



Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar

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



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
Oditek Solutions, Bhubaneswar



MS. NEEVATI 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

Shape your
future
with **BIITM**

5 years
Integrated
MBA
SESSION 2024-25



CONTACT ADMISSION CELL :

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

About BIITM :

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 IMBA Programme is 60 seats. The trend analysis shows that apart from filling up our sanctioned strength of 60 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:

- 1 5-year Integrated MBA after class 12th in any stream
- 1 2-year MBA after Graduation.
- 1 2-year MBA (Business Administration) after Graduation.

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.

ADMISSION

ELIGIBILITY

INTEGRATED MBA (IMBA) - 5 YEARS :

Class 12th Pass out are eligible with 45% minimum marks (40% for SC & ST).
The final year students of class 12th in 2024 have to appear for OJEE – 2024 test to obtain OJEE Rank for I-MBA admission or they may contact to BIITM.

For Admission contact :

8018305333 | 9040003344 | 9938310444 | 7438000111

PLACEMENT STATUS OF LAST 3 YEARS

ACADEMIC YEAR	PLACEMENT RECORD
2018-23	98%
2017-22	98%
2016-21	100%

At BIITM,
Eligibility transforms into Employability

Syllabus :

5-YEAR INTEGRATED MBA (IMBA) SYLLABUS

1st SEMESTER

- English Language Comm-I
- Business Organization
- Business Statistics
- Basic Financial Accounting -I
- IT for Management
- ELC Lab-I
- IT Lab

2nd SEMESTER

- English Language Comm-II
- Social Psychology
- Quantitative Method-I
- Basic Financial Accounting-II
- Environmental Studies
- ELC-Lab

3rd SEMESTER

- Quantitative Methods-II
- Principles of Management
- Law of Contract
- Economic Analysis
- Cost Accounting

4th SEMESTER

- Organizational Behaviour
- Marketing Management-I
- Company Law
- Entrepreneurship & Small Business Management
- Management Accounting

5th SEMESTER

- Financial Management-I
- Marketing Management—II
- Operations Management-I
- Human Resource Mgt.-I
- Employment Legislations

6th SEMESTER

- Financial Management-II
- Research Methods
- Operations Management-I
- Human Resource Mgt.-II
- Business Ethics

7th SEMESTER

- Fundamentals of ERP
- Banking & Insurance Management
- Managerial Economics
- International Business
- Corporate Strategy

Internship with 4 Credits of 4 to 6 weeks during 8th Semester.

DUAL SPECIALIZATION OUT OF 4 ELECTIVES IN 8th, 9th AND 10th SEMESTERS

Semester

8 th	Consumer Behaviour
8 th	Sales & Distribution Management
8 th	Digital Marketing
9 th	Service Marketing
9 th	Retail Management
9 th	Product & Branding Management
10 th	B2B Marketing

Semester

8 th	Manpower Planning
8 th	Employee Relations
8 th	Compensation and Benefit Management
9 th	Performance Management System
9 th	Team Dynamics at work
9 th	Strategic HRM
10 th	Industrial Legislations

Finance

Security Analysis & Portfolio Management
Financial Derivatives
Advanced Management Accounting
Project Appraisal and Financing
Business Taxation
Behavioural Finance
Mergers and Corporate Restructuring

Operations Management

Supply Chain Management & Logistics
Pricing & Revenue Management
Operations Strategy
Sales & Operation Planning
Management of Manufacturing System
Sourcing Management
Operations Research Applications

CREDIT DISTRIBUTION

1st - 7th semester IMBA credits	=	146
8th - 10th semester IMBA credits	=	42
SIP credits	=	04
Seminar	=	03
Total credits	=	195

VALUE ADDED COURSES TO MEET INDUSTRY REQUIREMENTS

(Beyond University Syllabus)

IMBA

* Marketing Eco – System	: Dr. Varun Agarwal
* Transactional Analysis	: Dr. Prajna Mohapatra
* Advance Excel	: Mr. A. R. Das
* Retail & Distribution Analytics	: Dr. Ankita Agarwal
* Selling Of Insurance & Financial Products	: Dr. Varun Agarwal
* NISM Module – VA	: Dr. Sudeshna Dutta
* Value Chain and Logistics Management	: Dr. Sasmita Mohapatra
* Introduction to Customer Analytics	: Mr. Naveen L
* Managing Social Media For Business	: Dr. Silika Das
* Swayam Nptel Courses (online)	: By IIT Faculties
* General Business Awareness	: Prof. (Dr.) Er. B.B.das / Prof. (Dr.) Dhananjay Beura
* Business Analytics Using Advance Excel	: Mr. P. C. Ganguly
* Business Analytics Using Python	: Mr. P. C. Ganguly
* Business Analytics Using R	: Mr. P. C. Ganguly
* Skill Development : GD, PI, Aptitude (Math, English & Reasoning)	



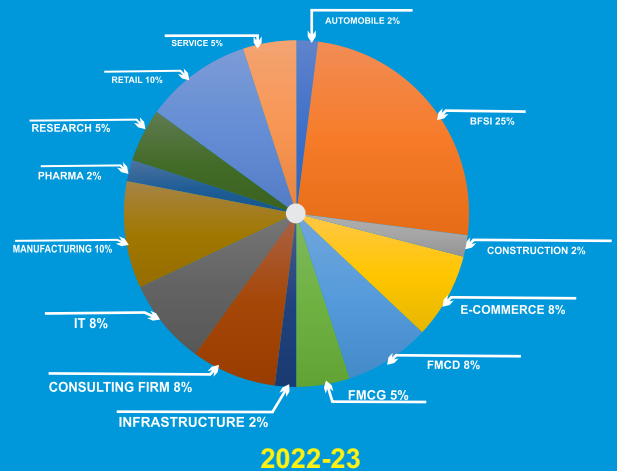
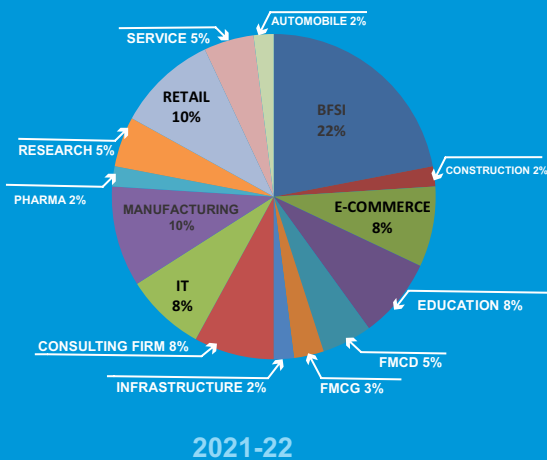
Placement

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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