



# SHAPING LEADERS FOR A GLOBAL TOMORROW

**72000+ ALUMNI**

**4+ DECADES OF EXCELLENCE IN EDUCATION**

- Navbharat Certificate of Excellence Award 2024
- 58th Best Private B School of India & Leading in Maharashtra 2024
- "Leading Higher Education Group" By Business Excellence Research Group (BERG) Singapore
- "Academia and Industry Collaborations for Innovative Solutions to Solve Employability" National Excellence Award ASSOCHAM India
- Defence Force League & DFL Foundation 2024
- CEGR Rashtriya Shiksha Gaurav Puraskar Ceremony 2024
- ASMA Award For Best Institute For Consistent Collaboration With Foreign Universities Admits Excellence Award in Marketing Best Practice
- "The Best Education Brand" By The Economic Times
- "Best Institute for Innovation in Curriculum" by ASMA By Dr. J. P. Pooja, Vice Chairman - ACIE
- "Digital Learning Award" at HEART Conclave, Hyderabad from Govt. of Telangana
- Outstanding management Institute for CSR initiatives awarded at SAU/CSR Leadership summit and Awards 3.0
- Water Excellence Award For Being The Best in Global Orientation At The World Marketing
- "The most promising Business School of 2022. At 'HIGHER EDUCATION' and EDITECH CONCLAVE & AWARDS 2022
- "Mahabharat Education Award" under the category B-School offering The Best Fusion of Global & Indian Teaching Practices

**PGDM** at ASM's IBMR (Pune) 2 Years Full Time AICTE Approved Program



FROM THE CHAIRMAN'S DESK

## Dr. Sandeep Pachpande

Chairman, ASM Group of Institutes

Innovative Technology Leader from Stanford University  
SELP from Harvard Business School  
Executive Scholar Certificate from Kellogg School of Management  
Ph.D from SPPU  
MBA from Leads Beckett University (U.K)  
B.E Computer from SPPU

**W**e at Audyogik Shikshan Mandal are passionate about excellence! Excellence in the field of education and as far as career of the student goes. The world today is shrinking which invariably means that these times are highly competitive. It is crucial that students have practical experience so that they are armed and ready to face any challenges that are thrown their way in their respective careers. We at the ASM Group of Institutes provide a stimulating environment and a wide range of activities where students are tested on their calibre to handle circumstances be it as a team or even as leaders. Our aim is to provide students with a learning experience that amalgamates creativity, perseverance and commitment to achieve their desired goals.

Building confidence within students is the hallmark of our faculty. ASM comprises of academicians and professionals, who collaboratively strive to help students in achieving excellence in theory and practice.

In the field of education since 1983, ASM has established itself as one of the most successful and credible educational trusts attracting students from all over the country and has developed strong links with national and international academic and business community. Our International Tie-Ups and Collaborations such as HBS Online, IBM, CityU, SAP, US CPA, AMAZON AWS, HBP, IIMBX, TimesPro etc. primarily aims at enhancing the employability of the students at a global level. These collaborations provide tools for 360 degree grooming of the student to make them a valuable resource and asset for any company.

Our holistic approach to education coupled with our proven pedagogy helps in creating proactive, innovative and industry ready professionals ready to take up the global challenges. Our excellent curriculum with international collaborations has been recognized by various national bodies for its holistic approach towards education which helps in filling the increasing lacuna of industry ready professionals who are ready to take up real life challenges.

The goal is to unleash the best creative & analytical potential in the field of management and to allow our students to evolve into professionals at par with the global standards. ASM has been setting benchmarks in management and this is aptly reflected by its high ranking by leading B-School surveys.

**"Education is the most powerful weapon,  
which you can use to change the world."**

**- Nelson Mandela**

## ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has been a prominent player in the field of education for 40+ years. Throughout this journey, ASM has consistently produced well-prepared professionals for the corporate world. Its legacy of excellence is reflected in its consistent ranking among the top B-Schools in India.

ASM's faculty is an exceptional mix of top industry experts and academic leaders. The faculty brings together seasoned academicians, industry practitioners, and mentors to offer a comprehensive learning experience. For over four decades, ASM has maintained strong industry-institute partnerships and collaborates with leading organisations to provide cutting-edge certifications that enhance employability.

With a vast alumni network of over 72000+ graduates in leading corporations, ASM enjoys strong alumni connections, contributing to robust placement opportunities and industry interactions.

### VISION

To be a world centre of learning that excels in Management and IT Education, Research, Training and Consultancy.

### MISSION

Our mission is to attain excellence in education so as to contribute to the socio-economic transitions in the nation at all levels by presenting unique pedagogical opportunities aimed at developing effective, committed and dedicated, socially responsible global managers & leaders who make valuable contributions to all levels of the corporate world & society.

# CREATING PROFESSIONALS WITH AN INTERNATIONAL OUTLOOK SINCE 1983



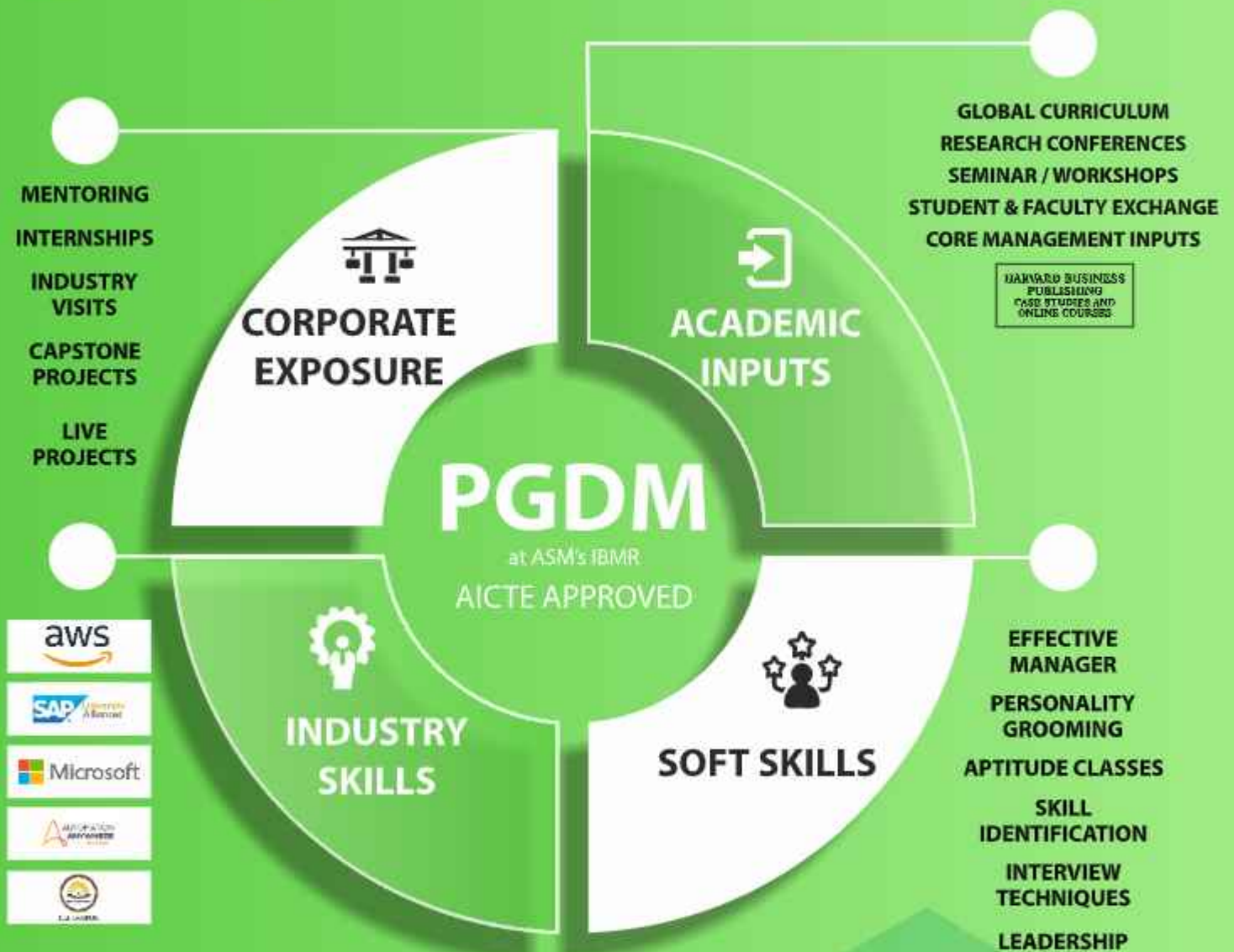
## PARTNERSHIPS & COLLABORATIONS WITH TOP UNIVERSITIES & CORPORATES



# A COMPREHENSIVE LEARNING JOURNEY, FAR BEYOND JUST ACADEMICS



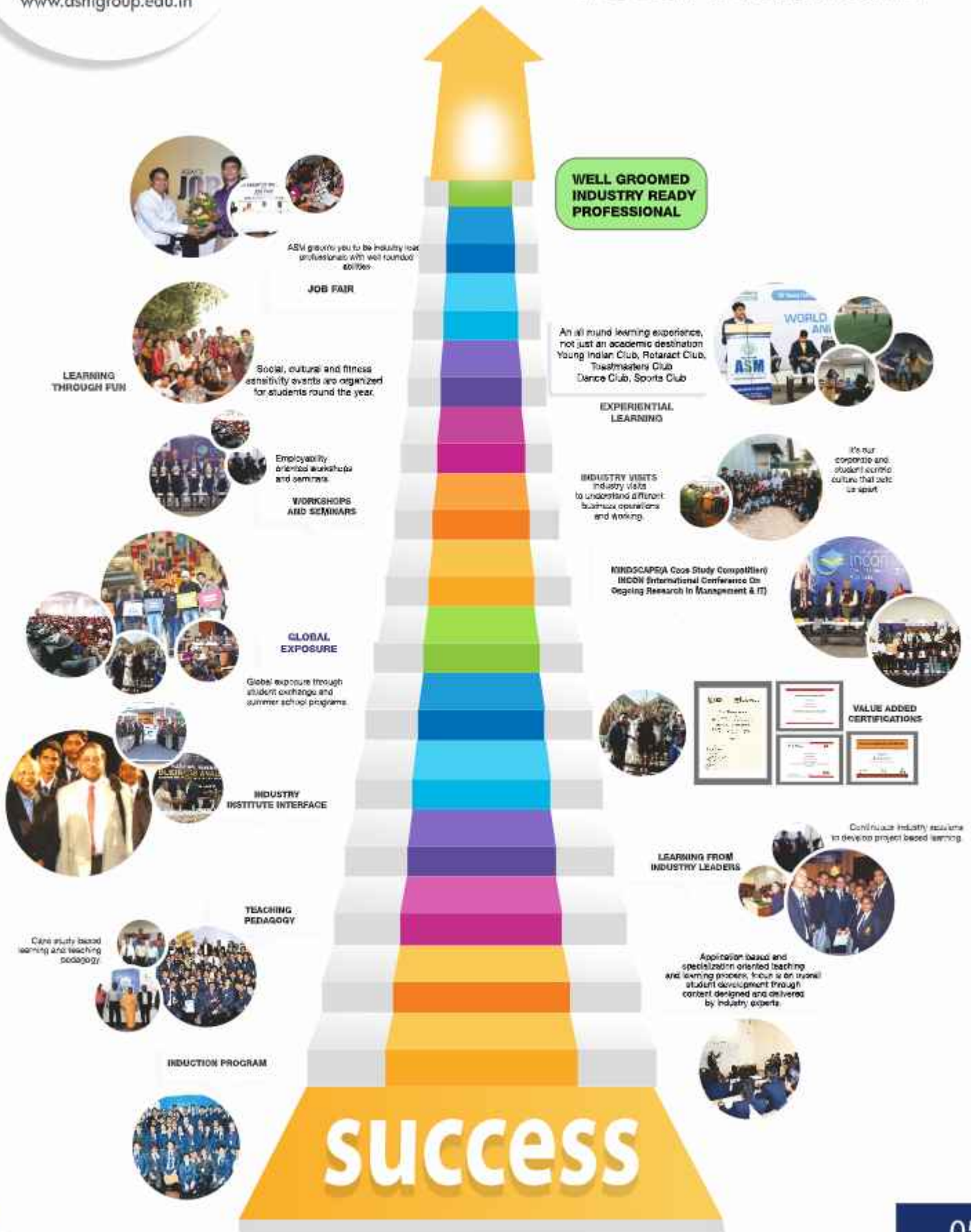
## Two Years Full Time Program In Collaboration with Industry & Top Academic Universities



ASM PROVIDES A COMPREHENSIVE BLEND OF ACADEMIC KNOWLEDGE AND INDUSTRY EXPERTISE, PARTNERING WITH TOP CORPORATIONS AND UNIVERSITIES WORLDWIDE. ALONG WITH SPECIALIZED INDUSTRY SKILLS AND SOFT SKILLS TRAINING, WE ENSURE A 360 DEGREE LEARNING EXPERIENCE

# WHAT MAKES PGDM AT ASM DIFFERENT

## EMPOWER YOUR CAREER WITH PGDM AT ASM'S IBMR



# ACADEMIC DESTINATION WITH ALL ROUND EXPERIENCE

## INDUCTION

A world class education requires a reorientation of inducted students so as to equip the students with the necessary capability to work with faculty and fellow students in harmony and absorb knowledge and wisdom imparted during the course.

The Induction is spread over almost 10 days and it's objective is to provide the students with the knowledge and skills to make the most of the PGDM learning experience. The students are introduced to the system and the Teaching-Learning Process of the PGDM course.



## OUTDOOR TEAM BUILDING AND FRESHER'S PARTY

Sports, trekking, outdoor and fun activities not only act as welcome diversion but also help in overall development of the student's personality. Team building activities help students to understand the concept of working in teams and developing leadership and effective communication skills.



## THE TEACHING LEARNING PROCESS FOR PGDM STUDENTS

Case study based learning through real time case studies is specifically designed to help students understand corporate management. Theoretical inputs are provided by learned academicians whereas case studies, problem solving abilities and how to become effective managers are developed through practicing business leaders and managers.



# ACADEMIC DESTINATION WITH ALL ROUND EXPERIENCE

## INDUSTRY VISIT

Industry visit is considered as a part of the curriculum. The objective of an industrial tour is to provide an insight regarding operations carried out in the companies. Industry visits have an important role in developing career of students who are pursuing a professional degree



## CONVOCATION

Convocation at ASM is an interactive gala with renowned people. ASM celebrated the convocation ceremony of PGDM students in November 2022. The ceremony was filled with great personalities from the institute and industry.



# IT'S OUR CORPORATE & STUDENT CENTRIC CULTURE THAT SETS US APART



## WORKSHOPS

Effective Manager

Fintech

Blockchain

Forensic Audit

Spin Selling

Sell To Win

## ASSURED INTERNSHIP & PLACEMENT THROUGH INDUSTRIAL TIE-UPS

Assured Internship With Minimum 10,000/- Monthly Stipend

100% Placement Assurance With Minimum Package Of 5.5 Lakhs

Live Projects

Winter Internship

Summer Internship



## CERTIFICATE PROGRAMS

AMAZON AWS CERTIFICATE

SAP UNIVERSITY ALLIANCE

AUTOMATION ANYWHERE

MICROSOFT

HARVARD BUSINESS PUBLISHING

IIM NAGPUR



## GLOBAL EXPOSURE THROUGH COLLABORATIONS

ISODC

Global Outreach Program

Student Exchange Program

Summer School Program

## STATE-OF-THE-ART INFRASTRUCTURE



# LEARNING BEYOND CLASSROOM



## MINDSCAPE

A unique case study competition, which brings together faculty, industry professionals and students, where industry professionals compete against each other to resolve case studies.

## INCON

An International Conference that provide student firsthand experience of the latest trends in business. INCON is an International Conference on Ongoing Research in Management and Information Technology. The academic partners for the event includes University of Pune, CETYS University (Mexico), City University of Seattle (USA), Indo European Education Foundation Center, Vistula University (Poland) and many others over the years.



## EVOLVE

A unique case study competition for ASM faculty, to develop the case study writing skills and solving skills. This event is organized every year in the month of February

## PERCEPT

ASM's PERCEPT Case Study competition held once every year are part of ASM's USP of 360 degree Case Study competitions for all its stake holders. They are unique in the sense for the reason that no such case study competitions are held in any of the B-schools in India Including IIMs simultaneously for all specializations in Management Studies.



# PGDM IMMERSION PROGRAM AT IIM NAGPUR

At ASM the endeavour is to bring the best from industry and academia to our students of PGDM. One such endeavour was the immersion program at IIM Nagpur designed exclusively for the ASM's PGDM Students.

The week-long immersion program at IIM Nagpur was a blend of lectures by experts in the field, industry visits, interaction with industry partitioners, fun sports activities and an extremely engaging and knowledge sharing session by the various student committees.

The key take away from the entire program was the need to have in depth skills and knowledge, to be self driven, organised and hardworking, to focus on holistic learning.

The learning outcomes were perfectly matched to the learning objectives of ASM. Students came back totally enriched and motivated to take the business world by storm and the institution sees a lot of learning the students have undergone.



**IIM Faculty Lecture on Accounting for Business By Prof- Prashant Gupta**



**IIM Faculty Lecture On Operation Management by Prof- Alok Kumar Singh**



**Business Leader Interaction with Mr.Susheel Shukla GM, Sales, Johnson & Johnson**



**Student Interaction with IIM Placement Committee**



**IIM Faculty Lecture on IT Tools for Business by Prof- Sujeet Kumar Sharma**



**Valedictory Session and Certificate Distribution at IIM Campus**

# EXPERIENTIAL LEARNING

## YOUNG INDIAN CLUB

Young Indians (YI) is a movement for Indian Youth to converge, lead, co-create and influence India's future. As an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a proactive role in India's development process.

ASM Group of Institutions has collaborated with YI, CII to give real time industry exposure to the students. It's a student driven club, where students take responsibility of coordinating with guests and hosting the events.



## ROTARACT CLUB

Rotaract club brings together people in the age group of 18 and above to exchange ideas with leaders in the community, develop leadership and professional skills and have fun through various activities and events.

ASM Rotaract club is a student driven active club which organizes various events and activities where ASM's students are active participants.



Session on  
"Introduction of  
Rotaract Club of  
ASM IBMR"



29<sup>th</sup> August  
2024  
ASM's IBMR

10:00 AM  
Onwards

Speaker

Rtn Jeetendra Sharma



# TOASTMASTERS CLUB

Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs.

ASM has collaborated with Toastmasters Club to benefit the students in improving their communication and interpersonal skills become more confident speakers, communicators, and leaders by having monthly table talk discussions.



# DANCE CLUB

Dance is an art. It is not just the movement of body, it is the magic of emotions that purifies the soul and completes the music. Dancers are meant to be the good communicators. Dance holds the heart of the audience. ASM students are a part of the Dance Club where they learn Discipline, Attitude, Confidence and Communication. Different forms of dance are being learnt which helps the students to be happy, revived and energetic the whole day.



# SPORTS CLUB

The Sports Club is committed to provide a healthy sporting habit among the students. It develops team spirit and teamwork, and mainly infuses discipline. Value of time, precision & competitiveness are the major learning. All students of PGDM & MBA arrange & participate in sports activities like badminton, table tennis, volleyball, cricket etc. every Friday.



# CSR CLUB

CSR CLUB was inaugurated by the Chairman of ASM, Dr. Sandeep Pachpande in January 2023 at the IBMR campus. The CSR Club gives the students opportunity to take the responsibility to work for the society. The concept revolves around the fact that cooperation needs to focus beyond earning profits. Some of the CSR initiatives taken by us so far:

1. Tree Plantation
2. Suraksha Boxes Assembling & Distribution
3. Cloth Donation Drive
4. Blood Donation Drive
5. Skit on Say No To Fire Crackers for School Kids around PCMC
6. Reuse Recycle Drive in Association with PCMC Swatch V Collect
7. Visit to Old Age Home
8. Session on Awareness About Cervical Cancer



# ASM's TIE-UPS AND COLLABORATIONS FOR VALUE ADDED CERTIFICATIONS

THESE COURSES BRING TOGETHER INDUSTRY RELEVANT TECHNIQUES AND QUALIFICATIONS BLENDING TOGETHER WITH CUTTING EDGE CERTIFICATIONS WHICH ARE ACCEPTED GLOBALLY

## AUTOMATION ANYWHERE

Automation Anywhere University is the global center of knowledge for digital workforce technology. For students, professionals, and enterprises, discover your path to digital transformation. Jumpstart an exciting career, educate your workforce on robotic process automation (RPA), or partner with Automation Anywhere University to offer certified training to an accelerating market. Get certified on the world's most sophisticated Digital Workforce Platform with Automation Anywhere.



## IIM NAGPUR

The immersion program at IIM Nagpur designed exclusively for the ASM's Students. The week-long immersion program at IIM Nagpur is a blend of lectures by experts in the field, industry visits, interaction with industry partitioners, fun sports activities and an extremely engaging and knowledge sharing session by the various student committees. The key take away from the entire program is the need to have in depth skills and knowledge, to be selfdriven, organised and hardworking, to focus on holistic learning.



IIM NAGPUR

## HBP

Harvard Business Publishing Corporate partners to create world-class leadership development solutions for managers at all levels in global organizations and governments. Offers management insight, thought leadership, and expertise of Harvard Business School faculty and Harvard Business Review authors to provide real life solutions and case studies

HARVARD BUSINESS PUBLISHING  
CASE STUDIES AND ONLINE COURSES

## SAP

As the market leader in enterprise application software, SAP is at the centre of today's business and technology revolution. SAP helps you streamline your processes, giving you the ability to use live data to predict customer trends and industry expertise

Member  
SAP Student Academy Program



## AWS

This foundation course is designed for both technical as well as non-technical students of ASM Group of Institutes. This course is to be offered to all the students across the institutes. The program will help the students to get equipped with relevant knowledge and required skills in the era of digital transformation in business, focusing Cloud Computing



## MICROSOFT

Microsoft brings into the PGDM course latest technological inputs for a techno commercial role in Business Analytics. The learning is asynchronous blended with instructor led training



# ASM's EDGE GROOMS YOU TO ACHIEVE YOUR DREAM JOB



**Prof. V. G. Narayanan**

Professor, Harvard Business School Online

"HBS Online is a program that provides future business leaders the skills and confidence they need to succeed," said Professor V.G. Narayanan. "We are excited to welcome ASM students to the HBS Online program, and to share with them the Harvard Business School Online way of learning."



**Prof. P. D. Jose**

Chairperson of IIMBX at the IIM Bangalore Campus

ASM Group has been instrumental in changing the way management education is perceived and delivered. Education at ASM has gone beyond classrooms, geographical boundaries and theory based learning to skill-based learning, focused on filling the gaps in niche areas globally. The IIMBX's MBA Prep course is designed to equip students with an understanding of statistics, accounting & economics.

# GLOBAL EXPOSURE

## INTERNATIONAL TIE-UPS

In November 2013, the ASM Group of Institutes had signed a Memorandum of Understanding (MOU) with the prestigious City University of Seattle coming one step closer to the aspiration of making 'Brand ASM' a global player. Also on the cards are collaborations with some of the finest and most prestigious education institutions in the world. So far the collaboration have been formalised with the other top educational institute in the world, such as CETYS University, Mexico, Marketing Institute of Singapore, Hochschule University of Applied Sciences, Germany and Vistula University, Poland, ATMC Australia.

SUMMER PROGRAMS WITH GLOBAL UNIVERSITY SUCH  
AS CETYS MEXICO & CITY UNIVERSITY SEATTLE

3 MONTHS CREDIT TRANSFER PROGRAM

STUDENT EXCHANGE PROGRAM



# INTERNATIONAL STUDY TOUR

As a Part of Global Outreach Program ASM Offers Optional International Study Tour To Partner Universities in South East Asia, Europe, Mexico

ASM provides its PGDM students with unique learning opportunities through international exposure, leveraging its extensive global partnerships. With collaborations across more than 20 universities worldwide, ASM connects students with leading institutions in countries such as Japan, China, Austria, Singapore, Australia, the USA, and more.

As part of this commitment to global learning, PGDM students participate in a one-week international immersion program in vibrant business hubs like Dubai or Southeast Asia.

This experience broadens their perspectives, allowing them to engage with diverse cultures, witness international business practices, and develop a global outlook that enhances their professional readiness



# INDUSTRY CONNECT



# INDUSTRY CONNECT



# PGDM

Two Years Full Time AICTE Approved

## PROGRAM OBJECTIVE

ASM's PGDM, a two year Post Graduate Diploma in Management is designed to prepare students for careers in industry, across functional areas. The program equips students with strong conceptual skills to manage businesses in an integrated manner. The emphasis is on developing a holistic manager with a vision to take on the challenges of the future in a socially sensitive manner. The curriculum is co-designed, co-developed and co-delivered by industry partners. Students get the chance to do Harvard Business School's online program. The course also offers you opportunity to do specialized courses by IIM's along with interactive virtual classrooms and live sessions by highly reputed IIM faculty. Online guided discussions and question answer sessions with IIM professors is a hallmark of this program. The Program is a blend of academic as well as co-curricular & extra-curricular activities.

## STUDENT EDUCATION LOAN

Vidya Lakshmi is a first of its kind portal for students seeking Education Loan. This portal has been developed under the guidance of Department of Financial Services (Ministry of Finance), Department of Higher Education (Ministry of Education) and Indian Banks Association (IBA).

<https://www.vidyalakshmi.co.in/Students/index>

ASM GROUP OF INSTITUTE is also approved by the Govt of West Bengal Student Credit Card for Education loan to the West Bengal Students (Approval code C41935)

# PGDM

Two Years Full Time AICTE Approved



**MARKETING &  
INTERNATIONAL  
FINANCE**

Intake 30



**MARKETING & HR**

Intake 30



**INTERNATIONAL  
FINANCE & HR**

Intake 30



**EMERGING  
TECH &  
MARKETING**

Intake 30



**MARKETING &  
SUPPLY CHAIN  
MANAGEMENT**

Intake 30

**STUDENTS WITH THESE SPECIALIZATIONS AND INDUSTRY CERTIFICATIONS  
ARE PREFERRED CANDIDATES FOR PLACEMENTS**

# COURSE STRUCTURE

## PGDM Marketing & International Finance

Total Credits: 108

Intake: 30

### Course Objective:

The course is designed with the objective to learn modern managerial tools, new practices and techniques in marketing management and to develop conceptual knowledge and behavioral skills to cope up with developing challenges in the corporate world.

PGDM Marketing with International Finance course is designed to integrate financial objectives to every decision which impact the viability of organizations, in short and long terms, whether relating to marketing initiatives, new product launches or be it deciding discount policies financial tools provide important resources for such daily decisions.

### Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for any bachelor's degree with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply).
2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree
3. Group Discussion / PI
4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

### Course Structure: Marketing & International Finance

#### Trimester 1

| Sub Code | Subject                           | Credits |
|----------|-----------------------------------|---------|
| 01       | Essential of Business Environment | 3       |
| 02       | Economics for Managers            | 3       |
| 03       | Financial Accounting              | 3       |
| 04       | Financial Accounting              | 3       |
| 05       | Quantitative Technique            | 3       |
| 06       | Management Information System     | 3       |

#### Trimester 2

| Sub Code | Subject  | Credits |
|----------|--|---------|
| 07       | Human Resource Management                      | 3       |
| 08       | Organisational Behaviour                       | 3       |
| 09       | International Business Environment             | 3       |
| 10       | Financial Management                           | 3       |
| 11       | Product & Brand Management (Mkt.)              | 3       |
| 12       | Security Analysis and Portfolio Management(IF) | 3       |

#### Trimester 3

| Sub Code | Subject   | Credits |
|----------|---|---------|
| 13       | Sales & Distribution (Mkt.)                             | 3       |
| 14       | Service Marketing (Mkt.)                                | 3       |
| 15       | Social Media & Digital Marketing(MKT)                   | 3       |
| 16       | Corporate Finance(IF)                                   | 3       |
| 17       | International Finance(IF)                               | 3       |
| 18       | Financial Institutions: Banking & Financial Service(IF) | 3       |

#### Trimester 4

| Sub Code | Subject                             | Credits |
|----------|-------------------------------------|---------|
| 19       | Research Methodology                | 3       |
| 20       | Entrepreneurship Development (All)  | 3       |
| 21       | Marketing Analytics (MKT)           | 3       |
| 22       | Logistics & Supply Chain Mgt. (MKT) | 3       |
| 23       | Strategic Financial Management(IF)  | 3       |
| 24       | Audit and Taxation(IF)              | 3       |

### Trimester 5

| Sub Code | Subject                                    | Credits |
|----------|--|---------|
| 25       | Strategic Management(All)                  | 3       |
| 26       | Business Law (All)                         | 3       |
| 27       | Corporate Governance (All)                 | 3       |
| 28       | Operations Management(All)                 | 3       |
| 29       | CRM (MKT)                                  | 3       |
| 30       | Derivatives, Mergers and Acquisitions (IF) | 3       |
|          | <b>Total</b>                               |         |

### Trimester 6

| Sub Code | Subject  | Credits    |
|----------|--|------------|
| 31       | Business Ethics                                | 3          |
| 32       | Marketing Research(MKT)                        | 3          |
| 33       | General Insurance-Health, Vehicle and Crop(IF) | 3          |
| 34       |  |            |
| 35       | Sustainable Development                        | 3          |
| 36       | SIP Project                                    | 3          |
|          | SIP VIVA                                       | 3          |
|          | <b>Total</b>                                   | <b>108</b> |

## Career Opportunities

Career options will include Business Development Manager, SAP Consultant, Analyst, Accounts Manager, Marketing Manager, Market Research Analyst, Sales Manager, Media Planner, Product Manager, Area Manager, Branch Manager, Sr. Sales Officer, Specialist Financial Planning and Analysis, Finance Manager, Finance Analyst, Sector Analyst, Merchant Bankers, Financial Consultants, Wealth and Portfolio Managers, Asset Managers, Audit Officer, Jr. Fund Manager, Fund Associate, Finance Associate, Accounts In-Charge, Underwriting Officer

## TESTIMONIALS



### Pallavi Dawkhar

At ASM every student is looked on personally to transform themselves personally and professionally as well. What makes it different at ASM is the design of curriculum which focuses more on practical exposure rather than just pouring the bookish knowledge.

The faculties here are not just educators but also mentors who are preparing us for the industrial world."



### Abhishek Lad

A place with a learner centric environment having the most supportive and experienced faculties who have inculcated industry required skills and knowledge to students to excel in their career.



### Anshika Kushwah

PGDM helped us to enhance our knowledge and skills. It opened a way to the corporate world. It helped us to focus more on our interests and upgraded our practical knowledge.

# PGDM Marketing & HRM

Total Credits: 108

Intake: 30

## Course Objective:

The primary objective of this course is to teach students contemporary managerial tools, new practices and techniques in marketing management and to enhance understanding of the concepts and behavioral skills in order to deal with new challenges in the corporate world.

PGDM Marketing with HRM course is designed to provide insights on developing strategies, initiatives and programs for business performance with focus on organization design, analytics, change and development where best practices in HRM can be implemented for sustained competitive advantage in organization.

## Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for any bachelor's degree with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply).
2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree
3. Group Discussion / PI
4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

## Course Structure: Marketing & HRM

### Trimester 1

| Sub Code     | Subject                           | Credits |
|--------------|-----------------------------------|---------|
| 01           | Essentials Of Business Management | 3       |
| 02           | Economics For Managers            | 3       |
| 03           | Financial Accounting              | 3       |
| 04           | Financial Accounting              | 3       |
| 05           | Quantitative Technique            | 3       |
| 06           | Management Information System     | 3       |
| <b>Total</b> |                                   |         |

### Trimester 2

| Sub Code     | Subject                            | Credits |
|--------------|------------------------------------|---------|
| 07           | Human Resource Management          | 3       |
| 08           | Organisational Behaviour           | 3       |
| 09           | International Business Environment | 3       |
| 10           | Financial Management               | 3       |
| 11           | Product & Brand Management (Mkt.)  | 3       |
| 12           | Industrial Relations (HR)          | 3       |
| <b>Total</b> |                                    |         |

### Trimester 3

| Sub Code     | Subject                               | Credits |
|--------------|---------------------------------------|---------|
| 13           | Sales & Distribution (Mkt.)           | 3       |
| 14           | Service Marketing (Mkt.)              | 3       |
| 15           | Social Media & Digital Marketing(MKT) | 3       |
| 16           | Performance Management System (HR)    | 3       |
| 17           | Human Resource Accounts & Audit (HR)  | 3       |
| 18           | Labour Law (HR)                       | 3       |
| <b>Total</b> |                                       |         |

### Trimester 4

| Sub Code     | Subject                             | Credits |
|--------------|-------------------------------------|---------|
| 19           | Research Methodology(All)           | 3       |
| 20           | Entrepreneurship Development (All)  | 3       |
| 21           | Marketing Analytics (MKT)           | 3       |
| 22           | Logistics & Supply Chain Mgt. (MKT) | 3       |
| 23           | HR Analytics                        | 3       |
| 24           | HR Compensation & Benefits(HR)      | 3       |
| <b>Total</b> |                                     |         |

## Trimester 5

| Sub Code | Subject  | Credits |
|----------|--|---------|
| 25       | Strategic Management(All)  | 3       |
| 26       | Business Law (All)   | 3       |
| 27       | Corporate Governance (All)   | 3       |
| 28       | Operations Management(All)   | 3       |
| 29       | CRM (MKT)  | 3       |
| 30       | Organizational Change Mangement and Organizational Development(HR) | 3       |
|          | <b>Total</b>   |         |

## Trimester 6

| Sub Code | Subject                          | Credits |
|----------|----------------------------------|---------|
| 31       | Business Ethics                  | 3       |
| 32       | Sustainable Development          | 3       |
| 33       | Marketing Research(MKT)          | 3       |
| 34       | Cross-Cultural and International | 3       |
| 35       | HRM(HR)                          | 3       |
| 36       | SIP Project                      | 3       |
|          | SIP VIVA                         | 108     |
|          | <b>Total</b>                     |         |

## Career Opportunities

PGDM students can be placed as Business Development Manager, SAP Consultant, Analyst, Marketing and HR Specialisation, Marketing Manager, Market Research Analyst, Sales Manager, Media Planner, Product Manager, Area Manager, Branch Manager, Sr. Sales officer, HR Associate, HR Analyst, HR Officer, Generalist - HR, Recruiter, Happiness Officer etc.

# TESTIMONIALS



### Chinmay Pandit

Choosing ASM IBMR College, Pune, for my PGDM was one of the best decisions for my career journey. The curriculum balances theory with hands-on experience, making learning dynamic and practical. The faculty here are not only experts in their fields but are also incredibly supportive, always encouraging us to think critically and innovate. The college organizes industry interactions and networking opportunities that help us connect with professionals and gain practical insights. ASM IBMR truly fosters a learning environment that prepares us to thrive in the corporate world."



### Falguni Dhamanaskar

The Marketing and HRM Specializations of ASM PGDM course consists of theory and practical sessions in terms of academic and industrial mix in order to improve and gain a better understanding of the market.



### Nikhil Zade

I pursued PGDM(Dual Specialization) in Marketing and HRM in ASM's IBMR. PGDM helped me to learn, develop and enhance my knowledge and skills. It helped me in developing our personality and get practical exposure which is required in the corporate sector.

# PGDM International Finance & HRM

Total Credits: 108

Intake: 30

## Course Objective:

In the ever-changing business environment, Globalization, deregulation, mergers, acquisitions, changes in taxation laws, trends in start-up funding and valuations, competition from e-commerce, rapid technological innovations, increasing public expectations and improved standards of living are forcing every business, small or big, to rethink its business strategies on a continual basis thereby exploring new strategies to bring greater value to their organizations. International Finance course is designed to integrate financial objectives to every decision which impact the viability of organizations in short and long run.

The purpose of the PGDM International Finance with HRM course is to offer insights on creating business performance strategies, initiatives, and programmes with a focus on organisation design, analytics, change, and development where best practices in HRM can be implemented for long-term competitive advantage in organisations.

## Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for any bachelor's degree with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply).
2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree
3. Group Discussion / PI
4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

## Course Structure: International Finance & HRM

### Trimester 1

| Sub Code     | Subject                           | Credits |
|--------------|-----------------------------------|---------|
| 01           | Essentials Of Business Management | 3       |
| 02           | Economics For Managers            | 3       |
| 03           | Financial Accounting              | 3       |
| 04           | Financial Accounting              | 3       |
| 05           | Quantitative Technique            | 3       |
| 06           | Management Information System     | 3       |
| <b>Total</b> |                                   |         |

### Trimester 2

| Sub Code     | Subject  | Credits |
|--------------|--|---------|
| 07           | Human Resource Management                      | 3       |
| 08           | Organisational Behaviour                       | 3       |
| 09           | International Business Environment             | 3       |
| 10           | Financial Management                           | 3       |
| 11           | Security Analysis and Portfolio Management(IF) | 3       |
| 12           | Industrial Relations (HR)                      | 3       |
| <b>Total</b> |  |         |

### Trimester 3

| Sub Code     | Subject   | Credits |
|--------------|---|---------|
| 13           | Corporate Finance(IF)                                   | 3       |
| 14           | International Finance(IF)                               | 3       |
| 15           | Financial Institutions: Banking & Financial Service(IF) | 3       |
| 16           | Performance Management System (HR)                      | 3       |
| 17           | Human Resource Accounts & Audit (HR)                    | 3       |
| 18           | Labour Law (HR)   | 3       |
| <b>Total</b> |   |         |

### Trimester 4

| Sub Code     | Subject                             | Credits |
|--------------|-------------------------------------|---------|
| 19           | Research Methodology                | 3       |
| 20           | Entrepreneurship Development (All)  | 3       |
| 21           | Strategic Financial Management (IF) | 3       |
| 22           | Audit and Taxation(IF)              | 3       |
| 23           | HR Analytics (HR)                   | 3       |
| 24           | HR Compensation & Benefits (HR)     | 3       |
| <b>Total</b> |                                     |         |

## Trimester 5

| Sub Code | Subject  | Credits   |
|----------|--|-----------|
| 25       | Strategic Management(All)  | 3         |
| 26       | Business Law (All)   | 3         |
| 27       | Corporate Governance (All)   | 3         |
| 28       | Operations Management (All)  | 3         |
| 29       | Derivatives, Mergers and Acquisitions (IF)                         | 3         |
| 30       | Organizational Change Mangement and Organizational Development(HR) | 3         |
|          | <b>Total</b>   | <b>18</b> |

## Trimester 6

| Sub Code | Subject  | Credits    |
|----------|--|------------|
| 31       | Business Ethics                                | 3          |
| 32       | Sustainable Development                        | 3          |
| 33       | Cross-Cultural and International HRM(HR)       | 3          |
| 34       | General Insurance-Health, Vehicle and Crop(IF) | 3          |
| 35       | SIP Project                                    | 3          |
| 36       | SIP VIVA                                       | 3          |
|          | <b>Total</b>                                   | <b>108</b> |

## Career Opportunities

Career options will include HR Associate, HR Analyst, HR Officer, Generalist-HR, Recruiter, Happiness Officer, Specialist Financial Planning and Analysis, Finance Manager, Finance Analyst, Sector Analyst, Merchant Bankers, Financial Consultants, Wealth and Portfolio Managers, Asset Managers, Audit Officer, Jr. Fund Manager, Fund Associate, Finance Associate, Accounts In-Charge, Underwriting Officer etc

# TESTIMONIALS



### Aakanksha Deshmukh

As a student in ASM'S PGDM program specializing in IF&HR, I have found the curriculum to be incredibly enriching. The faculty's expertise & practical case studies is helping me opening my knowledge in the finance domain and become an industry-ready professional. The curriculum is equiping me with a comprehensive skill set essential for navigating global business challenges.



### Pratiksha Magar

ASM's IBMR is the best place where you get the platform to showcase your talents and the PGDM program consist of theoretical as well as technical knowledge. This course has rewarded me with a deep and thorough academic knowledge.



### Sachin Gupta

ASM's IBMR PGDM Dual 2 years program is designed in such a manner that it makes you industry ready through theoretical knowledge and practical applications delivered by experienced faculty and industry experts.

# PGDM Emerging Tech & Marketing

Total Credits: 108

Intake: 30

## Course Objective:

ASM's PGDM-ET/IT, two-year AICTE approved Postgraduate Diploma in Management in association with AWS educate is a unique program that enables students a career path in Emerging Technologies and Information Technology such as cloud computing, AI & ML, Big Data, Data Science etc.

Today's managers are expected to understand the big picture and be conversant with the latest trends and technology so that they can go beyond managing people to managing technology. Unlike general-purpose management programs, it's designed to create employable and industry-ready digital managers who are fit for roles like Cloud Practitioners, Cloud Associates, Cloud Professionals, Project Managers, Data Analysts, who are high in demand in the age of Digital Transformation.

The Program gives access to AWS Educate Cloud Degree platform and also gives students a chance to do specialized management courses from Harvard Business Publishing and IIM's Indian Institute of Management along with interactive virtual classrooms and live sessions by reputed IIM faculties.

## Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for a bachelor's degree preferably in engineering or computer science or computer application with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply). Non engineering and computer background students may apply if they have a background in mathematics or a certification in software technologies.
2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree
3. Group Discussion / PI
4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

## Course Structure: Emerging Tech & Marketing

### Trimester 1

| Sub Code     | Subject                           | Credits |
|--------------|-----------------------------------|---------|
| 01           | Essential of Business Environment | 3       |
| 02           | Economics for Managers            | 3       |
| 03           | Financial Accounting              | 3       |
| 04           | Financial Accounting              | 3       |
| 05           | Quantitative Technique            | 3       |
| 06           | Management Information System     | 3       |
| <b>Total</b> |                                   |         |

### Trimester 2

| Sub Code     | Subject  | Credits |
|--------------|--|---------|
| 07           | Human Resource Management                                | 3       |
| 08           | Organisational Behaviour                                 | 3       |
| 09           | International Business Environment                       | 3       |
| 10           | Financial Management                                     | 3       |
| 11           | Product & Brand Management (MKT)                         | 3       |
| 12           | Introduction To Business Analytics and Data Science (ET) | 3       |
| <b>Total</b> |  |         |

### Trimester 3

| Sub Code     | Subject                               | Credits |
|--------------|---------------------------------------|---------|
| 13           | Sales & Distribution (MKT)            | 3       |
| 14           | Service Marketing (MKT)               | 3       |
| 15           | Social Media & Digital Marketing(MKT) | 3       |
| 16           | Big Data(ET)                          | 3       |
| 17           | Machine Learning(ET)                  | 3       |
| 18           | Cloud Computing(ET)                   | 3       |
| <b>Total</b> |                                       |         |

### Trimester 4

| Sub Code     | Subject                             | Credits |
|--------------|-------------------------------------|---------|
| 19           | Research Methodology(All)           | 3       |
| 20           | Entrepreneurship Development (All)  | 3       |
| 21           | Marketing Analytics (MKT)           | 3       |
| 22           | Logistics & Supply Chain Mgt. (MKT) | 3       |
| 23           | Industry 4.0(ET)                    | 3       |
| 24           | Cyber Security(ET)                  | 3       |
| <b>Total</b> |                                     |         |

## Trimester 5

| Sub Code | Subject                    | Credits   |
|----------|----------------------------|-----------|
| 25       | Strategic Management(All)  | 3         |
| 26       | Business Law (All)         | 3         |
| 27       | Corporate Governance (All) | 3         |
| 28       | Operations Management(All) | 3         |
| 29       | CRM (MKT)                  | 3         |
| 30       | AWS IoT Service(ET)        | 3         |
|          | <b>Total</b>               | <b>18</b> |

## Trimester 6

| Sub Code | Subject                 | Credits    |
|----------|-------------------------|------------|
| 31       | Business Ethics         | 3          |
| 32       | Sustainable Development | 3          |
| 33       | Marketing Research(MKT) | 3          |
| 34       | MS Power Bi(ET)         | 3          |
| 35       | SIP Project             | 3          |
| 36       | SIP VIVA                | 3          |
|          | <b>Total</b>            | <b>108</b> |

### Career Opportunities:

The targeted job roles will include Cloud Engineer, Application Developer-AWS Full Stack Developer, AWS Network Engineer, AWS Glue Application Developer, AWS Cloud Application Developer, Data Analyst, Data Scientist, Business Analyst, Business Intelligence Analyst etc.

## TESTIMONIALS



**Purab Shome**

Getting into ASM's IBMR has been a transformative experience. The faculty is incredibly supportive, and the diverse community here, with students from all over the nation has broadened my perspectives, both academically and personally



**Samiksha Mahakale**

The PGDM program at ASM's IBMR is very interesting It is blend of theoretical as well as technological modules required to work in industry and also includes hands on training and live project, it systematically trains you in the concept tools and technology of the field.



**Shradha Magar**

ASM fosters an engaging and collaborative environment and build well rounded students. The faculties and tight knit of alumni network will help to reach our career goals.

# PGDM MARKETING & SUPPLY CHAIN MANAGEMENT

Total Credits: 108

Intake: 30

## Course Objective:

The course is designed with the objective to learn modern managerial tools, new practices and techniques in marketing & supply chain management and to develop conceptual knowledge and behavioral skills to cope up with developing challenges in the corporate world.

PGDM Marketing & Supply Chain Management course is designed to integrate financial objectives to every decision which impact the viability of organizations, in short and long terms. Whether relating to marketing initiatives, new product launches or be it deciding discount policies financial tools provide important resources for such daily decisions.

## Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for a bachelor's degree preferably in engineering or computer science or computer application with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply). Non engineering and computer background students may apply if they have a background in mathematics or a certification in software technologies.
2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree
3. Group Discussion / PI
4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

## Course Structure: Marketing & Supply Chain Management

### Trimester 1

| Sub Code     | Subject                           | Credits |
|--------------|-----------------------------------|---------|
| 01           | Essential of Business Environment | 3       |
| 02           | Economics For Managers            | 3       |
| 03           | Financial Accounting              | 3       |
| 04           | Financial Accounting              | 3       |
| 05           | Quantitative Technique            | 3       |
| 06           | Management Information System     | 3       |
| <b>Total</b> |                                   |         |

### Trimester 2

| Sub Code     | Subject   | Credits |
|--------------|---|---------|
| 07           | Human Resource Management                                 | 3       |
| 08           | Organisational Behaviour                                  | 3       |
| 09           | International Business Environment                        | 3       |
| 10           | Financial Management                                      | 3       |
| 11           | Product & Brand Management (Mkt.)                         | 3       |
| 12           | Introduction to Operation & Supply Chain Management (SCM) | 3       |
| <b>Total</b> |   |         |

### Trimester 3

| Sub Code     | Subject  | Credits |
|--------------|--|---------|
| 13           | Sales & Distribution (Mkt.)                        | 3       |
| 14           | Service Marketing (Mkt.)                           | 3       |
| 15           | Social Media & Digital Marketing (MKT)             | 3       |
| 16           | Logistics and Inventory Management(SCM)            | 3       |
| 17           | Import & Export Management - I(SCM)                | 3       |
| 18           | Procurement, Storage And Warehouse Management(scm) | 3       |
| <b>Total</b> |  |         |

### Trimester 4

| Sub Code     | Subject  | Credits |
|--------------|--|---------|
| 19           | Research Methodology(All)                            | 3       |
| 20           | Entrepreneurship Development (All)                   | 3       |
| 21           | Marketing Analytics (MKT)                            | 3       |
| 22           | Logistics & Supply Chain Mgt. (MKT)                  | 3       |
| 23           | Distribution Management For Global Supply chain(SCM) | 3       |
| 24           | Port & Airport Mgmt. for Logistics                   | 3       |
| <b>Total</b> |  |         |

## Trimester 5

| Sub Code | Subject                      | Credits |
|----------|------------------------------|---------|
| 25       | Strategic Management (All)   | 3       |
| 26       | Business Law (All)           | 3       |
| 27       | Corporate Governance (All)   | 3       |
| 28       | Operations Management (All)  | 3       |
| 29       | CRM (MKT)                    | 3       |
| 30       | Supply Chain Softwares (SCM) | 3       |
| Total    |                              |         |

## Trimester 6

| Sub Code | Subject                   | Credits |
|----------|---------------------------|---------|
| 31       | Business Ethics           | 3       |
| 32       | Sustainable Development   | 3       |
| 33       | Marketing Research(MKT)   | 3       |
| 34       | Six Sigma Operations(SCM) | 3       |
| 35       | SIP Project               | 3       |
| 36       | SIP VIVA                  | 3       |
| Total    |                           | 108     |

### Career Opportunities:

Marketing Manager, Brand Manager, Sales Manager, Product Manager, Supply Chain Manager, Logistics ManageProcurement Manage, Operations Manager, Retail Manager, Consulting

## TESTIMONIALS



### Rutuja Anil Bagul

As a PGDM student at ASM's IBMR, I am thrilled with the diverse learning opportunities and supportive environment that the college offers. The faculty is not only knowledgeable but also deeply invested in our growth, blending real-world insights with academic excellence. This experience has not only strengthened my management skills but also boosted my confidence to face future challenges. I am grateful to be part of an institution that truly values both personal and professional development



### Sonam Yadav

The PGDM program at ASM's IBMR is very interesting it is blend of theoretical as well as technological modules required to work in industry and also includes hands on training and live project, it systematically trains you in the concept tools and technology of the field.



### Sumeet Gupta

ASM fosters an engaging and collaborative environment and build well rounded students. The faculties and tight knit of alumni network will help to reach our career goals.

# Admission Process

01

Eligibility

Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc, any Graduate from a recognised University with 50% (General category) & 45% (Reserved category), Student in final year of graduation may also apply for provisional admissions.

PGDM ET & MARKETING, candidate should have completed or appeared for a bachelors degree preferably in engineering or computer science or computer application, Non engineering and computer background students may apply if they have a background in mathematic or a certification in software technologies.

02

Application

Eligible students can fill online application form via website <https://www.asmibmr.edu.in/admission/> or through QR Code.

Students can fill the form to verify their scholarship eligibility.

03

Selection  
Criteria

Score in any one of the six All India tests i.e. (CAT, XAT, CMAT, ATMA, MAT, GMAT) or the common entrance examinations (if any) conducted by the respective State Governments

Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree

Group discussion/interview

Weight-age for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity.

04

Selection  
letter

On the basis of selection criteria, the institute will send provisional selection letter to selected students through mail.

05

Registration

Selected students have to complete documentation process and pay the initial fee amount within stipulated date as mentioned on the selection letter.

06

Confirmation  
letter

After completing the registration process, students will get official confirmation letter from institute.

## RULES AND REGULATIONS

1. Ragging in any form inside and outside the institute is strictly prohibited as per decision of the Apex Court and directives from the AICTE, Government of India and Maharashtra respectively. In case if any student is found indulged in ragging activity he/she will have to face the consequences being it stands as a criminal offence. complaints can be raised online on [www.asmibmr.edu.in](http://www.asmibmr.edu.in) or students can contact antiragging committee members at the institute.
2. In case of complaint related to sexual harassment students can raise complaint online on [www.asmibmr.edu.in](http://www.asmibmr.edu.in) or to sexual harassment committee members at the institute.
3. Institute has specific committee for students grievance handling, students can approach the grievance handling committee members for the same or raised complaints online on [www.asmibmr.edu.in](http://www.asmibmr.edu.in)
4. Smoking, consumption of alcohol, tobacco gum etc. is strictly prohibited in the premises of institute as well as hostel. Spitting, throwing any kind of waste within the institute and hostels premises other than the designated place is strictly prohibited. Violation of these will be viewed seriously. Writing, sketching pictures, affixing stickers etc. on walls, furniture drawing tables, bathroom, washroom, buses of the institution is strictly prohibited; violation of this will be viewed seriously.
5. Every student is responsible for his/her conduct and image building within and outside the Institute. Any objectionable conduct or activity will be viewed seriously.
6. Attendance below 85% without prior permission may result in appropriate disciplinary action.
7. Students participation and attendance in seminars, workshops, induction, guest lectures and other programs conducted within or outside the institution is compulsory. Violations of these may warrant for appropriate disciplinary action.
8. Internal assessment / team work assessment will be given exclusively on the basis of student performance in mid semester, test assignment, tutorial marks and participation/attendance during seminars, workshops, lectures etc.
9. Every student shall always carry an identity card with him/her and shall produce on demand.
10. No student without identity and admission card (hall ticket) will be permitted to appear for internal / university examination and in that event concerned student will be solely responsible for the consequences.
11. It is binding on every student to submit an application minimum one week in advance to the concerned authority/committee in case if he/she needs any certificate like bonafide, document collection or any such requirements.
12. Every related information and deadlines for each activity will be displayed on the notice or SMS, or Email or WhatsApp as no excuse will be heard later on.
13. It is compulsory for every student to pay tuition & other fees, submit eligibility, examination form or any other information within the prescribed time limit. However in case of violation of these rules and late payment of fees will attract suitable fine, as may be decided by the concerned committee and decision of the committee will be final and binding.
14. Any student who desires to grab an opportunity of higher and valuable education by opting on line & or offline courses /training/ activities/services/ skills/certifications beyond the scope of the curriculum or fees proposal will have to pay the additional prescribed fees. This is totally optional.
15. Every student is expected to follow strictly the schedule of classes and the programs as mentioned in the academic calendar for the said year.
16. It is compulsory for every student to maintain the library card and handle the books, journals and notes issued from the library carefully and shall return the same in the original condition as it was at the time of issue and cooperate the institution for preserving its validity.
17. Delay in returning the books, journals or notes back to the library will attract for suitable fine on per day basis as may be decided by the committee.
18. As every activity is just for the students and their development, every student shall attend and participate into wholeheartedly at 100% level.
19. To save the electricity students has to ensure to put off the light & other appliances before leaving the classroom/labs.
20. Every student is expected to behave ethically in computer lab/class room/hostel/canteen and campus.
21. 85% attendance is compulsory to be eligible for placements
22. The students are bound by the rules and regulations made by the AICTE/DTE/UGC institute from time to time. Any violation can attract disciplinary action as per the concerned authority. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the Director who also reserves the right of modifying these rules if and when felt necessary.
23. Refund of fees will be as per rules of concerned authority.
24. The institute reserves the right to change the name or cancel a course as per Govt. guidelines and regulations.
25. Students will have to comply with all the relevant rules and regulations falling which admission will not be finalized.
26. All disputes are subject to Pune city jurisdiction.
27. Fees and other costs mentioned are excluding GST, and will be applicable.

# LIST OF VISITING FACULTIES



**Prashant Jadhav**  
CIO, Frank & Faber



**Manjeet Singh**  
CIO, Bicare Ltd.



**Amit Shukla**  
CIO, Kirloskar brothers



**Vinay Nair**  
CEO  
Aaria Biotech Sciences Pvt. Ltd.  
(Harvard Business School alumni)



**Jay Kumar Shah**  
Associate VP  
Tata Capital Financial Services  
(Harvard Business School alumni)



**Dr. Pratik Surana**  
Chief Mentor & Founder  
Borhisatva Learning Pvt. Ltd.



**Dr. K. K. Jain**  
Professor, IIM Raipur



**Sanjeev Joshi**  
Senior Practice Director,  
Birlasoft



**Dr. C. M. Chitale**  
HOD  
Professor PUMBA,  
iC Director EkVRC



**Parimal Vadhar**  
Director  
Rupam Group of Companies  
(Harvard Business School alumni)



**Dr. S G Bapat**  
Faculty of Management



**Romi Kumar**  
Assistant General Manager  
Starship Global VCT, Manipal



**Naveen Yadav**  
Digital marketing operations,  
Leader at IBM India Pvt Ltd.



**Nishakant Ojha**  
Principal Advisor  
(Information Technology  
& Innovations)



**Devender Kumar**  
Sr. Manager  
Hr. & Strategy  
Patajali



**Imtiyaz Peerzade**  
Director DA,  
Blazedian Technologies



**Ajay Bhosale**  
Advisory Board Member  
for ASM's SAP Training Program



**Sambhaji Chawale**  
CEO  
PRIMUS Techsystems Pvt. Ltd.



**Apurva Chamaria**  
Head of Partnership Solutions,  
Startups & Venture Capital  
Google India



**Mr. Jimit Shah,**  
Associate Director-PR &  
Communications, Rupeek



**Himanshu Goyal**  
Director Channel sales  
and ecosystem-  
Browserstack



**Commander  
V. K. Jaitely**  
CEO C-cube consultants,  
Advisor India America Today



**Amaralingeswara  
Rao Kaka**  
M.Tech, Computer Science,  
JNU, Delhi



**Sandesh Banger**  
Finance Expert



**Ms. Tanushree  
Ishani Das,**  
Founder, BodyCale.in



**Haresh Krishna Kumar**  
MD & General Manager,  
Quest Software



**Praveen Bhamare**  
SAP, Delivery Head TCS



**Mr. Raghavendra Bhat**  
Intellectual property rights and  
Innovation consultant, INNOPSIS



**Ms. Kruthi  
Aramanamada**  
EM Marketing At, Ideasturge



**Mr. Narendra Deshpande**  
 CEO, Construction Skill  
 Development Council of India



**Dr. Abhilasha Gaur**  
 Chief Operating Officer, Electronics  
 Sector Skills Council of India



**Ms. Karishma Shah**  
 Founder CEO,  
 Karishma Shah Nutrition



**Mr. Amit Anwani**  
 Financial Analyst  
 associated with leading broking  
 firm of India



**Dr. (Mrs.) Pankaj Mittal**  
 Secretary General  
 Association of Indian Universities



**Sagar Amlani**  
 CEO, Zapro Consultant



**Mr. Prabhat Chaturvedi**  
 CEO, Nefelim Agricultural  
 Financing Agency (NAFA)



**Swathy Rohit**  
 CEO, Health Basis



**Ms. Anu Chaudhary**  
 Founder CEO,  
 Sustain Plus



**Lealie Loh**  
 CEO, Lithan, Singapore



**Ms. Swagata Gupta**  
 Director - Communication  
 Cashfree



**Ms. Neha Sharma**  
 Corporate Human  
 Resource Manager,  
 SBI General Insurance



**Abhay Maheshwari**  
 Story Teller, Writer, Storyteller,  
 podcaster and Space Success Lead at ZS.



**Ramveer Tanwar**  
 The pontifex of India



**Rishi Tanna**  
 Accountant | Ex-Deloitte  
 Associate at EY



**Soni Agarwal**  
 Communications Lead at,  
 Syngenta



**Ms. Annabel Kore**  
 Brand Evangelist,  
 Onsite Electro Services Pvt Ltd



**Mr. Manoj Anchan**  
 Founder-Happiness Quotient  
 Global Private Ltd  
 Ed 2: Speaker, HighTech Entrepreneur  
 Purpose Researcher, Auditor & Angel Investor  
 Ex. Executive Director-Head of Personal  
 Banking Oman



**Dr. Satish Chincholkar**  
 Professor of Practice  
 in MITWPU



**Prof. Deepak Solanki**  
 Management  
 development facilitator



**CA Sagar D. Patil**  
 M.Com, FCA  
 Partner - Prasad Kshirsagar  
 & Co., Chartered Accountants



**Dr Nishant S Mehta**  
 CA, Lawyer, MBA  
 Serial Entrepreneur  
 Business Leader, Ted  
 Circle Host,  
 Prolific Speaker



**Ms. Trupti Jadhav**  
 Corporate and  
 Management Trainer



**CMA CS Harshada**  
 Management consultant  
 and practicing cost  
 accountant



**Prof. Ajit Thatte**  
 B. Tech, IIT Kharagpur, Retd,  
 Chief Executive Officer  
 Enkey Technologies  
 (India) Pvt. Ltd.



**Prof. Samuel  
 Kennedy**  
 Founder: KrisiShells™  
 Organic Business Solutions



**Prof.(Dr.) Prakash  
 Divakaran**  
 SCM Expert  
 and Educationnlist.



**Dr. Priyanka  
 Srivastava**  
 Corporate Communication  
 Trainer



**CMA Vinod Shete.**  
 CFO Chandu Kaka  
 Saraf & Sons Pvt. Ltd.



**Prof. S. Majumdar**  
 Worked With HUL& DCW Corporates  
 & Academic Experience



**Prof. Siddharth Bajpal**  
 Business Consultant  
 Ex-AGM IIT



**Niranjana Arun Upadhye**  
 Freelance Strategic  
 Management  
 Consultant  
 Innovation



**Sandesh Bangar**  
 Founder  
 Hiptap Consulting  
 Industry Expert  
 Trainer & Faculty  
 Banking & Finance



**Suresh Bhosale**  
 B.Tech in Agri  
 Engineering from IIT  
 Kharagpur  
 Retired as  
 AGM from SBI

# LIST OF INTERNATIONAL FACULTIES



**Petr Castka**  
International Recruitment Manager,  
The University of Finance  
and Administration,  
Prague, Czech Republic



**Roman Mentlik**  
Manager - S & D  
Financial services leader  
IBM, Prague, Czech Republic



**Diana Woolfolk**  
Dean of Business and  
Management School,  
CETYS University, Mexico



**Sergio García Velázquez**  
Teacher at  
CETYS University



**Anna Opalka**  
Administrative Director  
of the Research and Development  
Centre of Renovation and  
Conservation, University of  
Applied Sciences in Nysa, Poland



**Eduardo Durazo Watanabe**  
Professor at the Business and  
Management School,  
CETYS University



**Myriam Ross**  
Teacher at CETYS University



**Ulises Lopez**  
Teacher at CETYS University



**Jennifer Muskett**  
University of Southampton Scientist



**Kurt Kirstein**  
Associate Provost of  
City University of Seattle



**Prof Margherita Mori**  
Full Professor in  
University of L'Aquila, Italy



**Dr. Mario Kolberg**  
University of Stirling



**Dr. Scott Venezia**  
Dean, Academic,  
CETYS University, Mexico



**Dr. David M. Williams**  
University of Surrey



**Prof. Ian Wakeman**  
University of Sussex



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