

We Build Corporate Careers...



Sri Balaji Society's
Sri Balaji University, Pune
UNIVERSITY FOR OPPORTUNITIES



• Discipline • Dedication • Determination

S.No. 55/2-7, Tathawade, Off Mumbai Bangalore Bypass, Pune - 411 033.

Welcome to Sri Balaji University, Pune(SBUP)

An investment in education you will always cherish



We are proud to inform you and corporate world that Sri Balaji Society has been granted the status of a Private University by Government of Maharashtra in the name and title "Sri Balaji University, Pune(SBUP)" vide Act 2019, (Maharashtra Act No.XII of 2019)

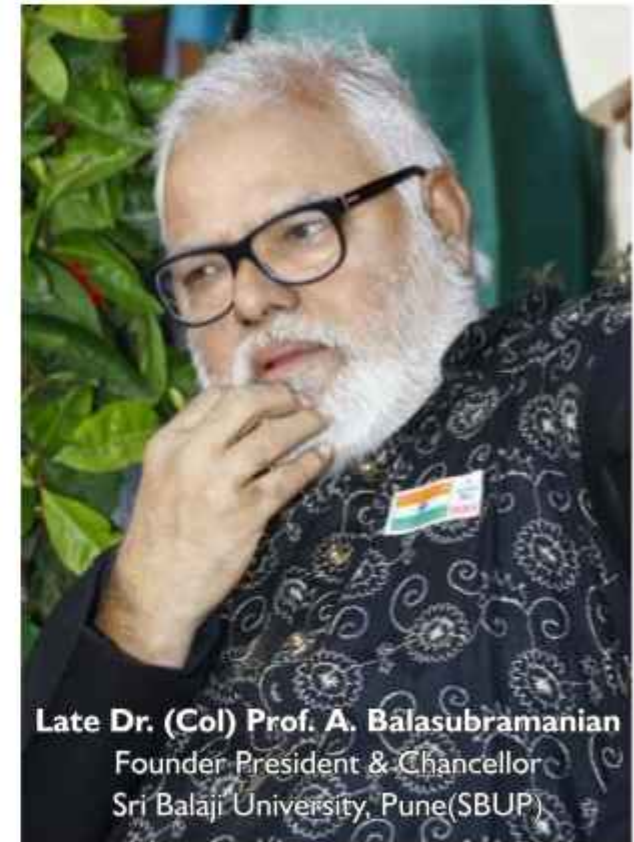
Transforming students into corporate leaders

BIMM | BITM | BIIB | BIMHRD

One Application Form, Four Best B-Schools

OUR RANKINGS IN 2021 : As per Times of India B-School Rankings - Sri Balaji University(BIMM/BITM/BIIB/BIMHRD)

✓ Top 2 B-Schools in Pune ✓ Top 3 Private Universities in India



Late Dr. (Col) Prof. A. Balasubramanian
Founder President & Chancellor
Sri Balaji University, Pune(SBUP)

...Yes. We Build the future



Private University, (Sri Balaji University, Pune Act 2019 created under Maharashtra Act No.XII of 2019)



Sri Balaji University, Pune
UNIVERSITY FOR OPPORTUNITIES

• Discipline • Dedication • Determination

One Family, One Team, One Culture, One Goal

Management Institutes

Balaji Institute of Modern Management (BIMM)

www.bimm-pune.edu.in

Balaji Institute of Technology and Management (BITM)

www.bitm-pune.edu.in

Balaji Institute of International Business (BIIB)

www.biib-pune.edu.in

Balaji Institute of Management and Human Resource Development (BIMHRD)

www.bimhrd-pune.edu.in

Other Colleges

Balaji Law College (BLC)

(Approved by the Bar Council of India and affiliated to Savitribai Phule Pune University)

www.balajilaw.edu.in

Balaji College of Arts, Commerce and Science (BCACS)

(Approved by Govt. of Maharashtra and Savitribai Phule Pune University)

www.bcacspune.edu.in

Balaji Junior College of Arts, Commerce and Science (BJCACS)

(Affiliated to the Maharashtra State Board of Secondary & Higher Secondary Education Pune Division and approved by Govt. of Maharashtra)

www.bcacspune.edu.in

S.No.55/2-7, Tathawade, Off Mumbai-Bangalore Bypass, Pune - 411 033.

■ Tel.: (020)-66741235 /36 ■ Fax: (020)-66741234

■ Website : www.sbup.edu.in

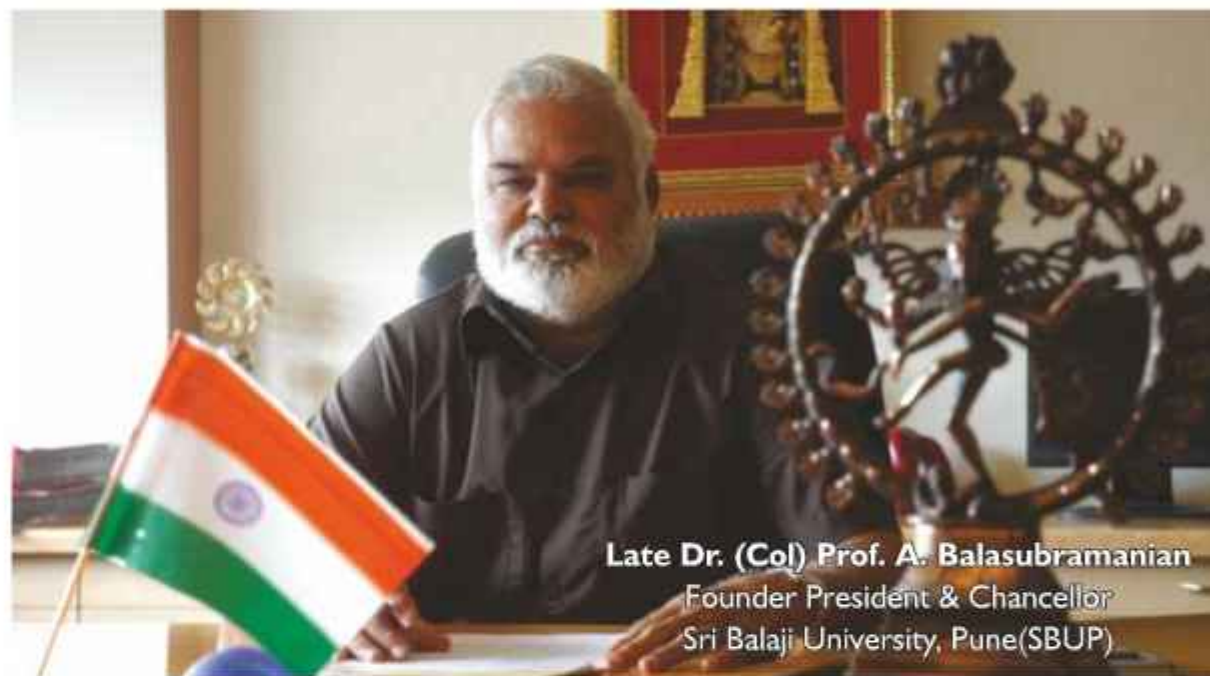
■ Email : admissions@sbup.edu.in

The History: Blessings to Sri Balaji Society- 13th February, 2000

(Reproduced from the Prospectus 2001)



On 13th February, 2000 seen from right to left are Gen S Padmanabhan, Chief of the Army Staff;
Mr. L. C. Singh, CEO, Nihilent Technologies; Late Maj Gen S Krishnamurthy (Retd)-Chairman, Governing Body IIMM;
Lt Gen B T Pandit, Former Adjutant General; General V P Malik COAS;
Dr. S B Mujumdar, Founder Director & President Symbiosis; Admiral J G Nadkarni, Former Chief of Naval Staff;
Air Chief Marshal H. Moolgavkar, Former Chief of Air Staff & Dr. (Col) A. Balasubramanian, Executive Director & President Sri Balaji Society



Late Dr. (Col) Prof. A. Balasubramanian
Founder President & Chancellor
Sri Balaji University, Pune(SBUP)

Our Founder President and Chancellor

Dr. (Col) A. Balasubramanian was an eminent educationist, philanthropist, a gifted writer, and a decorated army officer. He has been instrumental in setting up Symbiosis Institute of Management Studies and is the 'Atlas' of The Sri Balaji University. Prof. Bala, as he was popularly known in the education circle, is a triple Post Graduate and a rare personality known for his innovative approach and has made history in the field of education. He was a classic example of courage, commitment and intimate relationship with the corporate world.

A soldier and a student, Dr. (Col) A. Balasubramanian was also a trainer, a consultant, a gifted writer, an author and the pioneer who conceived the idea of creating the first Post Graduate Management Institute in India exclusively for the Defence Personnel and their dependents. A retired Army Personnel, he was the first Indian from Armed Forces in the history of India to be conferred

the Honorary Rank of Colonel after retirement. Standing tall with him on this exclusive dais are famous sportsmen like Kapil Dev, Sachin Tendulkar, Abhinav Bindra, Mahender Singh Dhoni and the famous actor, Mohanlal. Dr. (Col) A. Balasubramanian has many feathers in his cap and was known for his creative, successful, and bold experiments in management education ventures.

He was a firm believer in the values of Discipline, Determination, and Dedication and leaves no stone unturned in ensuring that these values become the lifestyle of the MBA students enrolled in the Society. It's a common belief that a man is a product of one's environment. But for men with a strong will power, the environment is never a limiting factor. Prof. Bala was one such individual who has fought against the environmental factors to craft a fortune for himself. Born in the iron grip of poverty education was a scarce commodity to come by. To make a place for himself in the world, he left the comforts of a

protected family life and joined an orphanage and completed his education up to high school. He then joined the Indian Army as a Sepoy and retired as a Subedar after a service of 28 years. While wearing the uniform, he acquired three post-graduate degrees with flying colors.

His inclination towards education and knowledge did not end with acquiring degrees for himself but led him to create The Sri Balaji University and the Institutes under it which have groomed more than 20000 managers to date. His scholarly attributes and commitment to students have ranked him as one of the leading lights in the field of education in India. Dr. (Col) A. Balasubramanian believed that 'Education is the enhancer of knowledge, skill, and attitude. It is the energy of a nation. It is a source of discipline, dedication and determination necessary for transforming the effort into action for achieving the goal'. In line with his beliefs, he steers the four prestigious management institutes in Pune, namely

Balaji Institute of Modern Management (BIMM), Balaji Institute of Technology & Management (BITM), Balaji Institute of International Business (BIIB) and Balaji Institute of Management & HRD (BIMHRD), collectively forming the powerhouse of education known as the Sri Balaji Society.

The other colleges run by him are Balaji College of Arts, Science & Commerce (BCACS), Balaji Junior College of Arts, Commerce & Science (BCACS) and Balaji Law College (BLC) providing education to undergraduate students.

Bala Sir always used and lived by the statement of **'Problems are Opportunities'**

Know the Founder

Dr. (Col) A. Balasubramanian



With Late Mr. Gyani Zail Singh
the former President of India



With Late Mr. K. R. Narayanan
the former President of India



With Late Mr. I.K. Gujral
the former Prime Minister of India



With Mr. Ratan Tata,
Ex-Chairman, TATA Group



With Mr. Mukesh Ambani,
Chairman & MD, Reliance Industries



With Mr. Azim Premji,
Chairman & CEO, Wipro Group

Know the Founder

Dr. (Col) A. Balasubramanian



With Dr. Kiran Bedi
Lieutenant Governor of Puducherry



With Mr. Mohan Bhagwat
Chief of the Rashtriya Swayamsevak Sangh



With Mr. Anna Hazare
Social Activist



With Mr. Piyush Goyal
Minister of Railways and Coal, Govt. of India



With Late Mr. T. N. Sheshan
the former Chief Election Commissioner of India



With Mr. Prithviraj Chavan
the former Chief Minister of Maharashtra

Know the Founder

Dr. (Col) A. Balasubramanian



With Lt Gen A K Singh
the former Lieutenant Governor of Andaman & Nicobar Islands



With Dato Seri Dr. Ahmad Zahid Hamidi,
Deputy Prime Minister and Home Minister of Malaysia



With Late Shri Balasaheb Thackeray
Founder Shiv Sena



With Late Mr. Ram Jethmalani
the former Union Law Minister and Chairman Bar Council of India



With Late Maj Gen S Krishnamoorthy
the Founder Director of IIMM



With Late Dr. APJ Abdul Kalam
the former President of India

Rare Honour



Field Marshal S. H. F. J. Manekshaw felicitating Dr. (Col) A. Balasubramanian on his honorary rank of Colonel



Dr. (Col) A. Balasubramanian with Late Dr. P. C. Shejwalkar

“Prof. (Col.) A. Balasubramanian is a rare personality known for his creative approach and making history after history. He is a classical example of courage, commitment and intimate relationship with the corporate world. I have seen him as a student, as a soldier, as a lecturer, as a trainer, as a consultant, as the director of a Management institute, as the chairman, University paper setting/evaluation committee for MBA/MPM examination and now, as an author. He has many feathers in his cap and is known for his creative, successful, and bold experiments in management education/ventures”.

Dr. P.C. Shejwalkar
Former Dean
Faculty of Management Studies
University of Pune





Constituent Management Institutes and MBA Programmes at Sri Balaji University, Pune (SBUP)



BIMM
BALAJI INSTITUTE OF
MODERN MANAGEMENT

www.bimmpune.edu.in

BIMM is the flagship management institute of Sri Balaji Society. It is the first Institute that the Society started with, in the year 1999 with the first batch having graduated in 2001. The Institute enjoys a stellar reputation in the corporate world through the quality and excellence displayed by its students and alumni in the industry. Here are the details on the courses offered at the Institute

Sr. No.	Course Name	Specialisation Available
1	MBA	<ul style="list-style-type: none">• Sales and Marketing (including Retail and Insurance)• Finance & Financial Services• Operations & Supply Chain Management including Logistics• Technology Management including<ul style="list-style-type: none">(a.) Data Science & Business Analytics,(b.) Digital Marketing & Business Analytics,(c.) Product Management & Business Analytics and(d.) Telecom & Business Analytics).
2	MBA - Marketing Management	<ul style="list-style-type: none">• Sales and Marketing (including Retail and Insurance)
3	MBA - PM & HRD	<ul style="list-style-type: none">• Personnel Management & Human Resources Development



Constituent Management Institutes and MBA Programmes at Sri Balaji University, Pune (SBUP)



BITM **BALAJI INSTITUTE OF** **TECHNOLOGY & MANAGEMENT**

www.bitmpune.edu.in

The Institute was started with the objective of providing digital technology and telecom management courses related to IT and technical infrastructure. The institute offers tailor made for digital, telecom, IT as well as marketing courses to enable students manage the ever growing needs of the digital and telecom sector. Here is a snapshot of these courses meant for the digital , telecom sector and beyond.

Sr. No.	Course Name	Specialisation Available
1	MBA	<ul style="list-style-type: none">• Sales and Marketing (including Retail and Insurance)• Finance and Financial Services• Operations & Supply Chain Management including Logistics• Technology Management (including<ul style="list-style-type: none">(a.) Data Science & Business Analytics,(b.) Digital Marketing & Business Analytics,(c.) Product Management & Business Analytics and(d.) Telecom & Business Analytics).
2	MBA - Technology Management	<ul style="list-style-type: none">• Data Science & Business Analytics,• Digital Marketing & Business Analytics,• Product Management & Business Analytics and• Telecom & Business Analytics
3	MBA - Marketing Management	<ul style="list-style-type: none">• Sales and Marketing (including Retail and Insurance)



Constituent Management Institutes and MBA Programmes at Sri Balaji University, Pune (SBUP)



BIIB
BALAJI INSTITUTE OF
INTERNATIONAL BUSINESS

www.biibpune.edu.in

In the globalised world we live in, very few countries or companies can be self-sufficient without the need to interact with the global economy. Keeping the needs of such transnational companies in mind, BIIB was started in 2003 with the aim of training managers to tackle the challenges of the global economy. The practice-oriented courses are carefully designed to include the elements of foreign trade. Here is a snapshot of the courses:

Sr. No.	Course Name	Specialisation Available
1	MBA - International Business	• Marketing and International Business Management
2	MBA - Marketing Management	• Sales and Marketing Management
3	MBA - Finance	• Finance and Financial Services
4	MBA - Digital & Business Transformation	• Digital Marketing & Business Transformation



Constituent Management Institutes and MBA Programmes at Sri Balaji University, Pune (SBUP)



BIMHRD
BALAJI INSTITUTE OF
MANAGEMENT & HRD

www.bimhrdpune.edu.in

BIMHRD was started in 2004, with the aim of transforming students into industry leaders who can not only lead but also influence, shape, and nurture their industry ecosystem.

Sr. No.	Course Name	Specialisation Available
1	MBA	<ul style="list-style-type: none"> • Sales and Marketing (including Retail and Insurance) • Finance and Financial Services • Operations & Supply Chain Management including Logistics • Technology Management including <ul style="list-style-type: none"> (a.) Data Science & Business Analytics, (b.) Digital Marketing & Business Analytics, (c.) Product Management & Business Analytics (d.) Telecom & Business Analytics),
2	MBA - Marketing Management	<ul style="list-style-type: none"> • Sales and Marketing (including Retail and Insurance)
3	MBA - PM & HRD	<ul style="list-style-type: none"> • Personnel Management & Human Resources Development

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA Programme Structure

Ist Semester Courses

CORE COURSES NAMES

- Marketing Management
- Management Accounting
- Business Research Methods
- Organisational Behaviour
- Business Statistics
- Operations Management
- Managerial Economics

SUBJECTS COURSES

FINANCE

- 1 Corporate Finance
- 2 Indian Financial System & Financial Markets
- 3 Business Modelling using Excel
- 4 ERP Systems (SAP)

OPERATIONS & SCM

- 1 Material Management
- 2 Supply Chain Management
- 3 Operation Research
- 3 ERP Systems (SAP)

DATA SCIENCE & BUSINESS ANALYTICS

- 1 Python Esstials for Data Science
- 2 Maths for Data Science
- 3 Introduction to Big Data Ecosystem
- 4 Data Mining using SQL

DIGITAL MARKETING & BUSINESS ANALYTICS

- 1 Python Esstials for Data Science
- 2 Maths for Data Science
- 3 Introduction to Big Data Ecosystem
- 4 Data Mining using SQL

TELECOM & BUSINESS ANALYTICS

- 1 Python Esstials for Data Science
- 2 Maths for Data Science
- 3 Introduction to Big Data Ecosystem
- 4 Data Mining using SQL

PRODUCT MANAGEMENT & BUSINESS ANALYTICS

- 1 Python Esstials for Data Science
- 2 Maths for Data Science
- 3 Introduction to Big Data Ecosystem
- 4 Data Mining using SQL

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA Programme Structure

IIInd Semester Courses

GENERIC CORE COURSES NAMES

- Data Visualisation using Tableau and BI

SUBJECTS COURSES

OPERATIONS & SCM

- 1 Advance Operation Research
- 2 Project Management
- 3 Strategic Operations Management
- 4 Basics of Python
- 5 Human Resource Management
- 6 Financial Management
- 7 Total Quality Management
- 8 Planning & Control of Operations
- 9 Warehouse Management
- 10 Operations & Supply Chain Analytics

FINANCE

- 1 Financial Econometrics
- 2 Strategic Corporate Finance
- 3 Security Analysis & Portfolio Management
- 4 Basics of Python
- 5 Human Resource Management
- 6 Quantitative Techniques
- 7 Corporate Valuation
- 8 Supply Chain Management
- 9 Financial Technology
- 10 Marketing of Financial Services (BFSI)

DATA SCIENCE & BUSINESS ANALYTICS

- 1 R Language Programming
- 2 Data Preparation & Visualization using Python
- 3 Data Analysis in Excel
- 4 Supply Chain Management
- 5 Quantitative Techniques
- 6 Cloud Computing & IoT
- 7 Financial Management
- 8 Analytics Project Management
- 9 Marketing Analytics
- 10 Web & Social Media Analytics

DIGITAL MARKETING & BUSINESS ANALYTICS

- 1 R Language Programming
- 2 Data Preparation & Visualization using Python
- 3 Data Analysis in Excel
- 4 Supply Chain Management
- 5 Quantitative Techniques
- 6 Cloud Computing & IoT
- 7 Financial Management
- 8 Analytics Project Management
- 9 Consumer Behaviour in a Digital World
- 10 Content Marketing

TELECOM & BUSINESS ANALYTICS

- 1 R Language Programming
- 2 Data Preparation & Visualization using Python
- 3 Data Analysis in Excel
- 4 Supply Chain Management
- 5 Quantitative Techniques
- 6 Cloud Computing & IoT
- 7 Financial Management
- 8 Analytics Project Management
- 9 Information Systems for Telecom Business
- 10 Network Concepts and Components

PRODUCT MANAGEMENT & BUSINESS ANALYTICS

- 1 R Language Programming
- 2 Data Preparation & Visualization using Python
- 3 Data Analysis in Excel
- 4 Supply Chain Management
- 5 Quantitative Techniques
- 6 Cloud Computing & IoT
- 7 Financial Management
- 8 Analytics Project Management
- 9 Fundamentals in Product Management & Product Strategy
- 10 Product Design and Prototyping

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA Programme Structure

IIIrd Semester Courses

GENERIC CORE COURSES NAMES

- Strategic Management
- Design Thinking
- Management Information System

SUBJECTS COURSES

FINANCE

- 1 Merger, Acquisition & Corporate Restructuring
- 2 Options and Future
- 3 Fixed Income Securities
- 4 Investment Banking
- 5 Corporate Tax Planning
- 6 Foreign Exchange & Markets
- 7 Financial Modeling
- 8 Financial Risk Management

OPERATIONS & SCM

- 1 Digital Supply Chain Management
- 2 Service Operations
- 3 Business Process Reengineering (BPR)
- 4 World Class Manufacturing
- 5 Supply Chain Strategy
- 6 Designing Operation Systems
- 7 Theory of Constraints
- 8 Strategic SCM

DATA SCIENCE & BUSINESS ANALYTICS

- 1 AI & Machine Learning Using R and Python
- 2 Mathematical Models for Management Decision
- 3 Blockchain Technologies
- 4 Retail Analytics
- 5 Operations & Supply Chain Analytics
- 6 Financial Analytics
- 7 HR Analytics
- 8 Robotic Process Automation

DIGITAL MARKETING & BUSINESS ANALYTICS

- 1 AI & Machine Learning Using R and Python
- 2 Mathematical Models for Management Decision
- 3 Blockchain Technologies
- 4 Digital Advertising & Promotions
- 5 Digital Marketing Strategy
- 6 Omni Channel Marketing
- 7 Social Media Marketing
- 8 Digital Marketing Law, Policy and Ethics

TELECOM & BUSINESS ANALYTICS

- 1 AI & Machine Learning Using R and Python
- 2 Mathematical Models for Management Decision
- 3 Blockchain Technologies
- 4 Wireless Technologies
- 5 Telecom Network Management & OSS / BSS
- 6 Broadband Communication
- 7 Convergence & NGN
- 8 Telecom Security & QoS Management

PRODUCT MANAGEMENT & BUSINESS ANALYTICS

- 1 AI & Machine Learning Using R and Python
- 2 Mathematical Models for Management Decision
- 3 Blockchain Technologies
- 4 Agile Product Management
- 5 Product & Digital Marketing
- 6 Product Analytics and Metrics
- 7 Digital Transformation
- 8 UX & UI Design

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA Programme Structure

IVth Semester Courses

GENERIC CORE COURSES NAMES

- Business Ethics & Corporate Governance
- Corporate Social Responsibility & Sustainability
- Entrepreneurship
- Disaster Management

DISSERTATION

FINANCE

Dissertation (Course of Independent Study)

OPERATIONS & SCM

Dissertation (Course of Independent Study)

DATA SCIENCE & BUSINESS ANALYTICS

Dissertation (Course of Independent Study)

DIGITAL MARKETING & BUSINESS ANALYTICS

Dissertation (Course of Independent Study)

TELECOM & BUSINESS ANALYTICS

Dissertation (Course of Independent Study)

PRODUCT MANAGEMENT & BUSINESS ANALYTICS

Dissertation (Course of Independent Study)

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA(Finance) Programme Structure

Ist Semester Courses

NAME OF COURSE

- Marketing Management
- Management Accounting
- Business Research Methods
- Indian Financial System & Financial Markets
- Organisational Behaviour
- Business Statistics
- ERP Systems (SAP)
- Operations Management
- Managerial Economics
- Corporate Finance

MBA(Finance) Programme Structure

IInd Semester Courses

NAME OF COURSE

- Data Visualisation using Tableau and BI
- Human Resource Management
- Corporate Valuation
- Financial Econometrics
- Security Analysis & Portfolio Management
- Marketing of Financial Services (BFSI)
- Basics of Python
- Quantitative Techniques
- Supply Chain Management
- Strategic Corporate Finance
- Financial Technology

MBA(Finance) Programme Structure

IIIrd Semester Courses

NAME OF COURSE

- Strategic Management
- Human Resource Management
- Management Information System
- Options and Future
- Investment Banking
- Foreign Exchange & Markets
- Financial Risk Management
- Design Thinking
- Quantitative Techniques
- Merger, Acquisition & Corporate Restructuring
- Fixed Income Securities
- Corporate Tax Planning
- Financial Modeling

MBA(Finance) Programme Structure

IVth Semester Courses

NAME OF COURSE

- Business Ethics & Corporate Governance
- Corporate Social Responsibility & Sustainability
- Dissertation (Course of Independent Study)
- Entrepreneurship
- Disaster Management

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA(Marketing) Programme Structure

Ist Semester Courses

- Marketing Management
- Management Accounting
- Business Research Methods
- Sales & Distribution Management

NAME OF COURSE

- Organisational Behaviour
- Business Statistics
- ERP Systems (SAP)
- Business Modelling using Excel
- Operations Management
- Managerial Economics
- Consumer Behaviour

MBA(Marketing) Programme Structure

IIInd Semester Courses

- Data Visualisation using Tableau and BI
- Basics of Python
- Financial Management
- B2B Marketing
- Marketing Research
- Product Management

NAME OF COURSE

- Supply Chain Management
- Human Resource Management
- Quantitative Techniques
- Services Marketing
- Marketing Analytics

MBA(Marketing) Programme Structure

IIIrd Semester Courses

- Strategic Management
- Management Information System
- Strategic Marketing
- International Marketing Management
- Integrated Marketing Communication
- Rural Marketing

NAME OF COURSE

- Design Thinking
- Retail Management
- Customer Relationship Management
- Brand Management
- Digital Marketing & Social Media

MBA(Marketing) Programme Structure

IVth Semester Courses

- Business Ethics & Corporate Governance
- Corporate Social Responsibility & Sustainability
- Dissertation (Course of Independent Study)
- Entrepreneurship
- Disaster Management

NAME OF COURSE

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA(International Business) Programme Structure | Ist Semester Courses

NAME OF COURSE

- Marketing Management
- Management Accounting
- Business Research Methods
- Export & Import(EXIM)
- Organisational Behaviour
- Business Statistics
- ERP Systems (SAP)
- Business Modelling using Excel
- Operations Management
- Managerial Economics
- International Business

MBA(International Business) Programme Structure | IInd Semester Courses

NAME OF COURSE

- Data Visualisation using Tableau and BI
- Basics of Python
- Financial Management
- B2B Marketing
- Marketing Research
- Cross-Cultural Consumer Behaviour
- Supply Chain Management
- Human Resource Management
- Quantitative Techniques
- Services Marketing
- International Service Marketing

MBA(International Business) Programme Structure | IIIrd Semester Courses

NAME OF COURSE

- Strategic Management
- Management Information System
- International Marketing Management
- Retail Management
- Integrated Marketing Communication
- International Trade Logistics
- Design Thinking
- Global Strategic Management
- Global Sourcing and Business Development
- Brand Management
- Digital Marketing & Social Media

MBA(International Business) Programme Structure | IVth Semester Courses

NAME OF COURSE

- Business Ethics & Corporate Governance
- Corporate Social Responsibility & Sustainability
- Dissertation (Course of Independent Study)
- Entrepreneurship
- Disaster Management

Academic Inputs in Various Specialisations

This is a general outline. Exact course curriculum for each course will be given to students at the time of joining.

MBA(PM & HRD) Programme Structure

Ist Semester Courses

- Marketing Management
- Management Accounting
- Business Research Methods
- Business Modelling using Excel

NAME OF COURSE

- Organisational Behaviour
- Business Statistics
- ERP Systems (SAP)
- Essentials of HRM

- Operations Management
- Managerial Economics
- Trade Union Movement
- Labour Welfare

MBA(PM & HRD) Programme Structure

IIInd Semester Courses

- Data Visualisation using Tableau and BI
- Basics of Python
- Financial Management
- Social Research Methods
- Performance Management System
- Organisational Structure, Design & Change

NAME OF COURSE

- Supply Chain Management
- Labour Laws
- Quantitative Techniques
- Strategic HRM
- Social Security Legislations

MBA(PM & HRD) Programme Structure

IIIrd Semester Courses

- Strategic Management
- Management Information System
- Measuring HR
- HR Analytics
- Training and Development
- HR in Service Sector

NAME OF COURSE

- Design Thinking
- Organization Development
- Compensation Management
- Advanced Manpower Planning
- International HRM

MBA(PM & HRD) Programme Structure

IVth Semester Courses

- Business Ethics & Corporate Governance
- Corporate Social Responsibility & Sustainability
- Dissertation (Course of Independent Study)
- Entrepreneurship
- Disaster Management

NAME OF COURSE



Multicultural Mirror of India

Join us to conquer your aspirations



MOU with Coursera

Sri Balaji University, Pune (SBUP) has signed an MoU with Coursera for Campus Institutional Plan.

Coursera is a global online learning platform that offers anyone, anywhere, access to online courses and degrees from leading universities and companies.

Presently 82 million learners, 100+ Fortune 500 companies, and more than 6,000 campuses, businesses, and governments come to Coursera to access world-class learning—anytime, anywhere.

Coursera partners with more than 200 leading universities and companies to bring flexible, affordable, job-relevant online learning to individuals and organizations worldwide. We offer a range of learning opportunities from hands-on projects and courses to job-ready certificates and degree programs.

With Coursera for Campus, our students have

- Unlimited access to world-class content over 4,200+ courses, Every month 50+ new courses are added
- Enable students to master skills via hands-on learning with Guided Projects
- Specializations developed by top universities and companies.
- Professional Certificates from Industry educators from top companies like Google, Facebook, Salesforce, IBM, SAS, Intuit etc. help our students to stand out,
- Access to assessments, quizzes, peer reviews, and capstone projects.
- On successful completion students are awarded certificates and credentials same can be shared online on your LinkedIn profile

Our Students are leveraging Coursera for Campus and making the most of the opportunity to build knowledge and skills.

With the blended learning model here to stay, global online learning platform Coursera will definitely help us deliver high quality, job-relevant, and a valuable learning experience to our students.”



Admission Process

How to apply

Sri Balaji University, Pune (SBUP), has a common application form for admission to two-year full-time Master of Business Administration (MBA) programs 2022-24 offered by all the four management institutes and all 13 courses run therein. The four institutes are as mentioned below :

Balaji Institute of Modern Management (BIMM)
Balaji Institute of Technology and Management (BITM)
Balaji Institute of International Business (BIIB)
Balaji Institute of Management and Human Resource Development (BIMHRD)

A student can opt for any one, or more or for all the courses of any Institute or all the four Institutes. That is, a student can select minimum one and maximum up to 13 courses, in order of his / her preferences. All the courses are of equal status.

The applications can be made online. Visit www.sbup.edu.in

Any concerns regarding admission can be addressed to :

Admission Cell
Sri Balaji University, Pune (SBUP)
S.No.55/2-7, Tathawade,
Off Mumbai-Bangalore bypass,
Pune - 411033 Maharashtra (India)

Online Admission Process :

Considering the current pandemic situation complete admission process (Document verification, GD, PI and Essay writing) will be Online.



Selection Procedure

Admission Procedure

Welcome to Sri Balaji University, Pune (SBUP)

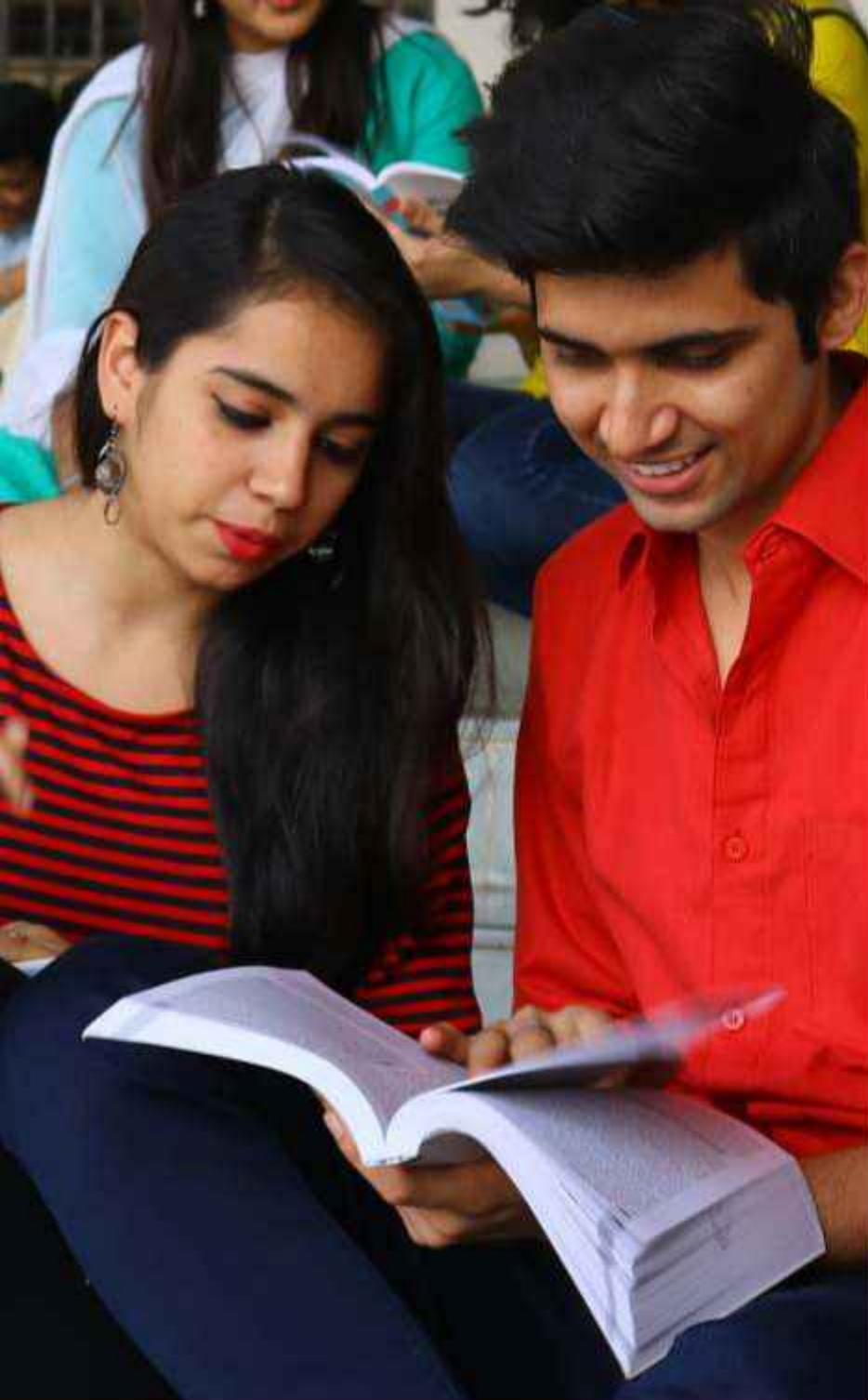
India is going through an Industrial Revolution. Lot of companies are coming from abroad and even the Indian Companies are going for overseas operations. So, we all are witnessing globalization and in this environment, the Post Graduates in Management are the most sought after human resources in the country. Notwithstanding the upheavals in the global markets, India is still poised to keep her growing phase as it is evident from its economic growth rate compared to other countries in the world. That does not mean that any and every Post Graduate in Management will find his dream company and dream job. Right person to the right job with right attitude is the demand of the industry. Therefore, it is the responsibility of the B – Schools to select the right candidates for the right training and course, so that at the end of the day, the students are empowered for their corporate endeavours.

Admission Process for the constituent Institutions of Sri Balaji University, Pune (SBUP)

We, at Sri Balaji University, Pune (SBUP) leave no stone unturned to ensure that every student joining any of our Institute is groomed and placed well. Although, we are having very tough training schedule, the spirit behind it is to give maximum to the students, so that, the objective of their joining us and paying fees is realized. The institutions for which we will be conducting the selection process for admission are as under:-

- (a) **Balaji Institute of Modern Management (BIMM)**
- (b) **Balaji Institute of Technology & Management (BITM)**
- (c) **Balaji Institute of International Business (BIIB)**
- (d) **Balaji Institute of Management & HRD (BIMHRD)**

All the four constituent Management Institutes of Sri Balaji University, Pune (SBUP) are well known in the country for the excellent grooming process and Campus Placements. The management of Sri Balaji University, Pune (SBUP) is paying equal attention to each of the Management Institutes and ensures that the leaders in the University as well as in the institutes work together to deliver the results. Each Director whether from the University or from the Institutes, works like a family member and is interdependent. This collective effort and the concept of unity in diversity is ensuring that common culture, common rules, common procedures, common grooming process and common examinations produce good results although every Institute is fully equipped to innovate and produce good results. Therefore, taking admission to any of the Institutes imply that you have taken the right decision.



Selection Procedure

Introduction

1. The selection process for admission to the following constituent management institutes of Sri Balaji University, Pune (SBUP), which offer Two Year Full Time Master of Business Administration (MBA) will be conducted centrally. These Management Institutes are as under:-
 - (a) Balaji Institute of Modern Management (BIMM)
 - (b) Balaji Institute of Technology & Management (BITM)
 - (c) Balaji Institute of International Business (BIIB)
 - (d) Balaji Institute of Management & HRD (BIMHRD)

One Common Application Form for Four best B-Schools and 13 Courses

2. Since Sri Balaji University, Pune (SBUP) is one family, we have decided that we shall go for one prospectus and one application form where, all the programmes of all the constituent management Institutes of Sri Balaji University, Pune (SBUP) are listed so that each student can apply to any one or all the programmes of any one institute or all the programmes of all the four constituent management Institutes of Sri Balaji University, Pune according to his/her order of preference of the programme(s). The application form has appropriate options mark their programme preferences and the students should carefully fill up the same, so that, a student can get maximum opportunity to get admitted to any of the programmes of Sri Balaji University, Pune. Please note that, all the programmes of Sri Balaji University are approved by AICTE and UGC, all the vacancies put together in all the four management institutes we have 1020 vacancies. In case the candidate is not opted for an institute / course then he/she will not be considered for the same while preparing the Merit List.



3. Available Intake in each programme in constituent management Institutes of Sri Balaji University, Pune (SBUP) & the specialisations offered.

1. MBA offered by BIMM - Intake 120

Specializations Offered: Sales and Marketing (Including Retail and Insurance), Finance and Financial services, Operations and Supply Chain Management including Logistics, Technology Management (including (a.) Data Science & Business Analytics, (b.) Digital Marketing & Business Analytics, (c.) Product Management & Business Analytics and (d.) Telecom & Business Analytics).

2. MBA (Marketing Management) offered by BIMM - Intake 180

3. MBA (PM & HRD) offered by BIMM - Intake 60

Specializations Offered: Only Personnel Management & Human Resources Management

4. MBA offered by BITM - Intake 120

Specializations Offered: Sales and Marketing (including Retail and Insurance), Finance and Financial services, Operations and Supply Chain Management including Logistics, Technology Management (including (a.) Data Science & Business Analytics, (b.) Digital Marketing & Business Analytics, (c.) Product Management & Business Analytics and (d.) Telecom & Business Analytics).

5. MBA (Technology Management) offered by BITM - Intake 60

Specializations Offered: (a.) Data Science & Business Analytics, (b.) Digital Marketing & Business Analytics, (c.) Product Management & Business Analytics and (d.) Telecom & Business Analytics).

6. MBA (Marketing Management) offered by BITM - Intake 60

7. MBA (International Business) offered by BIIB - Intake 60

It is a full-fledged program with extensive exposure and specialisation in International Business as well as Marketing Management. The students of this course are allowed to sit for campus placement both for Sales & Marketing and for International Trade.

8. MBA (Marketing Management) offered by BIIB - Intake 60

9. MBA (Finance) offered by BIIB - Intake 60

10. MBA (Digital & Business Transformation) offered by BIIB - Intake 60

Specializations Offered: Digital Marketing & Business Transformation

11. MBA offered by BIMHRD - Intake 120

Specializations Offered: Sales and Marketing (including Retail and Insurance), Finance and Financial services, Operations and Supply Chain Management including Logistics, Technology Management (including (a.) Data Science & Business Analytics, (b.) Digital Marketing & Business Analytics, (c.) Product Management & Business Analytics and (d.) Telecom & Business Analytics).

12. MBA (Marketing Management) offered by BIMHRD - Intake 60

13. MBA (PM & HRD) offered by BIMHRD - Intake 60

Specializations Offered: Only Personnel Management & Human Resources Management



Eligibility Criteria

4. (a) Anyone who is already a graduate from any University recognized by UGC with minimum of 50% marks (45% for SC/ST).
(b). Those in the final year of graduation in the academic year 2021-22 and confident of getting marks of 50% and above can also apply.

Candidates appearing for final year Degree examination up to June 2022 can also apply. However, if they fail to match the above qualitative requirement when the result is declared for the graduation examination, they will be relieved from the course compulsorily.

Same will be the case with respect to those who fail in their degree examination, which means a candidate should qualify his/her graduation examination with a minimum of 50% marks latest by the academic year 2022. The mark sheets should be submitted to the Institute latest by September 15, 2022.

5. Medical Fitness Certificate needs to be provided at the time of joining.
6. Should be willing to comply with the Rules and Regulations of the Sri Balaji University, Pune (SBUP). Please visit our **Website: www.sbup.edu.in**
7. **Group Discussions:** Candidates who fulfil the qualitative requirements will be called for the Group Discussions by experts. This will be for a duration of 30-45 minutes per group. This may include role play, case studies and extempore speech and GD. 35% of the weightage in the merit list will be given to the GD process. Therefore the GD process may extend to the second day although all efforts will be made to complete the process in one day. This is an elimination round.
8. **Essay Writing** as Integral part of the selection process. Written Communication Skill is very important for anyone to succeed in the industry. Therefore, the applicants will be required to appear for an essay writing exercise on a subject, which will be given on the spot in the selection centers or during the online process. The essay will be evaluated out of 10 marks gradings. The essay writing will be for half an hour. The topics will be general in nature and anyone who follows the National Newspapers can easily appear for the same and score good marks.
9. **Personal Interviews.** This expert panel interview and the essay marks will carry 30% of the weightage. This panel will assess the candidates on various parameters including the suitability of the candidate for a particular specialization. The panel will also give opportunity to the applicants to add or delete course options.



10. Documents to be submitted during the Interview

The following documents are required to be submitted at the time of interview:

- (a) Attested true copies of all Mark-Sheets and Certificates of 10th std., 12th Std., and Graduation. In case of those who are still in final year of the degree course they should submit mark sheet of the previous years.
- (b) Work-Experience Certificate. (If applicable).
- (c) Certificates related to Extra-Curricular Activities (If applicable).
- (d) Copy of Caste Certificate in case of SC/ST candidates.

11. Submission of CAT/MAT/C-MAT/XAT/MAH-CET Result Score

Candidates should submit the application form with the photostat copy of CAT/MAT/C-MAT/XAT/MAH-CET scores which will be verified during Personal Interview. The latest MAT score which is available with the candidates can be submitted. It may be noted that we are not going to do our short listing based on the CAT/ MAT/C-MAT/XAT/MAH-CET score alone, although weightage is allotted for the same.

Candidates who are appearing for the SBSET need not to be bothered about submitting the scores to SBUP. In other way around the university will incorporate the SBSEST score automatically and will equate with the CAT/ MAT/C-MAT/XAT/MAH-CET. The university will consider the best score out of it in the favour of the candidate.

12. Merit List

On completion of interviews, we compare the performance of all candidates appearing for the interview and generate a final merit list based on their overall performance. The candidate is considered for the Programme which he has preferred according to the priority mentioned by him / her in the application form. In case, he / she is not selected to the Programme applied by him / her, then he / she will be considered for other Programmes and selected on merit. It may be noted that, all the Management Programmes are of the same status and the inputs are also similar according to specialization. As we have already mentioned the placement opportunities for all the Programmes are very good as has been proved by the track record of Sri Balaji University, Pune (SBUP).



It means that each institution is important and enjoys equal status and attention from the top management. We select the best possible candidates for all the Institutes from amongst the common pool of all the candidates applied for admission to any or all the institutes of Sri Balaji University, Pune (SBUP); although such a consideration arises only when a candidate is not selected for admission to the particular institute to which he or she may have applied originally. By doing so, we are in no way taking away any opportunity from anyone but are providing an additional opportunity to get selected in any of the prestigious institutes of Sri Balaji University, Pune (SBUP). This is done subject to the following conditions: -

- (a) That they are eligible for the same. To become eligible, they should have opted for the institute(s)/ Programme(s) (one can opt for either one institute/ Programme(s) or for all the institutes/ all the Programmes as per his/ her order of preference as marked in the application form) for us to consider them.
- (b) That vacancy exists in those Institute(s) for such a consideration.
- (c) That they come up in the merit of scope of those Institutes / Programmes.
- (d) Changes in Government policies where applicable.

13. **Women Empowerment**

As a socially conscious trust we believe in the upliftment of women. Hence we ensure 50% of the intake of the students go to female candidates and remaining 50% goes to male candidates. In order to cater for the same, merit will be drawn separately for female & male candidates.

14. **Declaration of Result and Confirmation of admission**

The admission list will be declared in the web site and also communicated through e mail. Selected students will be required to remit the first installment of Rs. 55,000/- (Rupees Fifty Five Thousand only) within 10 days from the date of declaration of the admission list as above to confirm their admission. In case the selected candidate fail to remit the fee in time it will be assumed that the candidate is not interested in the admission and the vacancy will be released to the candidate in the waiting list.

15. **Important Dates : (Visit our websites)**



15. **Important Dates : (Visit our websites)**

16. **Education Loan**

BIMM, BITM, BIIB & BIMHRD have been specially approved for educational loan schemes for the students who gets admission to any of these institutions from Avanse, Axis Bank, CREDILA (An HDFC Ltd. Co.) & Punjab National Bank as Sri Balaji Society has signed MOUs with these banks. All those students who get admitted in any of these institutes can approach these banks for availing educational loan. However students have the liberty to approach any other bank as per their convenience.

17. **Application - How to opt for the Courses?**

All the Programmes offered by all the institutes are listed in the application form. A student can opt either for one Programme of any institute or more Programmes or all the courses listed in the application form. Please note that all the Programmes are of equal status and of two-year duration. At the end of the admission process, a merit list will be drawn for each Programme separately and those who stand at the top ranks, for each Programme will be allotted the Programmes according to prescribed vacancies for each Programme.

The option of the students is therefore very critical for them to be considered for alternate Programmes. Therefore students are advised that they should opt for maximum or all the Programmes so that they have better chances of getting selected to any one of the Programmes offered by Sri Balaji University, Pune.

18. **Enquiries**

The entire admission process will be handled by the students. In fact, an Admission Cell comprising of students has been formed and it is they who will be handling the entire admissions from start to end. They will be more than keen to respond to all your queries not only on phone but also at the selection centres.

19. **Online Admission Process.**

The Admission Process explained above is an offline/ in person mode process. However, considering the Pandemic situation, the university have devised a robust online admission process for the convenience and safety of the students. The online admission process includes Document verification, Addressal, Group discussion, Personal Interview and Essay writing. Students who are opting for the online admission process will get a very detailed instructions by e-mail.



Sri Balaji Entrance Screening Test (SBEST)



Sri Balaji Entrance Screening Test (SBEST) is an entrance exam conducted by Sri Balaji University, Pune (SBUP). This entrance exam is optional in nature. Students should take this entrance exam under the following conditions -

1. Did not appear for CAT /MAT/ XAT/ CMAT/ MAH-CET
2. To improve the scores of the above-mentioned exams attempted, can also opt for SBEST

You may please note that, no additional fee will be charged for SBEST.

SBEST 2022 Exam Structure

Exam Date: Please check the website

The Exam will be an objective test for a duration of 2 hours. The candidate will be required to select an appropriate response out of the four choices given. SBEST will be a internet based proctored examination with no negative marking.

Section	Questions	Right Answer	Total Marks
Analytical & Logical Reasoning	25	1	25
Quantitative, Data Interpretation & Data Sufficiency	20	1	20
General English: Reading Comprehension, Verbal Reasoning, Verbal Ability	15	1	15
Total		60	60

Placements

Batch 2020-2022

Highest salary of Rs. 19 Lakhs
Average salary of Rs. 7.25 lakhs.

The **Campus Placement** at Sri Balaji University, Pune (SBUP) is one of our USP we are proud of. We have achieved nearly 100% placements year after year, even during recessive/pandemic period.

We have achieved nearly 100% placements year after year. 998 students of the batch (2019-2021) have already been placed at top-notch companies with the highest salary of Rs.18.27 Lakhs and an average salary of Rs.6.85 lakhs.

Current campus placement is at full swing and 90% of the batch is already placed, who will be graduating only in May 2022. and all this, much before they receive their MBA.

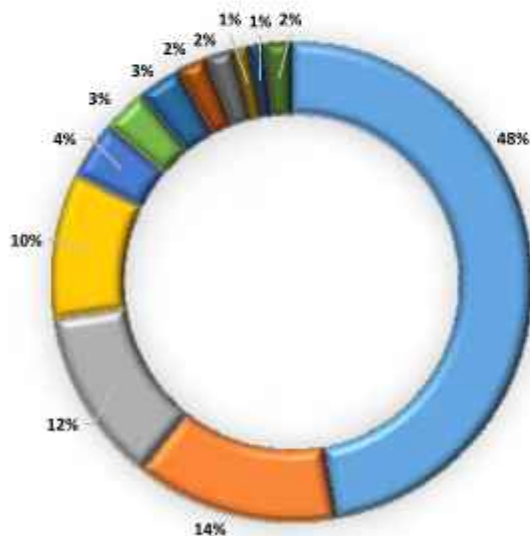
Here is the list of companies which had participated in our Campus Placements.

Sr. No.	Company Name	Sr. No.	Company Name	Sr. No.	Company Name
1	24 Mantra(Srestha)	46	Bajaj Allianz Life	91	DHL Supply Chain Ltd
2	3EA Consulting	47	Bajaj Auto Ltd	92	DS Solutions
3	3SC Supply Chain	48	Bajaj Finserv Healthcare	93	DTDC Ltd
4	63Moons India P Ltd	49	Berger Paints Ltd	94	E-Couriez
5	6D technologies	50	Birlasoft Ltd	95	Edukyu
6	AAIFF	51	Biztrans	96	EFL Ltd
7	ACG Worldwide	52	Black & Green Consulting	97	E-Infochips
8	Acquisory Consulting P Ltd	53	BO International	98	Eka Software
9	Acuity Knowledge Partners	54	Board Infinity	99	Ekincare
10	Adani Airport	55	Borosil Technologies	100	Elasticrun
11	Adani Wilmar Ltd	56	Bosch Ltd	101	Eli Lilly Ltd
12	Addverb Technologies	57	Boyd & Moore Executive Search	102	Emirus Realty
13	Adecco	58	Bridge Group	103	Enchanto
14	Aditya Birla Sunlife Insurance Co Ltd	59	Bridgera	104	Entercoms
15	Ador Digtron	60	Bristlecone Ltd	105	Envision Financial
16	ADP India Ltd	61	BYJU'S Think & Learn Pvt. Ltd	106	Epikindifi
17	Advarisk	62	Cadila Pharma Ltd	107	ESAF
18	AK Capital Ltd	63	Capgemini	108	ESRI India Ltd
19	Alight Solutions	64	Capitalvia	109	EvalueServe
20	Aligned Automation	65	Carigar	110	Everest Kanto
21	Allegis Global	66	Carwale	111	Evosys
22	Aloha Technologies Ltd	67	CBRE	112	Exide Industries Ltd
23	Alok Industries Ltd	68	Chemveda	113	EXIM Bank
24	Amazon.com	69	Cimpress	114	Ezest
25	Amuratech	70	Citico	115	Farnic Technologies
26	Anandrathi Financial Services	71	CitiCorp	116	Farnycare Ltd
27	Anchanto Services Pvt Ltd	72	Cloud Mantra	117	Fendhal Technologies
28	Anukul Chandra Foods Pvt Ltd	73	Cntrls	118	Ferreo India
29	Aptech Ltd	74	Coforge	119	Finastra
30	Aranca	75	Cognixia	120	Fiorano Software Technologies
31	Arbutus Consultant	76	Cognizant Technologies Ltd	121	First Source Ltd
32	Arcesium Ltd	77	Cohrent Technologies Ltd	122	FIS Ltd
33	Arizton Advisory P Ltd	78	Colgate Global Business Services	123	Franke Faber
34	Asian Paints Ltd	79	Collabera	124	Freight Tiger
35	Asit C Mehta	80	Covalance	125	Fusion Micro Finance
36	Atos Syntel	81	Credr	126	FYND
37	Atul Ltd	82	Cybage India Ltd	127	Gabriel India Ltd
38	AU Small Finance Bank	83	Dainik Bhaskar Ltd	128	Gateway Technolabs Ltd
39	Aumnitech	84	Darashaw India P Ltd	129	General Mills Ltd
40	Autoplant	85	Darwinbox	130	Genpact
41	Avalara Group	86	Dassault Systems	131	Global Data
42	Avasa Finance	87	Databridge	132	GM Insight
43	Avata	88	Decathlon	133	GMoney Private Limited
44	Axis Bank Ltd	89	Deloitte Consulting P Ltd	134	Godrej & Boyce Ltd
45	Badve Engineering	90	Desai Brothers Ltd	135	Godrej Agrotech Ltd

Sr. No.	Company Name	Sr. No.	Company Name	Sr. No.	Company Name
136	Godrej Housing Finance Ltd	181	Kyocera	227	Pepsico India Holding Ltd
137	Goldstar Jewellery	182	L & T Infotech Ltd	228	Persistent Systems Ltd
138	Grandview Research	183	Learning Routes	229	Pharmaace
139	Growth Jockey	184	Lentra Ai	230	Phillips Capital
140	H & R Johnson	185	Liberty House Group	231	Photon Infotech
141	Hackett Group	186	Lixil Group	232	Piramal Realty Ltd
142	Hanssen Technology	187	Magma HDI GIC Ltd	233	Planetspark
143	HCL Technologies Ltd	188	Mahanadi Spices	234	Practo Technologies
144	HDFC Bank Ltd	189	Mahle Anand Thermal Systems	235	Premium Transmission
145	Hevodata	190	Malcom	236	Preponline
146	Hindustan Pencils Ltd	191	Marico Industries Ltd	237	PricewaterhouseCoopers (PWC)
147	Hindustan Unilever Ltd	192	Markets & Markets Research 193Matrimony	238	Property Pistol
148	Hindware Ltd	194	Mavenvista	239	Proptiger
149	Home First Finance Co Ltd	195	Mckinley Rice	240	PurpleZone
150	Homesfy	196	Mercedes Benz Ltd	241	Quadrant
151	HR Johnson India Ltd	197	Merkel Sokrati	242	Radiomirchi
152	Hunger Box	198	Metro Guild	243	Randstad India Ltd
153	ICICI Bank Ltd	199	Mitsubshi Electric India P Ltd	244	Realty Developers
154	ICICI Prulife Insurance Co Ltd	200	Mobisys	245	Reliance Retail Ltd
155	ICICI Securities	201	More Retail Ltd	246	Repos Energy
156	IKS Health	202	Mphasis	247	Return on web
157	Infineon Technologies	203	MRF Ltd	248	Rishabh Instruments
158	Infiniti Retail	204	Mtalks	249	Riskcovry
159	Infosys Technologies Ltd	205	Muthoot FinCorp Limited	250	Rivigo
160	Ingram Micro	206	Mycaption	251	Runaya India P Ltd
161	Insight Business Machine Ltd	207	Naukri.com	252	Safexpress
162	Intellibliss	208	Neeeyamo	253	Samunnati Financial Services
163	Intellipat	209	Netcore	254	SAP India Ltd
164	Intellswift	210	NewVision Software	255	Sapient
165	InterviewBit Software Service LLP	211	Nielsen India Ltd	256	Savex Technologies
166	ITC Ltd	212	Nobrokers.com	257	SBI Life Insurance
167	Jetspeed Logistics p Ltd	213	Nopaper Forms	258	Schindler
168	JK Cement	214	Novrie	259	Schlumberger
169	JLL	215	NxtGen Datacenter & Cloud Technologies	260	Screenmagic
170	JM Financial	216	Oracle India	261	Seashell Logistics P Ltd
171	Johnson Controls Ltd	217	Orient Cement Ltd	262	Sg Analytics
172	JSW Paints P Ltd	218	Oyo Rooms	263	Shoptimize
173	Jungleworks	219	Pahwa Metal Tech	264	Shriram General Insurance Co Ltd
174	Kaizen India	220	Panasonic India Ltd	265	Shriram Housing Finance Ltd
175	Kantar GDC	221	Panasonic life	266	Signature Food P Ltd
176	Khimji Ramdas	222	Paperpedia	267	SimbaQuartz
177	Kingfish	223	Paymentus	268	Simplotel
178	Kotak Life Insurance Co Ltd	224	Pelorus	269	Smart Serv
179	KPIT Technologies	225	Peninsula Land Limited	270	Smiths Detection Systems Private Limited
180	KPMG	226	People Square	271	Sokrati Software Ltd

Sr. No.	Company Name	Sr. No.	Company Name	Sr. No.	Company Name
272	South Indian Bank	292	The Seekers	312	Vyapar-GST Billing Software
273	SP Global	293	Thermax Ltd	313	Web Creatify
274	Squareyard	294	TIBCO	314	Whiteglobe India P Ltd
275	SRV Media	295	Times Group	315	Wildcraft
276	Stampede Capital P Ltd	296	Toothsi	316	Wipro Consumer Care
277	Stanplus	297	Transport Corporation of India Ltd	317	Wipro Digital
278	Sudarshan Chemicals Ltd	298	Trespect Ltd	318	Wiseguy Report
279	Sutherland Global Ltd	299	Trinamix Technologies	319	Xanadu Reality
280	Talentserve	300	TTK Healthcare Ltd	320	Xidynamics Ltd
281	Target Integration	301	UltraTech Cement Ltd	321	Yash Technologies Ltd
282	Tata AIG General Insurance Co Ltd	302	Unthinkable Solutions	322	Yotta Infrastructure Solutions LLP
283	Tata Capital	303	Upside Learning.com	323	ZF India Ltd
284	TCNS Clothing	304	VBHC Value Homes Private Limited	324	Zocdoc
285	TCS BPS	305	Vedanta Ltd	325	ZOKO
286	TCS Ltd	306	Vedantu	326	Zolostays Property Solutions Pvt. Ltd
287	Tech Mahindra	307	Venture Briks	327	ZS Associate
288	Techalpa	308	Verity Knowledge Solutions	328	Zycus Infotech
289	Technotree	309	Vinculum		
290	Teltonika	310	Viraj Steel Ltd		
291	The Insight Partners	311	Vodafone		

Companies Sectorwise



- Technology (IT/ITES/E-Commerce/Telecom)
- BFSI
- Manufacturing (Including Automobiles & Engineering)
- FMCG/FMCD/Pharma
- Logistics
- Consulting
- Real Estate
- Media
- Retail
- Hospitality
- Market Research
- Others



Infrastructure

Campus

Sri Balaji University, Pune (SBUP) located in Tathwade, Pune is located in the midst of a green and clean campus. Each institute is amply provided with well-equipped classrooms, study rooms, presentation halls, and reading rooms. Each classroom offers comfortable seating facilities and is equipped with modern infrastructure to impart learning.

Libraries

Each of the four institutes of Sri Balaji University, Pune (SBUP) is equipped with up to date libraries. A vast bouquet of books, textbooks, and journals related to every aspect and subject of the management sciences, featuring all management gurus from Adam Smith to W Edward Deming can be found in the library. These gurus share space on the book shelves with periodicals, magazines, trade journals and newspapers waiting patiently for a chance to inspire the student manager to reach ahead and achieve his or her goal.

Auditorium

The University houses two indoor auditoriums namely, Ranganathan Auditorium and Rathanathimal Auditorium. Featuring spacious seating capacity of more than 1000, laser light and display systems, three powerful multimedia projectors, sound systems designed by JBL and BOSE, the auditorium ranks as one of the best in terms of infrastructure in the society.

Apart from these, the Society also has an open air auditorium which is the battleground for all outdoor sports matches and home to all festive celebrations during the festive season.

Computer labs

Knowledge about computers, and computer application is a must for corporate managers. The four Constituent management institutes of Sri Balaji University, Pune (SBUP) are equipped with qualified Instructors, trainers and computer infrastructure such as desktops, e-infrastructure, and other IT education facilities to keep the student managers abreast of the time.

The computer labs are well equipped with desk mounted PC systems supported by 100 MBPS internet cables and leased lines for information acquisition. The labs are fully equipped with the latest licensed versions of the required computer applications, programs and software. Also, the entire campus is Wi-Fi enabled to ensure uninterrupted connectivity.





Health and recreation

With over 1200 student managers in the campus, physical health is a must for achieving excellence in life. Sri Balaji University, Pune (SBUP) has provided ample opportunities for its student managers to play, leap and run in various games such as – football, volleyball, tennis, badminton, basketball and so on. A walking track provides an opportunity to go for a leisurely stroll or a brisk jog around the campus. Apart from these outdoor games facilities, indoor games such as table tennis and carom have been provided in the campus.

Last but not least a fully equipped gymnasium with the latest cardio, weight loss, and muscle training equipment along with a swimming pool is provided for the student managers in the hostel building.

The University promotes an environment friendly lifestyle for all members and students. In view with this a fruit and juice bar is situated in the campus which runs from 8 to 8 serving fresh fruits and juices. A bicycle parking is also available in the Campus to facilitate cycling to student managers to promote a healthier lifestyle. The University can easily boast about its green campus which hosts a rain water harvesting, and a cycling and jogging track besides being home to a wide variety of flora and fauna.



Cafeteria and Mess

The importance of good and nutritious food can never be underestimated. So to fuel the energies of the student managers, three cafeteria cum mess are situated within campus which serve a variety of dishes. Like clockwork, piping hot and nutritious breakfast, lunch and dinner is served daily to the student managers giving them the energy they need to be up and ready in the society. Apart from these three eating facilities, there are two outlets providing refreshment in the campus.



Other facilities

An infirmary which provides general medical care and checkup facility is provided in the hostel building in Sri Balaji University. Student managers, faculty members and other patients alike can make use of these medical facilities for a concessional price.

To cater for the demand for one's daily needs, a stationery shop has been provided for the student managers in the campus grounds in the society. The store sells a variety of items ranging from books and stationery to snacks and packaged food items. A book binding, printing and Photocopying facility is also present in the same store.

Apart from the daily needs, the financial needs of the students are met through an ATM facility right outside the Campus.



Co-curricular Activities

Industry Interface

The University emphasizes on practical training as **classroom based management** education is only the beginning. To ensure holistic development, the students not only pursue a number of internships but are also kept abreast of changing industry trends through a number of **guest interactions** and **national symposiums** conducted in the society. In the year 2021-22, till date, 62 guest lectures have been held in the University where industry stalwarts interacted with the students and enlightened them in online/offline/hybrid mode. Apart from these, to keep the students aware of the changing trends in the industry, a National Business Convention is held each year at the respective Institutes. The event witnesses Industry leaders from every vertical interacting with students over a period of three days, truly leaving the students enlightened and inspired.

Cultural and Sports Activities

Sri Balaji University, Pune (SBUP) strives for holistic development of its student managers. Thus adequate attention and opportunities to excel beyond the classroom, are provided. Student managers may participate, perform and assist in the arrangement of various competitions, festivals, and cultural events in the campus.

Some of the events that are annually held in Campus are The **Aiyaswamy Cultural Festival**, **The Mega Event- Drishti**, **The Fresher's Party**, and many more.





Winners vs Losers

The winner is a part of the answer

The loser is always full of problems

The winner always has plans

The loser always has an excuse

The winner says "Let me do it for you"

The loser says "That is not my job"

The winner sees an answer in every problem

The loser sees a problem in every answer

The winner sees a 'Green' near every 'Sand Trap'

The loser sees a 'Sand Trap' near every 'Green'

The winner says "It may be difficult, but it is possible"

The loser says "It may be possible, but it is difficult"

...Be a WINNER,

Join the movement called.... Sri Balaji Society



Sri Balaji Society's
Sri Balaji University, Pune
UNIVERSITY FOR OPPORTUNITIES

• Discipline • Dedication • Determination

S.No. 55/2-7, Tathawade, Off Mumbai Bangalore Bypass, Pune - 411 033.

Tel.: 020-66741235/36, 09673338787

E-mail : admissions@sbup.edu.in

Website: www.sbup.edu.in