissions Office

Admission Chairperson
Prof. Ankit Sharma
Fellow (IIM Indore)

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