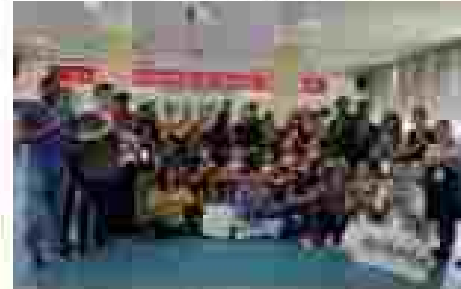
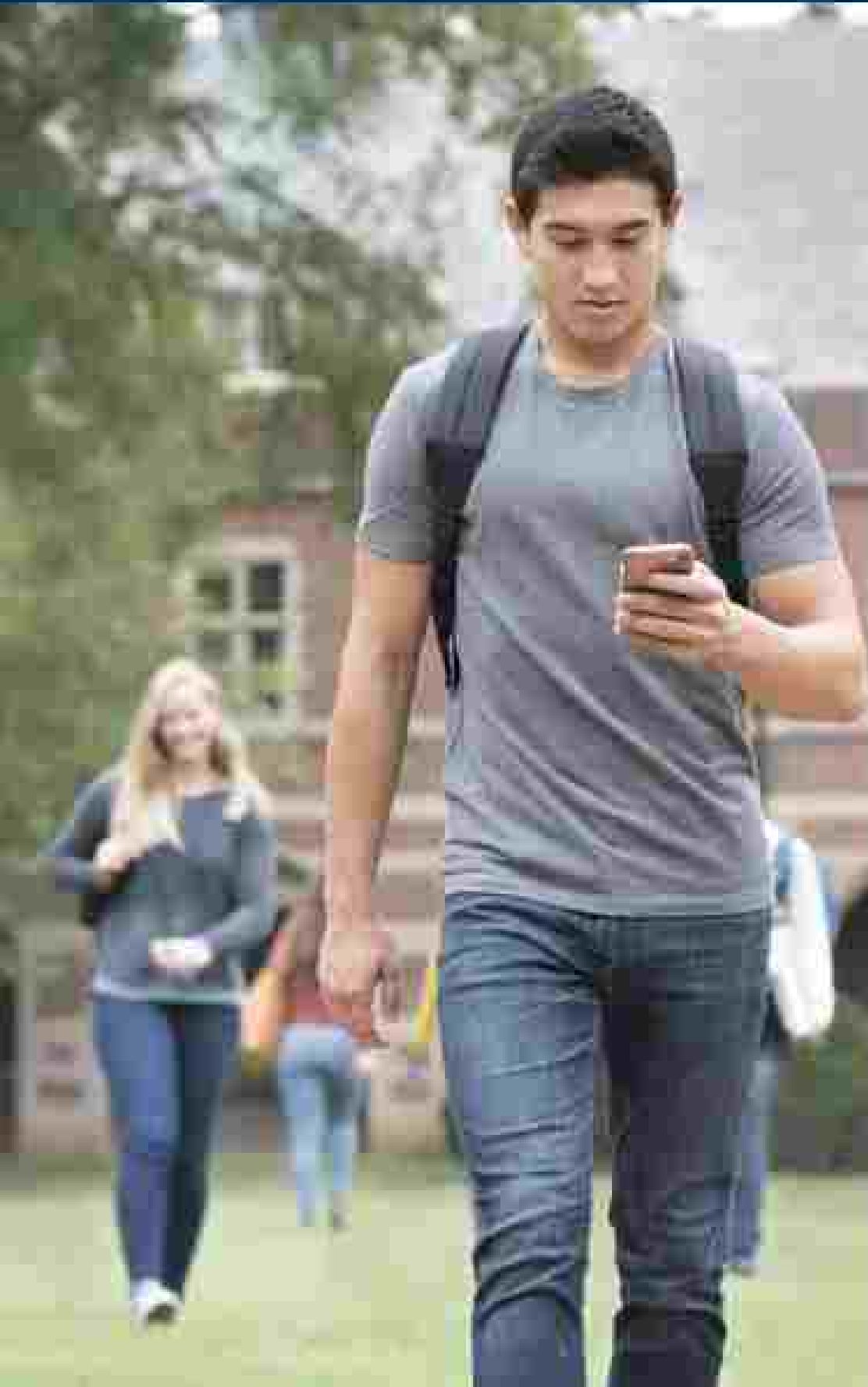




भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

Live Your Dream



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DIRECTOR'S MESSAGE

Welcome to Old Beth College, situated in the heart of enlightenment, where knowledge and wisdom meet in the real. We as an institution are striving hard to regain the past glory of this land, we seek to become the next "Crest of Learning" in the part of the world. Our mission is to provide meticulously crafted, which sets leaders of pioneering brilliance who seek to come ahead of time, with an ability to overcome fears through the ever changing business environment. We seek to increase the responsibility of creating socially responsible managers by focusing on the ethical, the new, the traditional and the technological.

Our mission here requires from highly motivated and bright students to undergo some challenging courses in the first year. Once they complete the first year courses, they undergo an internship to learn from corporate life. After completing their internships, their students are allowed to take from a variety of decisions in their second year. Many students choose options to pursue their industry specific and/or disciplinary interests. Besides academics, students also learn from their vibrant community life on campus. They manage and take part in a number of co-curricular and extra-curricular activities which provide them opportunities to gain beyond classroom. Our methods aim at training young professionals ready for greater business performance.

We thank our visiting Industry Partners for the invaluable support they have extended to us over the past couple of years. We truly value these relationships and would like to welcome them to higher levels. I extend this opportunity to each visit to our Partners to help us over them, by offering the best of talented and inspired young minds whom we have nurtured for them. We wish to have a long lasting and mutually beneficial relationship with Industry & my dear world please see your important stakeholders.

Kindly treat this as a personal invitation to visit our Campus, looking forward to meet you!

Wanda Sabay
Director, Old Beth College

ABOUT IIM BODH GAYA

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NEW CAMPUS



IIM Bodh Gaya is an Institute of national importance established in 2015 by the Ministry of Education, Government of India.

The Indian Institutes of Management have been the archetype of management schooling in India since their foundation after our independence in 1950. IIMs are perceived as the most prestigious and elite 2-3 tier institutions which lay emphasis on practical experience and critical thinking rather than merely on rote learning and conventional academic schedule.

Set up as the 11th institute under the patronage of IIM Calcutta, the oldest IIM in the country, IIM Bodh Gaya, right from its inception, has meticulously followed its mentor's footsteps. Building on the grand heritage of the IIM brand, IIM Bodh Gaya fosters a culture and curriculum whose sole purpose is to create socially responsible managers and emotionally mature leaders.

In a short span of time, IIM Bodh Gaya has distinguished its position in the corporate world, with students already working in commendable positions. Apart from the conventional classroom setup, IIM Bodh Gaya lays much emphasis on practical learning. Students are encouraged to take up various industry-based research projects which are subjected to evaluation by the faculty. A dynamic curriculum in consonance with academics and industry experts provides the students with the opportunities to master new skills and explore diverse perspectives. They partake in the academic rigour for which IIMs are known for. Students are exposed to extensive practical learning along with the basic concepts across various domains of MBA i.e. Marketing, Operations, HR, and Finance through various quizzes, assignments, live projects, interactive sessions, and examinations. In the second year, there are a diverse range of electives which the students can choose based on their key areas of interest.

IIM Bodh Gaya's educational curriculum aims to equip the students with an arsenal of management skills to help them navigate through the modern business environment across the globe. The institute employs the case study method, made famous by Harvard Business School, to immerse students into the real world dynamics that render compelling opportunities amidst complex settings.

To augment the learning process, IIM Bodh Gaya has shifted to its permanent academic block. The academic block boasts of state-of-the-art facilities, centralized air conditioning and a library with a wide array of books. The academic block is a part of the 119 acre campus which is being constructed by CPWD, the design of which is an amalgamation of modernism and ideologies that are a part of Bodh Gaya.

The design of the permanent campus is an amalgamation of these renowned ideologies with modernism which contributes towards a futuristic vision of establishing a holistic form of educational space. The grandeur of the campus architecture is witnessed through different design elements. Crossing the campus gate is greeted with the Bodhi Tree's (Ficus religiosa) ornamental gateway, the abstract delineations of which are imposing and yet rooted to the ground.

Another striking feature of the design that one admires between these 'blossoms' is the Bodhi Tree under which Lord Buddha attained enlightenment. The Bodhi Tree is the inspiration for a striking steel edifice. The glorious scale of this edifice is visible from every point in the campus and helps transmit the values of wisdom, detachment, and tranquility within the site. The institute's library block is a liberal translation of the inside space into its facade. The library walls are shaped as a vertical stack of books, while open books form the inspiration for the skylights on the building. The architects have created the campus as a haven which consciously embraces the steel context. The designs seek to reach the overall educational experience of students aspiring for holistic human development.

IIM Bodh Gaya is also now the first 3rd generation IIM to have its own integrated campus. The building was built and furnished under initiatives taken by the Government of Bihar. The campus encompasses cutting edge facilities like Baffins and NKN Internet connectivity, fully centralized Air-conditioning, Computer Lab with 100-computers. There are separate academic and administrative blocks with staff rooms, auditorium and office for Placement Committee, B Cell Committee and Media and HR cell, adding to this development is an eco-friendly campus.

MASTER OF BUSINESS ADMINISTRATION

ELECTIVES

Marketing

- Consumer Behavior
- Sales & Distribution
- Integrated Marketing Communication
- CRM
- Product & Brand Management
- Services Marketing
- Retail Management
- E-Commerce & Digital Marketing
- Relationship Marketing
- Pricing
- Digital Marketing
- Marketing Strategy
- Rural Marketing

Human Resources

- Performance Management
- Psychological & Employment Testing
- Motivation
- Conflict and Negotiations
- Industry Relations

Economics

- Microeconomics
- Economics of Energy
- Commercial Banking
- Capital Budgeting and Financial Markets
- Operations
- Supply Chain Management

Finance

- Security Analysis and Portfolio Management
- Finance, Options and Derivatives
- Risk Management
- Project Appraisal
- Financial Risk Management
- International Finance
- Behavioral Finance
- Derivatives - Options & Futures

MBA IN DIGITAL BUSINESS MANAGEMENT

ELECTIVES

Digital Marketing & Business Development

- Search Engine Optimization
- Social Media Marketing
- Content Marketing on Digital Platforms
- Customer Behavior in the Digital Era
- Creating and Managing Digital Brands
- Digital Product Management
- Strategic Marketing in the Digital Era
- Sales & Business Development for Digital Business
- B2B Marketing: A Digital Business Perspective
- Digital Retail Strategy
- Data-Driven Marketing Decisions

Data Analytics & Decision Sciences

- AI and Machine Learning in Digital Business Management
- Customization Through Your Digital Business
- Analytics Your Growth with Robust Process Automation
- Predictive Intelligence and Data Modeling
- Digital Business Growth with Cloud Computing
- Internet of Things for Digital Business Model Innovation

Strategy & Consulting for Digital Business Management

- Value-Cost Strategy for Managing Digital Business
- Digital Business Consulting
- Strategic Analysis
- Exit Strategies for Start & Established Ventures
- Trading Strategies in a Digital Age

FinTech

- Financial Engineering and Risk Management
- The Future of Digital Payment Technologies
- Digital Transformation in Financial Services
- Introduction to Blockchain
- Digital Fund Raising and Related Technologies
- Investment and Portfolio Management
- Python and Statistics for Financial Analysis
- Derivatives – Options & Futures

MBA IN HOSPITAL & HEALTHCARE MANAGEMENT

ELECTIVES

- Computerized and Performance Management
- Negotiation & Conflict Management
- Organizational Development & Change Management
- People Analytics for Healthcare
- Branding of Healthcare Products & Services
- Sales & Business Development for Healthcare
- Digital Marketing Strategies for Healthcare
- Distribution Management: Healthcare Perspective
- IPR Marketing for Healthcare
- Integrated Marketing Communications for Healthcare
- Healthcare Service Calling
- AI in Healthcare
- IoT for Healthcare
- Block Chain for Healthcare
- Big Data in Healthcare
- AR/VR in Healthcare
- Robotics in Healthcare
- Programming for Healthcare Management
- Lean Healthcare Management
- Quality & Innovation Management
- Sustainable Management

Integrated Programme in Management (IPM)

In line with the growing need for trained managerial talent, IIM Bodh Gaya has started five years integrated programme in management (IPM) from academic session 2021. The curriculum of this programme would offer experiential learning, international immersion and a holistic course curriculum. The objective of the programme is to prepare candidates from a foundation level for taking up leadership positions in corporates/government organizations. The IPM program is intended to make students to have a global perspective towards management practice. With an early induction to the programme and a rigorous and holistic curriculum, our students will demonstrate problem solving skills supported by appropriate analytical techniques and will use ethical and socially conscious judgement while analysing business situations.

Ph.D. Program in Management

IIM Bodh Gaya is situated in the land of Nalanda, where scholars from all over the world came and worked relentlessly for attainment and dissemination of knowledge. In this land of enlightenment, where knowledge and wisdom rest in the soil, we are striving hard to regain the past glory and seek to become the next "Seat of Learning" in this part of the world. We aim to develop cutting-edge research that expands our understanding of business, management, and leadership.

LIFE INM BODHGAYA



08:30 am

Alarm snoozed!
Few more minutes of sleep. WIT!

01:00 pm

Lunch time



Please PETE and EPM were something! LUNCH TIME! Oh! Today is not just day for me! I'm writing! I'm doing, better wrap up the remaining presentation about JONES and see what I can do for you. What! Today we have a good lecture at 2:00 pm. You're get in the classroom (again)?



Hmm... Better go now.

08:45 am

What's TODAY?

Saturday. Capitalization was an intriguing topic... need to ponder over it... I have to read the same. Better ask for help. I think discussing it further should be enough.



THE 2 TIME

09:15 am



Also focus on the doing with Capitalization. Should be enough for the class.

Now RUN!



05:00 pm

That was interesting, never knew advertisements could have so many facets. What should we play today? Tomorrow we played BASKETBALL... Let's go for Volleyball today. Inter-college volleyball is also approaching, so let's get those events right.





07:00 pm

MARKETING CLUB MEETING

Let's decide on the agenda. I think the details of the DR Case Discussion-competition should be finalized by today. Can't wait to compete with future managers from other B-Schools.



09:00
DINNER time

Let's grab some tasty Chicken Biryani (along with) Khakhra. India vs England Test Match! What is the score? Let's go to the common room.



11:00 pm

Where did I keep my laptop? I need to go through the final rev. campaign of Coca-Cola for Monday's Marketing Quiz, so well.

12:30 am
Masti

By midnight and the Sunday! Here someone sitting Ganesha and PUG too... The perfect way to start the rest of the week.

02:00 am

THAT SOUNDS GOOD

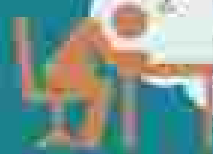


That was the last before I sleep. Let's have a look at Economic Times when I get back a glance as it is the morning.

04:00 am

What a day!

I can't keep my eyes open any longer. Let's get some sleep.



Internationalization at IIM Bodh Gaya



International Conferences



CONTEMPORARY ISSUES IN EMERGING MARKETS CONFERENCE (CIEMC 2022)

In Association with The University of Waikato, Hamilton New Zealand

The objective of the conference was to bring together academic researchers, educators, doctoral students, and practitioners from various international institutions to focus on contemporary financial issues and research findings pertaining to emerging and developing economies including the transitioning towards low-carbon economies.



INTERNATIONAL CONFERENCE ON SUSTAINABLE GOALS (ICSG 2022)

In Association with The University of Cambridge, CEENREG, and our Knowledge Partner & Sponsor Becker.



INTERNATIONAL RESEARCH CONFERENCE ON MINDFULNESS 2022 (IRCM 2022)

In Association with EMERALD Publishing, ELSEVIER and Turnitin.



POST COVID MANAGEMENT STRATEGIES: RECOVERY, RESILIENCE & ADAPTATION (IMC 2021)

IIM Bodh Gaya invited research papers in English, around the aforementioned theme, covering all major management domains, and without any specific limitation to research methodology. Manuscripts that develop new ideas or theories, attempt to advance our understanding of real-world phenomena, and/or address pressing managerial and policy issues will be encouraged.

STUDENT EXCHANGE



The International Student Exchange Programme is designed for IIM Bodh Gaya students to spend one academic term at reputed management institutes around the world. Students from the partner institutions from across the world are encouraged to spend one academic term at IIM Bodh Gaya.

The Institute targets to popularize the Exchange Programme, and efforts are underway to expand the programme further and enable a larger number of students to avail the opportunity. The International Relations Committee at IIM Bodh Gaya works to enter into agreements and has signed MoUs with prestigious Universities to establish exchange programmes for the students and the faculties with reputed B-schools from across the world and ensure a comfortable stay for the visiting students and faculties under the exchange programme.

FOREIGN FACULTY AT IIM BODH GAYA



*Prof. Per Christian Døss, School of Business,
Economics and Law, University of Gothenburg,
Sweden*



*Prof. Vinita Jaisankaran, University of
Pittsburgh*



Prof. Apurva Bhatia, University of Calgary



STUDY IN INDIA



STUDY IN India



The Indian education system has conquered a strong position in international circuit. India is a popular destination for higher education among foreign students as the country has an unparalleled variety of academic courses.

A large number of students fly to India every year from all corners of the globe to satisfy their desire for learning more. Studying in India, the second largest higher education network in the World is an enriching experience in itself.

A welcoming atmosphere, non-discriminating approach and an assured educational and career growth is what attracts students from all over the world to India and assured educational and career growth.

At Indian Institute of Management (IIM) Bodh Gaya, We are thrilled to extend our warm greetings to students from all corners of the world who are interested in pursuing their higher education in India. Our institute is committed to providing world-class education, and we believe that our diverse student community is an integral part of our academic excellence. We understand that studying in a new country can be challenging, but we assure you that our faculty, staff, and students will do everything in their power to make your transition as smooth as possible. We are confident that your time at IIM Bodh Gaya will be a transformative experience that will equip you with the knowledge, skills, and perspective necessary to succeed in your career and beyond, Namaste.

INDUSTRY CONNECT



ALUMNI TESTIMONIALS

Usually we learn "what to say" & "how to say" in an MBA course, however, this International Immersion taught me "when to pause" and "what not to say" as I gained first-hand experience of various cultures and nationalities, each having their own values and beliefs. Working in such a team for projects seemed challenging in the beginning, but at the end I realised that it brings to table some unique thoughts and ideas due to differences in geographical conditions and native experiences of every individual! Trust me, you will push your boundaries and go beyond your own expectations in such a stimulating learning environment. I also explored 9 other countries across Europe which added so much to my SEP. My sincere gratitude to IRC for this once-in-a-lifetime opportunity.

Deepshikha 2021-2023, MBA

This was undoubtedly one of the most memorable and enriching experiences of my life. The academic environment was very stimulating, with a focus on hands-on learning, interactive discussions, and real-world applications of the concepts we were studying. Outside of class, I also had the chance to participate in a range of cultural and social activities organized by the school, from language exchanges to alumni workshops to sports tournaments. These experiences allowed me to deepen my understanding of French culture and to build lasting friendships with people from all over the globe. I also gained a deeper understanding of the global business environment and the challenges and opportunities that arise when working across cultures. I would highly recommend this program to anyone seeking to broaden their horizons, deepen their understanding of different cultures, and develop the skills and perspectives necessary to succeed in today's globalized world.

Yeshwanth 2021-2023, MBA

ABOUT INDIA



A country with vibrant hues of culture, world history and brilliant minds, India is the seventh largest country in terms of area and largest democracy in the world. For a very long time now, India has been serving as a spiritual hotspot for the world and offers exceptional harmony of spirituality, meditation and enlightenment to those who come seeking them. The essence of India's culture is vast and vast with a rich heritage.

Coming to education, Albert Einstein once said: "We owe a lot to Indians; who taught us how to count, without which no scientific discovery could have been made". Famous Indian mathematicians including Aryabhata and Brahmagupta made some of the most crucial and essential contributions

to mathematics, including giving the world the concept of zero. Their contributions are admired and respected by scientists and mathematicians across the globe. India boasts of creating and nurturing some world-class premier institutions especially Indian Institutes of Management and Indian Institutes of Technology. These institutions are well renowned for their academic rigour and legacy.

In a multi-cultural and multi-lingual environment, Indian mathematicians have the status of food, drink and religion at an early age and having a vibrant, global and multi-cultural perspective along with their academic credentials. India is one of the few countries in the world which can be termed as secular in its true meaning.

There is more than one recognised religion, all living in harmony with each other despite their cultural differences, India is a true symbol of "Unity in Diversity".

Today, India holds a unique identity on the international landscape. The warmth in the relations and openness in collaborations make the country stand out distinctively in the global fraternity. The country's heritage and generosity about their roots to its vibrant culture which is an amalgamation of religions, festivals, food, art, crafts, dance, music and many other subtle but life-enriching experiences. Everything, from the culture and values to customs, habits and traditions, is spread in the Land of Gods.

ABOUT BODH GAYA

The origins of Buddhism, according to what these traditions shared, originated around a baby (in 2500 years ago) and became Buddha (the awakened One), bringing enlightenment. The tree beneath him is in Bodhi with Maya is in Bodhi. Bodh Gaya lies 11 kms south of Gaya beside the river Phalgu. At the corner of Bodh Gaya stands the stupas Mahabodhi Temple, rising to the lofty height of 22 metres inside the temple, a stupa (the one with a large-gilded image of the Buddha).

At the top of the temple is the seat for the huge Buddha in diamond which Buddha practised.

In Bodh Gaya, about every nation with a Buddhist following has its own monastery – Bhutan, China, Japan, Myanmar, Nepal, Sri Lanka, Cambodia, Thailand, etc. Besides, there are monasteries belonging to the four branches of Indian Buddhism. All these are within an area within distance of the Mahabodhi temple. Each temple has its own architectural style. Each offers various a unique opportunity to peek into different Buddhist systems and compare and contrast

them. The Indian Nigami Temple is an example of good Japanese architecture compared to the well-preserved Theravada Mahavihara Temple (MCT) (1950s) which is essentially ancient and serene. However, the most impressive of all the modern structures is the Vajras Monastery of the Vajrayana school of Tibetan Buddhism, in a glory of Tibetan decorative arts that will leave you with a sense of awe. A more modern structure rising in the background, the Temple, a brightly coloured one with gold and diamonds from its solid roofing and mirrored gates. Moreover, there are also many monasteries and stupas. The Tibetan Karma Temple, with its high degree of artistic freedom, and Haripal Monastery contain large grassy areas. Monasteries are open to all. In Bodh Gaya, about thousands of pilgrims from around the world every year, who come to pray, study and meditate. They spend weeks, even months here, practicing meditation techniques, or enrolling for introductory courses in Buddhist teachings – or learning to read (Skt., the language of the ancient scriptures) and of the Buddha.



HOW TO REACH



Rail: Gaya is a major Railway junction on the Grand Chord line served by express, superfast and Rajdhani express trains. The nearest railway station is Gaya (17km).

Local Transport: Taxis, Tongas, Auto Rickshaws, Cycle Rickshaws are available.

Bus: Regular direct bus services are available from Gaya, Patna, Nalanda, Rajgir, Varanasi. Bihar State Tourism Development Corporation has buses from Patna- Bodh Gaya route twice a day.



Air: Bodh Gaya has an international airport served by Druk Air, Thai Airways, Air India and Indigo Airlines. Alternatively, one can fly to Patna (110 km away) and take a train, luxury bus, or a taxi to reach Bodh Gaya.

The nearest airport is at Gaya, 7 kms and Patna, 135 kms. Most airlines connect Patna with Mumbai, Delhi, Ranchi, Lucknow and various other cities.

Road: Bodh Gaya is well connected by road to Gaya (17km), Nalanda (101 kms), Rajgir (78 kms), Patna (131kms), Varanasi (252 kms), Varanasi (245kms)





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