



**Biju Patnaik Institute of Information
Technology & Management Studies, Bhubaneswar**

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015



Shape your
future
with **BIITM**

2 years
**MBA &
MBA-BA**

(Business Administration)

SESSION 2024-25

UNIVERSITY GOLD MEDALISTS



MS. SUBHASHREE PRADHAN
MBA Gold Medalist, BATCH: 2014-16
National Business Head
Software & Service (SISS), Chennai



MS. NIKITA AGRAWAL
MBA Gold Medalist, BATCH: 2017-19
Head-HR & Finance
Saffron Suites, Ranchi



MS. SWIKRUTI KAR
MBA Gold Medalist BATCH: 2018-20
Digital Marketing Manager
Odtelk Solutions, Bhubaneswar



MS. NEEYATI KASHYAP
MBA GOLD MEDALIST, BATCH: 2019-21
Recruiting Coordinator
Amazon, Bangalore



MS. SIMRAN DASH
MBA GOLD MEDALIST, BATCH: 2020-22
Research Analyst
Mordor Intelligence, Hyderabad

CONTACT ADMISSION CELL :

Ms. Sagarika Nayak
Admission Officer cum Student Counsellor
Phone: 9040003344
E-mail: admission@biitm.ac.in

Ms. Shobha Jena
Admission Counselor-cum-Officer
Phone: 8018305333
E-mail: shobhajena@biitm.ac.in

Mr. Parwesh Khan
Manager Corporate Communication
Mob.: 9938310444
E-mail: parwesh@biitm.ac.in

Campus : F/4, Chandaka Industrial Estate, Opposite Infocity, Patia, Bhubaneswar 751024, Odisha

ABOUT US:

Biju Patnaik Institute of Information Technology and Management Studies (BIITM) has celebrated its Silver Jubilee this year. On this historic occasion, BIITM renews its dedication to training the leaders of tomorrow, with a strong commitment to ethical ideals, quality education and a global perspective.

The Institute was incorporated in 1999 (approved by AICTE & affiliated to BPUT, a state university) with the objective of imparting management education which focuses on honing leadership capabilities of the students apart from imparting managerial skills, thereby enabling the students to tackle complex managerial situations and assume leadership roles in organizations. This standalone Institute was conceived by Late Kalpataru Das, Ex-Minister Panchayati Raj, Government of Odisha, and former member of Rajya Sabha. Over the preceding decades, BIITM has carved a niche for itself in the management education domain of eastern India.

The institute's intake capacity in its flagship MBA Programme is 240 seats. The trend analysis shows that apart from filling up our sanctioned strength of 240 seats, we have been able to get more students than our sanctioned strength under TFW (Tuition Fee Waiver Scheme) & EWS category. Year on year BIITM achieves admission cent percent successfully.



BIITM offers Management Programmes as follows:

- 2-year MBA
- 2-year MBA (Business Administration)
- 5-year Integrated MBA after class 12th in any stream

BIITM boasts of talented and resourceful faculty members, who follow innovative teaching pedagogy and ensure participative learning through case studies, role plays and other student-centric methods of teaching. It has in a short period fostered enduring links with 200+ corporates, who rely on industry-ready post-graduates from BIITM. This has made institute a much sought-after destination and has helped it in securing a firm pole position in the field of academics as well as campus placements with a total student strength of more than 900.

At BIITM Eligibility transforms into Employability.

ADMISSION

MBA
2 Year Full-Time Programme

MBA
Business Administration
2 Year Full-Time Programme

ELIGIBILITY: Bachelor's Degree or equivalent in any discipline with 50 % marks (45% marks for SC & ST).

CRITERIA : Graduates and Final year students graduating in 2024 can apply for Admission through OJEE/ MAT/ CMAT/ ATMA/ CAT/ XAT

VALUE ADDED COURSES TO MEET INDUSTRY REQUIREMENTS

(Beyond University Syllabus)

MBA

- | | |
|--|------------------------|
| * Business Analytics | Mr. Prasant Kumar Rout |
| * Selling of Insurance & Financial Products | Dr. Varun Agarwal |
| * Prep – Course For NISM Mod – Va | Dr. Sudeshna Dutta |
| * Value Chain and Logistics Management | Er. Manoj Kumar Rout |
| * Retail Analytics | Dr. Ankita Agarwal |
| * Swayam NPTEL Courses (online) | By IIT Faculties |
| * Skill Development : GD, PI, Aptitude (Math, English & Reasoning) | |



Syllabus:

2-year MBA/MBA (Business Administration)

1st SEMESTER

Managerial Economics
Marketing Management
Organizational Behaviour
Management Principles
Decision Science
Business Communication
Financial Accounting and Analysis
Business Law
Business Environment & Ethics

2nd SEMESTER

Corporate Finance
Indian Financial Systems and Services
Human Resources Management
Business Research
Operations Management
International Business
Fundamentals of IT & ERP
Corporate Strategy
Entrepreneurship Development

Internship with 4 Credits of 4 to 6 weeks after completion of 2nd semester

2nd year MBA - Dual specialization out of 4 electives in 3rd & 4th semesters

SEMESTER	Marketing	Finance
3rd	Consumer Behaviour	Security Analysis & Portfolio Management
3rd	Sales & Distribution Management	Financial Derivatives
3rd	Digital Marketing	Advanced Management Accounting
3rd	Service Marketing	Project Appraisal and Financing
4th	Retail Management	Business Taxation
4th	Product & Branding Management	Behavioural Finance
4th	B2B Marketing	Mergers and Corporate Restructuring

SEMESTER	Human Resources	Operations Management
3rd	Manpower Planning	Supply Chain Management & Logistics
3rd	Employee Relations	Pricing & Revenue Management
3rd	Compensation and Benefit Management	Operations Strategy
3rd	Performance Management System	Sales & Operation Planning
4th	Team Dynamics at work	Management of Manufacturing System
4th	Strategic HRM	Sourcing Management
4th	Industrial Legislations	Operations Research Applications

CREDIT DISTRIBUTION

First year MBA credits	=	54
2nd year MBA credits	=	42
SIP credits	=	04
Seminar presentation during 4th semester	=	02
Total credits	=	102



Placement

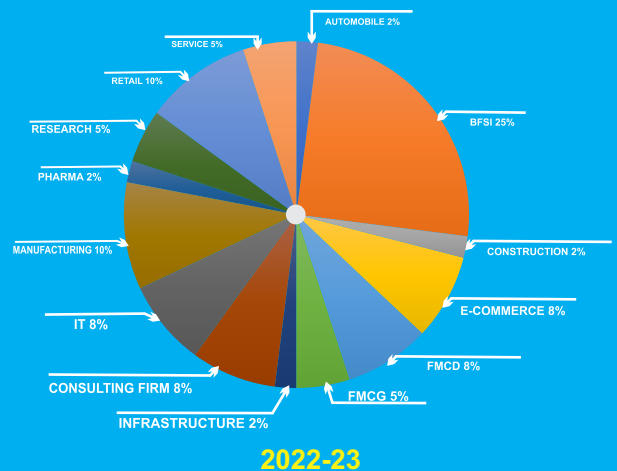
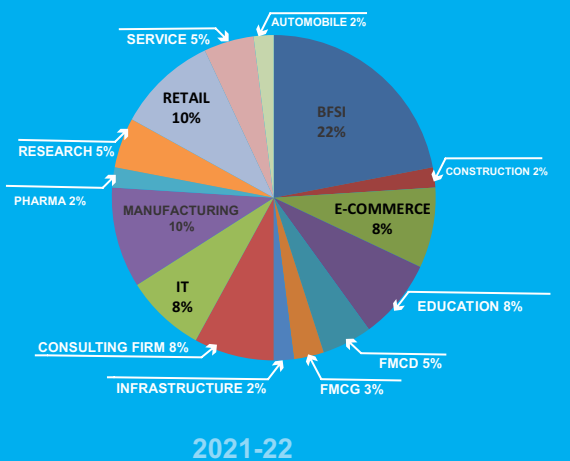
BIITM has an immaculate record of achieving good placement every year. Placement activity of BIITM has been faring spectacularly, breaking all the previous records from year to year both in terms of numbers and pay packages. The placement team, student coordinators and faculty members stay in close touch with the recruitment team during the campus process. The highest salary package for the batch 2022 has gone up to 37.00 lakhs per annum. In the current year, 125 companies visited BIITM campus, and 418 offers were generated. BIITM has again broken its record of excellent placement this year.

At BIITM, Opportunities are unlimited, and hence it is the most sought-after MBA Institute of Odisha under BPUT.

Prominent Recruiters



SECTOR WISE PLACEMENT



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