



# EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

Online Degree Program

Accelerate your Career with the EMBA Degree  
Program offered by **IIM Bodh Gaya**



## ➤ Message From The Director

# Prof. Vinita Singh Sahay

Director, IIM Bodh Gaya

---

Indian Institute of Management (IIM) Bodh Gaya was established by the Ministry of Education Government of India in the year 2015 in the Land of Enlightenment: Bodh Gaya. We have a distinction of being one of the fastest growing campus with five full time long duration residential degree awarding programmes which includes our flagship MBA program, along with two specialised MBA programmes i.e MBA: Healthcare and Hospital Management and MBA : Digital Business Management. For students after K12 we offer an Integrated programme in Management which is a five year BBA+MBA which attracts talented students from across the globe. With the inclusion of the Communication area, the number of Specialisations in our coveted Phd programme has risen to seven-where we are preparing teachers & researchers for the country.

At IIM Bodh Gaya our vision is to create Socially responsible Mindful Leaders. The proud Nandi statue at our entrance symbolizes Attention, Awareness, Patience, Perseverance, and Listening, the core values needed in a mindful manager. Various ways in which we engage with the society and community helps us create the desired Social Impact. In 2023-24, the inauguration of our state-of-the-art permanent campus marked a significant milestone in our vision for the future of management education. The campus features modern academic blocks, dedicated facilities for management development programs (MDPs), an auditorium, a sports complex, hostels, and dynamic residential areas, fostering a holistic learning environment. Our approach reimagines education to be flexible and inclusive, that cater to individual needs and aspirations.

We celebrate the presence of over 64+ distinguished faculty members from esteemed institutions like IIMs and IITs, highlighting our commitment to exceptional education. Our large and committed non-faculty team underscores our belief in the strength of teamwork for growth and success. In the 2023-24 academic year, our Executive Education and Consultancy department has executed over a hundred Management Development Programmes, training government officials and corporate executives alongside over 5000 micro-entrepreneurs from underprivileged backgrounds. Our programs empower individuals and organizations to create positive societal change. We also launched online certificate programs in Artificial Intelligence and Machine Learning, Corporate Law, Business Management, Financial Management and Analytics, and Digital Business Marketing, extending our reach in digital learning.

Looking ahead, IIM Bodh Gaya is committed to cultivating mindful, ethical, and innovative leaders of tomorrow. Our journey is fuelled by excellence, diversity, and a profound belief in the transformative power of education.

We invite you to join us in this inspiring and remarkable mission to make our country a developed and progressive Nation.





## ➤ Chairperson's EMBA Message

# Professor Manoj Jaiswal

Chairperson - Executive MBA, IIM Bodh Gaya

---

Dear EMBA Aspirants,

India is on the cusp of a new era, poised to become a global economic powerhouse. With a GDP of USD 3.7 trillion and projections of sustained growth rates between 6.5–7% for the coming years, our nation is on the path to realizing the vision of Viksit Bharat. This behemoth of a goal requires a new generation of excellent professionals— leaders with vision, resilience, and strategic acumen to propel India into becoming a \$10 trillion economy. It is in this context that IIM Bodh Gaya is proud to launch the Executive MBA programme, designed for corporate executives, government professionals, and social sector leaders to take on that mantle of responsibility.

At IIM Bodh Gaya, we take pride in being an institution committed to transformational education. In the last academic year alone, our Executive Education and Consultancy department successfully trained thousands of corporate professionals, government officials, and micro-entrepreneurs, thereby underlining our commitment to growing both personal and organizational capabilities. With more than 64+ distinguished faculty members from the IIMs and IITs and a state-of-the-art campus replete with the most advanced facilities, we provide an environment that nourishes excellence, inclusivity, and innovation. Our EMBA program is designed considering the goals by imbuing academic rigor along with applied relevance to support your leadership journey in today's fast-moving business environment.

We understand your aspirations for career growth while making a meaningful impact. The EMBA at IIM Bodh Gaya offers the right amalgam of global perspectives, experiential learning, and opportunities for peer group networking. Here, you will find a partner in unlocking your potential, informing choices, and being a change catalyst not only within your organization but for the world outside as well. Join this transformative program, which I warmly and confidently invite you to do, in making a decisive step toward realizing your professional and personal ambitions. Let us walk with initiative hand in hand together towards shaping a better future.





# EXECUTIVE MASTER OF BUSINESS ADMINISTRATION- IIM BODH GAYA

---

The two-year Executive MBA Program by IIM Bodh Gaya has been designed for executives, who are looking at accelerating their career growth without taking a break from their existing jobs. The Executive MBA Program is designed to equip the participants with formal management education and sharpen their skills to enable them to move into senior leadership roles. This provides a comprehensive understanding of general management theories and analytical methods through real-world business cases.





# THE IIM BODH GAYA EDGE

---



64+ Faculty



Global Alumni  
Networks



Top Ranked  
new-generation  
IIM for leadership-  
focused executive  
education.



24X7 Access –  
Study Material &  
Digital Library



Alumni-Driven  
Job & Internship  
Postings





# WHO CAN APPLY?- COURSE ELIGIBILITY

Working Professionals and Entrepreneurs with a minimum of 3 years of full-time work experience, after completion of graduation.

---

- A bachelor's degree (or equivalent) in any discipline, including CA, CS, ICWA, or similar, with at least 50% (relaxed to 45% for SC/ST/PwD candidates) marks or equivalent CGPA. Applicants must have completed a minimum of 15 years of formal education (10+2+3 or 10+2+4 system, as applicable) from any recognized university.
- You will need to appear for an Online Entrance exam designed for Online EMBA or,
- Have a valid CAT score (CAT score of tests taken within the last 5 years) or,
- A valid GMAT/GRE score (GMAT/GRE score taken within the last 5 years)
- The new GMAT Focus Edition exam scores will also be acceptable
- For final selection, shortlisted candidates will be invited for a personal interview

## PROGRAMME DETAILS

---

Degree	Executive Master of Business Administration
Programme Duration	2 years
Schedule	Classes on Friday, Saturday & Sunday

**Final Application Date (Cohort 2) – 22nd July 2025**

**Batch Orientation Date – 17th August 2025**





# PROGRAM OBJECTIVES & HIGHLIGHTS

---

## Focus on General Management

The curriculum of the programme is suitable for executives, who are experienced in various functional domains, & seeking to broaden their general managerial perspectives.



## Convenient Format

Enabling executives to pursue managerial education with classes held on weekends (Saturday & Sunday) or weekday evenings, which may aid them in maintaining Work-Life Balance.



## Functional & Analytical Skills

Attain analytical problem-solving ability to address the relevant managerial problems.

Sharpen the skills & competencies required for effective managerial decision-making through data & evidence-based approach.



## Soft Skills & Leadership

Leverage the power of collaborative working for effective management.

Develop a strategic mindset & align leadership skills to meet organizational goals.



## Innovativeness & Stakeholder Perspective

Inculcate an innovative & entrepreneurial approach to help organizations grow.

Broaden the horizons to be a socially & environmentally responsible manager.



# PROGRAM FRAMEWORK

---

- The Executive MBA programme is a two-year programme spread across six terms (three terms in each year) of approx. four months each.
- The courses include a mix of core (compulsory) courses and elective courses (to be chosen by participants from the list of available courses).
- The programme follows a credit system where 1 credit equals 10 hours of classroom teaching.
- The core (compulsory) courses will be delivered over the first three terms in the first year totalling to 45 credits.
- The final three terms (4, 5, 6) in the second year will comprise elective courses across various areas of specialization. The participants can choose courses as per their interest and professional requirements.
- The total credits accrued across all elective courses (in terms 4, 5, and 6) should be minimum 35. The courses should be selected such that the total accrued credits in term 4, 5, and 6, should be minimum 13, 12, and 10 credits respectively.
- The program offers 3 campus immersion opportunities each of 7 days.

# LIST OF TERM-WISE COMPULSORY COURSES -EMBA

Area	Term – I	Term – II	Term – III	Total Credits
Finance & Accounting	Managerial Accounting (3)	Corporate Finance(3)	-	6
OB/HR	Organizational Behaviour (3)	Mindfulness at Workplace (1.5)	Human Resource Management (1.5)	6
Marketing	Marketing Management I (3)	Marketing Management II (3)	Digital Marketing (1.5)	7.5
Economics	Microeconomics (2.25)	Macroeconomics (2.25)	-	4.5
Operations Management & Quantitative Techniques	Statistics for Management (2.25)	Operations Research (2.25)	Operations Management (3)	7.5
IT & Analytics	Advance Information Technology (1.5)	-	Business Data Analytics (3)	4.5
Humanities & Liberal Arts	-	Business Ethics & Sustainability (1.5) Indian Legal System (1.5)	Business Communication (1.5)	4.5
Strategy & Entrepreneurship	Design Thinking (1.5)		Strategic Management (3)	4.5
Total				45





# ELECTIVE COURSES

## Term 4 \*

No.	Course Name	Credit
1	Consumer Behavior	3
2	Sales & Distribution Management	3
3	Digital Marketing & Social Media Marketing	3
4	Integrated Marketing Communication	2.25
5	Brand Management	1.5
6	Product Management	1.5
7	Data Science for Managers Using Python	3
8	Digital Transformation	3
9	AI in Business Solutions	1.5
10	Storytelling with Data	1.5
11	Supply Chain Management	3
12	Security Analysis & Portfolio Management	3
13	Financial Statement Analysis	3
14	Management Consulting	3
15	Personal Branding for Career Development	3
17	Problem Solving for Managers	1.5

**\*Note – For Term 4, you need to select courses for a minimum of 13 credits.**

## Term 5 \*

No.	Course Name	Credit
1	Marketing Analytics	3
2	B2B Marketing	3

### Term 5 \*

No.	Course Name	Credit
3	Services Marketing	3
4	Pricing Strategies in Marketing	3
5	Project Management	3
6	Logistics Management	3
7	Advance Business Analytics	3
8	Agile DevOps and IT Project Management	3
9	Business Intelligence and Data Modelling	3
10	Data Driven Decision Making for Managers	3
11	M&A and Strategic Alliances	3
12	Strategic & Organizational Leadership	1.5
13	Commercial Banking & Credit Lending	3
14	Financial Risk Management	3
15	Fixed Income Securities	3
16	Negotiation and Conflict Management	3

**\*Note – For Term 5, you need to select courses for a minimum of 12 credits.**

### Term 6 \*

No.	Course Name	Credit
1	Marketing Strategy	3
2	Retail Marketing	2.25
3	Rural Marketing	1.5
4	Operations Strategy	1.5



### Term 6 \*

No.	Course Name	Credit
5	Cloud Computing and IoT	3
6	Electronic Commerce	3
7	Investment Banking	3
8	International Business	3
9	Management Lessons from Gita	1.5
10	Digital Economics	1.5
11	Macro-economic Forecasting	1.5
12	Storytelling across Media	1.5

**\*Note – For Term 6, you need to select courses for a minimum of 10 credits.**

- Candidates may apply for as many electives as they prefer but the criteria of minimum credits required for each term must be satisfied (Minimum Elective credits required is **35 Credits** selected for Term 4, 5 & 6 cumulatively. **Term 4 – minimum 13 credits, Term 5 – minimum 12 credits, Term 6 – minimum 10 credits.** An elective subject will be offered if a minimum number of students opt for the subject as specified by the institute.
- The course curriculum & fees may be revised at the discretion of the Institute. Please check the latest version of the brochure or view this course page for updated details.

# PROGRAM CERTIFICATE



भारतीय प्रबंध संस्थान बोधगया  
Indian Institute of Management  
Bodh Gaya

Reg No. EMBA/XX00

शासन मंडल ने संकाय परिषद की अनुशंसा पर  
**मास्टर ऑफ बिज़नेस एडमिनिस्ट्रेशन**  
की उपाधि

Photo

बृहत् ज्योत अहलावत  
को, जिन्होंने द्विवर्षीय कार्यकारी प्रबंधन में स्नातकोत्तर कार्यक्रम की निर्धारित आवश्यकताओं को सफलतापूर्वक शैक्षणिकवर्ष २०२५-२०२७ में पूर्ण करने पर दिनांक ७ अप्रैल २०२७ को आयोजित दीक्षांत समारोह में भारतीय गणराज्य के अंतर्गत भारतीय प्रबंध संस्थान बोधगया की मुद्रा सहित एतद द्वारा प्रदान की जाती है।

The Board of Governors upon the recommendation of the Faculty Council  
hereby confers the degree of

**Master of Business Administration**

on

Brihat Jyot Ahlawat

on successful completion of the prescribed requirements of the Two-Year Executive Master of Business Administration program in the academic year 2025-2027 given under the seal of Indian Institute of Management Bodh Gaya in the Republic of India at the convocation held on the Seventh day of April, Two Thousand and Twenty-Seven.

Chairperson EMBA Program

Chairperson Executive Education & Consultancy

Director





# FEE STRUCTURE

The total fee for Executive MBA (2025–27) at IIM Bodh Gaya is ₹ 10,00,000 which includes Alumni membership and 03 Campus immersion (7 days each ) at IIM Bodh Gaya.

Fee for the online Executive MBA						
Online EMBA Fee Structure (RS)	Year I			Year II		
	Term I	Term II	Term III	Term IV	Term V	Term VI
Tuition Fee	126667	126666	126667	126666	126667	126667
Other Academic and Non-Academic Charges	40000	40000	40000	40000	40000	40000
Term-wise Total	166667	166666	166667	166666	166667	166667
Year-wise Total	500000			500000		
Total Fee of EMBA	1000000					

- Non-refundable application fee of ₹2000
- Term I Fee and Caution Fee as mentioned needs to be paid within 7 days of receiving the Admission Offer/ Acceptance Letter.
- The participants have to deposit one-time refundable caution money of Rs 30,000/- along with the first term fee. This amount shall be payable back to him/her upon the completion/termination of the program by the student.
- The tuition fee includes books, synchronous online lectures, on-campus lectures, access to the academic facilities, online library, and it excludes the cost of the immersion program.
- The Campus Immersion fees are included in the program fees. You will be charged Rs. 4000 per day for food/boarding and lodging & it is voluntarily paid to Institute directly.
  - First Immersion in the IIM Bodh Gaya campus of one week in the beginning of Term I (Compulsory).
  - Second Immersion in the IIM Bodh Gaya campus of one week in the beginning of the Term IV (Optional).
  - Third Immersion in the IIM Bodh Gaya campus of one week in the end of the Term VI along with Convocation (Compulsory).
- Cost of alumni fee be charged directly from the participants at Rs 5000/- per participant.

**Total fee for Executive MBA (2025–27) Bodh Gaya ₹ 10,00,000.**

**(Bank Loan & Easy EMI options available)**

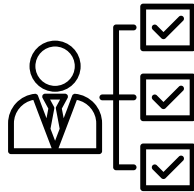
# ADMISSION PROCESS

## Application

To apply, you need to pay a non-refundable application fee of ₹2000

Candidates need to upload self-attested copies of academic mark-sheets, work experience proofs, and additional documents as per instructions.

1



2

## Eligibility Test

The admission process for the Executive Master of Business Administration at IIM Bodh Gaya for the batch of 2025-27 involves shortlisting and selection criteria.

Candidates should have a bachelor's degree or equivalent with a minimum of 50 percent aggregate marks, along with at least three years of post-qualification managerial/entrepreneurial/professional experience.

**Category wise minimum academic requirement at bachelor's level or equivalent:**

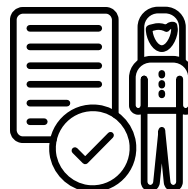
Details	Degree (Min Aggregate Percentage Marks)
General/EWS/NC OBC	50
SC	45
ST	45
PWD	45

## Screening Examination/Application Test

You will have 3 days to complete the entrance exam once eligible.

Eligible applicants would typically need to undergo an entrance test aimed at assessing managerial aptitude, IIMBG entrance test, consisting of questions evaluating quantitative, verbal, logical, and data interpretive abilities.

3



4

## Admission Process Stages

Candidates who qualify in the screening examination will be considered for the admission process and will be notified for a personal interview by IIM Bodh Gaya. The final confirmation shall be made using a combination of criteria - the Marks of the Entrance Test, Feedback of the Personal Interview, the Profile of the Learner and his/her Work Experience. Category wise merit list will be prepared and offers will be made according to the merit ranks in the merit list. The weightage of these parameters area as follows: -

### Weightage of Parameters

Parameters	Personal Interview	Academic Profile	Work Experience	Total
Weightage	50	25	25	100





5

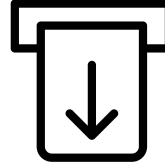
### Admission Notice

The announcement of admission and application procedure will be available on the IIMBG website & digital media.

### Offer and Withdrawal Process

Selected candidates will receive provisional admission offers by email.

6



7

### Fee Payment

Term 1 Fee and Caution Fee as mentioned needs to be paid within 7 days of receiving the Admission Offer/Acceptance Letter. Subsequent installments can be paid online, with financing options available through banks.





# ESTEEMED FACULTY PANEL



**Vinita S. Sahay**

Ph.D. - CSJM University, Kanpur  
Professor



**Aviral Kumar Tiwari**

Ph.D. - ICFAI University Tripura  
Associate Professor



**Amit Kumar Srivastava**

Ph.D. - IIT Delhi  
Associate Professor



**Archana Patro**

Ph.D. - IIM Indore  
Associate Professor



**Sabyasachi Mohapatra**

Ph.D. - IIT Kharagpur  
Associate Professor



**Ashish Sharma**

Ph.D. - IIT Roorkee  
Assistant Professor



**Prabhat Ranjan**

Ph.D. - IIM Calcutta  
Assistant Professor



**Medha Srivastava**

Ph.D. - BHU, Varanasi  
Assistant Professor



**Chandan Parsad**

Ph.D. - IIM Raipur  
Assistant Professor



**Samant Saurabh**

Ph.D. - IIT Patna  
Assistant Professor



**Anirban Sengupta**

Ph.D. - IIM Indore  
Assistant Professor



**Nidhi Mishra**

Ph.D. - IIM Ahmedabad  
Assistant Professor



**Teena Bharti**

Ph.D. - IIT Roorkee  
Assistant professor



**Durba Banerjee**

Ph.D. - University of Delhi  
Assistant Professor



**Charu Naithani**

Ph.D. - IIM Lucknow  
Assistant Professor

# IIM BODH GAYA

---

The Indian Institutes of Management (IIMs) 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 instead of rote learning and conventional academic schedule. 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 and mindful leaders for the nation. A dynamic curriculum in consonance with academics and industry experts provides the students with the opportunities to master new skills and explore diverse perspectives.

## WHY CHOOSE IIM BODH GAYA?

---



Ranked 33rd – NIRF  
Management  
Rankings 2024



Experienced & Published  
Research-driven Faculty



Prestigious MBA  
Certification  
from an IIM



IIM Alumni  
Status



3 Campus  
Immersions  
(7 days each)





## Get in Touch with IIM Bodh Gaya

---

We understand that choosing the right program is a big decision. That's why we offer several ways for you to connect with us and get all the information you need to decide if IIM Bodh Gaya is the perfect fit for your academic and career goals.

## Have Admission Questions? We've Got You Covered!

---

If you have specific questions regarding admissions or the application process, our Admissions Team is just an email away. Get in touch with us directly: IIM Bodh Gaya | [admission@iimbgonline.in](mailto:admission@iimbgonline.in)

## Need Guidance? Speak with Our Expert Counselors!

---

Not sure where to start or how to navigate your options? Our expert counselors are here to help you every step of the way. They'll guide you through the process and ensure you make the right choice.

## Simply Scan the QR code to connect with them instantly!



## Take a Virtual Tour of IIM Bodh Gaya

---

Want to see the vibrant campus life and world-class infrastructure at IIM Bodh Gaya? Experience it virtually from anywhere!

**Scan the QR code below to take a virtual tour and get a glimpse of the enriching environment waiting for you!**



# Start Your Journey Today





**For More Information**

 08047092243

 [admission@iimbgonline.in](mailto:admission@iimbgonline.in)