

Live Your Dream



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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

ABOUT IIM BODH GAYA

119

acre 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 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 the 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.

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 topics. This 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 translated through different design elements. Entering the campus, one is greeted with the Buddhist 'toranas' (ornamental gateways), the abstract demeanours of which are imposing and yet rooted to the ground.

Another striking feature of the design that sits adorned between these 'toranas' 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, dynamism, and tranquillity within the site. The institute's library block is a literal translation of the inside space onto 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 ideated the campus in a manner which consciously embraces the site's context. The designs seek to enrich 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 Beltron and NKN internet connectivity, fully centralised Air-conditioning, Computer Lab with 100+ computers. There are separate academic and administrative blocks with class rooms, auditorium and offices for Placement Committee, IR Committee and Media and PR cell, adding to this development is an eco-friendly campus.

Partner Network



UNIVERSITY OF
NOTRE DAME

IBS MOSCOW
INSTITUTE OF BUSINESS STUDIES



ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



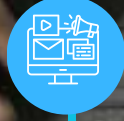
MASTER OF BUSINESS ADMINISTRATION

ELECTIVES



Marketing

- Consumer Behavior
- Sales & Distribution
- Integrated Marketing Communication
- B2B
- 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 & Psychometric Testing
- Motivation
- Conflicts and Negotiations
- Industry Relations



Economics

- Econometrics
- Economics of Strategy
- Commercial Banking
- Central Banking and Financial Markets operations
- Supply Chain Management



Finance

- Security Analysis and Portfolio Management
- Futures, Options and Derivatives
- Bank 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
- Consumer behaviour 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

- A.I and Machine Learning in Digital Business Management
- Cybersecurity: Protecting Your Digital Business
- Business Value Creation with Robotic Process Automation
- Business Intelligence and Data Modelling
- Digital Business Growth with Cloud Computing
- Internet of Things for Digital Business Model Innovation



Strategy & Consulting for Digital Business Management

- Venture Growth Strategy for Managing Digital Business
- Digital Business Consulting
- Strategy Analytics
- Exit Strategies for New & Established Ventures
- Scaling Strategies in a Digital Age



FinTech

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

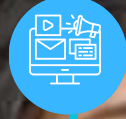


MBA IN HOSPITAL & HEALTHCARE MANAGEMENT

ELECTIVES



- Compensation 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
- B2B Marketing for healthcare



- Integrated Marketing Communication for Healthcare
- Healthcare Service Costing
- AI in healthcare
- IoT for Healthcare
- Block Chain for Healthcare
- Big Data in Healthcare



- AR/VR in healthcare
- Bigdata in health care
- Programming for Healthcare Managers
- Lean Healthcare Management
- Creativity & Innovation Management
- Stakeholder 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 IIM BODHGAYA



08:30_{am}

Alarm snoozed!

Few more minutes of sleep YAY!

01:00_{pm}

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!



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 case. Better ask for help. I think discussing in the mess should be enough.



TIME **2** TIME



09:15_{am}

Aloo Parantha along 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? Yesterday we played **BASKETBALL**... Lets go for Volleyball today. Inter-college volleyball is also approaching, so let's get those serves right.





07:00pm

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.



09:00pm
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.



11:00pm

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.

SUNDAY
Masti 12:30am

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

02:00am

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.

04:00am

zzz What a day!

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



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 programme 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 Cramér, Dean - School of Business,
Economics and Law, University of Gothenburg,
Sweden*



*Prof Vanitha Swaminathan, University of
Pittsburgh*



Prof. Apostolos Serletis, University of Calgary



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, vivid 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 experiential journeys of mindfulness, meditation and enlightenment to those who come seeking them. The canvas of India's culture is vast and vivid 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 worthwhile scientific discovery could have made'. Famous Indian mathematicians including Aryabhata and Ramanujam made some of the most critical and essential contributions

to mathematics, including giving the world the concept of 'zero'. These contributions are admired and respected by scientists and mathematicians across the globe. India boasts of creating and nurturing some world-class premiere 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 academicians learn the virtues of hard work and diligence at an early age and bring a valuable 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.

Home to more than nine recognised religions, all living in tandem 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 euphoria in celebrations make the country stand out distinctively in the global fraternity. The country's liveliness and generosity attract many tourists 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, rituals and traditions, is special in this 'Land of Gods'.

ABOUT BODH GAYA

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 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 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.



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.

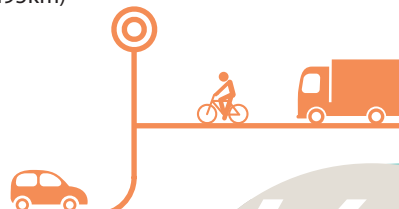
Bus: Regular direct bus services are available from Gaya, Patna, Nalanda, Rajgir, Varanasi. Bihar State Tourism Development Corporation run buses from Patna- Bodh Gaya route twice a day..



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 km), Rajgir (78 km), Patna (135km), Varanasi (252 km), Kolkata (495km)





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