Prospectus



POSTGRADUATE DIPLOMA IN MANAGEMENT



MAHENDRA

INSTITUTE OF MANAGEMENT AND TECHNICAL STUDIES

At-Pitapalli, Post- Kumarbasta, NH-16, Dist- Khordha, Pin - 752057, Odisha City Office: 781, Madhusudan Nagar, Unit - IV, Bhubaneswar - 751001, Odisha Mob: 9437062291, www.mimts.org

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Dr. B. N. Mishra Former Professor and Head, PG Dept. of PM&IR, Utkal University, Odisha

Prof.(Dr.) Maheswar Sahoo Former Professor and Head, PG Dept. of Commerce, Utkal University, Odisha





WELCOME FROM PRESIDENT

Prof. (Dr.) Subas C. Kumar

'MIMTS community strives to achieve excellence in every endeavor – be it education, research, consulting or training'

> "No one who does good work will ever come to a bad end, either here or in the world come" Bhagavad Gita

I feel proud and happy to introduce MIMTS, and at the same time welcome you with warm affection to this institute.

The Mahendra Institute of Management and Technical Studies (MIMTS) has been established in the memory of Late Mahendra Kumar Jena, an entrepreneur with extraordinary vision. In keeping with his pursuit of excellence, we have embarked upon this journey to spread and promote quality professional education of world standard that is affordable to all aspiring and deserving students to pursue management education. At MIMTS we aim to provide a platform for these young and innovative minds of the present as well as future generation to harness the tremendous opportunities ushered in by the growing economy.

MIMTS fosters and nurtures leaders capable of making difference in the management of corporate and non-sectors. It inculcates human values and professional ethics in the students, which help them, make decisions and create path that are good not only for them, but also for the welfare of the society, the nation, and the world at large. To fulfill its mission in new and effective ways, each member of MIMTS community strives to achieve excellence in every endeavor – be it education, research, consulting or training – by making continuous improvements in curriculum and pedagogical tools. MIMTS was established on the premise of this vision of its founders and has significantly contributed in this direction through many creative and innovative ideas. In consonance with this vision, the aim of MIMTS is to develop future Decision Makers who would be Creative, Enlightened and Organic leaders to provide future leadership to industry and society. The new holistic vision of the world and the new corporate requirements need a new breed of global managers who would not only contribute to the development of their organization but would also provide leadership to the society to make the world a better place for living.

We hope we will be able to make that difference.

Thank You

Let's do the walk together!



"At MIMTS, I have no doubt; will succeed in realizing its motto- excellence is our habit"

Mr. Dillip Kumar Jena

Welcome From Managing Trustee and the Founder Secretary, MIMTS

As the Managing Trustee of MKJ Memorial Trust and Founder Secretary of MIMTS Governing Body, I take immense pleasure to acknowledging the contribution of those who have dedicated their invaluable time and labour in translating the long cherished dream of Late Mahendra Kumar Jena into a reality. I also heartily welcome prospective students and parents to MIMTS family.

At MIMTS, I have no doubt; will succeed in realizing its motto- excellence is our habit. Reposing faith on our vision, mission and dedication to spread quality education in the field of management, a galaxy of experienced, dedicated and charismatic academicians have shown their faith in our avowed objective by relinquishing lucrative offers elsewhere to join the MIMTS family. I am certain that the students' community is going to benefit immensely not only in the growth of their knowledge and skills but also find direction to their future career by their interaction with such an outstanding faculty.



Prof. (Dr) S.P. Das

In the face of rising competition and the aspiration of the people, several challenges are being faced by the corporate houses to create niche for themselves. Management students are also becoming realistic about the need to prepare themselves for the competitive job market. Their rising inclination towards cost effective educational technology and for the academic quality have been the cause of serious concern of B-schools to bring changes in the teaching-learning orientation. Being conscious of the above facts, MIMTS has been updating its course curriculum every year with the inputs gathered from experienced academics and industry practitioners. Moreover, since its inception, it is emphasising on five fundamental traits viz. reflection, innovation, competence, excellence and dynamism with a view to preparing future managers to provide dynamic leadership to industry in particular and society at large.

The infrastructure at MIMTS is a class by itself. It provides an exciting academic ambience, a solid corporate connectivity and better placement opportunities for the young business leaders of tomorrow. With this backdrop, we welcome you to be a part of the MIMTS family where excellence is a habit.

"Management is doing things right; leadership is doing the right things" Peter Drucker

DIRECTOR'S MESSAGE



Mahendra Kumar Jena Memorial Trust is a charitable Trust registered under the Indian Trust Act 1882 in the year 2008. The Trust is committed on principle to undertake various activities carefully designed for life, prosperity and peaceful living of humanity, especially, for the deserving group in a multicultural setup. The present endeavour is to establish a management institute named after Late Mahendra Kumar Jena in the name and style, MAHENDRA INSTITUTE OF MANAGEMENT AND TECHNICAL STUDIES (MIMTS).

Vision

The Institute envisions itself to be a leading business school in the world and be recognized for its excellence in education, innovative research, and emerge as a driving force for progressive changes in the business world.

Mission

MIMTS is committed to diversity and inclusiveness; educating and fostering opportunities for all round development of students as well as faculty through collaborative and applied learning experiences, thus refining their abilities to take ownership for their learning, decisions and actions in order to be responsible citizens and leaders in their respective fields.

U MIMTS STANDS APART

- Inter Dependent Educational Matrix
- Innovative Pedagogy
- Unleashing Human Resource Potential
- Holistic Growth

80%

Classes by academics and corporate professionals across India

The Basic Academic Philosophy of MIMTS:

- At MIMTS we champion the philosophy that business plays a hand in making a better, rational, more sustainable society.
- Pressing knowledge delivery issues, MIMTS focuses on Innovative and interactive teaching methods with one-on-one guidance from academic advisors.
- We assure a memorable kick-start to the college life with exciting introductory activities for all students with a mentoring plan.
- MIMTS would foster specialization with a 360 degree approach in terms of understanding every student's strengths and weakness and providing them with the right industry fitment.
- Information pooling and translating these findings to practise is the key agenda for all academic practitioners at MIMITS.
- Faculty at MIMTS would assure student's development through critical insights into the Indian business dynamics which is very demanding and changing.
- Faculty focussed research works are driven by needs of organisations and business. It would support all students to be updated with new technology and strategies adopted in the current changing market. MIMTS builds upon tailored programmes which has right mix of individual competencies and organisation capabilities and not letting the learning to float away.

04

ACADEMIC THINK TANK

- They understand every problems of students
- They understand, how to build up a bunch of "creative", "independent", "informed", "incisive" and "innovative" human beings.
- They understand, how to shape and steer the career of students.



Prof. (Dr.) S. C. Kumar



Prof. (Dr.) S. P. Das



Prof. (Dr.) B. Rath



Dr.Madhuchhanda Behera Asso. Professor



Mrs. Kalpana Mohanty Asst. Prof. & Asso. Dean



Dr. N. K. Biswal Professor

"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires. *William Arthur Ward*



Dr. Rajesh Trivedi Asst. Professor



Mr. Susant Satapathy Asst. Professor



Mr. Kushan Kumar Asst. Professor



Miss. Shatarupa Pati Asst. Professor



Mr. Amitav Pani Asst. Professor



Miss Pragyan P. Panda Asst.Professor



Mr. Shekhar Das Asst. Professor



Miss. Swapna Vijayeeni Das Asst. Professor

"A teacher affects eternity; he can never tell where his influence stops" Henry B. Adams

GUEST FACULTY AND RESOURCE PERSON



Prof. Jayant K. Parida



Prof. Ranjan K. Bal



Dr. Suvendu Das



Prof. Maheswar Sahoo



Prof. B.B. Mishara



Prof. S.S.Debasish



Prof. Arundhati Biswal



Prof. A.K.Roy



Prof. Abhjit Dutta

The immature think that *knowledge and action* are different, but wise see them as the same" *Bhagavad Gita*

05

PGDM PROGRAMME

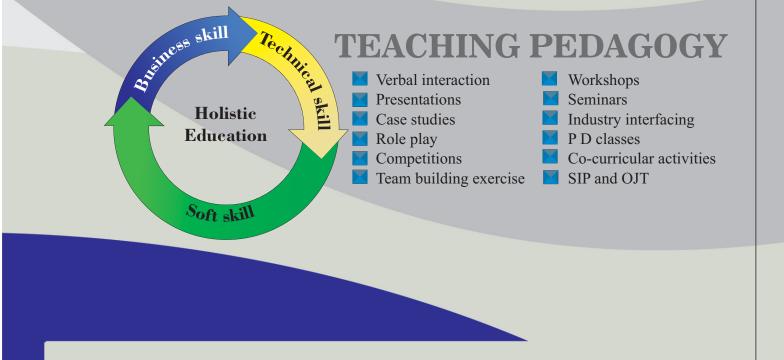
The institute undertakes teaching programme in 'Post Graduate Diploma in Management' (PGDM) approved by AICTE, Ministry of HRD, Government of India. PGDM is a two-year, full time programme consisting of seven terms, out of which six terms for classroom coaching and one term for On-the-Job Training (OJT) in an organization. The curriculum has been carefully articulated in order that the students eventually develop themselves for all eventualities to become competent managers as well as responsible citizens.

Students shall have to select any two areas of interest from the following functional areas.

- Human Resource Management (HRM)
- Marketing Management (MM)
- Financial Management (FM)
- Information and System Management (ISM)
- Banking and Insurance Management (BIM)*
- Production and Operations Management (POM)*
- * Business Analytics*

(*Depending on student strength and approval of the faculty council)





06 PROGRAMME STRUCTURE

The PGDM is a two year full time programme spread over six terms of classroom interactions.

The first Year

During the first year, **Term-I & Term-II** of the programme the students learn basic concepts and theories in the core areas of management such as Management Principles, Organisational Behaviour, Managerial Economics, Quantitative Techniques and Statistics, Accounting, Finance and Marketing management, HRM, Systems, Information Technology, Operations management, Research Methodology, Strategic Business management, Business Communication etc. In total there are 18 core courses spread over three terms of three months each.

Summer Internship

After the **Term-III** students are required to undertake a project assignment in an organization for a period of one and half months. The objective of On the Job Training (OJT) is to sharpen their knowledge and hone their skills and develop better appreciation of the practical problems of business organizations especially from the view point of efficient management. The On the Job Training (OJT) assignments help students plan their career in the light of practical experiences gained during the training period. The OJT assignment is time bound and will be continuously assessed during the training period. Finally the project report and the power point presentation will be evaluated by a team of faculty members.

The Second Year

The second year curriculum which includes **Term-IV**, **V & VI** consists of three core courses, eight major (which includes a dissertation) and five minor elective courses in different areas of interest. Students are required to opt for electives a minimum of 60 credit points apart from the three compulsory courses offered during the second year. The students, however, can increase their credit points by opting more electives during the terms IV, V & VI. It is mandatory for a student to select any two areas of interest from the following functional areas.

- Human Resource Management (HRM)
- Marketing Management (MM)
- Financial Management (FM)
- Information and System Management (ISM)
- Production and Operations Management (POM)*
 - Banking and Insurance Management (BIM)*

* Depending on student strength and approval of the faculty council

CURRICULUM DESIGN

A student has to complete a minimum of 3000 hours of course work. The courses offered during the two year programme are classified into two categories. The courses are of either 4 credit papers or of 2 credit papers based on the workload of classroom interaction and o ffclass room activity. Based on the norms set by AICTE, usually a 2 credit course shall have a schedule of 10 class room interactions of total 15 hours along with 20 hours of assigned o ffclass room activity. Similarly a 4 credit course shall have 20 class room interactions of 30 hours and o ffclass room activity of 40 hours.

Course Curriculum

Term - I

101	Principles and Practices of Management
102	Managerial Economics
103	Accounting for Managers
104	Organisational Behaviour
105	Legal Environment of Business
106	Computer Fundamentals
107	Communicative English **

Term - II

201	Macro Economic Analysis and Policy
202	Human Resources Management
203	Quantitative Technique
204	Marketing Management – I
205	Financial Management
206	Business Communications
207	Quality Improvement Programmes (QIP)**

Term - III

301	Economic Environment of Business
302	Social Research Methods
303	Management Information System
304	Production and Operations Management
305	Financial Market and Institutions
306	Marketing Management - II
307	Quality Improvement Programmes (QIP)**

SUMMER INTERNSHIP PROGRAMME (SIP)* *

Term - IV	
401	Strategic Management
Electives	
402	FINANCE MANAGEMENT
402.1	Working Capital Management
402.2	Security Analysis and Port folio Managemen
402.3	Management of Financial Institutions
402.4	Corporate Governance
402.5	Business Valuation
403	HUMAN RESOURCES MANAGEMENT
403.1	Training and Development
403.2	Performance Management
403.3	Career and competency Mapping
403.4	Human Resource Planning
403.5	Organisation Change and Development
404	MARKETING MANAGEMENT
404.1	Service Marketing
404.2	Sales and Distribution Management
404.3	Consumer Behaviour
404.4	Retail Management
404.5	Target Marketing
405	BANKING AND INSURANCE MGT*
405.1	Banking Operations Management
405.2	Credit Risk Management in Bank
405.3	Retail Banking
405.4	Principles of Insurance
405.5	General Insurance
406.	INFORMATION SYSTEM MGT*
406.1	Business Data Management System
406.2	Operating System Concepts and Linux
406.3	E-Commerce
406.4	IT Strategy and Planning
407	OPERATIONS MANAGEMENT*
407.1	Advanced Methods of Data analysis
407.2	Supply Chain Management
407.3	Process Improvement and Six Sigma
407.4	Project Management
408	Personality Development Programme **

Term - V

501 Entrepreneurship Development (C) Electives

502 FINANCE MANAGEMENT International Finance

- 502.2 International Business
- 502.3 Derivative and Risk Management
- 502.4 Corporate Tax Planning
- 502.5 Enterprise Audit

503 HUMAN RESOURCE MANAGEMENT

- 503.1 Strategic Human Resources Management
- 503.2 Labour Legislation
- 503.3 Compensation Management
- 503.4 Human Resource Development
- 503.5 HR Analytic

504 MARKETING MANAGEMENT

- 504.1 Rural Marketing
- 504.2 Advertising and Sales Promotion Management
- 504.3 Product and Brand Management
- 504.4 Marketing Research
- 504.5 Customer Relationship Management
- 505 BANKING AND INSURANCE MGT*
- 505.1 Life Insurance
- 505.2 Claims Management in Insurance
- 505.3 Audit Practices in Banks
- 505.4 Banking Laws and Regulations

506 INFORMATION SYSTEM MGT*

- 506.1 System Analysis and Design
- 506.2 Software Project Management
- 506.3 Data Mining and Data Ware Housing

507. OPERATIONS MANAGEMENT*

- 507.1 Materials Management
- 507.2 Business Simulations
- 507.3 Warehouse and Procurement Management
- 507.4 Business process Re-engineering
- 508 **Personality Development Programme ****



Term - VI

601 Business Ethics and Corporate Social Responsibility (C)

Electives	
602	FINANCE MANAGEMENT
602.1	Project Management 4
602.2	Commercial Banking 4
602.3	Financial Statement Analysis and Reports
603	HUMAN RESOURCES MANAGEMENT
603.1	International Human Resource Management
603.2	Knowledge Management
603.3	Employee Relations 4
604	MARKETING MANAGEMENT
604.1	International Marketing
604.2	B 2 B Marketing
604.3	Media Marketing
605	BANKING AND INSURANCE MGT **
605.1	Banking and Information Management
605.2	International Banking Practices & Base
	Agreement
605.3	Actuarial & Premium Determination in Life
	Insurance
606	INFORMATION AND SYSTEM MGT*
606.1	Web Technology
606.2	Decision Support System
607	OPERATIONS MANAGEMENT*
607.1	Business Logistic Management
607.2	Operation Research and Business Decision
608	Dissertation and Viva Voce
mmer Intern	shin Programme (SIP)** at the end of the Third Term i

at the end of Ist year

Su

- * These courses shall be offered as Minor Electives only.
- * * These are compulsory courses where letter grade will be awarded and not affect the CGPA.

SHORT TERM APPLIED MANAGEMENT COURSES

i.e.

- MICRO FINANCE MANAGEMENT
- HOSPITAL MANAGEMENT
- **ACCOUNTING PRACTICE**
- **NURSING SERVICE MANGEMENT**
- **DEVELOPMENT ADMINISTRATION AND NGO MANAGEMENT**

Note:

Core Course work

All students have to complete 18 core course works in the 1st year spilled over three terms. Apart from that the students have to complete 3 core courses in the forth term, fifth and sixth terms respectively. This will make the student to complete 21 core courses in two years.

Major, Minor and Dissertation

In order to major in a subject, a student has to take 8 course works, including a dissertation. The major elective areas include: Marketing, Finance and Human Resources.

The dissertation work carries 4 credit course works which has to be done selecting a topic from their respective major elective area. The course work spreads over three terms in the second year and shall terminate in the last term of the second year. Students are required to submit a dissertation followed by viva voce.

The management reserves the right to offer/alter any elective course given in the above schedule without mentioning any reason(s).

SOFT SKILL AND PERSONALITY DEVELOPMENT

07



The Institute is also sincere in their effort to provide students all possible opportunities:

To develop skills necessary for behavioral interviews including focus on behavioral attributes essential to high level positions.

Brush-up on core skills a candidate needs to demonstrate in interview.

Practice social skills: handling employer receptions, organising events and formal parties.

The institute follows the following module.

- Communication Soft Skills
- (i) Communicative English
- (ii) Public speaking
- (iii) Phonetics
- (iv) Corporate smart interview
- (v) Corporate resume up gradation
- Language Lab Learning
- Personal, social and Business Etiquette
- Stress and Conflict Management
- Impression Management
- Team Management
- Change Management
- Health safety Environment
- Culture Sensitization

PLACEMENT CELL

MIMTS graduates go through rigorous learning process covering core and optional courses over two years, offered by a distinguished faculty with substantive expertise in different fields of teaching, research or consulting activities. Our students also build their managerial skills and perspectives as consultants with local firms and through interactions with top executives at industry forums and seminars on campus. The placement cell undertakes skill development programmes, like seminars, symposium, industry exposure, and constant interaction with industry experts round the year. Our students have been placed in all sectors



LIFE @ MIMTS

Cellence i

SRUJAN CLUB

The mission of this club is to sensitize students to appreciate the intrinsic part of management culture and the same time to identify, promote & channelize the talents of the student in the lines of cultural heritage of India.

KRIDA CLUB

There is a well known proverb, "all work and no play make jack a dull boy". The Krida Club at MIMTS provides opportunities for students, faculty, and sta ffto participate in a variety of sports and recreational activities. It is a student organization aimed at providing opportunity to demonstrate and develop a standard for character building, share common interest in a sport activity and provides a learning experience for members as students are responsible for the organizing, funding, public relations, regulating, and scheduling activities under the direction of the sports coordinator.

SAMANWAYA FORUM

All skills cannot be taught in the class. Interactive skills such as participative talking, articulate speech, organizing capabilities are best tested and learned when practiced. The sole objective of this forum is to develop and encourage think tanks through networking on innovative ideas and deliberation on policy issues. This forum provides a platform for grooming the students in order that they possess all traits of a rounded personality at the end of their programme at MIMTS.

C 4 C (CHALLENGES FOR CHARITY) CLUB

Its mission is to encourage philanthropic involvement of students and other members of the institute for volunteering and fundraising efforts to supplement the effort in creating better facilities in schools at the Primary level in the nearby villages and hamlets of the Institute.

KARUBAKI FORUM

The mission of Karubaki forum at MIMTS is to promote professionalism among women members through encouragement, education, development and mentoring. Generally Women in the work place confront difficulties that are more or less conditioned by work environment and social structure. The forum is all set not only to facilitate women students learn from the experiences of successful business women but also prepare themselves to cope up with real professional life situation.

09

ADMISSION

Eligibility

The minimum qualification for admission into this program is Bachelor's Degree in any discipline with 50 per cent marks in aggregate. The candidates awaiting their result by August can also apply.

Application Procedure

Candidates seeking admission to PGDM programme should apply in an prescribed form obtainable from the office of the institute on payment in cash or by post on sending a Bank Draft for Rs. 500/- Five Hundred) only drawn in favour of "Secretary, MIMTS", payable at any Nationalized Bank in Bhubaneswar along with two address slips. The candidate must write his / her full name in the back of demand draft. Application form can also be downloaded from the website of the institute. www.mimts.org

Documents Required

Attested photocopies in duplicates of the following documents and photographs are to be submitted along with the application. The final year students awaiting their result are required to submit the Class X pass certificate and photograph with an undertaking to submit the degree pass mark sheet/certificate latest by the end of August.

- (i) Class X Pass Certificate
- (ii) Degree Certificates (Provisional acceptable)
- (iii) Degree / PG Mark Sheet
- (iv) College Leaving Certificate
- (v) Conduct Certificate from the institute last attended
- (vi) Recent pass port size (6 nos.) colored photographs
- (vii) Recent Caste, resident and income certificate for SC/ST Students.

Selection Procedure

The selection will be made on the basis of valid scores of ATMA/MAT/OJEE / XAT /CAT followed by G.D. & P.I.

Confirmation of Admission

The merit list of candidates for admission will be displayed on the notice board of the institute. The selected candidates will also be intimated individually by post.

The original documents required at the time of admission for verification are as follows:

- (a) Certificates and mark sheets of all examinations passed till the qualifying examination.
- (b) College Leaving Certificate (to be retained by the Department).
- (c) University Registration Receipt.
- (d) Migration Certificate (students from other University)
- (e) Relieving order from competent authorities (in case of sponsored candidates).
- (f) 10 passport size colour photographs

Note:

- I] The Institute does not give any guarantee for the postal delivery of letters on selection. The candidates are, therefore, advised to make their own arrangements for securing information regarding selection for admission from the office and/or website of the Institute.
- II] No student is permitted to register for any other courses in any Institute or University during the course of study.
- III] Candidates shall have to take admission within the stipulated time and make full payment of the prescribed fees, after producing required documents, failing which, their claim for admission will be automatically forfeited
- IV] Any misinformation found on verification of the original documents shall lead to cancellation of selection/admission and will be treated as a cognizable offence.

Course Fee

Total Course Fee for Two Years: Rs. 2, 00,000/-

Payment Schedule

1st installment at the time of admission Rs. 50,000/-2nd installment on or before 20th October Rs. 50,000/-3rd installment on or before 20th December Rs. 75,000/-4th installment on or before 20th March Rs. 25,000/-

Note:

- 1. The course fee excludes all other fees such as examination fee, transportation expenditure, sports fee, registration fee, caution money, study circle fee etc.
- 2. Industrial visits, summer internship etc. is compulsory and the expenses are to be borne by the students only.

Any Student discontinues shall have to pay the full course fee the time of receiving CLC / Transcript.

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HOSTEL ACCOMMODATION

The institute provides separate furnished residential accommodation for both boys & girls.

Food and Accommodation Charges:

Hostel Admission fee Rs. 1500/-Hostel Caution money (refundable) Rs.1500/-Room Rent: 1st Year (At the time of admission) Rs.18,000/-Food Charges: Ist Year (Payable on or before reporting) Rs.25000/-Room Rent: 2nd Year (Payable on or before 20th February) Rs.18,000/-Food Charges 2nd Year (Payable on or before 20th February) Rs.25,000/-

URMEE WOMEN'S HOSTEL

11 EXAMINATIONS AND EVALUATIONS

For the 2 credit courses there is only one term examination, which may be either at the middle of the term (mid-term) or at the end of the term (end-term). For 4 credit courses there are two term examinations i.e. mid-term and end- term. For 2 credit paper the total mark for Mid-End term examination is 30 and the rest 20 mark will be done on Quizzes/Assignments/Presentations. For 4 credit paper the total mark for Mid-Term and End- Term examination is 30 each and the rest 40 mark will be done on Quizzes/Assignments/Presentations during the term. The date and time of the examinations will be notified by the PGP office. There will be no examination breaks. These term examinations are compulsory.

The evaluation system is designed to continually assess the student's performance in relation to the required standards of academic achievement and encourage constructive and healthy competition among the students. Apart from the Mid Term and End Term Examinations, a student's performance shall be assessed on the basis of classroom participation, preparation of periodic assignments, surprise quizzes, presentations etc. The evaluation will be based on the performance of the student in all seven academic terms (i.e. Term-I to VII) which includes the OJT.

A student is awarded Grade Point Average (GPA) and letter grade. The weighted average of GPAs of all courses is called as the Cumulative Grade Points Average (CGPA). The CGPA is the index of the student's performance. Post Graduate Diploma in Management is awarded to a student who fulfils all conditions and academic standards of the institute.

Some Important Notes

- 1. Candidates failing to take admission within the stipulated time shall forfeit their claim.
- 2. In case of any dispute in respect of the stipulations made in this prospectus and admission of students, the decision of the Admission Committee of the Institute is final and binding.
- 3. All correspondences in connection with admission or any matter relating to programme should be addressed to the Director, MIMTS.
- 4. The fees can be paid in cash or draft in favour of "Secretary, MIMTS" payable at Bhubaneswar.
- 5. All fees paid to the institute are non-refundable. In case of discontinuity/removal, a candidate cannot claim refund of fees paid to the institute.
- 6. All Legal disputes/controversies are within Bhubaneswar jurisdiction only.

For Admission Information, Contact:

Director, Mahendra Institute of Management and Technical Studies (MIMTS) City Office: 781, Madhusudan Nagar, Unit - 4, Bhubaneswar, PIN. 751001 Mob. 9437062291, 9437010781 Website: www.mimts.org

















The Five Squares Symbolise

Truth		Moral	ity		Virtuousness
Gracie	ousne	ss	Co	oura	ge to be firm

Square is a geometric figure which cannot be squeezed, stretched or changed in any direction if it has to retain its uniqueness. Hence, the square represents the immutability, permanence and unwavering quality in its various dimensions as mentioned below.

Blue	:	Trustworthiness, dependability and commitment.
Green	:	Growth and progress leading to harmonious environment and peaceful co-existence.
Yellow	:	Optimism, enlig tenment and pursuit of happiness.
Gray	:	Equanimity and ability to accommodate opposing viewpoints.
Red	:	Confidence and firmness in action.
Book	:	The emblem of knowledge.
Sun	:	The ultim te source form which emanates light- the dispeller of darkness and
		ignorance.

NAHENDRA INSTITUTE OF MANAGEMENT

At-Pitapalli, Post- Kumarbasta, NH-16, Dist- Khordha, Pin - 752057, Odisha City Office: 781, Madhusudan Nagar, Unit - IV, Bhubaneswar - 751001, Odisha Mob: 9437062291, www.mimts.org