



**BHARATIYA VIDYA BHAVAN'S USHA AND
LAKSHMI MITTAL INSTITUTE OF MANAGEMENT**

**REACH
NEW
HORIZONS**

**ADMISSION
BROCHURE**

2022-2024



**ACCREDITED BY ASIC- UNITED KINGDOM
AS A PREMIER INSTITUTION**





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BHARATIYA VIDYA BHAVAN

(Founded on 7th November, 1938)



Bharatiya Vidya
Bhavan
Promoting
SANSKRIT & SANSKRITI
Since 1938



BHARATIYA VIDYA BHAVAN (BVB), an internationally reputed Institution devoted to the promotion of education and culture, is a Charitable Public Trust founded by Dr. K. M. Munshi on November 7, 1938. The founding members of the Bhavan include Dr. Rajendra Prasad, the first President of the Republic of India; Shri C. Rajagopalachari, the first Indian and last Governor General of India; Pandit Jawaharlal Nehru, the first Prime Minister of free India; Shri Sardar Patel, Deputy Prime Minister and Home Minister, several distinguished scholars, statesmen and leaders of modern Indian renaissance.

Since its inception, Bhavan has evolved into a great intellectual, cultural and educational movement with 119 Kendra's spread all over India, 7 overseas Centres (in United Kingdom, United States of America, Abu Dhabi, Doha, Kuwait, Australia and Singapore) and 367 constituent institutions, besides a number of affiliated colleges. Bhavan encompasses a wide network of Educational Institutions comprising of residential and non- residential Schools, Degree Colleges (affiliated to the respective universities), Management Institutes (such as S.P. Jain Institute of Management and Research, Mumbai), Engineering colleges and Rajendra Prasad Institute of Communication & Management which has a number of constituent colleges all over India. Bharatiya Vidya Bhavan, is the only **'Institute of National Eminence'** and recipient of **'Gandhi Peace Prize' (2002) in Delhi and NCR.**

Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), New Delhi is Bharatiya Vidya Bhavan, Delhi Kendra's initiative.

Our Vision

To impart value based, holistic management education with entrepreneurial and leadership traits ensuring sustainable growth of society and capability of handling future challenges.

Our Mission

- I. To create opportunities for students for enabling them to realize their full potential and develop the capacity to face changing future challenges in a highly competitive business environment.
- II. To equip students with value based management skills with high intellectual, moral and cultural standards for sustainable future of the society.
- III. To Provide creative and formative education for harmonious and all round development of students to function and excel responsibly for transformational changes in society.



BHARATIYA VIDYA BHAVAN'S FAITH



Bhavan's Founder President

Kulapati Dr K. M. Munshi

(December 30, 1887 - February 8, 1971)

Let me once again set forth the Bhavan's faith for the benefit of new students and members, for it is necessary that they should understand it clearly and imbibe its spirit.

The Bhavan stands for the reintegration of Indian culture. In a world falling to pieces under the impact of an amoral technological avalanche, it tries to hold fast to the fundamental values for which our culture stands - RITA, SATYA, YAGNA and TAPAS:

- *FAITH in God who informs the Cosmic Order;*
- *TRUTH which is accord between mind and word and deed;*
- *DEDICATION which offers all moments of life as an offering to God;*
- *SUBLIMATION which purifies the body and mind and transmutes instincts, passions and emotions into things of beauty.*

This, regardless of forms and doctrines, is Dharma, the three-fold aspects of which are SATHYAM, SHIVAM, SUNDARAM - Truth, Love and Beauty.

For these values our forefathers lived and died. So did Sri Ramakrishna Paramahansa, Swami Dayananda, Swami Vivekananda, Gandhiji and Sri Aurobindo, among the moderns. These values are embedded in our national outlook; we command the respect of the world because of them.

We can look forward to the future with confidence only because they have the vitality which gives the power to vindicate their validity even in this fear and avarice ridden age of ours.

We, the Bhavan's family, whether it is the smaller one or the larger one, must take every effort in restoring an awareness of these values in personal and collective life.



CHAIRMAN MESSAGE

CHAIRMAN, BVB-DELHI KENDRA &
CHAIRMAN BOARD OF GOVERNORS,
BULMIM- MESSAGE



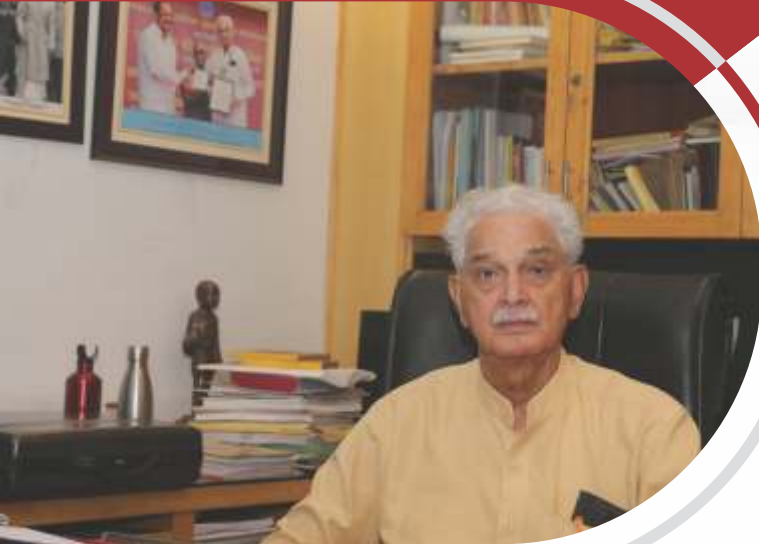
Bharatiya Vidya Bhavan is one of the oldest Charitable Public Trusts founded in 1938 by Kulapati K.M. Munshi, who actively participated in the Indian Independence Movement and after Independence was also on the Committee which drafted the Constitution of India. The founding members of the Bhavan included several distinguished statesman, and leaders of India. The Bhavan has many Kendras spread all over India, and Delhi Kendra is one of the most important units which has contributed in various facets of education and culture. Bhavan's Usha and Lakshmi Mittal Institute of Management (BULMIM) is Bharatiya Vidya Bhavan, Delhi Kendra's initiative.

The Institute has made a mark in the field of Management education in a short span of time. BULMIM gives importance to not only imparting management skills to its students but also the universal values for which the Bhavan stands. I welcome you to be a part of this Institution.

(C. R. GHAREKHAN)

Formerly Permanent Representative
of India in United Nations

DIRECTOR, BVB-DELHI KENDRA



Nobody can ignore a historical legacy, especially when it includes such towering personalities like Mahatma Gandhi, Shri KM Munshi, Dr Rajendra Prasad and Sardar Vallabhbhai Patel. Throughout its journey of more than six decades, Bharatiya Vidya Bhavan has successfully carried this legacy on its shoulders. Through education, the institution has successfully taken forward India's message of peace, harmony and tolerance.

Interestingly, in today's world of Management, the need to go back to one's philosophical traditions has deepened. In a global economic system that is highly competitive, it has become a social necessity to achieve work-life balance. This balance can be developed through spirituality.

I sincerely believe that we are all very lucky that we are Indians. Our ancient philosophical thoughts contained in the Vedas and Puranas have solutions to every problem that is a part of the so-called modern life. One has to read these texts in between the lines to pick up valuable lessons in life.

Modern Management is capable of absorbing a wide range of such thoughts and ideas and in the process develop effective case studies to provide solutions to some of the most pressing contemporary problems related to enterprise and society. BULMIM, as an institution, actively promotes such innovations.

I must say that I am proud to be associated with an institution like BULMIM that singularly believes in teaching Management through values. The societal concerns, especially social projects and social business initiatives by the students, that otherwise also are clearly reflected through the institution's pedagogy, demonstrate the institution's commitment for responsible citizenship and ethical governance.

I welcome you all to be a part of this institution and contribute to the process nation-building.

(Ashok Pradhan)
I.A.S. (Retd.)

DIRECTOR, BULMIM



Welcome to BULMIM –The place that nurtures & nourishes young minds. The complexity of successfully managing business enterprises in an era of uncertainty, compounded by the digital technology revolution, ease of access to information, and the ever changing facets of globalization is a key challenge that managers have to confront on a day-to-day basis. Industry needs competent individuals, who can understand, analyse these complexities, and formulate a strategy to successfully manage these challenges.

It gives me immense pleasure to welcome you to BULMIM - the Bhavan's Usha & Lakshmi Mittal Institute of Management New Delhi, an institution that is part of Bharatiya Vidya Bhavan, Delhi Kendra, whose genesis goes back in time to 1938, when Dr. K. M. Munshi, founded it.

We at BULMIM, New Delhi make every effort to equip our students with the requisite skills, the right attitude, appropriate work ethics, and above all make them thorough professionals. In order to achieve this goal the institute is equipped with the necessary facilities that enhance the effectiveness of knowledge transfer on one side and on the other gives the student an opportunity to explore beyond the classroom. The faculty at BULMIM are well-qualified with a good acumen and flair for teaching and bring to the classroom the latest developments in the realm of corporate world and analyze them with theories, models and conceptual frameworks. The pedagogical tools used are on par with the some of the best Business Schools of the world. The faculty make every endeavour to go beyond the curriculum to provide the students the much-needed edge over others. They also focus on knowledge creation, which takes the form of research and publishing papers in journals of international repute. The knowledge that is created is shared in the classroom too.

In order to make the students appreciate and analyze the real issues that the corporate world faces, they undergo a Summer Internship Program after completion of the third trimester and a Bottom of the Pyramid Project (BOPP) after completion of the fourth trimester, apart from getting exposed to live projects. This provides the student with a realistic view of business enterprises that hastens the process of integration into the world of business.

With our student-centric approach and constant efforts to achieve greater heights every year, we are sure you will have a rewarding experience in BULMIM. I once again welcome you to be a part of this amazing journey of metamorphosis that shapes leaders of tomorrow.

(Dr. M. Durgamohan)



MANAGEMENT

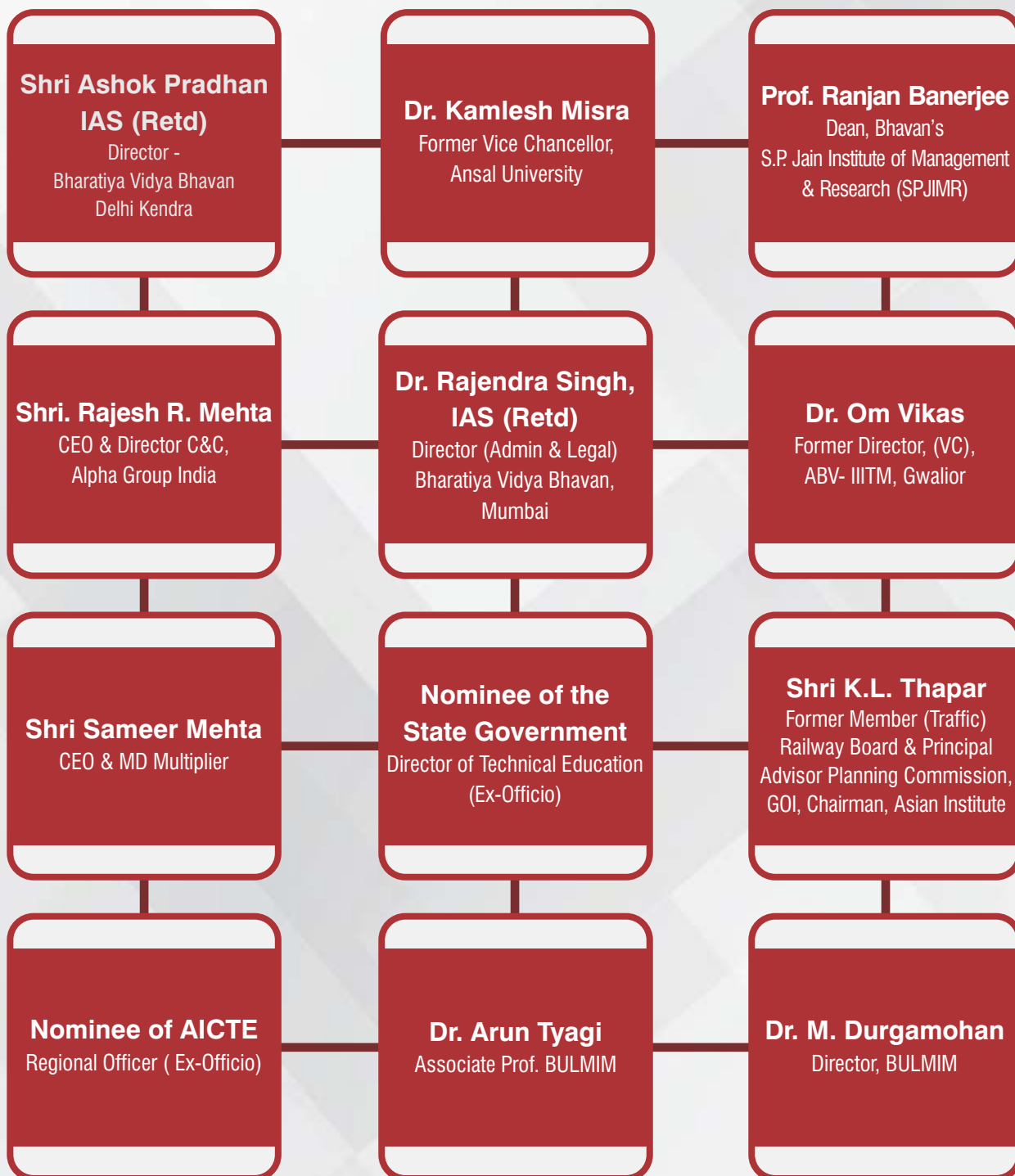
BOARD OF GOVERNORS

CHAIRMAN

SHRI C. R GHAREKHAN

Formerly Permanent Representative of India in the UNO

BOARD MEMBERS





ACADEMIC ADVISORY COMMITTEE

CHAIRPERSON

Dr. Om Vikas

Former Director, (VC), ABV- IIT, Gwalior

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Founder VC, IP University

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University of Delhi

Prof. Vijay K. Kaul

Dean- Department of Business Economics,
University of Delhi, South Campus

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Professor & Head- SPJIMR, Delhi Centre

Dr. Faisal Ahmed

Associate Professor & Chairman International Business
Area- Fore School of Management, New Delhi

Dr. Sougat Chatterjee

CEO (Preventive Healthcare)
Apollo Group of Hospitals

Dr. Subir Kumar Ghosh

Corporate Head –Human Resources Multiplier Mudra,
Gurugram, Haryana

Mr. D. Vijay Kumar

Head- Finance, Corporate Office

Prof. Sudhir K. Jain

EX- VC, Shri Mata Vaishno Devi University, Katra, J&K

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Nominee of the State Government**

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Former Dean & Virgil Professor of Accounting Management
Olien Business School, Washington University in St Louis, USA

Dr. Dipak C. Jain

President (European), Professor of Marketing,
CEIBS (China Europe International Business School) China

Prof. Bernhard Blessing

Professor
FHV, University of Applied Science, Dornbirn, Austria

Sh. Vishal Sharma,

Deloitte

Dr. Pawan Kumar

Advisor, Mind Matrix Bangalore

Dr. Swati Singh

Associate Professor (BULMIM)

Dr. M. Durgamohan

Director (BULMIM)



BULMIM ADVANTAGE

PART OF BHARATIYA VIDYA BHAVAN

Bharatiya Vidya Bhavan is serving the nation since 1938 and is recognised as an 'Institute of National Eminence' by Government of India. Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM) is a constituent of Bharatiya Vidya Bhavan, Delhi Kendra. In the finest traditions of Bharatiya Vidya Bhavan, the Institute is committed to offering the most contemporary Management Education integrated with time – honored Indian Values with a focus on ethical business growth and practices.

INDUSTRY RELEVANT CONTENT

The curriculum at BULMIM is benchmarked with the best B-Schools. It has a substantial industry interface wherein a large number of speakers from reputed corporates interact with the students through seminars, workshops and live projects. Each module being taught in BULMIM has a provision for one or two full sessions from external resource persons from industry. This helps our students to have industry relevant inputs and good placements. Major recruiters have been Amazon.in, Euromonitor, IBM, BlackRock Solutions, MCube, PwC, KPMG, HCL, Ernst &



Young, Accenture, Godrej Consumer Products Ltd. Just Dial Ltd, Zydus Cadila Healthcare, ICICI Securities, McCann, Naukri.com, Shiksha.com, XL Group, American Express, Bisleri International Pvt.Ltd, HDFC Life Insurance, Axis Bank, Spice Jet Ltd. Bridgestone, Bandhan Bank and so on.

TOP-UP MBA DEGREE FROM INTERNATIONAL AMERICAN UNIVERSITY, CALIFORNIA, USA:

BULMIM is proud to announce that it has received the authorization from International American University (www.iau.la) , California, USA whereby they have accepted to award their MBA degree as a top-up for all the successful PGDM(Full-Time) students of BULMIM from the year 2020. IAU is a University established in 2005 and has a standing of 15 years.

ACCREDITED BY ASIC AS ASIC PREMIER INSTITUTION:

BULMIM has been accredited by ASIC, United Kingdom as ASIC Premier Institution

ADHYAYAN- NATIONAL LEVEL CASE STUDY COMPETITION

BULMIM has signed an Memorandum of Understanding (MoU) with Multiplier Mudra, a specialist insight-led agency providing solutions for Trade, Retail, Shopper Marketing and Consumer engagement requirements for





conducting national level case study competition in which students from management across India will participate.

CUTTING EDGE COURSES

The course curriculum is based on rich academia and industry interaction. The curriculum is revamped periodically keeping in view the industry requirements. Industry experts are invited to give inputs on the curriculum. The Institute offers cutting edge courses like Business Analytics, Marketing Analytics, HR Analytics, Financial Analytics, Digital Marketing, Logistics and Supply Chain Management, ERP, Entrepreneurship, CSR & Sustainability Management Perspectives in Indian Ethos, Design Thinking, and Content Writing.

BOTTOM OF THE PYRAMID PROJECT (BOPP)

The BOP project is a unique feature of the PGDM course in which students undertake a 3 weeks training with the CSR and Rural Marketing division of various companies. The immersive project sensitizes the students to the realities of serving and marketing to the individuals at the bottom of the pyramid. It exposes them to the challenges faced by companies, NGOs and the government in the process of bringing about needed change as well as witness the efforts put in to improve the quality of life of the most vulnerable segment.

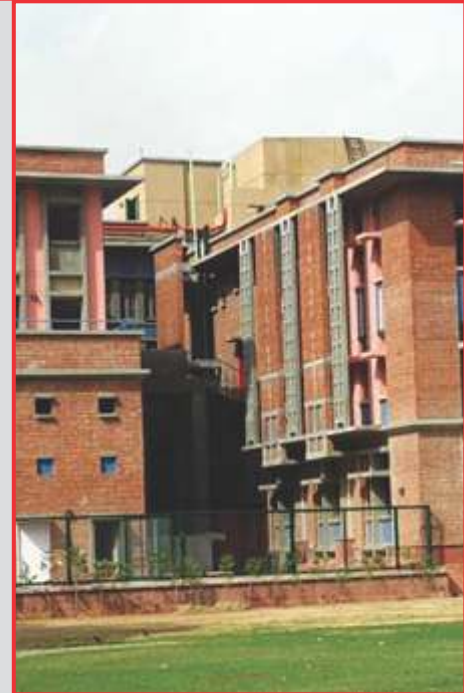
GERMAN LANGUAGE

A unique feature of the PGDM program is that students are taught German language in the first year. This not only equips them with an additional skill and also complements the student exchange programme and XPLORE -India projects with FH Vorarlberg University, Austria.

FOREIGN COLLABORATIONS

Sprott Shaw College, Vancouver, Canada: BULMIM and Sport Shaw College, Canada have signed an MOU in 2019 that permits student exchange between the two institutions. Under the MOU: Students of PGDM (Full Time) Program can enroll in their TERM: IV (2nd year, after completion of SIP) for the Post Graduate Diploma – Global Business Management with Co-op with a duration of 77 weeks. The course has two components 45 weeks of teaching and 32 weeks of Co-op (Cooperative placement work experience) that provides hands-on-experience, which is paid. The Co-op is arranged by Sport Shaw College. During the 45 weeks of teaching students will be able to work for 20 hours a week and during 32 weeks of Co-op for 40 hours a week. Upon successful completion of the 77 weeks program, the students are awarded the Post Graduate Diploma – Global Business Management by Sprott Shaw College, Canada. Upon successful completion of the PGD-GBM at Sprott Shaw and return, the students will be awarded the PGDM of BULMIM, upon satisfactory completion of the academic requirements, as per AICTE rules and regulations. Students will also be given placement support, after they return from Canada by BULMIM, for jobs in India.

Vorarlberg University of Applied Sciences, (FHV) Austria: BULMIM has signed an MOU with Vorarlberg University of Applied Sciences, (FHV) Austria. It is a public University maintained by the State of Vorarlberg, Austria. The University and its programme are accredited by AQ, Austria which confirms that the University meets recognized quality standard for the University level education. It has also been



awarded the European Credit Transferred Accumulation System (ECTS) which is a standard for comparing the study attainment and performance of students of higher education across the European Union and other collaborating European countries.

The international collaboration between FHV and BULMIM ensures that both faculty and students keep abreast with the changes occurring globally as well as share expertise and resources for mutual benefit. Also, BULMIM students have gone to FH Vorarlberg University, Austria to attend a semester course. From last four years, FHV is bringing its students to BULMIM for a fortnight in February as a part of Intercultural Exchange Programme. BULMIM and FHV students undertake joint projects during this period.

Institut National des Langues et Civilisations Orientales (INALCO), France: BULMIM has also signed an MOU with Institut National des Langues et Civilisations Orientales (INALCO), France for student and faculty exchange programmes.

CENTER OF EXCELLENCE

In order to further the competencies of students, BULMIM has created three Centers of Excellence

1. Center of Excellence for Digital marketing with a focus

on Digital Innovations

2. Center of Excellence for Innovative Energy Solutions, focusing on Energy Security and Management Practices
 3. Center of Excellence for Corporate Social Responsibility
- The CoEs are based on the "Beyond the Classroom" concept of learning, by using the three step approach of "Adopt - Adapt - Innovate"

ENHANCED LEARNING EXPERIENCE

This is facilitated through the Financial Research and Trading Lab which equips the students with skills in trading, investment and portfolio management. Other than this, the numerous clubs in BULMIM are devoted to academic disciplines and cultural clubs such as Dramatics, Music, Films etc. The major goal of these clubs is to supplement the pedagogical experience at BULMIM. The clubs foster an environment of continuous learning and discovery of recent trends and developments within the field. The club activities develop managerial and leadership skills in the students.

MENTORING PROGRAM

The mentoring program at BULMIM has been designed to nurture and develop business leaders of the future in non threatening manner. Each student enrolling into the PGDM program is assigned to a Faculty Mentor. This association between the student and faculty ensures that each student is benefited by closer monitoring both in terms of academic learning and personality development. A weekly session on Mentoring has been in-built in the programme to ensure mentees benefit from this learning opportunity on regular basis.





HIGHLY QUALIFIED FACULTY

The Faculty at BULMIM are drawn both from academia as well as industry. Their rich experience provides the students an ideal mix of contemporary research as well as best practices from industry.

EMINENT SPEAKER LECTURE SERIES

Under the “Eminent Speaker Lecture Series” BULMIM invites reputed and distinguished speakers from Corporate, PSUs as well as Civil Services Officers occupying key positions to share their knowledge and experiences with budding managers.

AMPLE OPPORTUNITIES FOR RESEARCH/PROJECTS

BULMIM is a member of CMEE of IIM Lucknow, where by students get opportunities in projects of CMEE. Further, BULMIM is one of the few B-schools who subscribe to Accord ACE Equity plus database, J-Gate and has SAP-ERP, and Tally ERP 9 Gold.

BULMIM has entered into a MoU with AIMS International, Vadodara (Gujarat). As a part of MoU, BULMIM publishes research papers submitted and presented in international conferences being organized jointly by AIMS International and International Forum of Management Scholars (INFOMS). The research papers are considered for publication in BULMIM Journal of Management and Research (BJMR) a bi-annually published peer-reviewed journal published by Indian Journals on behalf of BULMIM.

UNIQUE PLACEMENT POLICY

The placement policy of BULMIM has been designed keeping in mind the best interest of the students. Since BULMIM offers dual specialisation, every student is

allowed to appear for job opportunities in both of the opted specialisations. This student centric policy has enhanced student satisfaction and enabled many of them to get multiple offers.

LOCATION

BULMIM is located in the heart of New Delhi at Copernicus Lane, Kasturba Gandhi Marg, adjacent to Connaught Place and India Gate. It is well connected by all means of transport including Metro with Mandi House as the nearest Metro Station.

FEE

BULMIM’s fee is only Rs.6 Lakhs for the entire PGDM (Full Time) Programme. The fee includes giving of laptop and study material to the students.

INFRASTRUCTURE

The Institute is equipped with modern infrastructure and technological support to facilitate teaching and learning. The campus is lush green that facilitates learning environment.

- Air conditioned classrooms with audio visual facilities
- Air conditioned Auditorium with seating capacity of





- 200 persons
- State-of-the-art computer lab
- An Air conditioned library with rich learning resources
- A well equipped language lab
- Wi-Fi environment
- Good canteen facilities to provide an ideal ambience for relaxation and rejuvenation
- Outdoor and Indoor sports facilities

LIBRARY

The Institute's library has a wide range of rapidly growing collection of about 5,800 titles and 13125 volumes in every field of management discipline. In addition, there are over 35 national and international journals catering to academic and research needs of faculty and the students. The library is using NETLIB library software for library automation.

Further, BULMIM's Library is a member of Developing Library Network (DELNET) for using the combined resources of all the member institutes. The library is air-conditioned with ergonomically designed seating arrangements which provide the students with perfect ambience for learning.

COMPUTER LAB

Besides providing a laptop to each student, BULMIM's Computer Centre has 61 Desktops for use by students. It has LAN environment to provide access to bibliographic database and archives for rapid retrieval of information for dissemination of academic and research material. The Computer Centre provides a seamless working environment for nurturing the future management

professionals. It helps serve the objective of enabling the students and the faculty to have a leading edge of information and awareness through internet with 1:1, 95 MBPS leased line and state-of-the-art hardware and software. The entire computer systems are interconnected through Ethernet based LAN which is heterogeneous having MS Windows 7 & MS Windows 10. Windows Servers 2008 R2 & Linux Red-Hat Server.

The Software/Packages available in the Computer Centre are – MS Windows 7 & MS Windows 10 as part of Microsoft Imagine Premium Subscription, Adobe Acrobat, SPSS 16.0, Open Office and SOPHOS UTM with multiple gateway and Auto Failover, URL Filtering, Bandwidth Management (Firewall & Gateway level anti spam and, Software Tally ERP 9 Gold, J-Gate , Accord ACE Equity plus database.

MANAGEMENT FEST

Every year BULMIM organises an inter-college management fest "Aspire- Soaring high". Various business schools, engineering colleges and Delhi University colleges participate in this mega event.

MOU WITH NATIONAL ENTREPRENEURSHIP NETWORK (NEN)

BULMIM has signed a MOU with National Entrepreneurship Network (NEN) under which there is an entrepreneurship cell to conduct various events for the development of entrepreneurial skill among the students.

INTERNATIONAL CONFERENCE

BULMIM organises annually an international conference focusing on latest trends in the area of management. The conference attracts participation by faculty, researchers and students from India and abroad. It includes panel discussions in which reputed industry speakers and academicians from leading management institutes share the latest insights and developments.

SHRI. K.L. THAPAR AWARD FOR MERITORIOUS STUDENTS

The Institute offers scholarship of Rs.10,000 to students getting highest CGP in Term I, II & III of the first year. The award recipient will be given the cash prize along with a certificate. Students who have received BULMIM scholarship will not be eligible for this award.

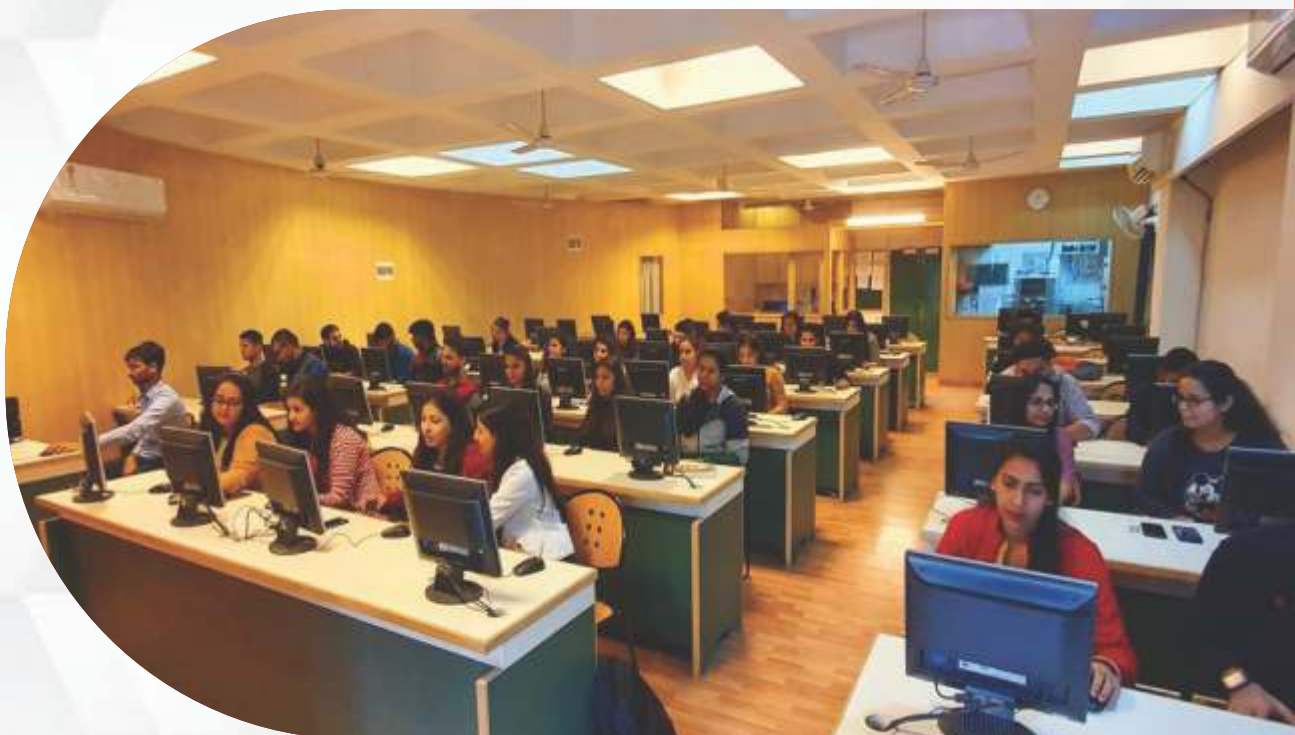
FINANCIAL MODELLING CENTER (“FMC”)

FMC is an initiative by experienced professionals working with “MCube” (an advisory real estate finance firm) focused on serving the comprehensive needs of corporate world and leveraging the experience of the seasoned industry professionals. FMC is an initiative to provide high quality and cost effective training which is the right mix of practical and theoretical aspects of financial industry. FMC curriculum is designed in such a manner that it benefits students to land their dream job as we will guides students to the right channel in the corporate world.



ACTION ENTREPRENEURSHIP ACCELERATOR PROGRAMME

BULMIM has a joint initiative with The Startup Board to develop and skill entrepreneurs. The program helps students build a perspective about business, build strategic plan, provide mentoring throughout the development process and help build network of like-minded people.





TWO YEAR FULL-TIME POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) (AICTE APPROVED)

ABOUT THE PROGRAMME

Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM), a constituent of Bharatiya Vidya Bhavan offers contemporary management education with focus on Indian values and ethical business practices. BULMIM offers Two-Year Full Time Post Graduate Diploma in Management (PGDM-FT) approved by All Indian Council of Technical Education (AICTE), Ministry of HRD, Government of India.

The programme is full-time, non-residential and comprises of six trimesters over a period of two years. The first three trimesters during the first-year cover primarily core courses, and the second year mainly focuses on the elective specialisation courses along with a few value-added courses. The successful students are awarded "Post Graduate Diploma in Management (PGDM)". The students are offered five specialisations to choose from Marketing, Finance, Human Resource Management, Business Analytics, Digital Marketing, Information Technology & Operations Management and International Business. Out of the seven, the students are required to take any two specialisations.

ELIGIBILITY

- The minimum qualification of candidates seeking admission to the programme is Graduation or its equivalent Degree in any discipline recognized by Association of Indian Universities (AIU)/UGC or AICTE. The candidates should have obtained at least 50 percent (45 percent in case of reserved category) in the qualifying examination.
- In addition, the candidate must have valid score of any major national level management aptitude tests such as CAT, XAT, CMAT, MAT or ATMA.
- Final year graduation students are also eligible to apply. If selected, they would need to submit the proof of graduation testimonials within 90 days of the commencement of the programme. Defaulter's admission would be cancelled and there would be no refund of the submitted fee.

ADMISSION PROCESS

The Admission Brochure and the Registration Form can be obtained from BULMIM's office on payment of Rs. 1100/- in cash or by a Demand Draft/ Pay Order drawn in favour of BULMIM payable at New Delhi. Cheque is not accepted. The application fee is non-refundable.

The application form can also be downloaded from our website www.bulmim.ac.in The duly filled Registration form along with application fee and requisite documents may be submitted online / in person or sent by Post to the Admission Office of the Institute.



SELECTION PROCESS

- Candidates will be short listed on the basis of Management Entrance Examinations (CAT, XAT, CMAT, MAT or ATMA) score and academic performance in 10th, 12th and graduation.
- The short-listed candidates will be called for Group Discussion and Personal Interview.
- Final selection of candidates is based on academic performance, work experience if any, performance in GD and Personal Interview.

FEE

Keeping in view the Bhartiya Vidya Bhavan's commitment to provide quality education, the fee of Bhavan's Usha & Lakshmi Mittal Institute of Management (BULMIM) is most economical among its peer B-Schools.

Total Fee for 2 year PGDM (Full Time) (2022- 24) is Rs. 6 Lakhs. A security deposit of Rs. 25,000/- is to be deposited at the time of admission, which is refundable at the end of the course. The total fee includes tuition fee, reading material, and a Laptop. The payment of Fees would be as follows:

- Rs. 1,50,000 plus Rs. 25,000 at the time of admission offer to the students.
 - Rs. 1,50,000 in first week of December 2022.
 - Rs. 1,50,000 in first week of July 2023.
 - Rs. 1,50,000 in first week of December 2023.
- a) If any of the candidates is not interested to have laptop from the Institute, a concession of Rs.25,000(Twenty five thousand) shall be given at the time of paying the 1st installment of fee, due at the time of taking admission.
- b) In addition to this concession of Rs25,000/- for not taking laptop, another concession of Rs.25,000/- shall be given to the students who pay two installments of fee at one go at the time of taking admission.

MODE OF PAYMENT

The Fee can be remitted by Demand Draft/Pay Order drawn in favour of BULMIM payable at New Delhi. The amount can also be paid through ONLINE transfer as per the details given below:



BANK : UCO BANK, K.G. Marg, New Delhi, PIN Code 110001

S. A. NO : 20360110001509

NAME : BULMIM

IFS CODE : UCBA0002036

Also the fee can be paid by using UCO Smart Pay Module by clicking on Fee Online Payment at BULMIM website :

<http://www.bulmim.ac.in/?q=online-fee-payment>

SCHOLARSHIP

BULMIM grants scholarship to those students who have scored as under:

Course	Marks
Class X	Above 75%
Class XII	Above 75%
Graduation	Above 70%
CAT/XAT/MAT/ATMA/CMAT	Percentile below 80
Score	(i.e. the candidate is in top 20 percentile)

The scholarship is ten percent reduction in tuition fee in the 1st year. Students who get scholarship in first year will be eligible for ten percent reduction in tuition fee in second year subject to getting 7.5 CGPA in the first year. The overall reduction in the tuition fee comes to more than Rs.50,000/-.



PGDM - FullTime Programme Curriculum

In the first-year students are taught Core subjects which are all compulsory. In the second year the students are offered elective courses in five different areas of specialisations. Students have to do six elective papers each in the two chosen specialisations. Actual offering of courses will depend upon the number of students opting for a course.

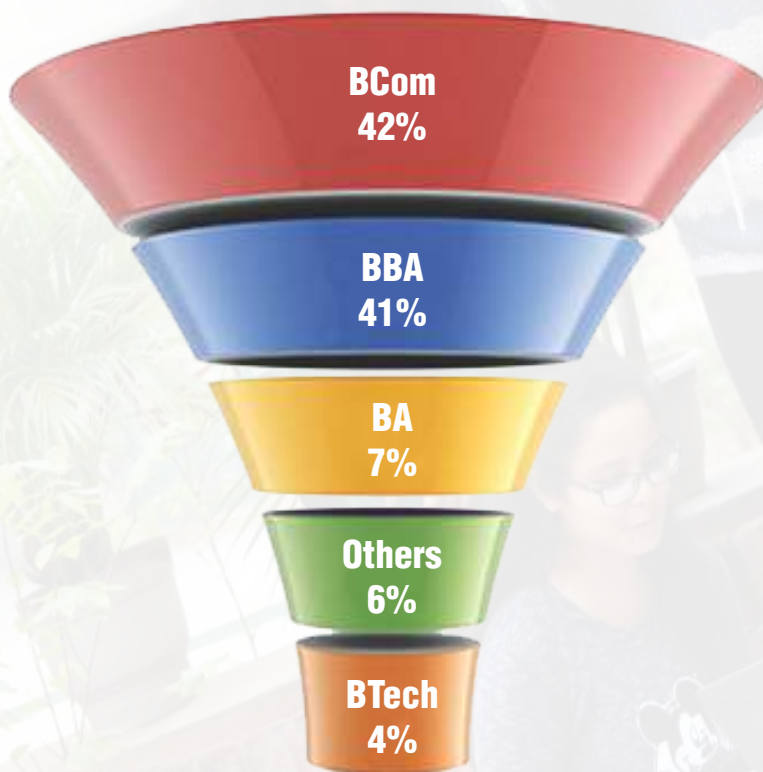
S.No.	Area	Compulsory Courses (Core)	Electives (Basket-I)	Electives (Basket-II)
1	General Management and Strategy	<ul style="list-style-type: none"> Strategic Management Management Perspectives in Indian Ethos Legal Aspects of Business 		
2	Economics and International Business	<ul style="list-style-type: none"> Managerial Economics Macro Economics International Business Economic Environment and Policy 	<ul style="list-style-type: none"> International Financial Management International Marketing Management International Trade Operations International Trade Documentation 	<ul style="list-style-type: none"> Cross Cultural Management Managing International Contracts and Negotiations Global Sourcing for Business Development International Business Environment
3	Quantitative Techniques		Business Analytics (Specialisation)	
<ul style="list-style-type: none"> Business Statistics Business Analytics Operations Research Research Methods in Business 		<ul style="list-style-type: none"> Multivariate Analysis for Decision Making using SPSS/R Marketing Analytics Predictive Analytics 	<ul style="list-style-type: none"> Web & Social Media Analytics Financial Econometrics Deep Learning & Natural Language Processing 	
4	Marketing	<ul style="list-style-type: none"> Marketing Management Marketing Strategy 	<ul style="list-style-type: none"> Digital Marketing Consumer Behavior Marketing Analytics Brand Management Retail Management 	<ul style="list-style-type: none"> Advertising and Communication Marketing of Services Business to Business Marketing Sales and Distribution Management
5	Finance and Accounting	<ul style="list-style-type: none"> Financial Accounting Management Accounting Financial Management-1 Financial Management-2 (Capital Structure and Working Capital Management) 	<ul style="list-style-type: none"> Investment Analysis and Portfolio Management Financial Planning and Wealth Management Financial Analytics Derivatives and Risk Management Management of Banks and Financial Institutions 	<ul style="list-style-type: none"> Mergers, Acquisitions and Corporate Restructuring Project Appraisal and Finance Management of Financial Services Corporate Tax Planning
6	Soft Skills and Organization Behavior	<ul style="list-style-type: none"> Business Communication Organizational Behavior-1 Organizational Behavior-2 Written Analysis & Communication German Language Content Writing 		
7	Human Resource Management and Industrial Relations	<ul style="list-style-type: none"> Human Resource Management 	<ul style="list-style-type: none"> Strategic Human Resource Management Talent Management Industrial Relations and Labor Laws Compensation and Reward Management Training and Development HR Analytics 	<ul style="list-style-type: none"> Performance Management and Competency Mapping Leadership Development Organizational Change and Development Knowledge Management and Learning Organizations Conflict Management Negotiation Skills
8	Logistics and Operations Management	<ul style="list-style-type: none"> Operations Management Logistics and Supply Chain Management 	<ul style="list-style-type: none"> Operations Strategy Project Management Production Planning and Materials Management Advanced Forecasting and Optimization Techniques 	<ul style="list-style-type: none"> Service Operations Management Inventory Management and Warehousing Management Quality Management
9	Information Systems and Management	<ul style="list-style-type: none"> Information Technology and Management Information Systems E-Commerce & E-Business Enterprise Resource Planning 	<ul style="list-style-type: none"> Business Intelligence and Data Mining Systems Analysis and Design Information Securities and Risk Management 	
10	Entrepreneurship and Innovation	<ul style="list-style-type: none"> Design Thinking Entrepreneurship and New Venture Planning 		
11	Digital Marketing		<ul style="list-style-type: none"> Introduction to Digital Marketing Digital Media Analytics Digital Marketing (Content Management) Marketing 360 cross channel strategy, Social media strategy 	<ul style="list-style-type: none"> Web Analytics/Scrapping/Predictive Digital Marketing Social Media Marketing with Live Project Mobile Marketing

Note: The Institute can change the offering of subjects depending upon the needs and requirements of business market.

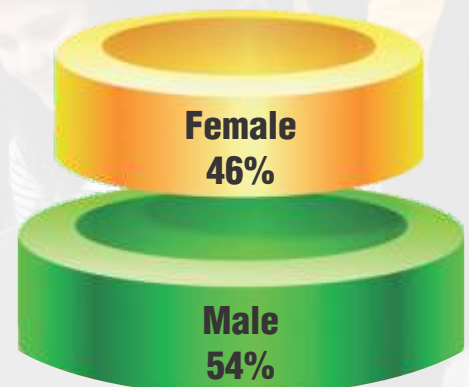


PROFILE: PGDM BATCH 2021-23

ACADEMIC QUALIFICATION



GENDER





PRACTICAL TRAININGS

There are two practical trainings planned during the programme. The first training “Summer Internship” is in line with the regular management programmes. The second training “Bottom of Pyramid Project (BOPP)” is unique to BULMIM and is focused on the rural, semi urban and other unorganised sectors in India. The students will undergo a focused workshop before each training to maximise their on-the-field learning.

SUMMER INTERNSHIP

Towards the end of the first year of PGDM full time programme, the students are required to undergo a Summer Internship of 8 to 10 weeks duration in a corporate. It is an integral part of the curriculum and forms a vital aspect of overall development of the management students. It allows the students to experience and learn the corporate culture, first hand. At the same time, the corporate world gets fair idea of talent of the emerging generation of future managers of BULMIM. Some of the companies where our students have undertaken Summer Internship are as under:



ABB	Future Value Retail	ITC	Punjab National Bank
ACC Ltd.	GAIL	Jaypee Vasant Continental	Quikr
Aditya Birla Money Mart	Genesis Burson	JCB Ltd	Reckitt Benckiser India
Air India	GENPACT	Jet Airways	Reliance Fresh
Airport Authority of India	Glaxo Smithkline	JLL	EY
Angel Broking	Grasim Industries	KPMG	Religare Finvest
Bajaj Allianz	HCL Technologies	Lifestyle International	SAIL
Bank of India	HDFC Standard Life	Lowé Lintas	Saint Gobain
Bharat Aluminium co.	Heinz India	Mahindra & Mahindra	Trivitron Health Care Ltd
Bhartia Group	Hettich India	Maruti Suzuki India Ltd.	SMC Global Securities
Blue Star	Hindustan Petroleum Corporation	Grant Thornton Advisory Pvt Ltd	SRF
Bisleri	Hindustan Unilever Ltd.	Mother Dairy Fruits & Vegetables	Standard Chartered Bank
Cox & Kings	Honda Motorcycle & Scooter India	National Thermal Power Corporation	State Trading Corporation Ltd.
Dabur India	S G mobility Services Ltd	Nature Pure India	BHEL
DCB Bank	Impact Communications	Network 18	Tata Consultancy Services
Dish TV	India Yamaha Motor	Nippo Batteries	Tata Motors
DLF	Indian Oil Corporation	Omaxe	Tata Power- Delhi Distribution
DMRC	Indian Railway Finance Corporation	Orient Bell	Tata Steel
Escorts Pvt. Ltd	Multiplier Mudra	Parag Milk Foods Pvt.Ltd	Times Group
Fabindia Overseas	IndusInd Bank	Paytm	Vodafone
Fortis Hospital	Interglobe Technologies	Philips India	WNS

BOTTOM OF PYRAMID PROJECT (BOPP)

Traditionally, industry has been the main focus of management. However BULMIM has made an innovative departure from conventional B-School programmes by adding a new dimension to its PGDM Programme, i.e. “Bottom of Pyramid” Project. Late Prof. C.K. Prahalad, in his book “Fortune at the Bottom of the Pyramid” identified the people at the bottom of pyramid as the world’s most exciting, fastest-growing new market. According to him, “Collectively, the world’s billions of poor people have immense untapped buying power. They represent an enormous opportunity for companies who learn how to serve them”. Serving the poorest of the poor also forms a part of corporate social responsibility. The Institute is aware of these philosophies and through its BOP training programme, has taken measures to train its students to understand and appreciate the needs and aspirations of the people who are at the bottom of the pyramid.

Corporate bodies are looking for special attributes in managers who have been exposed to such environment. Also, under the new Companies Act 2013, the corporate houses fulfilling certain criteria are required to spend two percent of their net profit on Corporate Social Responsibility. This module gives an opportunity to our students to enter into this new growing area.

During second year of PGDM full time programme, the students, after finishing the Term-IV, undergo this training of three weeks. The training is arranged in collaboration with corporate or NGOs that work in a rural, semi urban, or slum area. Some of the companies/organisations where our students have undertaken Bottom of Pyramid Project are given below:

ORGANISATIONS WHERE OUR STUDENTS DID BOPP

Aditya Birla Group	Dabur India	Jindal SAW Ltd.	ReNew Power
Airtel	DCM Shriram	Jindal Stainless Ltd.	SAIL
Apollo Tyres	Deepalaya	JK Tyres Ltd.	Impulse Network
Prayas JAC	DLF Foundation	Jubilant Food Works	Hindustan zinc Limited
Jindal steel	DS Group	Literacy India	Sleepwell Foundation
BABEL	Emenox	Moserbaer	SPICE
Balwadi	GMR	National Fertilizers Ltd.	Suzlon India
Udayan Care	HCL Foundation	NIIT Foundation	Tata Motors
Rural Shores	Helpage India	Nippo Batteries	Tata Power - DDL
Bharti Foundation	Himalaya Drugs	Pratham	Tata Teleservices
Bhartiya Foundation	Impact Communications	Punjab National Bank	Sankalp
Britannia Industries	Intertek	PVR	WWF
Coca Cola India	J K Lakshmi Cement	Reckitt Benckiser India	
CRY	JCB Limited	Reliance Foundation	





PLACEMENTS

The placements process at BULMIM is a continuous activity that commences from the time the students join the programme. The students are provided training in domain knowledge, industry awareness, group discussions and interview. The following is a representative list of some of the companies where our students have been placed.



Consulting/Research

Accenture	Evalueserve	Phronesis Partners
Ameriprise Financial	GENPACT	Protiviti
Black Rock Consultancy	Ken Research	S&P Capital IQ
Deloitte	KPMG	Tower Research Capital India Pvt.Ltd.
Eli Research	Dinan Research	WNS Global Services
Ernst & Young	Moody's Analytics	XL Catlin
Euromonitor International	Genpact	



IT/ITES/Telecom/E-Commerce

99 acres	amazon	Reliance Jio	99acres.com	Matrix Cellular	Reliance Jio
dishtv	naukri.com	Matrix	Amazon	MBA Universe	Shiksha.com
			Dish TV	MobiKwik	Square Yards
			HCL Technologies	Naukri.com	Videocon Telecommunications
			Capital First	NIIT	

Advertising/Media/ Hospitality

Hindustan Times	Oberoi Hotels	Thomson Digital Pvt.Ltd	IMPACT COMMUNICATIONS	Oberoi HOTELS & RESORTS	RAMADA
Impact Communications	Radisson Hotel	Times Group	ITC HOTELS		Radisson
ITC Hotels	Ramada Hotel				
McCANN	Razorfish sapient				

Banks/Insurance/Financial Institutions

YES BANK	Oriental Bank of Commerce	AMERICAN EXPRESS	American Express	HDFC Bank	Oriental Bank of Commerce
ICICI Securities	The Myntra Group	AXIS BANK	Andhra Bank	HDFC Life	RBL Bank Ltd.
HDFC BANK	RELIANCE Capital	MOTILAL OSWAL	Angel Broking	ICICI Securities	Reliance Capital
			CSL finance Ltd	Karvy	SMC Global Securities
			Axis Bank	Kotak Securities	Yes Bank
			Bandhan Bank	Motilal Oswal	Phillips
			DCB Bank	Muthoot Group	Olympus Medical Systems
			Edelweiss Pvt.Ltd		

Others

Acro Paints Ltd.	Godrej Consumer Products Ltd.	ITC Consumer Products
Aditya Birla Novo Ltd.	Halonix Technologies Pvt.Ltd.	Harvest food
Bisleri International Pvt. Ltd.	HCL Infosystems	Veeba Foods
Bridgestone India Pvt.Ltd.	OYO Rooms	Café Coffeday Beverages Ltd
Career Launcher	Just Dial Ltd.	Collegeduniya.com
Ceasefire Industries	Kent RO Systems	American Express
CPA Global	Kuehne Nagel	Decathlon
Earth Infrastructure	MRF	Urban Clap
MCube Advisory LLC, USA	Spice Jet Ltd.	BATA
Fortis Health Management	Ultratech Cement	Swiggy
Godrej & Boyce	Zydus Cadila Healthcare	Heitch India
		UBER





ALUMNI SPEAK



RAGHAV BHARDWAJ
(Batch 2019-21)
(Executive - Client Servicing)
Impact Communications Pvt. Ltd.

From highly intellectual, experienced and supportive faculties to a learner centric environment that not only trained me on the academic front but also raised my skills and competence to a zenith. Regular seminars by industry experts, inter college competitions and life changing career opportunities helped me in laying a firm foundation to my management career
BULMIM is a complete package for those looking for industry oriented management studies.



ANISHA RAUTELA
(Batch 2019-21) Moglix (Mogli Labs India Pvt. Ltd)

BULMIM for me has been a place of learning, civility and friendship. With a great atmosphere and a large pool of opportunities, BULMIM has always encouraged individuality and creativity. Even during the pandemic, the faculty were actively engaged with the students, not only for the delivery of knowledge but also carrying out the co-curricular and social activities. It has been one of the richest experiences of my professional life.



LAKSHAY CHHIBBER
(Batch 2019-21)
Ameriprise Financial

To talk about my experience at Bulmim, well my journey with Bulmim has been a great learning experience; not only imparting pgdm curriculum knowledge, Bulmim helped in overall personality grooming by giving students chance of organizing club activities, fest, seminars and to be part of FHV which was one of the unforgettable memories. I would really thank Bulmim for this enriching experience.



Devanshu Saxena
(Batch 2019-21) Software ONE

My experience at BULMIM was just amazing. The faculty over here is always there to support and encourage specially Director Sir. Studying here at BULMIM helped me gaining confidence and overcoming my stage fear by giving presentations on various topics which helped in getting thorough understanding for the topics. The honest feedbacks from colleagues and faculty helped me improve my communication and presentation skills. The medium of clearing the doubts with real life scenarios/situations helped a lot in getting a clarity with every topic. I really miss attending those lectures and presentations at BULMIM.



ABHINAV VIJ
(Batch 2018-20) Software ONE

BULMIM, A two-year journey, one can never forget. BULMIM has been an epitome of a Knowledge Provider, the time that I have spent here has resulted in a tremendous change in my personality, Faculty at BULMIM are extremely knowledgeable and never get tired of teaching along with sharing their own examples so that the students never lose interest. There are a lot of Voluntary and Compulsory Activities going on throughout the year, each being responsible for grooming the personality of students, like BOPP, where students have to collaborate with Corporates and work together on their CSR activities, and Xplore India, a fusion of Indian-Austrian students working together on a mutually accepted topic learning culture of one another. BULMIM is an amazing opportunity for anyone out there seeking a chance to pursue PGDM.



YAMINI KUNTAL
(Batch 2018-20) Dinan Research Services Pvt, Ltd

One of the most interesting stages in life that gives you an opportunity to explore is the Post-graduation phase and my experience at BULMIM has taught me one fundamental thing – life is unpredictable. I have learnt a lot and overcome all my fears that have helped me to come out of my comfort zone and achieve success in it. I got infinite love & lessons from my teachers



here, and these teachers compelled me to “Work Hard” and strive for excellence for the way to success. My journey in BULMIM has set the ball rolling for a bright future which I know holds great promise for me.



ABHILASH KAPOOR
(Batch 2018-20)
Benzara Ecommerce

It was my great pleasure to be a part of this college where I got every opportunity to expand my knowledge. It was a new experience for me every day. My journey in this college has been exciting and I feel privileged that this school chose me to be in its team. It's an unforgettable phase of my life that I will cherish throughout my life. I am extremely grateful to each and every staff member of this school who gave me a 'boost' up the ladder of learning.



KS RAMAKRISHNAN
(Batch 2017-19) **Jeebly**

My time in BULMIM is an experience and memory that I know will last with me forever. The always-approachable faculties, their valuable teachings, the extra-curricular activities and loads of practical trainings/workshops are some of the things I can never forget. Each and every moment in this college took me one step closer to becoming a business professional. I would most definitely wish to stay associated with BULMIM no matter which part of the world I go to.



RITU HALDER
(Batch 2017-19) **Swiggy**

One word which comes to my mind when I hear about BULMIM is my second home. This place has made me a person filled with immense confidence and positivity. Here not only I learned managerial skills but special mention to discovering oneself. All thanks to the supporting and inspiring faculty who taught me to dream high. BULMIM is and will always have special place in my heart. BULMIM is an inspiration for me and the strongest pillar in my journey



SHOUNAK CHOUDHARY
(Batch 2017-19) **CarWale**

My two years at BULMIM were amongst the best years of my life. I have always been a team player, and BULMIM not only enhanced this skill of mine but also gave me ample opportunities to develop my leadership skills. The college has a very unique culture which is unlike any other B-School, with a blend of Modernity & the Old. The pedagogy they follow is very rigorous and the teachers are very accessible- within as well as beyond the campus. Being one of the handful of colleges who have implemented Analytics and Design Thinking as a core/specialisation module, BULMIM is up-to-date and has made the most of the 'Analytics Bandwagon' and 'Out of the Box Thinking' notion. I hope the institute would continue to enhance itself in the future as well with cutting edge modern subjects. I would wish my Alma Mater very best of luck and would support it come what may.



TANVI BUTAN
(Batch 2017-19) **Swiggy**

BULMIM was the best thing that had happened to me in 2017! I was able to witness such warm faculty, they had helped me easily pass the bottlenecks which I faced. BULMIM gave me a lot of opportunities like being a board member of a club and leading it, participating in other college events and winning them. I was able to develop leadership qualities over the course of time which is helping me now in my career. The most important thing I learned was Keep Learning as knowledge is nectar!



PIYUSH KUMAR
(Batch 2016-18) **ITC Ltd.**

BULMIM helped me to shape my future and give perfect guidance to improve my Skills. We have grown into self established and confident individual. It was a great journey with

BULMIM.



JYOTI CHATERJEE
(Batch 2016-18) IMPACT COMMUNICATIONS

I want to give a small message to every individual who joins that here you will get ample opportunities to explore and develop yourself.

BULMIM encouraged me to explore my talent and potential by providing an exceptional integrated learning environment.



TARU SRIVASTAVA
(Batch 2016-18) AMERIPRISE FINANCIAL

BULMIM has nurtured me and made me what I am today. BULMIM has helped me to grow not only professionally but holistically as a good human being.



KAJAL SHARMA
(Batch 2016-18) EY

My journey during the PGDM was full of learning experiences which are worth remembering. BULMIM has given me a lot to remember for the rest of my life. Faculty at BULMIM is amazing, highly qualified and

experienced who guided me till the very end. I will always be thankful to this place for such a beautiful experience.



AKASH BANSAL
(Batch 2016-18) GOLD PLUS LTD.

The journey at BULMIM has been an enriching experience that assimilated in me rectitude and a positive attitude. I would always be grateful to BULMIM for giving me a multi-dimensional learning by

providing the apt mix of academics, industry exposure and practical training. BULMIM is the epitome of quality education and personality building. It's a milestone in the journey of my life which I would cherish till the very end.



ASHIMA SHARMA
(Batch 2015-2017) IBM

It would be difficult to sum up two years of BUMIM in just few lines. I must say that the learning and exposure which BULMIM gives is

just commendable. The faculty is just amazing and they stand by you from the first day to the end of placement days. Apart from the curriculum, there are a lot of clubs for students. The best part of college is that they give you internships and placements in best reputed organisations. During the most crucial time of placements, the faculty and placement team provides students with lot of preparatory sessions so that they come up with their best. I feel BULMIM is the wholesome basket for one who is looking to pursue PGDM.

HARLEEN KAUR
(Batch 2015-2017) EY

BULMIM imparts education as per the requirement of present competitive environment. At BULMIM, I developed an array of qualities that are imperative to be a successful management professional. The time spent here had an amazing influence on my personality. The faculty at



BULMIM is very knowledgeable both in terms of academia and industry experience. One unique feature in its curriculum is BOPP under which the students undergo 15 days training with the CSR department of some big companies. I am glad that BULMIM gave me an opportunity to

undergo my BOPP training with TATA Power. Apart from this, weekly seminars, club activities and cultural fests are add-ons and play a significant role in shaping one's confidence.

RAHUL MALHOTRA
(Batch 2015-2017) PHRONESIS PARTNERS

BULMIM is Bharatiya Vidya Bhavan's dedicated initiative to take management education to the next level. A college of both REPUTATION and EXCELLENCE. The summer



internship and BOP project with reputed companies gave me practical experience that boosted my confidence level. BULMIM when compared to any other college is far far better in respect to location, Return on Investment (ROI), Placements and Extra-curricular

activities. Teaching and Non- Teaching Staff are all very nice. I got two placement offers. It is an excellent place to learn and be a part of.



NAMAN SINGHAL
(Batch 2015-2017)
ICICI SECURITIES

Hello this is Naman Singhal of batch 2015-17. I got placed at ICICI Securities. To talk about my experience at BULMIM, it has been amazing. BULMIM has provided me with necessary exposure to develop my overall personality. From organising annual fest to seminars, BULMIM has given me the opportunities to develop my leadership and team management skills. To talk about my internship experience, I interned at Vodafone India. The internship provided me with the opportunity to interact with top level executives and get an insight on telecom industry. The Bottom of the pyramid (BOPP) is a unique thing about BULMIM. I worked with TATA Power and witnessed the ground reality at JJ cluster in and around Delhi/NCR.



VIPIN KUMAR
(PGDM 2014-2016) **KENT RO PVT. LTD.**

I will never be able to repay what I have got from BULMIM. Taking admission in BULMIM was the best move I made in my life. It not only gave me career mentors but career guardians. After having certain work experience, I wanted to gain the knowledge that a b school provides for career growth. Double internship, double placement, that is what I got after being a part of BULMIM. Interned with Parag milk foods and Ernst & Young, placement offer from Times group and Kent RO. I got the placement in the 4th term of PGDM and was a part of the corporate, much before I expected. I am working with a well renowned company and a market leader in its segment, having the opportunity to become Area Manager in just 6 months time, all because of BULMIM.



RAHUL MEHTA
(PGDM 2014-2016) **GODREJ & BOYCE**

The most prominent feature attracting students across the nation to this institute is superior education at reasonable cost. The institute prepares the student for corporate environment enabling them to critically think. Over here we find faculties with strong academic and industrial experience. Special

seminars focusing on various domains of management, industry visits, workshop, and various academic activities are held periodically to enrich student and provide them a platform for career development



PRIYANKA KUMAR
(PGDM 2014-2016) **BLACKROCK**

First, I would like to talk about the amazing faculty we have here. It has been pretty amazing that how we are carved and niched into a beautiful person and a professional budding manager over these two years.

Personalized attention is given to each student so as to nourish them and really make them a true professional. Secondly, I would like to talk about great academic curriculum that we have. The whole curriculum is really rigorous and you don't realize as to where the time has flown away. Third, the study aspect, a great extension to it was that I studied for 4 months as a part of the exchange semester in Vorarlberg University of Applied Sciences in Austria. It was great interacting and mingling with so many people from across countries and studying with them and having faculty all across the universities in the world. Fourth, the placements, I have been placed in Blackrock. All of our batch got placed in good companies well in time.



DEBLINA ROY
(PGDM 2013-2015) **AMAZON.IN**

The faculty in BULMIM is very knowledgeable. The bottom of the pyramid project at BULMIM is also one of a kind because it gave us the opportunity to enter into the remote

areas of India where we actually understood the real roots of India. BULMIM also has foreign collaborations and it was an absolute amazing experience to have interacted with Austrian students and we shared a lot of knowledge and ideas.



SRIKIRTI RASTOGI
(PGDM 2013-2015) **PWC**

It was an honour and privilege for me to study in such a distinguished B-school given the chance I would love to relive the two years I have spent here.



ANKITA MATHUR
(PGDM 2013-2015) KPMG- INDIA

BULMIM not only imparts education but also gives an orientation to life. I am enriched not just as a student but as a professional. BULMIM not only provided me with right analytical skills, knowledge practical application of the concepts, but also gave me confidence to face the challenges in the business world and to follow ethics in our life. I feel proud to be a student of this prestigious college.



ARJA DEB
(PGDM 2013-2015) GENPACT

BULMIM provided me with the best two years of my life, in every sense. My time was consumed by attending classes, participating in after class activities and interacting with people from the industry who came to speak to us during seminars and events. The confidence I have today and the skills I developed, I attribute a large part of it to my experience at BULMIM. I miss it with all my heart and wish I could re-live that time again.



SHIVANJALI SHARMA
(PGDM 2013-2015) HCL TECH

I was fortunate to be a part of BULMIM family. The college nurtured me into a Professional. The faculty and learning environment is excellent.



ABHINAV BHATNAGAR
(PGDM 2013-2015) 99ACRES.COM

BULMIM provides the necessary ecosystem to students to nurture themselves to become professional managers. Dedicated professors; well-equipped libraries, relevant guidance of Management and a positive energy spread across the campus makes it a right place for young aspirants. I am privileged to be a part of BULMIM.



ADDIS ZACHARIAH
(PGDM 2012- 2014) NAUKRI.COM

Reminiscing my journey back at BULMIM, it has been an enriching experience. The teachers have nurtured me in all spheres to become what I am today. They have always provided me their precious time to clear my doubts. The classes have been a mix of theory and case studies which have helped me clear my concepts and crack my job interview. The seminars have helped me enhance my knowledge on various topics. The mock GDs and personal interviews conducted by the faculty have helped me build my confidence and the feedback helped me to answer difficult interview questions with ease.



HARKUNWAR SINGH BHATIA
(PGDM 2011-2013) XL GROUP

A rigorous academic schedule covering various disciplines of management, Highly Experienced and Knowledgeable Faculty combined with hands on practical trainings such as BOPP, exposure to Industry experts lays a solid foundation for a management student destined to be in the Corporate. BULMIM prepares students to think critically, manage change effectively, and provide solutions creatively. I have thoroughly enjoyed my two years at BULMIM and given a chance I would love to live it again!



RAMAN KUMAR PATHAK
(PGDM2010-12) FOUNDER & CEO JEEBLY

It has been a great learning and a wonderful life time experience at BULMIM. The values and knowledge which has been imparted by the faculty is truly exceptional. The niche concept of institute is to train student on their social responsibility which is very helpful in long run and it changes the way to look at the real life differently. Further I would like to share that my experience at BULMIM has changed my life. Unforgettable two years of my life!



ARCHANA NAIR
(PGDM 2010-2012) ITC HOTELS

BULMIM has not only helped me in achieving my goals and dreams but at the same time it has shaped my personality and made me the person who I am. I feel proud to be part of

this institution.



ADITYA VERMA
(PGDM 2010-2012) PVR CINEMAS

I don't have words to say about my college "BULMIM". Well all you aspiring future managers...take it from me...this is the place to be if you are looking for a career in Masters of

Business Administration...because what you learn here you can put to use in so many different fields. Atmosphere...the people..the facilities...the attitude...the quality of education....nothing better that this. Professors are supportive and give you the best. This is a place where a lot many can only dream to reach...and the ones who are here know instantly that there couldn't have been a better choice. All in all, I found BULMIM life to be demanding, but I had my fair share of fun, knowledge, and that's what mattered most.





CORE FACULTY

DIRECTOR



Dr. M. DURGAMOCHAN

**PGDIT (Indian Institute of Foreign Trade); MBA (Karnatak University);
Ph.D (Dr. B. R. Ambedkar University, Agra)**

Area: International Business

An alumnus of Indian Institute of Foreign Trade, New Delhi, with a PhD in Marketing from Dr. B.R. Ambedkar University, Agra, having 18 years of academic experience and 17 years of industry experience; a highly motivated and passionate academic with a clear focus on outcome based academic delivery; and academic research with an industry-focused approach. He teaches and practices critical thinking skills and analytical skills, apart from subjects in the domain of International Business and Strategic Management. He is an award winning corporate trainer in the domains of cross-cultural management, communication skills, and time management.

Some of his core competencies are ability to enhance the organizational intellectual capital and student experience, ability to engender constructivist learning environments and ability to dovetail employability skills into the curriculum.

ECONOMICS



Dr. RENU VERMA

Associate Professor

**M.A. (Economics),
MBA-Finance, Ph D**

She has 28 years of experience in teaching, research and academic administration. . She has taught Economics, International Finance and Research Methods at graduate, post graduate and M.Phil. level in institutes such as Banasthali University, Rajasthan and ICFAI Business School Gurgaon. Besides teaching, she has held many administrative positions such as Academic Coordinator, Examination Coordinator, Summer Internship Program Coordinator and Research Coordinator at ICFAI Business School Gurgaon.

She has published research papers in National and International Journals of repute and presented papers in National and International conferences. She has also completed a research project sponsored by UGC. She is in the panel of Ph D guides of many universities and currently guiding several Ph. D students. Ten students have been awarded the degree of Ph D under her guidance. Her areas of interest are Macroeconomics, Banking, Women Issues, International Trade and Finance, Private Equity etc. She is also a recipient of several awards such as The Best Teacher Award, The Best Research Paper Award, and The Best Faculty Guide for Summer Projects etc. during her academic journey.

She is a Certified GST Trainer from government of India.

FINANCE & ACCOUNTING



Dr. NIDHI SAHORE

Assistant Professor

**Ph.D (MLSU & BIMTECH in
Management - Accounting and Finance)**

**, M.Com (Kurukshetra University Kurukshetra), UGC NET,
PGDFM- IMT Ghaziabad**

She has fourteen years of teaching experience and has been teaching Financial Accounting, Management Accounting, Corporate Finance, Cost and Financial Management, Mergers, Acquisitions & Corporate Restructuring, Infrastructure and Project Finance, Financial Planning and Wealth Management, Corporate Taxation and Legal aspects of Business. Her areas of interest are Indian Financial System & institutions. Her area of research is Corporate Disclosures and Financial Performance. She has published 12 papers and presented 13 papers at national, international and world conferences (including Pan IIM and Pan IIT conferences) held at IIM Bangalore, IIT Kharagpur, IIM Ahmedabad, XLRI Jamshedpur, BITS Pilani, IIM Shillong, IIM Kashipur, SPJIMR, Mumbai, Bharati Vidyapeeth University, New Delhi and Amity University Noida. Five of her publications are in international publications of repute from India, Canada, Europe and Russia. Three of her Ph.D thesis papers have been published in ABDC ranked journals; She has been awarded the Jagdish N. Seth Best Thesis Award with a citation and a cash prize of Rs. 50,000 for the year



2018. She is on the editorial board of two journals one in the area of Finance and the other in the area of Management. She is also associated with journals & conferences as an ardent reviewer of research papers. She's been a frequent visitor at IMT Ghaziabad – CTDL and Sharda University as an expert in Finance area for evaluation purposes. She has attended numerous FDPs and Workshops in Management Research areas and undertook three corporate training assignments at BHEL, NFL & NDIM apart from two sponsored consultancy projects with CHINTAN Environment Research Action Group. She has also won second prize in a National Case Writing Competition for her teaching case: "Financial Impact of a conflict: the case of Maruti Suzuki India Limited (MSIL.)" Recently she got listed in the Uletktz Wall of Fame of 'Most Promising Educators in Higher Education across India' in 2019 declared on 30th Nov. 2019. In 2020 she penned a book "The laughing Ghosts: Salvation of the Slaved Spirits" to reveal her creative side. It's a fiction novel which has tried to raise the societal challenges and issues faced by growing up girls and women to get through the maze of life which won her the WORDSBREW book award for best fiction novel of the year 2021.



Dr. JAGDISH RAJ SAINI

Assistant Professor

Ph.D (Central University of Himachal Pradesh), CA (inter), MBA (Finance), UGC NET & JRF in Management,

M.Com, PGDIBO (IGNOU), UGC NET & JRF in Commerce

He has 6 years of teaching and 4 years of research experience. His teaching interest lies in subjects like Financial Accounting, Corporate Finance, Management Accounting, Financial Management, Derivatives, Capital Markets, Security Analysis & Portfolio Management, Business Analytics, Finance Analytics, International Finance. His research interests include Capital Market Investments, Behavioral Finance and Financial Modeling. He has published 9 research papers in national/international journal/edited book/conference proceedings. His 3 papers are published in journals (non-paid) ranked by ABDC and SCOPUS. He has presented 6 papers in national conferences and 6 papers in international conferences in India and one paper in international conference at 22nd EBES Conference Rome, Italy. He has also attended many national level workshops on research.



Dr. PALLAB SIKDAR

Assistant Professor

Ph.D. [Birla Institute of Technology (BIT), Mesra (Ranchi)], MBA (ICFAI University) B.Com (Delhi University),

National Stock Exchange (NSE) Certified Market Professional

He has 11 years of teaching experience at under-graduate & post-graduate levels. His teaching interest lies in subjects like Investment & Portfolio Management, Financial Management, Bank Management, Business Economics, Project Management, Research Methodology, Mercantile Law and Corporate Law. His research interests



include bank risk management, e-banking & technology adoption, e-payments diffusion, financial inclusion, scale development, technology enabled service delivery and brand promotion via social media. He has published his research work in diverse ABDC, Web of Science and Scopus listed journals such as International Journal of Bank Marketing (Emerald), Benchmarking (Emerald), Computers in Human Behavior (Elsevier), Journal of Business and Economics, International Journal of Human-Computer Interaction (Taylor & Francis), International Journal of E-Business Research (IGI Global), AIMA Journal of Management and Research (AIMA), International Journal of Business Data Communications and Networking (IGI Global), International Journal of Pharmaceutical and Healthcare Marketing (Emerald) and International Journal of Business and Emerging Markets (Inder-Science). In addition, he has presented his research in various national and international conferences. He is a Professional Member of All India Management Association (AIMA) & Delhi Management Association (DMA), and a Life Member of Indian Commerce Association (ICA). He regularly reviews manuscripts for International Journal of Bank Marketing (Emerald), Management Decision (Emerald), International Journal of E-Business Research (IGI Global), International Journal of Business and Emerging Markets (Inder-Science), International Journal of Emerging Markets (Emerald) and Global Business Review (Sage).

INFORMATION TECHNOLOGY



Ms. NAMITA DAHIYA

Assistant Professor

Pursuing Ph.D(In CyberSecurity from NorthCap University,), M.Tech(CS, Banasthali University), M.Sc. (CS,

Banasthali University)

She has 6.5 years of academic experience and has worked with DRDO Projects as project trainee for 1.5 years which includes Software implementation for Fuzzy Controller Training using Adaptive algorithm for non-linear system control and Software for Testing and Evaluation of Deformable Mirror. Her areas of interest includes Cyber Security specifically malware detection, Machine learning, Data Analytics, Cloud Computing, Information Systems and E-Commerce. She has attended many faculty development programs in academia and various workshops in cyber security.



Mr. PUSHPENDRA SHARMA

Manager I.T. & Assistant Professor

M.Tech (CSE), MCA, BCA

He has fifteen years experience in field of Information Technology & Systems. His areas of interest are Data Communications & Computer Networks, Networks security and Database Management Systems, MIS, E Business, Cyber Law, Cloud Computing, Wireless Mobile Communications.

MARKETING



Dr. SWATI SINGH

Associate Professor

BSc (Zoology Hons.) Hansraj College, Delhi University, MBA (Jadavpur University), Ph.D (Marketing)

She has about two decades experience in Academics and Corporate. She has published number of research papers, case studies and articles in reputed journals both national and international. Her case studies are available in Ivey Publishing (Also available in Harvard Business Review Store), Emerald Emerging Market Case Studies Oxford University Press online resources in the areas of Services



Marketing and Brand Management. She has also presented papers in various National and International Conferences organized by IIM-A, IIM-L. Other than this she has also contributed chapters in edited books in the areas of CSR, Leadership Skills, Negotiation Strategies, Services Marketing and Hospitality Management. She has conducted MDPs in the areas of Sales force effectiveness, Business to Business Marketing as well as Entrepreneurship. She has also organized numerous seminars and workshops in the areas of Innovating Marketing Strategies, Services Marketing, CSR, Rural Marketing etc. Prior to joining BULMIM she has taught in ICFAI where she won accolades for her teaching and also for providing training to faculty as Lead Faculty.



DR. ALOK AGARWAL

Assistant Professor

MBA (MONIRBA, University of Allahabad),UGC NET JRF, Ph.D (Motilal Nehru National Institute of Technology

Allahabad)

He is an alumnus of MONIRBA, University of Allahabad and is a topper in the area of HR and Marketing. He has earned his Ph.D from prestigious Motilal Nehru National Institute of Technology, Allahabad. He has further done his research summer school in Qualitative Research Methods from Indian Institute of Management Ahmedabad. His area of specializations includes Digital Marketing, Marketing

Management, Business Analytics and Case Methodology. He has an illustrious teaching and research experience. He has penned down two books in the area of Management and is widely published in various International and National Journals. He is a reviewer for various International and National Journals. He is a consultant to various e-commerce companies. He has taught at various B schools of national repute like School of Management Studies, Motilal Nehru National Institute of Technology Allahabad and University of Allahabad.

ORGANISATION BEHAVIOUR & HUMAN RESOURCE MANAGEMENT



Dr. ARUN TYAGI

Associate Professor

MHRD, LLB., Ph.D.

He has more than two decades of total experience in HR domain with industry and academics. He has worked for many well-known companies at junior and middle level management positions. He has been associated with various top B schools of Delhi & NCR as a core faculty and also as a visiting faculty. Conducted numerous workshops in various companies on 'Stress Management', 'Effective communication', 'Time Management', 'Organizing One-Self' and 'Achieving Professional Excellence'. His areas of interest are Occupational Stress, Training & Management Development and Labour Laws.





Dr. KHAGENDRA NATH GANGAI

Assistant Professor

BA-Psychology (H), MA-Applied Psychology (Delhi University), MBA-HRM (Pondicherry University), Diploma

in T&D (ISTD), Ph.D. in Management (FMS-Mohan Lal Sukhadia University, Udaipur), UGC-NET.

He has 16+ years of experience in academia and industry majorly focused on behavioural training, research, consultancy, teaching, and working as a Life-Coach, Consultant Psychologist, Consultant of Organizational Development & Training. He also has experience in the field of social entrepreneurship, yoga & mindfulness, psychometric testing, counselling, and psychotherapy. His areas of interest for training and research include Leadership Development, Psychological Capital, Employee Engagement, Teambuilding, Emotional Intelligence, Stress Management, Psychometric Testing, Interpersonal Skills, Train the Trainer, social media & Psychology in Marketing, Counselling Skills, Parenting Skills, Graphology, etc. and conducted many training workshops. He has published 25 research papers both in national and international reputed journals (total citations - 257, h-index -8, i10-index -6 on Google Scholar as of 08/11/2021), 2 chapters published in edited books in international publishers (Bloomsbury, Macmillan). 20 research papers presented in international conference various premier B- School like IIM-Raipur; PAN IIM-Lucknow; twice at IIM-Indore; IIM- Rohtak, IIT-Roorkee; SPJIMR- Mumbai; MDI-Gurgoan; IMT-GZB; FORE School of Management; Birla Global University; NDIM, Delhi School of Economics, University of Delhi, etc. More than 100 MDP /FDP (AICTE Program) / Workshop / Seminar have attended to update and enhance his skills on a regular basis. He has reviewed research proposal for OKA Ridge Institute for Science and Education (www.orau.org), and Nazarbayev University, USA; Book reviewed for Oxford University Press, "Compensation Management by Bhattacharyya, D. K."(2015); 4 research papers have been reviewed as a Journal Reviewer-Personnel Review-ISSN:0048-3486 (A-Category Journal in ABDC list), the emerald publication (<http://www.emeraldgroupublishing.com>). More than 60 Master level dissertation projects guided at various universities and colleges. Similarly, worked as an examiner. Life Member of ISTD, Member of National Council & Hon. Secretary (2015-2016), and Member of National Council & Treasure (2016-September, 2017) of Delhi Chapter, Indian Society of Training Development (ISTD).

QUANTITATIVE TECHNIQUES & OPERATIONS MANAGEMENT



Mr. JASDEEP SINGH CHADHA

Associate Professor

B.Tech (Electronics & Comm), PGDBM (Operations), Pursuing PhD (BIT Mesra)

He has over 23 years of teaching experience at Post Graduate Level in B Schools across Delhi NCR.

Prior to joining BULMIM, he was working as Associate Professor (Operations) with IILM Gurugram for 12 years. His areas of interest include Operation Research, Operation Management, Business Analytics, Spreadsheet, Modelling & Supply Chain Management. During his tenure at IILM he handled key responsibility of Head Admissions & Placements for 5 years. He has Conducted various MDP's at PHD Chamber of Commerce and Industry, Radico Khaitan, IBM and Genpact, Gurugram. He has completed course on "Digital Marketing & SEO" from Fanshawe College, Ontario(Canada) in August 2015. He has published various research papers in National and International Journals of repute. He has also authored a text book on Production & Operations Management, reprinted in 2017.



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