



**BERGER POST
GRADUATE DIPLOMA
IN GENERAL MANAGEMENT**



Prof. Mohua Banerjee

Director, IMI Kolkata

Welcome to the Berger Post Graduate Diploma in General Management at IMI Kolkata.

At IMI Kolkata, we believe that every graduate has the potential to become a future leader. Our General Management Diploma Programme, in partnership with Berger Paints, is meticulously crafted to empower fresh graduates with the core competencies, strategic insights, and practical experience necessary to thrive in the competitive world of sales and management.

In this 12-month immersive diploma programme, you'll gain a solid foundation through rigorous classroom learning, industry insights, and a rewarding paid internship that will transform your career. Through personalized mentorship and real-world experiences, we aim to shape professionals who are ready to lead, innovate, and excel.

Are you ready to take the next step towards becoming the leader you aspire to be? We look forward to welcoming you aboard.



Mr. Abhijit Roy

Managing Director & CEO
Berger Paints

At Berger Paints, we believe that true leadership emerges when knowledge meets real-world experience. Our collaboration with IMI Kolkata for the Post Graduate Diploma In General Management serves as a launch pad for ambitious graduates, equipping them with the skills, insights, and hands-on experience needed to thrive in sales and management.

With rigorous learning, industry projects, and a paid internship, this diploma programme is your gateway to a promising career. We look forward to witnessing your journey toward excellence.

Programme **OVERVIEW**

Duration:
12 months,
consisting of:

06 months of in-depth
classroom learning

02 months of hands-on
organizational orientation

04 months of
paid internship

Who Should Enroll For The Diploma Programme?

Ambitious fresh graduates
aspiring to carve a career in
sales and management.



Batch Size:

A focused batch of 40 students
to ensure personalized attention
and interaction.



Why CHOOSE THIS DIPLOMA PROGRAMME?



Guaranteed Job Placement:

Receive a **provisional offer letter** from Berger Paints before the course begins, securing your career path with a prestigious organization.



Real-World Learning:

Dive into offline classroom sessions led by IMI Kolkata's expert faculty, offering a **blend of theoretical knowledge and practical insights**.



Earn as You Train:

Gain hands-on training experience while getting the opportunity to earn during your **paid internship**.



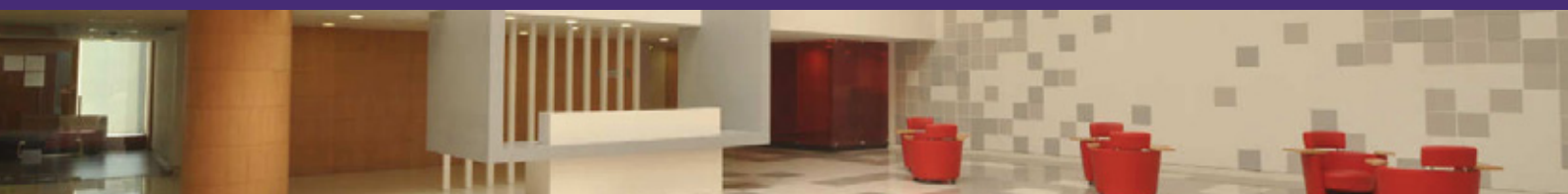
Support Along the Way:

Enjoy a **50% refund** on course fees after completing 3 years with Berger Paints.



Competitive Package:

A compelling **CTC of 8.5 lakhs** upon successful completion.



Diploma Programme **HIGHLIGHTS**

Innovative Teaching Methods



Classroom lectures
from seasoned faculty



Case studies that offer
real-world application



Group projects to foster
collaboration and leadership



Guest lectures by
top industry experts



Real-world projects from
leading organizations



Paid internships for
hands-on industry experience

This blend of rigorous academics, industry exposure with Berger Paints, and practical learning ensures that you graduate not only with a degree but with the confidence and skills needed to thrive in today's business world.



Course STRUCTURE

Curriculum Focus

Fundamentals



Marketing
Management



Sales & Distribution
Management



Supply Chain
Management



Accounting
& Financial
Management



Recent Economic
Developments



Digital Transformation
& Analytics

Value Adds



Campus to
Corporate
Transition



Long-term Planning
& Goal Attainment



Berger-Specific
Content (Tailored for
industry relevance)

Practical Training



Case study analysis
to develop problem-
solving skills



Real-time projects with
Berger Paints to bridge
theory with practice



Dissertation for
in-depth research

Skill DEVELOPMENT

This diploma programme places a strong emphasis on the skills that matter most in the business world. You will develop:

- **Exceptional Communication Skills** to express ideas clearly and persuasively.
- **Leadership Qualities** to lead teams and manage business operations.
- **Campus to Corporate Transition** skills to smoothly step into the professional world.

With an acute focus on **sales management**, you will gain the expertise to excel in **business development** and **client relations**.



ADMISSION Process



Steps for Admission



Complete the online application form



Submit required documents (academic records, statement of purpose)



Aptitude test to evaluate analytical and problem-solving skills



Attend an interview (in-person or virtual)



Receive admission confirmation

Our holistic selection process ensures we admit only the most promising candidates who are driven and motivated to succeed in the corporate world, especially with a market leader like Berger Paints.

Programme FEES

2.5 Lakhs + taxes

Invest in your future today and see the returns through the career opportunities this diploma programme unlocks.

₹ Application Fee **₹500**

FEE STRUCTURE

Installments	Amount*
1 st Installment	₹ 1,25,000/- <small>February '25 (at the time of admission)</small>
2 nd Installment	₹ 1,25,000/- <small>15th April '25</small>
Total Programme Fee*	₹ 2,50,000*/-

*Exclusive of the Taxes

Earn when you learn - 10k per month during OJT | Fee Reimbursement: 50% refunded after 3 years with Berger Paints

Accommodation for Non-Local Trainees

For participants coming from outside Kolkata, IMI Kolkata provides suitable residential facilities, ensuring a comfortable and conducive learning environment. The cost structure for accommodation and food is as follows:

Accommodation Charges: ₹10,000/- per month

Food: ₹8,000/- per month (Breakfast, Lunch, and Dinner)

Diploma Programme CERTIFICATE

Upon successful completion, you will be awarded a Certificate of Completion from IMI Kolkata, in collaboration with Berger Paints, a prestigious recognition of your expertise and preparedness to excel in the world of sales and management.



About IMI KOLKATA

IMI Kolkata is a part of the RP Sanjiv Goenka Group and the IMI family of Business Schools in India, with IMI Delhi as the parent institute. IMI Kolkata came up in 2011 to enable bright young minds to gain access to world-class management pedagogy. Ranked 56th across 786 Management Institutes in India by the National Institutional Ranking Framework (NIRF), Ministry of Education, Gol in 2024, IMIK offers a two-year full-time AICTE-approved PGDM programme, which is equivalent to an MBA (as per Association of Indian Universities). Our programme is accredited nationally by the National Board of Accreditation (NBA), National Assessment and Accreditation Council (NAAC) and internationally by Association of MBAs (AMBA). We are also active members of AACSB and EFMD. IMI Kolkata also offers an AICTE approved FPM (Doctoral) programme for researchers and working professionals.

Being located strategically in the heart of Kolkata, IMI-Kolkata enjoys very strong industry linkages. The institute has its world-class infrastructure, highly experienced faculty members, experiential-based learning approach, and industry focussed curriculum which act as the pillars of success. The international linkage of the institute has grown over the years and spans across Business Schools/Universities in North America, Europe, and Asia with regular faculty and student exchange programmes.

Once you step into IMI Kolkata, there is no turning back.
You have a whole new world waiting for you to make your own.





Prof. Rituparna Basu

Programme Director
PhD (IIT Kharagpur) - Marketing

Prof. Rituparna Basu is an internationally acclaimed academician and researcher in the domain of marketing and retail.

In her teaching career spanning 15 years, Prof. Basu has already held adjunct positions in Vinod Gupta School of Management, IIT Kharagpur, IIM Sambalpur, IISWBM etc. While she has taught at reputed business schools in India, she has also taught at prestigious French public university as an Erasmus+Grant Awardee.

Prof. Basu having rich industry experiences in her pre doctoral career has also made a mark as a high impact corporate trainer. She has delivered several training sessions in sales and communication at companies like Bengal Ambuja, Usha Telehoist and Quotient Engineering Inc. She also facilitates MDPs for Allahabad bank, CESC, PCBL and others at IMI-Kolkata.

Professional FACULTY

Our esteemed faculty comprises a mix of academic excellence and real-world experience. These experts bring valuable insights and industry-relevant knowledge to every class.



Prof. Tirthankar Nag

Professor (Strategy, Innovation & Entrepreneurship)
Fellow (IIM Ahmedabad)

Dean (Research & International Relations)

Area Chair - Strategy, Innovation & Entrepreneurship

Areas of Interest - Corporate Valuation, Portfolio Management, Financial Risk Management, Behavioral Finance



Prof. Rachana Chattopadhyay

Professor (Organizational Behaviour & Human Resources)
PhD (Calcutta University, Under the Fellowship of ISI, Kolkata)

Dean (Academics)

Areas of Interest - Organisational Behaviour, Leadership, Performance Management, Training & Development, Emotional Intelligence & Stress Management



Dr. Roma Puri

Associate Professor (Organizational Behaviour & Human Resources)
Fellow (IIM Calcutta)

Area Chair - Organizational Behaviour & Human Resources

Areas of Interest - Organizational Behaviour, Sustainability, Management of Change, Diversity Management



Prof. Chanchal Chatterjee

Professor (Finance)
PhD (University of Burdwan)

Area Chair - Finance

Areas of Interest - Corporate Finance, Corporate Governance, Mergers & Acquisitions, Financial Statement Analysis, Strategic Cost Management



Prof. Sahana Roy Chowdhury

Professor (Economics)
PhD (ISI)

Area Chair - Economics

Areas of Interest - Macroeconomics, Managerial Economics, Fiscal Policy Issues, International Business & Labour Economics



Dr. Rohan Mukherjee

Associate Professor (Management Information Systems & Analytics)
MS-PhD (IIT Kharagpur)

Area Chair - Management Information Systems & Analytics

Areas of Interest - Management Information Systems & Analytics,
Data analytics & machine learning & their application in business



Dr. Sachin Modgil

Associate Professor (Operations Management & Quantitative Techniques)
Fellow (IIM Mumbai)

Area Chair - Operations Management & Quantitative Techniques

Areas of Interest - Technology in Supply Chain, Supply Chain Quality,
Lean Six Sigma, Industry 4.0, Supply Chain Risk & Resilience



Dr. Gobinda Roy

Associate Professor (Marketing)
PhD (IIT Kharagpur)

Areas of Interest - Digital Marketing, Marketing Research, B2B Marketing,
Services Marketing, Web Analytics



Dr. Sahil Singh Jasrotia

Assistant Professor (Marketing)
PhD (SMVD University, Katra, J&K)

Areas of Interest - Sales & Marketing, Integrated Marketing Communication,
Consumer Behavior



Dr. Kishalay Adhikari

Assistant Professor (Marketing)
PhD (NIT Rourkela)

Areas of Interest - Sales & Marketing, Customer Relationship Management



Dr. Arunava Bandyopadhyay

Assistant Professor (Finance)
PhD (IIT Kharagpur)

Areas of Interest - FinTech, Financial Modelling & Analytics, Financial Risk
Management, Financial Econometrics



Dr. Samyadip Chakraborty

Associate Professor (Management Information Systems & Analytics)
PhD (IFHE, IBS Hyderabad)

Areas of Interest - Management Information systems, Analytics,
Healthcare & Hospital Management, Project Management



100 YEARS OF
TRUST

About **BERGER PAINTS**

Berger Paints is a market leader in the paints industry, known for its innovation, quality, and customer-centric approach. With a legacy of excellence, Berger Paints is committed to fostering talent and driving growth through strategic partnerships.

For more details or to apply, reach out to us:

E-Mail: bergerpgdm@bergerindia.com

www.bergerpaints.com



International Management Institute

2/4C Judges Court Road, Alipore. Kolkata – 700027

Call: 033 6652 9625 | **E-Mail:** executiveeducation@imi-k.edu.in

www.imik.edu.in