



**IIM**  
**BODH GAYA**



## CHAIRMAN'S PROFILE

Uday Kotak is the Founder and MD & CEO of Kotak Mahindra Bank Kotak. The Bank has a consolidated net worth of around US\$7.75 billion and over 50,000 employees. Uday believes that the true measure of performance is value creation. Investors who kept faith with the enterprise over the past 32 years have seen 40% CAGR on their investments.

Today, Kotak is among India's most efficient, high-performing and trusted banks. Uday's strategy for growth is defined by quality, simplicity and prudence. This conviction and a respectable distance from market exuberance has ensured that the bank is well capitalized and its asset book is of high quality. The group has a global presence with offices in key financial markets. The group's vision for equitable prosperity extends beyond banking and financial services. The Kotak Education Foundation works with some of India's most economically depressed communities, attempting to alleviate poverty in a sustainable way through education and livelihood programmes.

Uday is a member of the International Advisory Panel of Monetary Authority of Singapore and the International Advisory Board of the Government of Singapore Investment Corporation (GIC). He has served as Chairman of Securities & Exchange Board of India (SEBI), constituted Corporate Governance Committee, and is Chairman of Advisory Committee on Corporate Insolvency and Liquidation constituted by the Insolvency & Bankruptcy Board of India, and Chairman of Board of Governors of Indian Institute of Management (IIM), Bodh Gaya, among others.

He has been conferred with multiple awards, including the Ernst & Young World Entrepreneur of the Year 2014 Award, ET Business Leader of the Year 2015 Award for Corporate Excellence and Lifetime Achievement Award at the Financial Express Best Banks Award for FY 2015-16.

Uday holds a Bachelor's degree in Commerce and an MBA from Jamnalal Bajaj Institute of Management Studies, Mumbai.



## DIRECTOR'S MESSAGE

Welcome to IIM Bodh Gaya, situated in the land of enlightenment, where knowledge and wisdom rests in the soil. We as an institute are striving hard to regain the past glory of this land, we seek to become the next "Seat of Learning" in this part of the world. Our mission is to develop meticulously curious minds into leaders of persevering brilliance who seek to move ahead of time, with an ability to manoeuvre firms through the ever-changing business environment. We seek to honour the responsibility of creating socially responsible managers by blending in the old and the new, the traditional and the technological.

Our curriculum requires these highly motivated and bright students to undergo some mandatory 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, these students are allowed to choose from a variety of electives in their second year. Many students choose electives 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 grow beyond classrooms. Our methods aim at training young ambitious minds into mature business professionals.

We thank our existing 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 nurture them to higher levels. I also take this opportunity to reach out to new Partners to help us serve them, by offering the pool 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 & corporate world who are our important stakeholders.

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

**Vinita Sahay**  
Director, IIM Bodh Gaya

The Indian Institutes of Management have been the archetype of management schooling in India since their foundation after our independence in 1947. IIMs are perceived as the most prestigious and elite B-schools in India which lay emphasis on practical experience and critical thinking rather than stressing on rote learning and conventional academic schedule.

Set up as a 15th institute under the mentorship 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 strengthened its position in the corporate world, with its 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 rigor 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 essence 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, in order to give insights into the real world dynamics that render compelling opportunities amidst onerous settings.

The construction of the 119-acre permanent campus is in full swing, with IIM Bodh Gaya temporarily operating from the Distance Education Building of Magadh University. With state-of-the-art classrooms, boys and girls hostel, knowledge database, sports amenities, library, IIM Bodh Gaya promises to be the future of business education, preparing young graduates to become assets to the industry and the corporate sphere.



# ABOUT IIM BODH GAYA



## TESTIMONIALS

**Bhaskar Chakrabarti**  
(Professor of Public Policy & Management)

"It is quite fascinating to see how often the life of a student is shaped by the environment he/she live in. I think this is quite true for IIM Bodh Gaya where the environment is illustratively linked with the students. Whenever I see them, they emanate a sense of selflessness that I see /witness in the students of IIM Bodhgaya only. This stays with them throughout their life and turns into humbleness and sincerity which is quite fascinating in nature. They are able to do their work selflessly anywhere and this is the uniqueness of IIM Bodh Gaya."



**119**

acre campus



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**Preetam Basu (Professor of Operations)**

“My teaching experience at IIM Bodh Gaya has been quite enriching. I have been teaching at IIM Bodh Gaya for the past three years. With time, the student body has matured and the classroom discussions have been quite lively and engaging. The students have a high quest for learning and with a diverse student body, the classroom discussions involve a plethora of diverse inputs from different perspectives, which certainly helps in classroom learning.”

**N Sivasankaran (Professor of Finance)**

“It’s always been a privilege for me to come and teach at IIM Bodhgaya as it is established at a place which is of historical significance and where everyone gets peace of mind here, which contributes to the academic environment of IIM Bodh Gaya. I have been teaching the financial reporting course since last two years and I have always found the students to be very promising with a positive attitude, and they have immense interest to learn and cooperate, which makes our jobs easier. I find them to be very committed to excel in the domain of management. And I’m sure that with their interest and commitment they will become corporate leaders in the years to come. I wish them luck for the future. I urge all the stakeholders - recruiters and management aspirants to join IIM Bodh Gaya & contribute to the domain of management.”



# LIFE @ IIM BODH GAYA

08:30



08:30am



Alarm snoozed!  
Few more minutes  
of sleep YAY!

08:45am



Hmm... Better go now.

## What's TODAY?



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

09.15am



Aloo Parantha along with Capitalization. Should be enough for the class.

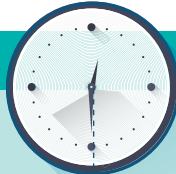
Now RUN!



10:30



12:30



01:00pm



Lunch TIME

Phew! PERT and CPM were something! LUNCH TIME! Oh! Today is the last day for the Innovation Challenge, better wrap up the marketing presentation after lunch and not wait till that 11:59 pm deadline. Wait! Today we have a guest lecture at 2:30pm, better get in my business formals!

02:30



04:30

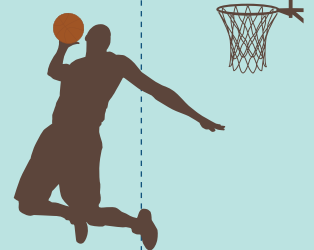


05:00pm

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



TIME 2 TIME



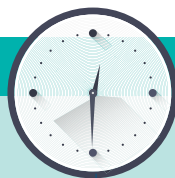
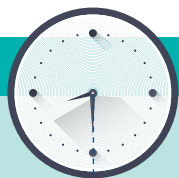
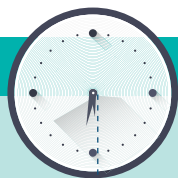
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08:30

10:30

12:30

02:30



09:00 pm



### DINNER time

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

12:30 am  
SUNDAY  
Masti

Its midnight and Its Sunday! I hear someone playing Guitar, FIFA and PUBG too.... The perfect way to start the end the week.



04:00 am



### What a day!

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

07:00 pm



### MARKETING CLUB MEETING

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

11:00 pm



Where did I keep my Kotler. I need to go through the Hug me campaign of Coca Cola for Monday's Marketing Quiz as well.

02:00 am

### THE ECONOMIC TIMES

That was fun but before I sleep let's have a look at Economic Times since I just had a glance at it in the morning.



# CLUBS AND COMMITTEES

## Envision (Entrepreneurship-Cell)

Envision, Centre for Industrial Relations & Entrepreneurship Development (E-cell), IIM Bodh Gaya is a non-profit student organization. We aim at manifesting the entrepreneurial spirit of the young students with a vision to promote innovation and good governance. Envision helps in the development of entrepreneurial ecosystem by enabling interaction between its major components like students, entrepreneurs, mentors, angel investors, venture capital firms and the corporate world. We also support them by providing necessary resources such as mentoring, consulting and networking. We enhance the industry exposure of the students by inviting eminent personalities for guest talks and sharing ideas about the latest developments in their respective expertise. We aim to set up mutually beneficial strategic partnerships with organizations looking for a long term relationship with a growing educational institution like ours. By providing hands-on live projects we ensure that students live up to the expectation of ever evolving corporate world.



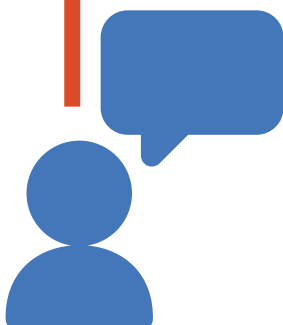
## Sports Club

The Sports club at IIM Bodh Gaya is responsible to keep participants in the club indulged in sports and fitness activities. The initiatives from the sports club help maintain a lighter and healthier environment within the campus. The club provides a platform that facilitates make it 'club is a platform that facilitates students to participate in various intra-sports tournaments organised for the batch. It also encourages participation and provides opportunities for students to represent IIM Bodh Gaya in different sports festivals conducted by business schools across the country. The POCs of the club ensure that intra college events are organised and played fairly and most importantly enjoyed by one and all.

## Comunicación Club

The purpose of Comunicación club is to provide a platform through which students may enhance their communication and leadership skills. This will in turn bolster their personal growth and professional competence which is much needed in today's integrated business world. All students enrolled in IIM Bodh Gaya are eligible to become members of this club. Students who want to be a part of this club may send a mail to e-mail id of the club expressing their interest to be a part of club. The club aims at organizing various events

and provide opportunities which will help members to come out as confident speakers which will help them in their career prospects.



## FinIQs

FinIQs, The Finance Club, provides its members with a platform to explore and learn about various aspects of the financial world. The Club provides various opportunities for students to expand their knowledge of finance and the world of business from both a practical and technical perspective. It ensures that the students are well prepared to deal with complexities of outside financial world. The club organizes a multitude of events such as quizzes, workshops and competitions which cover various topics such as investment banking, risk management, private equity, portfolio management, fixed income, and other domains of finance. It connects with industry experts and conducts knowledge sharing sessions to expose students to practical aspects of finance. It also helps students to gain understanding about job opportunities available in the financial marketplace.

## Strategy and Consulting Club

Vision - The Strategy and Consulting Club aims to be a student association, which seeks to equip the student body with resources to make informed decisions on consulting careers, tools necessary to build successful careers in consulting and opportunities to promote extra-curricular excellence.



UNIVERSITY OF  
MUMBAI

## MaSq : The Marketing Club

MaSq depicting 'Marketing Squad' is the Marketing and branding club of IIM Bodh Gaya. It aims to provide students an all-round experience of marketing through both on-campus activities and industrial exposure. The club is mainly involved in hosting marketing and branding related activities like case study competitions and other events which supplement academic learnings.

## Newsletter Club

The Newsletter club is responsible for gathering news and preparing the quarterly newsletter for Students, Alumni, Teachers of IIM Bodh Gaya. It covers all the activities, events, student achievements, Guest lectures and articles by students and teachers.

## Explography

Travel makes one modest. You see what a tiny place you occupy in this world. Explography is a special interest group of IIM Bodh Gaya connecting the students to varied cultures and people which helps in providing a broader perspective of the world. We weave our experiences with photography and videography.

## Pragati : The Social Service Club

The Pragati inculcates social responsibility in the future managers/leaders. The Pragati aims to promote social awareness and conduct activities focused at educating students about the pressing issues across the globe. It also offers volunteering opportunities, leadership experiences and career exploration.

### The club initiates activities like:

- Remedies for social causes like environmental degradation through plantation drive etc.
- Tie-up with local authorities to promote local culture like Pitrapaksha festival and Kalachakra festival
- Blood donation camp, mini marathon to promote healthy lifestyle
- Promote education focusing on financial inclusion.

## Catalyst : Public Policy Club

The Pragati aims to get the students to debate public policy issues and come up with innovative possible solutions. It helps students to understand the government initiatives which facilitate and help the students and members about current business environment in the country. The group promotes careers in public policy domain among students. It aims to enhance the knowledge of students by organizing different events like quizzes, crashers, presentations, debates, analysis of policies by different governments and world organizations.

# COURSE STRUCTURE



## MANDATORY COURSES



# ELECTIVES (YEAR II)

## Finance

- Derivatives
- Investment and Portfolio Management
- Business Valuation
- Bank Management
- Fix Income Market
- International Finance
- Financial Risk Management

## Marketing

- Sales and Distribution Management
- Consumer Behaviour
- Strategic Brand Management
- Strategic Management
- B2B Marketing
- Services Marketing
- Integrated Marketing Communication
- Relationship Marketing
- Product Management

## Operations

- Project Management
- Logistics & Supply Chain Management
- OR in Marketing
- Revenue Management & Dynamic Pricing
- Operations Strategy
- Strategic Service Management

## Sustainability

- Economics of Development



## Economics

Econometrics

## Strategy

- Competition and Cooperation : Managing in Dynamic Environment
- Mergers and Acquisitions

## Organisational Behavior

- Management of Change

## IT and Analytics

- Business Data Mining
- Business Analytics
- Marketing Analytics

## Public Policy

- Managing Public Private Partnerships



# FACULTY

## Organizational Behaviour

### Abhishek Goel (IIM Calcutta)

Edu: Phd In Management - Fellow (Iim Ahmedabad)

### Rajiv Kumar (IIM Calcutta)

Edu: Fellow of Indian Institute of Management, Ahmedabad

Post Graduate Diploma in Forestry Management, Indian Institute of Forest Management (IIFM), Bhopal

## Economics

### Anup Kr. Sinha (IIM Calcutta)

Edu: University of Southern California, from where he received his Ph.D.

### Anindya sen (IIM Calcutta)

Edu: Ph.D., University of Southern California, U.S.A.

### Runa Sarkar (IIM Calcutta)

Edu: Fellow of the Indian Institute of Management Calcutta;

Master of Science in Environmental Engineering, University of North Carolina, Chapel Hill, USA;

## Statistics

### Sahadeb Sarkar (IIM Calcutta)

Edu: Ph.D.: Department of Statistics, Iowa State University, Ames, Iowa, USA

M. Stat.: Indian Statistical Institute, Calcutta, India

PGP Chairman ACADEMIC ADMINISTRATION at IIM CALCUTTA (Dec 2003 – April 2006)

### Rahul Murkherjee (IIM Calcutta)

Edu: Ph.D. (Science, in Statistics): 1982: University of Calcutta

## Operations

### Sanjeet Singh (IIM Calcutta)

Edu: Doctor of Philosophy (PhD) in Operational Research from University of Delhi, Delhi.

### Preetam Basu (IIM Calcutta)

Edu: PhD, University of Connecticut;

MS (Applied Mathematics), University of Minnesota;

### Sumanta Basu (IIM Calcutta)

Edu: FPM in Production and Quantitative Methods, Indian Institute of Management, Ahmedabad

### Megha Sharma (IIM Calcutta)

Edu: Fellow, Indian Institute of Management Ahmedabad, India;

### Rajiv Mishra (XLRI Jamshedpur)

Edu: M.S. (INDUSTRIAL; SUNY, BUFFALO, USA)

## Brand Management

### Harsh Verma (FMS Delhi)

Edu: M.Phil, Ph.D.

### Saurav Uboweja

Founder, CEO and chief brand strategist at Brands of Desire

Edu: PGDM, IIM Calcutta

## Managing Public Private Partnerships

### Bhaskar Chakraborti (IIM Calcutta)

Edu: Ph.D., University of British Columbia, Canada, 2004,

### V K Unni (IIM Calcutta)

Edu: Ph.D. in Intellectual Property Law from NALSAR University of Law, Hyderabad;

### Ravindran Rajesh Babu (IIM Calcutta)

Edu: Fellow, Centre for Studies, Hague Academy of International Law

## Strategy

### Biswatosh Saha (IIM Calcutta)

Edu : Ph.D. in Management, Fellow of Indian Institute of Management Calcutta

B. Tech., Mechanical Engineering, Indian Institute of Technology, Kharagpur

## Marketing

### Vinita Sahay (Director, IIM Bodh Gaya)

Edu : Ph.D. (Customer Value) CSJM University, Kanpur

### Prashant Mishra (IIM Calcutta)

Edu: Ph.D. in Management from Devi Ahilya University, Indore.

### Krishnau Rakshit (IIM Calcutta)

Edu: Fellow in Management, Indian Institute of Management Bangalore

Post Graduate Diploma in Management, IIM Bangalore.

### Saravana Jayakumar (IIM Calcutta)

Edu: Fellow of Indian Institute of Management, Ahmedabad (equivalent to Ph.D.)

Master of Business Administration, Cardiff Business School, UK



# mentors



## Finance

### **Puroshattam Sen (IIM Calcutta)**

*Edu: M.b.a, IISWBM*

Phd (Fellow Of Iimc) Indian Institute Of Management Calcutta (India)

Chartered Management Accountant, CIMA London

### **B. B. Chakrabarti (IIM Calcutta)**

*Edu: Ph.d In Economics, Jadavpur University, Kolkata, India*

Mba (Specialization In Finance) IIM Calcutta, India

### **N. Sivasankaran (IIM Ranchi)**

*Edu: Ph.d*

MBA, Bharathiar University, Coimbatore

## Management Information Systems

### **Rahul Roy (IIM Calcutta)**

*Edu: Ph. D, Industrial Management, IIT Kharagpur*

M. Tech, System Engineering And Management, IIT Kharagpur

### **Subir Bhattacharya (IIM Calcutta)**

*Edu : Ph. D. (Tech), Comp. Sc., University Of Calcutta;*

M. Tech, Comp. Sc., University Of Calcutta;

### **Uttam Sarkar (IIM Calcutta)**

*Edu: Ph. D. (1994), Department Of Computer Science And Engineering, Indian Institute Of Technology Kharagpur*

M. Tech. (1989), Department Of Computer Science And Engineering, Indian Institute Of Technology Kharagpur

The crucible of Buddhism, Bodhgaya was where Prince Siddhartha attained enlightenment beneath a bodhi tree 2600 years ago and became Buddha (the 'Awakened One'). In terms of blessedness, this tiny temple town is to Buddhists what Mecca is to Muslims. Bodh Gaya lies 13 km. south of Gaya beside the river Phalgu. At the centre of the Bodh Gaya stands the elegant Mahabodhi Temple, rising to the lofty height of 55 metres. Inside the temple, a single chamber holds a large gilded image of the Buddha.

At the rear of the temple to the west lies the large Bodhi tree beneath which the Buddha gained nirvana.

In Bodh Gaya, almost every nation with a Buddhist following has its own monasteries – Bhutan, China, Japan, Myanmar, Nepal, Sri Lanka, Cambodia, Thailand, etc. Besides, there are monasteries belonging to the lesser known sects of Indian Buddhism. All these are within an easy walking distance of the Mahabodhi temple. Each temple has its own architectural style. Each offers visitors a unique opportunity to peek into different Buddhist

cultures and compare architectural styles. The Indosan Nipponji Temple is an exercise in quiet Japanese understatement compared to the richly presented Bhutanese Monastery nearby, which houses some wonderfully colourful and intricate frescoes. The most impressive of all the modern monasteries is the Tergar Monastery of the Karmapa school of Tibetan Buddhism. It's a glory of Tibetan decorative arts that will leave you slack-jawed as you enter. A none-too-distant runner-up is the impressive Thai Temple, a brightly coloured wat with gold leaf shimmering from its arched rooftop and manicured gardens. Meditation sessions are held here mornings and evenings. The Tibetan Karma Temple, with double-dragon brass door knockers, and Namgyal Monastery, contain large prayer wheels. Monasteries are open sunrise to sunset. Bodh Gaya attracts thousands of pilgrims from around the world every year, who come for prayer, study and meditation. They spend weeks, even months here, practising meditation techniques or enrolling for introductory courses in Buddhist teachings or learning to read Pali, the language of the ancient commoners and of the Buddha.



# ABOUT BODH GAYA





## HOW TO REACH

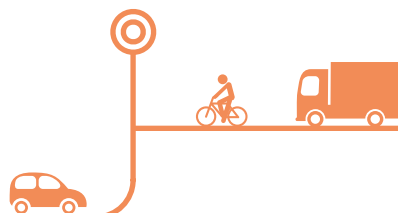


**Local Transport:** Taxis, Tongas, Auto Rickshaws, Cycle Rickshaws are available.

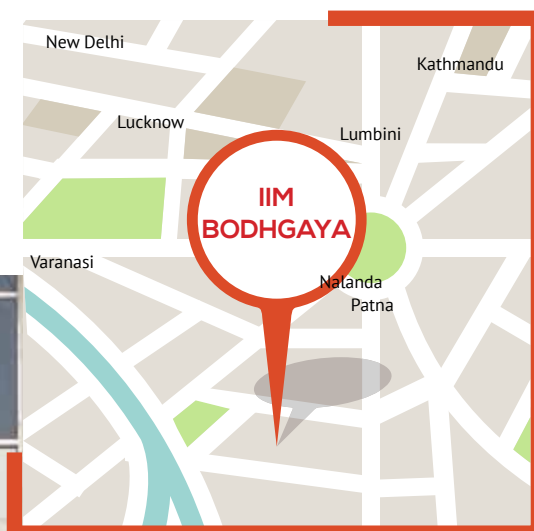
**Bus:** Regular direct bus services are available from Gaya, Patna, Nalanda, Rajgir, Varanasi. Bihar State Tourism Development Corporation run buses from Patna- Bodh Gaya route twice a day..

**Air:** Bodh Gaya has an international airport served by Druk Air, Thai Airways and Air India. 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. Indian Airlines and Sahara Airlines connect Patna to Calcutta, Bombay, Delhi, Ranchi, Lucknow and various other cities.

**Road:** Bodh Gaya is well connected by road to Gaya (17km), Nalanda (101 km), Rajgir (78 km), Patna (135km), Varanasi (252 km), Calcutta (495km)



**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).





**Indian Institute of Management Bodh Gaya**

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[www.iimbg.ac.in](http://www.iimbg.ac.in)