

ASM's IBMR
PROSPECTUS

2 0 1 9

PGDM & MBA



Since 1983

ASM

Education • Research • Consultancy

www.asmgroupp.edu.in



**TIME FOR
AN EDUCATION
REVOLUTION**

ASM's Institute of Business Management & Research (IBMR)

Permanently affiliated to Savitribai Phule Pune University & approved by AICTE, Govt. of India

Our Founder



Dr. R. R. Pachpande
[1947 - 2009]

“Education is the soul of our society”

VISION

To be a world centre of learning that excels in Management and Information Technology, 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.

FROM THE CHAIRMAN'S DESK

Passionate about excellence, we at Audyogik Shikshan Mandal are rapidly moving towards developing globally relevant education in India. Our international collaborations with Harvard Business School's HBX CORE, IBM, SAP, etc., have now made us pioneers in bringing in a multinational cutting-edge pedagogy that gives students the kind of exposure and experience comparable only to global standards. ASM's EDGE an Innovative pedagogical approach is a unique focused program to guarantee employability of ASM students through a holistic cutting-edge certification program providing contemporary management skills in association with the leading corporates and top business schools in the world.

ASM' highly trained faculty considers as their mission to provide inputs to improve the caliber of every student and motivates them to be world leaders. ASM invites guest faculty from the best in the world to share their expert knowledge with the students at ASM's IBMR. Use of case study methodology of teaching and emphasis on critical thinking are the unique strengths of ASM's IBMR which provide students with a learning experience focused on creativity, critical and design thinking and global exposure to achieve their career objectives. ASM IBMR is abenchmark in management education and is aptly reflected by its high ranking by leading B-School surveys.



Dr. Sandeep Pachpande
Chairman,
ASM Group of Institutes
BE (Comp), MBA (UK),
PhD (Intl Mktg), SELP
(Harvard Business School)

The time that students spend on ASM campus is filled with so much of learning – a major portion of which happens outside the classroom! As you enter your peer group will be eager to provide all guidance and share experiences to make you feel absolutely comfortable and prepared for the course of studies

During your coursework you will have ample opportunities to meet with brilliant academicians, management gurus and industry experts from around the world. Interactions with all these people will not only elevate your levels of knowledge but will also enable a cross-fertilization of ideas and exchanges, some of which will serve as game changers for the rest of your lives.

ASM is fully conscious of its commitment for the holistic development of its students. It is not 'All work no play' - we party just as hard as we work and your stay at Great ASM will be heartily peppered with several on and off campus fun activities including cultural extravaganzas and events. Above all, the experience that you gather at ASM will be unparalleled offering you the right cutting EDGE over the competition. ASM provides the perfect formula with all the ingredients to ensure the most magical and exponentially rewarding experiences of your life.

I welcome you all for a rewarding and enriching, learning experience at ASM IBMR



Dr. (Mrs) Asha Pachpande

**Director, IBMR
Secretary**

Audyogik Shikshan Mandal (ASM)

FROM THE DIRECTOR'S DESK

ASM's Institute of Business Management and Research (IBMR) Chinchwad is an established Institute successful over more than 3 decades of its operations. It has a great vision and mission focusing in developing a competent generation of young managers ready to take all challenges in organisations in India and abroad..

ASM's IBMR is committed to ensure holistic teaching and learning processes, aligned with latest trends in management education and ensuring employability of its students. Since 1983, ASM's IBMR has been providing well educated trained and groomed young executives to industry in India and abroad. ASM's IBMR

Alumni have added more than adequate value to organisations they serve and are holding key positions in companies in India and abroad. Few of our alumni have also become successful entrepreneurs contributing to overall economic growth

It gives me pleasure and happiness to welcome our new batch of students to ASM's IBMR and to provide quality education and holistic development of the students ensuring guaranteed employability. IBMR follows 'ASM Edge' pedagogy enabled by competent regular and visiting faculty including experts from global organisations

The MBA program at IBMR is recognised and affiliated to Savitribai Phule Pune University (SPPU) and approved by the AICTE, Government of India. IBMR strives to shape quality professionals by providing exposure to global education through Harvard Business School case Studies, online Courses and other course material from Harvard Business Publishing and ASM's Edge courses and provide conducive learning environment to students for their holistic development.

I welcome you once again to discover for yourself all the facets of ASM's IBMR that make the Institute one of the most cherished life time opportunity to our students.

Wishing you best of learning opportunities and Good luck in all your endeavors as ASM IBMR students.

36 YEARS
OF EXCELLENCE
IN EDUCATION



INDEX

A Few of our advisors	1
About ASM	3
Awards Rceived by ASM	5
About ASM's IBMR	8
Knowledge and Resource Partners	10
ASM's EDGE	11
PGDM International Finance	13
PGDM Enterprise Management	19
PGDM Business Analytics & Big Data	25
PGDM Logistic Management	31
MBA Premium	37
Ph. D	45
Value addition certifications	49
International Internships	53
Approach to education	55
Faculty Members	57
Global Exposure	63
Infrastructure	65
Framing the Minds of Tomorrow	67
Learn from leaders	69
ASM Super Achievers	72
Igniting Minds	73
Bank Loans	74
Overseas Tours	75
Learning through fun	77
Life at IBMR	79
Placements	81
Testimonials	85
Rules and Regulations	89
Why Pune?	90

A FEW OF OUR ADVISORS



Dr. Arun Nigvekar
Ex Chairman,
University Grant Commission,
New Delhi



Dr. R. S. Mali
Ex Vice Chancellor,
North Maharashtra University,
Jalgaon



Dr. Vijay Khole
Vice Chancellor,
Amity University, Panvel,
Mumbai



Dr. R. G. Takwale
Ex. Vice Chancellor,
SPPU, IGNOU And YCMOU



Dr. P.C. Shejwalkar
Ex Dean,
Savitribai Phule Pune University,
Pune



Mr. Arun Firodia
Chairman,
Kinetic Engineering Ltd.
Chinchwad



Dr. Apurva Chamaria
Vice-President & Head
- Corporate Marketing,
HCL , New Delhi



Dr. Scott Venezia
Dean International Affairs,
CETYS, MEXICO

A FEW OF OUR ADVISORS



Dr. M.G. Takwale

Ex Vice Chancellor,
Shivaji University,
Kolhapur



Alakh Verma

Director of
Product Management
at Oracle, USA



Mr. Amit Saha

Regional Head of Information
Services - Asia-Pacific
Syngenta Pvt. Ltd.



Mr. Susmit Sen

Board Member
and Head of Finance (CFO)
Sungard Availability
Services India Pvt. Ltd.



Pramod Chaudhary

Executive Chairman
Praj Industries Ltd. Pune



Mr. Rajiv Khade

Deputy General Manager
Adient India Pvt. Ltd.



Dr. S.N. Pathan

Former Vice Chairman, ICCR,
New Delhi and
Former Vice Chancellor
Nagpur University



Mr. S. M. Katti

Assistant Vice President,
Aditya Birla Group

ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 36 years in the field of education. Through this period, ASM has persistently provided the corporate world with well prepared professionals. This history of excellence has been validated by the fact that ASM has consistently been ranked amongst the top B-Schools in India.

The faculty of ASM comprises of the best in industry and academia The faculty members for the course are a rich blend of academicians, industry practitioners teaching faculty and mentors from industry. ASM has excellent industry-institute interaction for more than 3 decades and tie-ups with leading organisations for cutting edge certifications for enhanced skills leading to employability.

ASM boasts of a strong alumni base of 69000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing.



EDUCATION FROM
KG to Ph.D

24 COURSES

2 UNIVERSITIES

5 CAMPUSES

2 CITIES

OUR GROUP OF INSTITUTES

IBMR | IIBR | IPS | IMCOST
CSIT | GJC | GEMS | EMPROS

THE ASM LEGACY

A WINNER OF MANY AWARDS, ASM WAS RECENTLY AWARDED

1 "Academia and Industry collaborations for Innovative Curriculum to drive Employability"

National Excellence Award 2018
ASSOCHAM India

2 "Best Institute for Innovation in Curriculum"
at ASMA 2017

by Dr. M. P. Poonia,
Vice Chairman - AICTE

3 "Leading Higher Education Group"

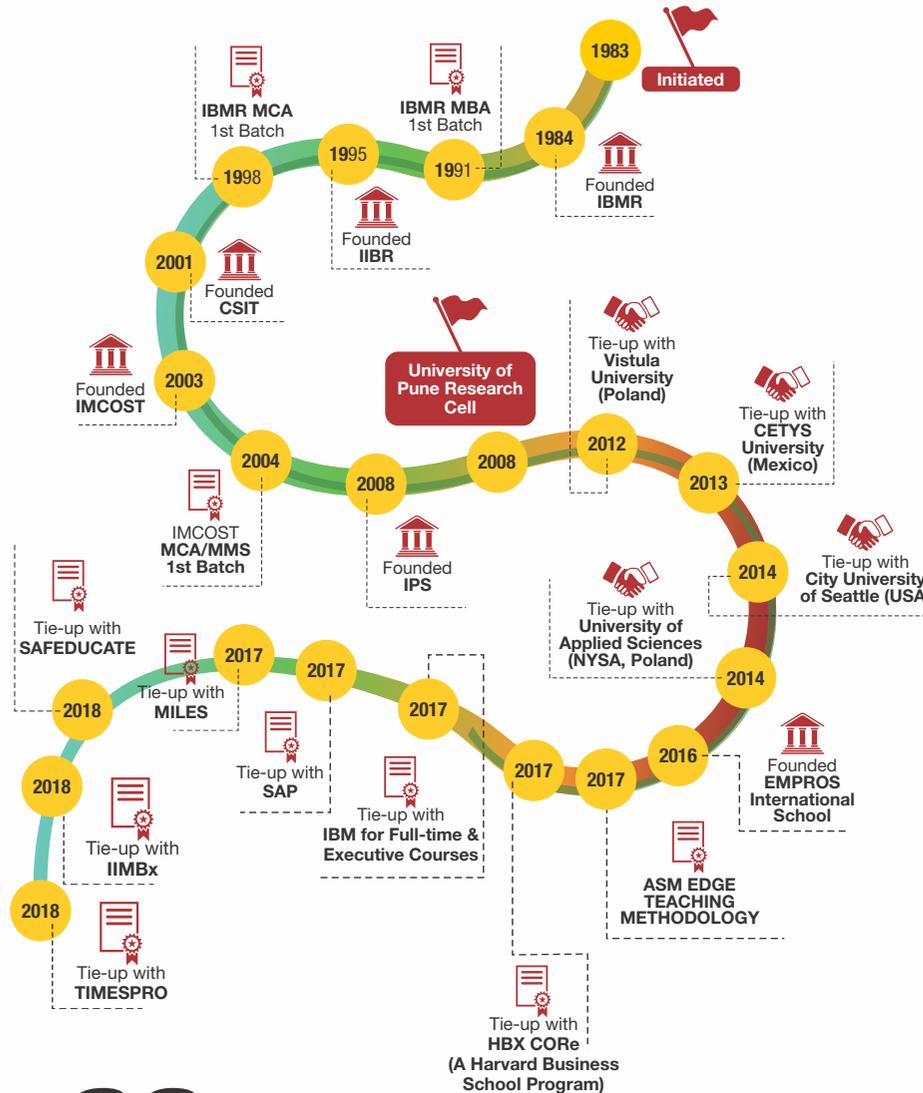
by Business Excellence
Research Group (BERG)
Singapore

4 "Digital Learning Award 2018"
at HE&HR Conclave,

Hyderabad from Govt.
of Telangana

THE WINNING WAY

Ranked amongst the top
B-Schools by AIMA,
Business Barons, Business
Standard, DSJ,
The Week, Business
Chronicle & Silicon India



36
36 YEARS
OF LEADING
THE WAY

AWARDS RECEIVED BY ASM





LEADING YOU TO THE PATH OF SUCCESS, SINCE 1983.



- **Ranked amongst top B-Schools in India by Business Barons**
- **Ranked amongst top B-Schools by DSJ, The Week & Business Chronicle**
- **Ranked 1st in Pune by AIMA in consecutive years**
- **Ranked as A++ institute by Business Standard**
- **Ranked amongst top 5 B-Schools in western zone for IT education by Silicon India**

ABOUT ASM's IBMR

Pioneers in the field of Management Education in Pimpri- Chinchwad, Asia's largest Industrial belt, ASM's IBMR is the first institute in Maharashtra to receive an AICTE approval. The institute is permanently affiliated to the Savitribai Phule Pune University and also approved by the Ministry of HRD, Govt. of India.

Over 33 years, ASM's IBMR has groomed within its campus Business Executives and Entrepreneurs of best caliber who are today at senior levels of the top-notch organisations in India and abroad. Given its strategic location in the heart of the Pimpri - Chinchwad Industrial Township, the institute shares a close relationship with the businesses in and around, providing its students the benefit of an excellent industry-institute interface. ASM's EDGE is another uniquely focused program co- designed, co-developed, co-delivered and certified by leading organisations to provide holistic cutting edge certification of the latest in demand skills in association with the leading corporates and top business schools in the world.

OUR OBJECTIVES

1. To educate, train and prepare our students for management careers in the public, private and co-operative sector and also to develop entrepreneurial skills for future entrepreneurs.
2. To impart instructions in various aspects of Business Management and Computer courses, framed as per the Savitribai Phule Pune University and needs of the industry.
3. To create an intellectual and interactive environment as a part of the learning process and to stimulate thinking on problem solving concerning the management of enterprises through seminars, workshops, case study discussions, panel meetings, paper presentations and project work.
4. To undertake research, consultancy and training on issues concerning the management of large, medium and small enterprises in the public, private, co-operative sectors and multinational organisations.
5. To arrange student visits to industries and internship projects in addition to classroom teaching.
6. To encourage research by students and faculty through our well equipped research cell.
7. To enhance the employability of ASM's students, a comprehensive program called ASM's EDGE has been designed and introduced.

WHY ASM's IBMR?

- ASM's IBMR have been pioneers in the field of Management & IT education in PCMC for 36 years.
- A strong alumni network of 8000+ who are closely associated with the institute and actively participate in placements for current students.
- ASM's IBMR is ranked amongst the Top B-Schools in India by Business Barons, Dalal Street Journal & All India Management Association.
- ASM's IBMR is Affiliated to the Savitribai Phule Pune University, which is rated as one of the top 5 universities in the country.
- All Masters Degree Courses are approved by AICTE & Ministry of HRD, Govt. of India.
- The first institute in India to offer the HBX CORe Program from Harvard Business School.
- ASM's IBMR is supported by UGC for various seminars and workshops to improve student employability.
- Collaboration with IBM for Business Analytics, HR, Finance, Marketing & Logistics Analysis.
- Proactive Management that focuses on grooming its students to suit the industry needs.
- Strong strategic alliances with IT & Non-IT sectors, and a strong presence in the industrial sector in India and abroad.
- State-of-the-art infrastructure, equipped with top-of-the-line computer labs, a vast library with more than 40000 books on management and IT, online journals & international magazines.
- Faculty drawn from industry, academia with excellent experience to take care of the overall development of the students.
- Excellent placements records, with students excelling in their respective careers.
- Holistic development through a range of academic, cultural, sports, team building activities, competitions, soft skills training, industry interfacing, etc.
- The students of ASM's IBMR have been regularly securing positions in the Savitribai Phule Pune University Merit List and the institutes continues to excel in producing university toppers.
- Located in the heart of Asia's largest industrial belt (PCMC), surrounded by three major software parks.
- The institute has a highly efficient Research Cell that provides consultancy and research work for the industries & offers MDPs and helps research scholars for their research projects.
- One of the few institutes in India to adopt the case study methodology of teaching and also into developing case studies and conducting case study resolution competitions for industries in India and abroad.



**ASM'S
EDGE
PROGRAM**



**8000+
ALUMNI
NETWORK**



**3
DECADES**



**200+
COMPANIES FOR
PLACEMENTS**

KNOWLEDGE AND RESOURCE PARTNERS



AFFILIATIONS AND APPROVAL

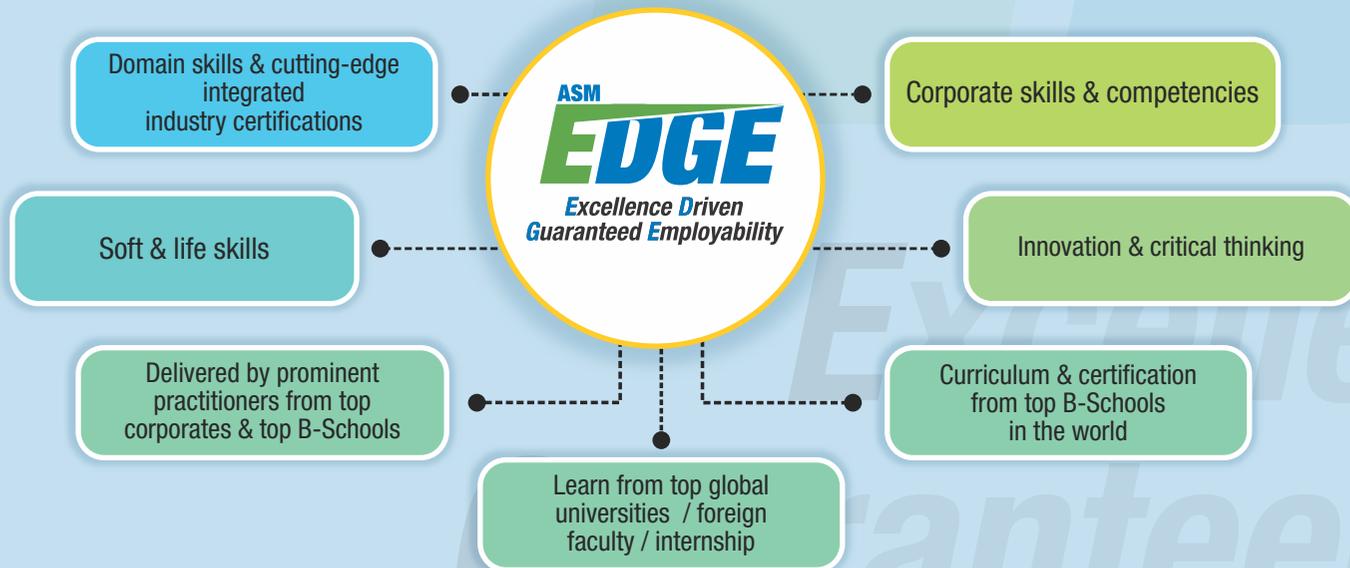


ASM's EDGE

Excellence Driven Guaranteed Employability

Intensive research has led ASM to initiate a unique focused program designed to enhance employability of ASM Students by providing them holistic cutting edge certification of the latest in demand skills in association with the leading corporates and top business schools in the world. ASM's EDGE is driven towards bridging the gap between the fresh management graduate and the skills required by industries world wide. The program modules are co-designed, co-developed, co-delivered and certified by leading organisations like IBM, SAP, leading US-CPA training institute-MILES delivered in the state-of-the-art IBM analytics and SAP labs on campus. The curriculum is framed and delivered through an innovative experiential, personalised and highly effective pedagogy using HBS case studies / simulations & online courses / course materials from Harvard Business Publishing. These programs are delivered by globally acclaimed industry practitioners, faculty from top schools, industry mentors, & business leaders. The program is intensive & holistic and ensures employability through various industry certifications for domain & technical skills, industry visits, internships, soft skills, industry mentoring, interaction with global leaders & global interaction with international internships. Students undergoing EDGE are trained to be global business leaders and will definitely be a cut above the rest.

ASM EDGE aims to empower and enhance career path by offering credible and beneficial cutting EDGE industry certifications which complements traditional education curriculum.



GLOBAL OUTLOOK

Students have opportunities to study from faculty from across the globe from universities like CityU, Seattle-USA, CETYS University-Mexico, VSFS-Prague, University of Nysa, Poland, and various other universities. Its international internships varying from 1 week to 2 months are also available for students to develop to a global level. Foreign students exchange program, international conference, joint case study activities make the program universally relevant and instill a global outlook in students.

DOMAIN SKILLS AND CUTTING-EDGE INTEGRATED INDUSTRY CERTIFICATIONS

ASM students are trained and certified in latest cutting edge technologies like Business Analytics by IBM, user modules by SAP. Domain skills are delivered by leading practitioners and trainers like MILES for US-CPA.

INNOVATION AND CRITICAL THINKING

ASM's innovation lab provides programs like SAP I360, Innovation Next and Effective Manager modules to enhance innovative and critical thinking skills.

CURRICULUM AND CERTIFICATIONS FROM TOP B-SCHOOLS IN THE WORLD

ASM brings cutting edge curriculum and learning management systems from top B- schools in the world. The HBX CORE from Harvard Business School Program, the online courses and simulation from Harvard Business Publishing. Harvard Business Publishing's association with the ASM will allow access to the entire range of global and India centric content, including Participant Centered Learning tools such as case studies, simulations, online courses, videos, articles, etc. This will enable learning to be highly application oriented - it will develop the students with the critical thinking, analytical, decision making and communication skills required to succeed in the workplace.

CORPORATE SKILLS AND COMPETENCIES

Getting students industry-ready begins from the first day at ASM. Interview techniques, industry mentoring, aptitude classes, skill identification test from aspiring minds, industry visits, interaction with global business leader form an integral part of this training to ensure employability in new age careers.

SOFT AND LIFE SKILLS

Psychometric tests, etiquettes, language skills, team building activities are conducted on a regular basis along with presentations, book reviews, management events.

PROGRAM DELIVERED BY PROMINENT PRACTITIONERS FROM TOP CORPORATES AND TOP B-SCHOOLS

Eminent faculty members from institutions like IITs, IIMs, Harvard Business School Alumni, international faculty members from various universities of USA, Mexico, Europe along with prominent practitioners from top industries like IBM, SAP, Deloitte, Accenture, Syntel, HCL, Tata Motors are involved with delivering the program using innovative and experiential pedagogy and state-of-the-art learning management systems.



PGDM

POST GRADUATE
DIPLOMA IN
MANAGEMENT

INTERNATIONAL FINANCE





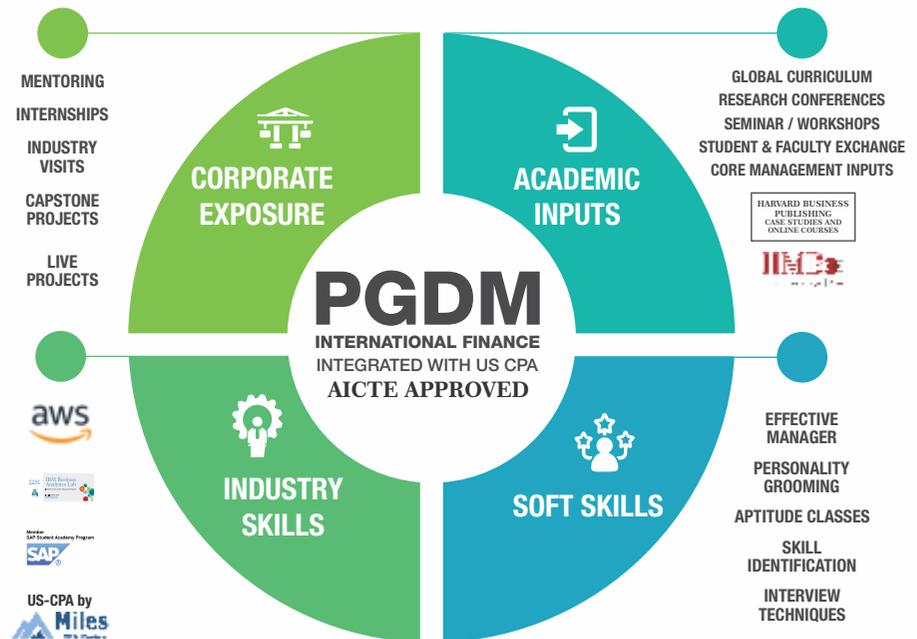
PGDM INTERNATIONAL FINANCE

INTEGRATED WITH US-CPA | 2 YRS FULL-TIME | AICTE APPROVED

FINANCIAL ANALYTICS (IBM) & FINANCE MODULE (SAP)

PROGRAM OBJECTIVE

The PGDM in International Finance Integrated with US CPA aims at training the students for CPA Certification. A CPA will have knowledge of US Generally Accepted Accounting Principles (GAAP), IFRS (International Financial Reporting Standards), Generally Accepted Accounting Standards (GAAS), US federal taxation and business laws which will give them an edge over CAS. The PGDM Program clubs the CPA training with the much required additional skills from Harvard Business School's HBX CORE & SAP training on the Finance module, Financial Analytics from IBM, online courses & case studies from Harvard Business Publishing, thereby ensuring a PGDM graduate is a perfect match for the industry.



ELIGIBILITY & ADMISSION PROCEDURE

Admission to PGDM Institutions shall be made only from the candidates qualified from 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 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. - 35 to 60% .
- Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree - 5 to 25% .
- Group discussion/interview - 20 to 45% .
- Weightage for participation in Sports, Extra Curricular Activities, Academic diversity and Gender diversity – 5 to 20%

PGDM INTERNATIONAL FINANCE, AN INTEGRATED US-CPA PROGRAM FOR THE FIRST TIME IN INDIA

PROGRAM STRUCTURE

Year 1 - Trimester 1

- 101 Essentials of Business Management
- 102 Management Information System
- 103 Business Analytics
- 104 Financial Accounting
- 105 Economics for Managers
- 106 Quantitative Aptitude
- 107 Finance - by HBP
- 108 Management Communication- by HBP
- 109 Spreadsheet Modeling-by HBP

Year 1 - Trimester 2

- 201 International Business Environment
- 202 International Financial Management
- 203 Advanced Financial Accounting & Reporting I-by Miles
- 204 Auditing & Attestation- I-by Miles
- 205 Management Accounting-by Miles
- 206 Quantitative Methods-by HBP
- 207 Financial Accounting-by HBP
- 208 Mathematics for Management-by HBP

Year 1 - Trimester 3

- 301 Overview of International Marketing Management
- 302 Analytics for All- AFA by IBM

- 303 Advanced Financial Accounting & Reporting II - by Miles
- 304 Auditing & Attestation- II-by Miles
- 305 Business Environment & Concepts

INDUSTRIAL TRAINING

on Live Project for 2 months - by MILES

Year 2 - Trimester 1

- 401 Project Viva
- 402 Financial Analytics-by IBM
- 403 Advanced Financial Accounting & Reporting III-by Miles
- 404 Federal Taxation-by Miles
- 405 Business Law-by Miles

Year 2 - Trimester 2

- 501 Entrepreneurship Development & Project Management
- 502 Business Strategies
- 503 SAP End-user training
- 504 Global Investment Industry -by Miles
- 505 Investment Management - by Miles

Year 2 - Trimester 3

MILES - INDUSTRIAL APPRENTICESHIP
LEADING TO 100% PLACEMENT

FEW ADVISORS



Varun Jain
CPA, CMA,
Harvard B-School
Alumnus
Miles Faculty



Dr. Pankaj Gupta
PhD, CMA,
Full bright Fellow,
PCL (Harvard),
IIM-A Alumnus



Mohit Mahajan
CPA, CFA, MFA
CFP

A highly intensive course that requires close to 10 study hours a day

COURSE DELIVERY PARTNERS



HARVARD BUSINESS PUBLISHING
CASE STUDIES AND ONLINE COURSES



+ Member
SAP Student Academy Program



+

+

+

+



HARVARD BUSINESS
PUBLISHING
CASE STUDIES AND
ONLINE COURSES

=

GLOBAL CAREER OPPORTUNITIES

*Disclaimer: Students will have to give additional time and efforts for the value added courses

Students develop a firm level of understanding of the key functions of business – accounting, finance, management, marketing, management information systems, the global economy, entrepreneurship development, operations management & others.

100% students get engage with the industry to learn about the practical industrial work environment in companies.

A NEVER BEFORE OPPORTUNITY

Assured placements opportunities in organizations like



"CPA is the highest accounting qualification in the US with global credibility in the world of finance. It is a great initiative by ASM IBMR to be the first B-School in India to integrate the CPA program into PGDM - International Finance, especially given the fact that the Big 4, including Deloitte, EY, KPMG and PwC, and MNCs across India and globally look forward to recruiting fresh graduates who have earned their CPA."

Varun Jain CPA, CMA, Harvard B-School Alumnus
(Ex-Deloitte & Morgan Stanley)

ASSURED PLACEMENTS OPPORTUNITIES

YOUR CAREER IS WAITING TO TAKE OFF

*Based On Attendance And Performance of Students

PGDM POST GRADUATE
DIPLOMA IN
MANAGEMENT

ENTERPRISE MANAGEMENT

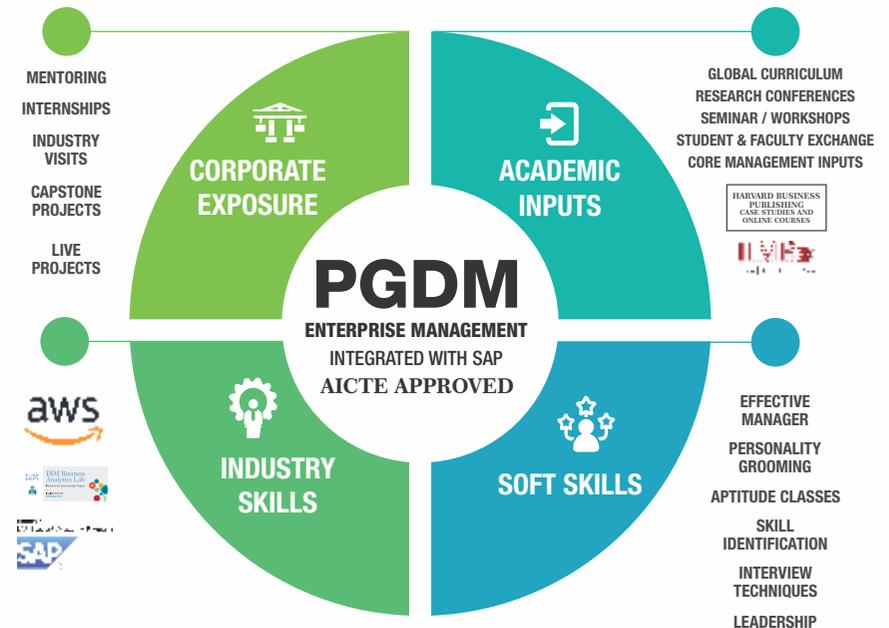


PGDM ENTERPRISE MANAGEMENT

IN ASSOCIATION WITH SAP | 2 YEARS FULL-TIME | AICTE APPROVED

PROGRAM OBJECTIVE

SAP ERP Business Suite applications are most widely used enterprise applications in different industry segments for digitizing and connecting businesses. Organizations are seeking talent who can help them effectively using these business applications so as to respond to the ever-changing dynamic requirements at business place. The inclusion of the SAP ERP training in various courses will increase the knowledge level of their students about real-world business scenarios. Trainings will also support in how to navigate SAP solutions, how SAP solutions can support their role-specific business processes and individual objectives - as well as overall corporate strategies. The PGDM enterprise management is supplemented by employability skills development through Analytics in the chosen specialisation, online courses and case studies from Harvard Business Publishing.



ELIGIBILITY & ADMISSION PROCEDURE

Admission to PGDM Institutions shall be made only from the candidates qualified from 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 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. - 35 to 60% .
- Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree - 5 to 25% .
- Group discussion/interview - 20 to 45% .
- Weightage for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity – 5 to 20%

PGDM ENTERPRISE MANAGEMENT PROGRAM STRUCTURE

Year 1 - Trimester 1

- 101 Essentials of Business Management
- 102 Management Information System
- 103 Business Analytics
- 104 Financial Accounting
- 105 Economics for Managers
- 106 Quantitative Aptitude
- 107 Finance-by HBP
- 108 Management Communication-by HBP
- 109 Spreadsheet Modeling-by HBP

Year 1 - Trimester 2

- 201 Management of Business Operations
- 202 Human Resource Management
- 203 Global Managerial Business Communication
- 204 Overview of Financial Management
- 205 SAP Business processes - by Primus
- 206 Quantitative Methods-by HBP
- 207 Financial Accounting-by HBP
- 208 Mathematics for Management-by HBP

Year 1 - Trimester 3

- 301 Over view of Marketing Management
- 302 Business Environment-
Indian & World Economy
- 303 Material & Supply Chain Management
- 304 Analytics for All-by IBM
- 305 Analytics for SAP-by Primus

Year 2 - Trimester 1

- 401 Project Viva
- 402 Law of Global Business
- 403 1. Analytics-Specialization-Finance-by IBM
2. Analytics-Specialization-Marketing-by IBM
3. Analytics - Specialization-Materials &
Supply Chain Management -by IBM
4. Analytics - Specialization-Human
Resource Management - by IBM
5. Analytics - Specialization-Operations-by IBM
- 404 SAP Certification Preparation-I SAP-by Primus
- 405 SAP Certification Preparation-II SAP-by Primus

Year 2 - Trimester 2

- 501 Entrepreneurship Development &
Project Management
- 502 Business Strategies
- 503 Hands on Sessions/Practical's and SAP
certification preparation-I SAP-by Primus
- 504 Hands on Sessions/Practical's and SAP
certification preparation-II SAP-by Primus
- 505 1. SAP associate certification in Financial
Accounting- by Primus
2. SAP associate certification in
Materials Management -by Primus
3. SAP associate certification in Sales
& Distribution -by Primus
4. SAP associate certification in Human
Capital Management-by Primus
5. SAP associate certification in Advanced
Business Application Programming -by Primus

Year 2 - Trimester 3

PRIMUS-SAP INTERNSHIP PROGRAM &
FOLLOWED BY INDUSTRY PLACEMENTS

SPECIALIZATION TOPICS

Sales and Marketing
Human Resources
Operations
Supply Chain Management

FEW ADVISORS



Praveen Bhamare
SAP, Delivery Head TCS



Manjeet Singh
CIO, BILCARE Ltd.



Mr. Prashant Jadhav
(CIO Franke Faber)



Sambhaji Chawale
CEO PRIMUS, Techsystems Pvt. Ltd.



Sanjeev Joshi
Bristlecone, Practice Lead S/4HANA

COURSE DELIVERY PARTNERS



HARVARD BUSINESS PUBLISHING
CASE STUDIES AND ONLINE COURSES

ASM has developed EDGE to provide cutting-edge skills in association with IBM, SAP, MILES & HBX CORE to provide guaranteed employability to students.



*Disclaimer: Students will have to give additional time and efforts for the value added courses

A NEVER BEFORE OPPORTUNITY

Assured placements opportunities in organizations like

Deloitte.

Bliss
GMS

FCA
FINANCIAL CONSULTANTS

ALKEM

ACAP FARM

GARWARE
BESTECH

Baramati agro

SUDARSHAN

ADITYA BIRLA GROUP

Bilcare
Research

FABER
AIR MATTERS

BENNINGER

vodafone

VW

WIPAC

Hirschvogel
Automotive Group

FRANKE

SANY

RIETER

MARUTI SUZUKI

COOPER
Technology
Tradition Behind The Future

Fobtech
Projects & Engineers

YAZAKI

WINDSOR
Business & Progress

Forbo
Industrial Solutions

RB

TEREX

NORD
DRIVESYSTEMS

Rüsan
A TECHNOLOGICAL SOURCE COMPANY

SAHYADRI

WE GIVE YOU WINGS TO ASPIRE HIGH AND EMBRACE THE SUCCESS OF BECOMING INDUSTRY ENDORSED SAP CERTIFIED PROFESSIONAL.

ASSURED PLACEMENTS OPPORTUNITIES

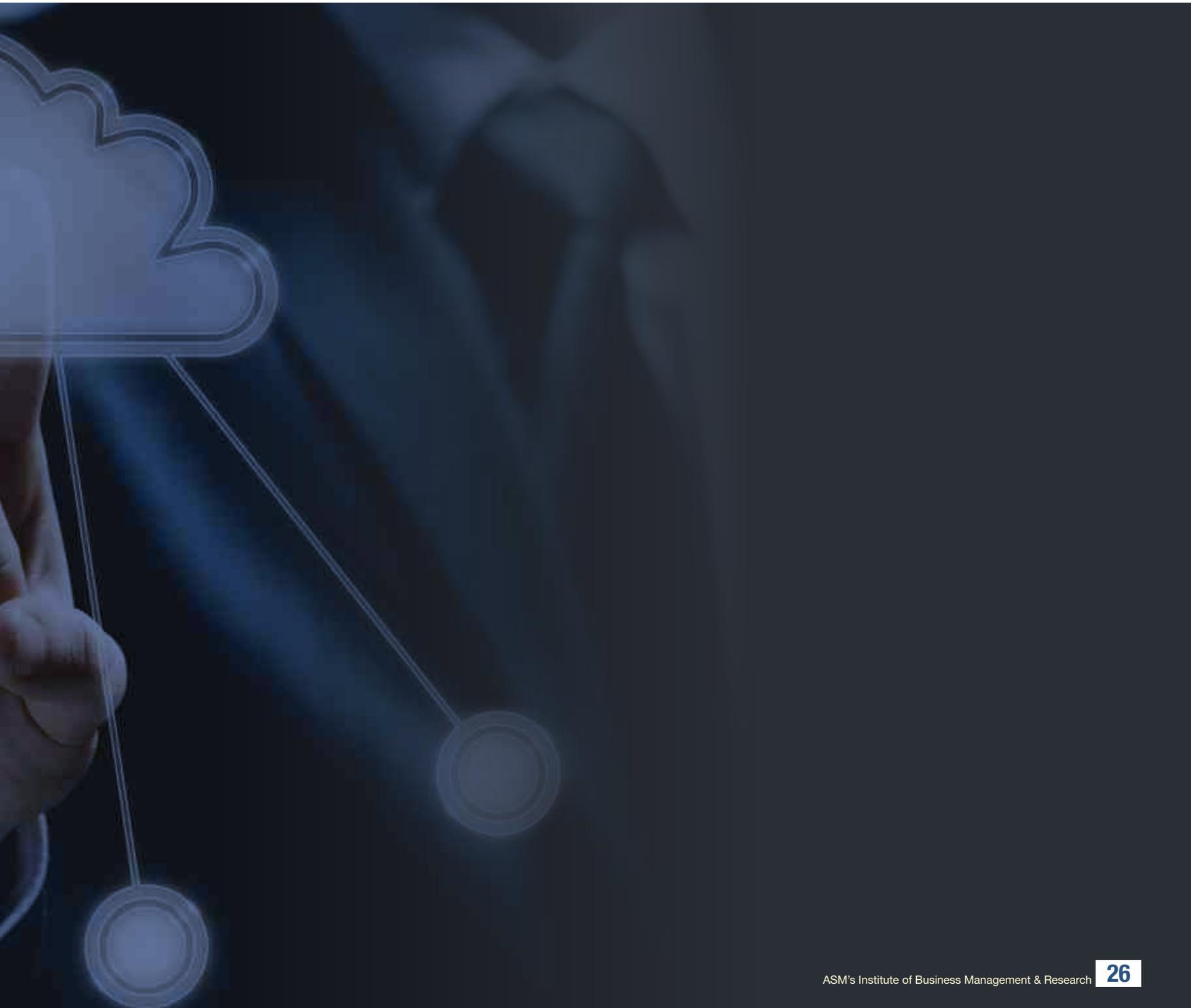
YOUR CAREER IS WAITING TO TAKE OFF

SUCCESS AWAITS YOU
GET SAP CERTIFIED AND BE THE BEST IN THE INDUSTRY WHERE YOU BELONG.

*Based On Attendance And Performance of Students

PGDM POST GRADUATE
DIPLOMA IN
MANAGEMENT

BUSINESS ANALYTICS & BIG DATA



PGDM BUSINESS ANALYTICS & BIG DATA

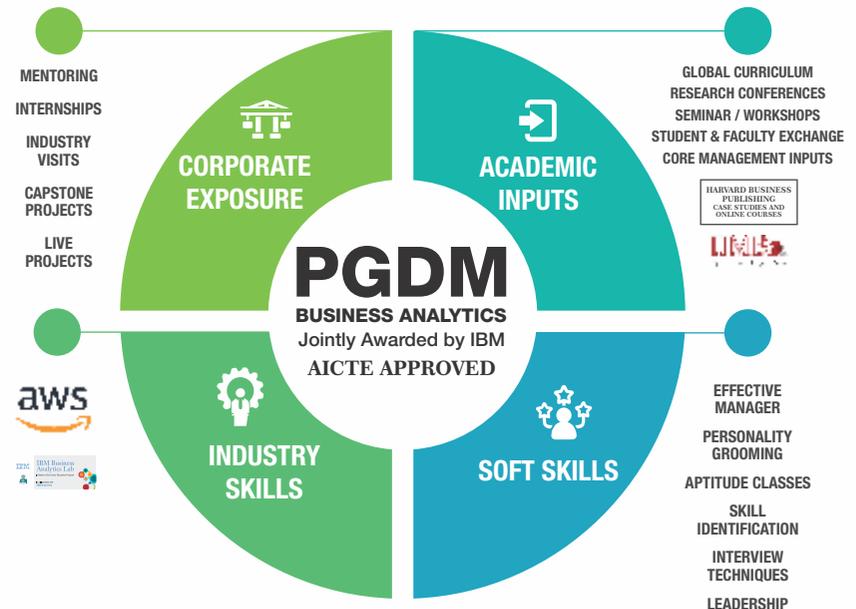
IN ASSOCIATION WITH IBM | 2 YEARS FULL-TIME | AICTE APPROVED

PROGRAM OBJECTIVE

In recent times, there has been a sudden rise in demand of business analytics. The prime reason behind this surge is the data driven and techno focused approaches that majority of organizations have willingly embraced.

The PGDM in Business Analytics and Big Data aims at creating industry ready Professionals to bridge the skill gap. Given the soaring demand and lack of skilled manpower, the course jointly certified by IBM, ensures the PGDM graduates are equipped with the right kind of skills and expertise in Business Analytics to fit into every kind of industry.

The course is supplemented with inputs to improve skills for guaranteed employability through the ASM's EDGE program that includes Business Leadership through the HBX CORE program of Harvard Business School, industrial skills on SAP user modules, online courses and case studies from Harvard Business Publishing.



ELIGIBILITY & ADMISSION PROCEDURE

Admission to PGDM Institutions shall be made only from the candidates qualified from 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 in any one of the six All India tests i.e. (CAT, XAT, CMAT, ATMA, MAT, GMAT) the common entrance examinations (if any) conducted by the respective State Governments. - 35 to 60% .
- Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree - 5 to 25% .
- Group discussion/interview - 20 to 45% .
- Weightage for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity – 5 to 20%

Experienced corporate trainers as faculty and advanced IBM tools, curriculum designed by industry and academia experts assure placements in one of the best companies & the training enable the students to be at par with the industry demands.

PGDM BUSINESS ANALYTICS & BIG DATA PROGRAM STRUCTURE

Year 1 - Trimester 1

- 101 Essentials of Business Management
- 102 Management Information System
- 103 Modern Areas of Analytics & Spread Sheet Modeling by IBM & HBP
- 104 Finance by HBP
- 105 Economics for Managers
- 106 Management Communication by HBP

Year 1 - Trimester 2

- 201 Quantitative methods by HBP
- 202 Financial Accounting by HBP
- 203 Marketing Management
- 204 Mathematics for Management by HBP
- 205 Descriptive Analytics by IBM
- 206 BI Analyst with AP Skills-1 day intervention by IBM

Year 1 - Trimester 3

- 301 Research Methodology
- 302 Materials & Supply Chain Management

- 303 Business Statistics
- 304 Human Resource Management
- 305 Predictive Analytics to be replaced with Predictive Modeling by IBM
- 306 Foundation course in Cognitive analytics (2 days) by IBM
Industrial Training - Internship program of two & half months

Year 2 - Trimester 1

- 401 Business Environment (Indian & World Economy)
- 402 Strategic Management
- 403 Web Analytics
- 404 Summer Project
- 405 Big Data Analytics by IBM
- 406 Data Scientist with Big data- Student AP Skills (2days) by IBM

Year 2 - Trimester 2

- 501 R programming
- 502 Python
- 503 Sectoral Analytics (2 days) by IBM

Year 2 - Trimester 3

Industry Internship

Industrial Training
Internship program
of two & half months

SPECIALIZATION TOPICS (ELECTIVES)

Human Resource Management

Elective I - Performance Analytics, HR Score | Elective - II - HR Analytics

Marketing

Elective I - Digital & Online Marketing | Elective II - Marketing & Advertizing Analytics

Finance

Elective I - Decisions Models in Finance

Elective II- Financial Analytics using Risk Managemnt

Supply Chain Management

Elective I - supply Chain Management | Elective II - Supply Chain Analytics

FEW ADVISORS



Mr. Himanshu Goyal
Country Manager
Computer Service Industries,
Software Group II
IBM India South Asia



Apurva Chamaria
Chief Revenue
Officer
RateGain



Amaralingeswara Rao Kaka
M.Tech, Computer Science,
Jawaharlal Nehru University, Delhi



Haresh Krishna Kumar
MD & General Manager,
Quest Software

COURSE DELIVERY PARTNERS



HARVARD BUSINESS PUBLISHING
CASE STUDIES AND ONLINE COURSES



A NEVER BEFORE OPPORTUNITY IN ORGANISATIONS LIKE IBM /IBM SI's



The analytics market in India could more than double from current \$1 billion to \$ 2.3 billion by the end of 17-18. Industry reports by NASSCOM

IBM predicts annual demand for analytics jobs will soar up to 28% i.e. nearly 700,000 openings by 2020. Forbes

ASSURED PLACEMENTS OPPORTUNITIES

YOUR CAREER IS WAITING TO TAKE OFF

*Based On Attendance And Performance of Students

PGDM POST GRADUATE
DIPLOMA IN
MANAGEMENT

LOGISTICS MANAGEMENT

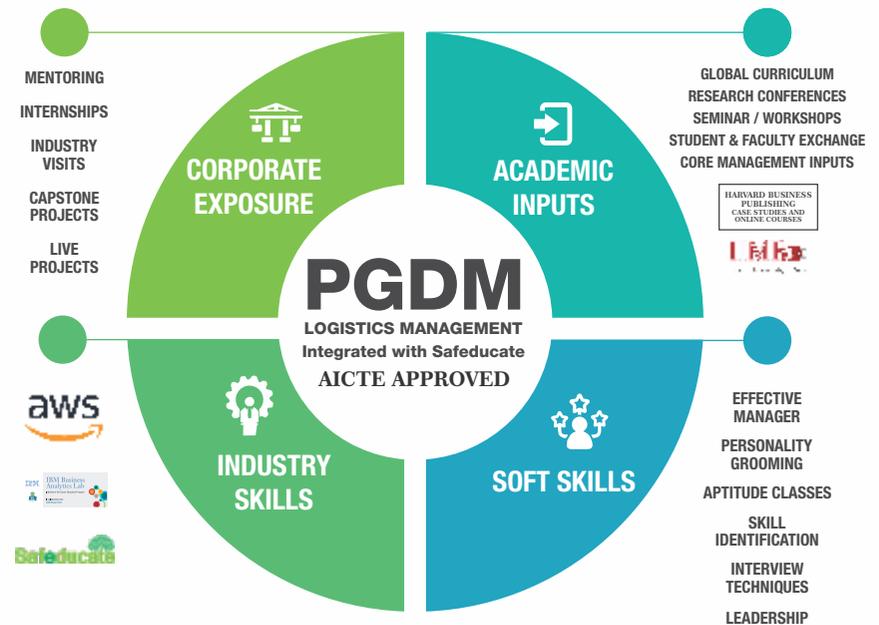


PGDM LOGISTICS MANAGEMENT

IN ASSOCIATION WITH Safeducate | 2 YEARS FULL-TIME | AICTE APPROVED

PROGRAM OBJECTIVE

The objective of this course is to enable students to understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain. Logistics should ensure that the supplier is able to respond to the change in the demand very fast. Entire production should change from a traditional push system to pull system to facilitate a rapid response. Instead of a stocking, the goods and supplying on demand, orders are executed on shipment to shipment basis information Technology plays an important role here as an enabler. It helps management in producing and delivering goods when the consumer needs them. This results in reducing inventory and exposes all operational deficiencies. Now the management resolves these deficiencies and slashes down costs.



ELIGIBILITY & ADMISSION PROCEDURE

Admission to PGDM Institutions shall be made only from the candidates qualified from 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 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. - 35 to 60% Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree - 5 to 25%
- Group discussion/interview - 20 to 45% .
- Weightage for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity – 5 to 20%

PGDM LOGISTICS MANAGEMENT PROGRAM STRUCTURE

Year 1 - Trimester 1

- 101 Essential of Business Management
- 102 Global Managerial Business Communication
- 103 Research Methodology & Quantitative Techniques
- 104 Managerial Accounting
- 105 HRM and People & Systems in Organization
- 106 *Basics of Supply Chain Management
Basics of Supply Chain Management

Year 1 - Trimester 2

- 201 IT & Management with Technology
- 202 Marketing Management
- 203 Financial Management
- 204 Management of Business Operations
- 205 * Warehouse Management
- 206 *Logistics Management & Information System
Warehouse Management Logistics Management & Information System

Year 1 - Trimester 3

- 301 *Procurement & Inventory Management
- 302 Entrepreneurship Development
& Project Management
- 303 Managerial Economics
- 304 *Strategic and Operational Issues in SCM
- 305 *Implementation of ERP in SCM

Procurement & Inventory Management Strategic & operational issues in SCM Implementation of ERP in SCM

Year 2 - Trimester 1

- 401 *Trends in Supply Chain Management (Workshop)
- 402 Business Environment (Indian & World Economy)
- 403 Laws for Global Business
- 404 Business Strategies
- 405 *Workshop: Indirect Tax & Documentation(Workshop)

Trends in Supply Chain Management (Workshop) Workshop: Indirect Tax & Documentation

Year 2 - Trimester 2&3

123/124

**On the Job Training | ** Project | ** Viva-Voice

FEW ADVISORS



Devender Kumar
Sr. Manager
Hr. & Strategy
Patanjali



Kapil Bali
Director
CM Logistics



Romi Kumar
HR-Manager
RCPL



Nishakant Ojha
Principial Advisor
(Information Technology
& Innovations)



Praven Chauhan
Principial Advisor
VP-HR, Agarwal Packer
& Movers

COURSE DELIVERY PARTNERS



HARVARD BUSINESS PUBLISHING
CASE STUDIES AND ONLINE COURSES

PGDM
LOGISTICS
MANAGEMENT

+



+

ASM
EDGE
Excellence Driven
Guaranteed Employability

+

HARVARD BUSINESS
PUBLISHING
CASE STUDIES AND
ONLINE COURSES

=

GLOBAL CAREER OPPORTUNITIES

*Disclaimer: Students will have to give additional time and efforts for the value added courses

A NEVER BEFORE OPPORTUNITY IN ORGANISATIONS LIKE IBM /IBM SI's



Assured paid Internships in the second year leading to 100% job opportunities in global organizations

The analytics market in India could more than double from current \$1 billion to \$ 2.3 billion by the end of 17-18. Industry reports by NASSCOM

IBM predicts annual demand for analytics jobs will soar up to 28% i.e. nearly 700,000 openings by 2020. Forbes

ASSURED PLACEMENTS OPPORTUNITIES

YOUR CAREER IS WAITING TO TAKE OFF

*Based On Attendance And Performance of Students

MBA MASTER IN
PREMIUM BUSINESS
ADMINISTRATION

(ASM's IBMR PUNE 29th BATCH)





MBA

PREMIUM 29th BATCH

2 YEARS FULL-TIME | AICTE APPROVED AFFILIATED TO
SAVITRIBAI PHULE PUNE UNIVERSITY

PROGRAM OBJECTIVE

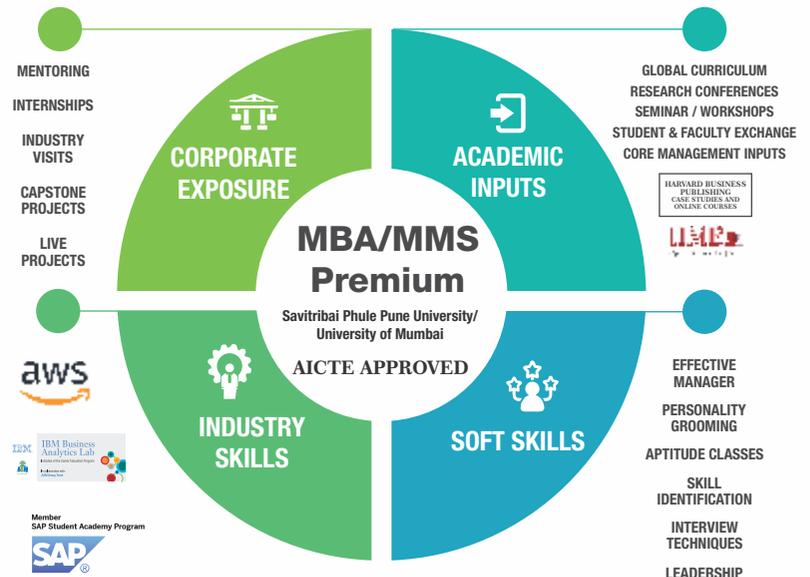
The MBA curriculum of the university caters to the growing demand of skilled employees in the global business houses. The curriculum has been effectively supplemented by additional program from the best in the world to create leaders in all sectors of Business World.

ELIGIBILITY

Candidate having minimum 50% aggregate in graduation (45% in case of reserved category from a recognized university and having valid CMAT/CAT/MH-MBA-CET scores are eligible to apply for the MBA program. For Maharashtra domicile the eligibility is 45%.

ADMISSION PROCEDURE

Admission to the course is centralized conducted by the Directorate of Technical Education (DTE), however students may also apply for the institute level seats. Candidates applying to the institute directly will have to send their 10th, 12th, Graduation marksheet, entrance exam score card, & photo ID proof either by email, by post or in person. Once the documents are verified the students will have to appear for the personal interview. On being selected, the candidate may take admission within the stipulated date by paying the tuition fees and submitting the relevant documents in original.



MBA PREMIUM PROGRAM STRUCTURE

1st Semester

Generic Core Courses

- 101 Accounting for Business Decisions
- 102 Eco Analysis for Business Decisions
- 103 Legal Aspects of Business
- 104 Business Research Methods
- 105 Organizational Behavior
- 106 Basics of Marketing

Generic Elective Courses

- 107 Business Communication Lab
- 108 MS Excel & Advanced Excel Lab
- 109 Selling & Negotiation Skills Lab
- 110 Enterprise Analysis - Desk Research

Additional Courses

HAVARD COURSES FOR PREMIUM ONLY

- 112 MANAGEMENT COMMUNICATION
- 113 FINANCE
- 114 SPREAD SHEET MODEL

2nd Semester

Generic Core Courses

- 201 Marketing Management
- 202 Financial Management
- 203 HRM
- 204 Decision Science
- 205 Operations & Supply Chain
- 206 Management Information Systems

Generic Elective Courses

- 207 Life Skills Lab
- 208 Geo Politics & economic systems
- 209 Business systems & Procedures
- 210 Computer Aided Personal Productivity
Tools Lab
- 211 Industry Analysis - Desk Research

Additional Courses

HAVARD COURSES FOR PREMIUM ONLY

- 212 FINANCIAL ACCOUNTING
- 213 QUANTITATIVE METHODS
- 214 MATHEMATICS FOR MANAGERS

SAP CERTIFICATION IN COLLABORATION WITH PRIMUS

3rd Semester

Generic Core Courses

- 301 Strategic Management
- 302 Enterprise Performance Management
- 303 Startup and New Venture Management

(Marketing)

- 304 MKT Contemporary Marketing Research
- 305 MKT Consumer Behavior

(Finance)

- 306 Direct Taxation
- 307 Financial systems of India Markets & Services

*(Program Structure subject to change as per Savitribai Phule Pune University notification)

(A) Pune University ranked amongst top 10 universities in India

(B) Savitribai Phule Pune University Ranked No. 2 in India as per
“The Times Higher Education World University Rankings”

3rd Semester

(Human Resources Management)

- 308 HR Labour & Social security Laws
- 309 Human Resource A/C & Comp mgt

(Operations Management)

- 310 OPE Planning & Control of Operations
- 311 OPE Inventory Management

(Information Technology)

- 312 IT I T Management & Cyber Laws
- 313 IT E-Business & Business Intelligence

(International Business Management)

- 314 IB International Business Economics
- 315 IB Export Documentation and Procedures

(Supply Chain Management)

- 316 SCM Essentials of Supply Chain Management
- 317 SCM Logistics Management

3 rd sem Subject Elective Courses

(Marketing Management)

- 318 MKT Integrated Marketing Communications
- 319 MKT Customer Relationship Management
- 320 MKT Finance for Marketing Professionals
- 321 MKT Marketing of Financial Services - I

(Financial Management)

- 322 FIN Strategic cost management
- 323 FIN Corporate & International Fin reporting
- 324 FIN Corporate Finance
- 325 FIN Corporate Financial Restructuring

(Human Resources Management)

- 326 Employee Health
- 327 Employee Welfare
- 328 H.R.Audit
- 329 H.R.Information

(Operations Management)

- 330 OPE Productivity Management
- 331 OPE Manufacturing Resource Planning
- 332 OPE Technology Management
- 333 OPE Designing Operations Systems

(Information Technology Management)

- 334 IT Mobile Computing with Android
- 335 IT Software Marketing
- 336 IT for Retailing
- 337 Technical Writing

(Supply Chain Management)

- 338 SCM Managing Material Flow in Supply Chain
- 339 SCM Inventory Management
- 340 SCM Supply Chain Planning
- 341 SCM Supply Chain Coordination

(International Business Management)

- 342 IB International Marketing
- 343 IB International Marketing Research
- 344 IB International Financial Management
- 345 IB Global Logistics & Supply Chains-I

4th Semester

Generic Core Courses

- 401 Managing Sustainability
- 402 Dissertation

Subject Core Courses

(Marketing)

- 403 Services Marketing
- 404 Sales & Distribution

(Finance)

- 405 Indirect Taxation
- 406 International Finance

(Human Resources Management)

- 407 Employment Relations
- 408 SHRM

(Operations Management)

- 409 Operations Strategy & Research
- 410 TQM

(Information Technology)

- 411 Software Project Mgt
- 412 Enterprise Resource Planning

(International Business Management)

- 413 International Business
- 414 Indian Economy & Trade Practises

(Supply Chain Management)

- 415 Strategic Planning
- 416 Knowledge Mgt in supply chain

Subject Elective Courses

(Marketing Management)

- 417 Rural Marketing
- 418 International Marketing
- 419 Export Documentation & Procedures
- 420 E-Marketing

(Financial Management)

- 421 Financial Risk Management
- 422 Wealth & Portfolio
- 423 Fixed Income Securities
- 424 Commodity Markets

(Human Resources Management)

- 425 HR Organizational Design & Development
- 426 HR Change Management
- 427 HR Lab in Industrial Relations
- 428 HR Emerging Trends In H.R

(Operations Management)

- 429 Business Process Reengg
- 430 Enterprise Resources Planning
- 431 Financial Perspectives in Ops Mgt
- 432 Lean Mgt

(Information Technology Management)

- 433 Web Designing & Multi media
- 434 Information Security & Audit
- 435 E-governance
- 436 Internet Marketing

(Supply Chain Management)

- 437 ERP
- 438 Supply chain Risk Mgt
- 439 Project Mgt
- 440 Supply chain practises-II

(International Business Management)

- 441 Foreign Exchange Mgt
- 442 E-Commerce
- 443 ERP
- 444 Global HR

(A) Pune University ranked amongst top 10 universities in India

(B) Savitribai Phule Pune University Ranked No. 2 in India as per "The Times Higher Education World University Rankings"

COURSE DELIVERY PARTNERS



Member
SAP Student Academy Program



HARVARD BUSINESS PUBLISHING
CASE STUDIES AND ONLINE COURSES

ASM has developed EDGE to provide cutting-edge skills in association with IBM, SAP, MILES & HBX CORE to provide guaranteed employability to students.

MBA
PREMIUM



HARVARD BUSINESS
PUBLISHING
CASE STUDIES AND
ONLINE COURSES

+

+

+

+

ASM
EDGE
*Excellence Driven
Guaranteed Employability*

Member
SAP Student Academy Program



=

GLOBAL CAREER OPPORTUNITIES

*Disclaimer: Students will have to give additional time and efforts for the value added courses

WITH A LEGACY OF 36 YEARS AND A STRONG 8,000 ALUMNI NETWORK, ASM ENJOYS A GREAT PLACEMENT RECORD

MBA AT ASM's IBMR
PLACEMENT OPPORTUNITIES IN 200+ COMPANIES



and many more...

Ph.D DOCTOR OF PHILOSOPHY



Ph.D and Research

ASM's IBMR boasts of a research center approved by the Savtribai Phule Pune University that provides Ph.D, under the faculty of Management. Academic scholars, industrialists and subject experts from within and outside the city are associated with this research facility.

IBMR provides research opportunities in all fields of management, under various specialisations. Research scholars have unlimited access to the rich knowledge bank and facilities that IBMR has to offer. Research is conducted in the areas of Finance, Human Resource, Marketing, General Management, Information Technology, Operations and Supply Chain.

So far, 13 students have been awarded doctorates, and at present, 30 students have been registered and are in process of completing their Ph.D.

RESEARCH ACTIVITIES AT ASM

INCON: “International Conference on Ongoing Research in Management and IT” is organised by ASM in association with CETYS University, Mexico, and Vistula University, Poland, is aimed at providing international exposure to various researchers from industry and academia. INCON is a platform where industry and academia join together to share their experiences and work jointly to find solutions for various problems.

ASM Business Review: A peer reviewed biannual journal is published every year that provides an excellent opportunity for research scholars to get acknowledgment for their research. ASM Business Review has circulation in the industry and reputed institutions as a reference journal and a source of knowledge for various scholars.

Consultancy: We encourage our faculty members to interact with the industry and conduct live assignments and projects to provide them with solutions to their problems. These assignments are mainly focuses on field work and market research required by various industries.

Live case studies: Our faculty members interact with the industry by preparing live case studies.

Participation in conferences: We promote the participation of our students and faculty members various national international research conferences.

Explore Study Implement

OUR TIE-UPS



ASM TIES UP WITH IIM BANGLORE



ASM TIES UP WITH TIMESPRO



ASM TIES UP WITH HBX CORE

HBX CORE is a program that provides future business leaders the skills and confidence they need to succeed. We are excited to welcome the ASM students on the HBX CORE program, and share with them the Harvard Business School way of learning.

- Prof. V. G. Narayanan
(Professor, Harvard Business School)



ASM TIES UP WITH SAFEDUCATE

VALUE ADDITION CERTIFICATIONS

HBX CORe

First of its kind tie-up in India, the Harvard Business School with the ASM Group of Institutes offers HBX CORe program. The program is a bundle of three courses delivered via their innovative online platform. Through this program, students take Business Analytics, Economics for Managers, and Financial Accounting, with course content grounded in the Harvard Business School's case method.

CPA

Certified Public Accountant is a designation by American Institute of Certified Public Accountants and ensures that professional standards for the industry are enforced. CPAs are known for their role in income tax preparation but can specialize in many other areas, such as auditing, bookkeeping, forensic accounting, managerial accounting and information technology. Miles CPA Review is an initiative by Varun Jain (CPA, CMA) with the vision of training and guiding Indian students & professionals in obtaining the internationally-acclaimed CPA designation which would add to their knowledge base, enhance their credibility and give them a global perspective.

SAP

As the market leader in enterprise application software, SAP is at the center 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.

IBM

(International Business Machines Corporation), a multinational technology company Nicknamed Big Blue, is one of 30 companies included in the Dow Jones Industrial Average and one of the world's largest employers, with (as of 2016) nearly 380,000 employees. Provides online knowledge portals skillfully combined with real world case studies & success stories and allows work on cutting edge analytics & big data tools with access to in campus IBM business analytics lab.

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

SAFEDUCATE

Safeducate, by SafeExpress is a leading training, skilling and consulting organization that specializes in the domains of Supply Chain Management & Logistics, Retail, Manufacturing and Automotive. This company has been using the latest technology, innovative tools and rich pool of experienced, qualified & certified trainers, and subject matter experts. It displays a unique ability to develop & transform the lives of its different types of learners through highly focused & industry relevant courses, programs and workshops

TimesPro

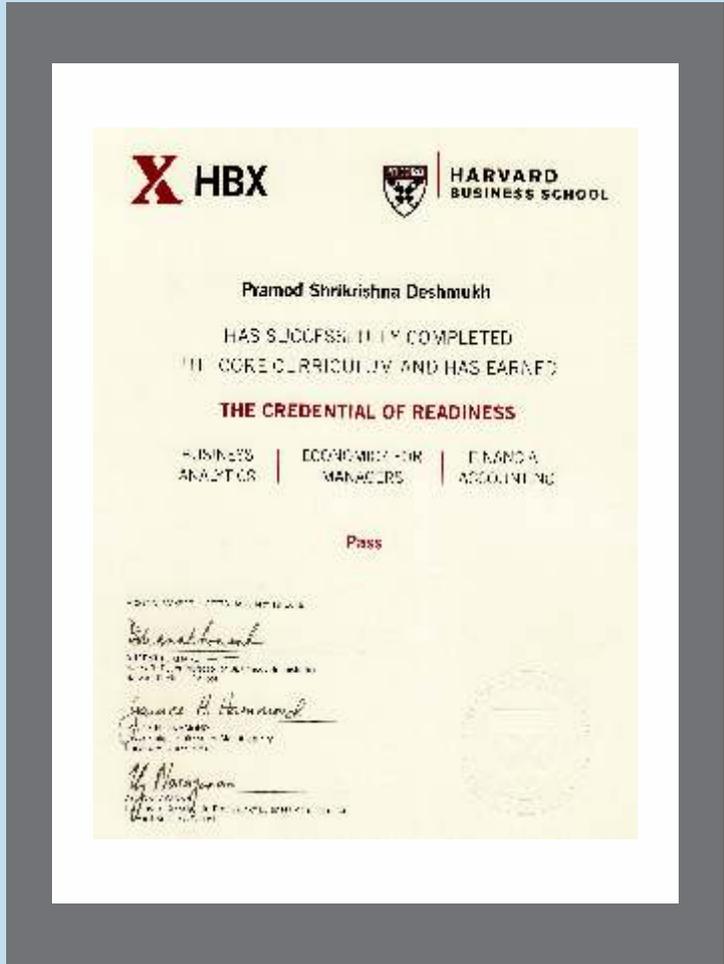
TimesPro is an education initiative by The Times of India Group with an aim to revolutionize professional education in India Addressing the gap between education and industry employability. The course is designed, developed and constructed to aid and assist learners in getting the perfect knowledge of the most essential areas of digital marketing like search engine optimization (SEO), conversion optimization, web analytics, content marketing, email and mobile marketing

IIMBx

IIMBx is founded on the philosophy that management education has strong potential to transform our educational systems and that high quality education must be available to all. The vision of the IIMBx programme is to use digital learning to enable widespread access to management education. Led by the faculty at IIM Bangalore, IIMBx offers online courses and programmes covering core and advanced business and management subjects.



CERTIFICATIONS RECEIVED BY STUDENTS POST COMPLETION OF VALUE ADDED COURSES.





INTERNATIONAL STUDENT EXCHANGE

We at ASM are looking to provide students the opportunity to visit diverse countries and campuses. The objective of this effort is to provide students an opening to gain real life exposure to the cultural, social, industrial, educational & historical aspects of each other's countries. The program envisages home stay at the host country. The study includes participation at social functions & festivals, culminating into a 'Certificate of Understanding' from the foreign Institute.



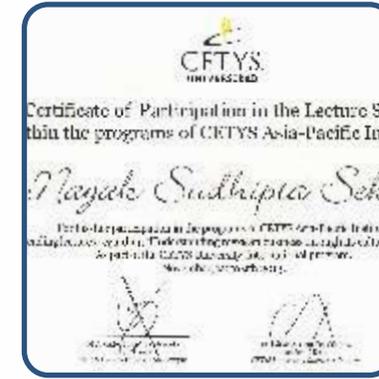
INTERNATIONAL INTERNSHIPS

We offer our students industrial internships abroad for an international perspective helping them learn the work environment of culturally diverse business practices, procedures, values and ethics.

(UNITED STATES OF AMERICA & MEXICO,
EUROPEAN COUNTRIES,
SINGAPORE AND SOUTH-EAST ASIA)



INDUSTRIAL INTERNSHIP IN FOREIGN COUNTRIES OFFER OUR STUDENTS AN INTERNATIONAL PERSPECTIVE.



ASM ADOPTS A 360 DEGREE *APPROACH TO EDUCATION*

FACULTY

The faculty pool consists the best of the industry and academia, thereby providing students an opportunity of hearing and learning straight from the 'Horse's Mouth', the intricacies and relevance of theoretical aspects in application. By following unique teaching methodologies, wherein mainstream teaching is supported by industry interaction, the faculty brings to the classroom contemporary information and a realistic view of global business. The main focus of the faculty lies in the holistic development of each student, enhancing their business skills, technical skills and soft skills, as well as the overall personality development of students.

ASM'S CORE FACULTY

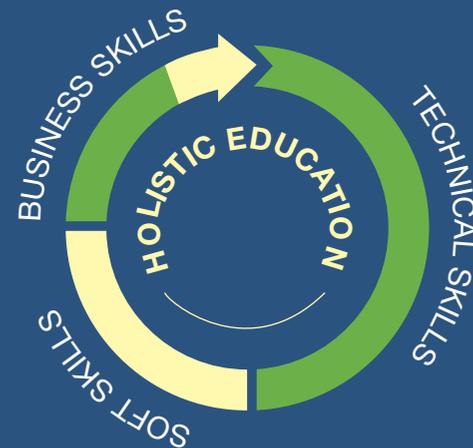
FACULTY MEMBERS INCLUDE NATIONAL AND INTERNATIONAL EXPERTS FROM INDUSTRY, ACADEMIA & GOVERNMENT BODIES

WORLD-CLASS TEACHING METHODS

GLOBAL EXPOSURE THROUGH REGULARLY VISITING FOREIGN FACULTY

HOLISTIC DEVELOPMENT OF STUDENTS THROUGH VARIOUS EDUCATIONAL, SOCIAL AND CULTURAL ACTIVITIES

TEACHING SYSTEM

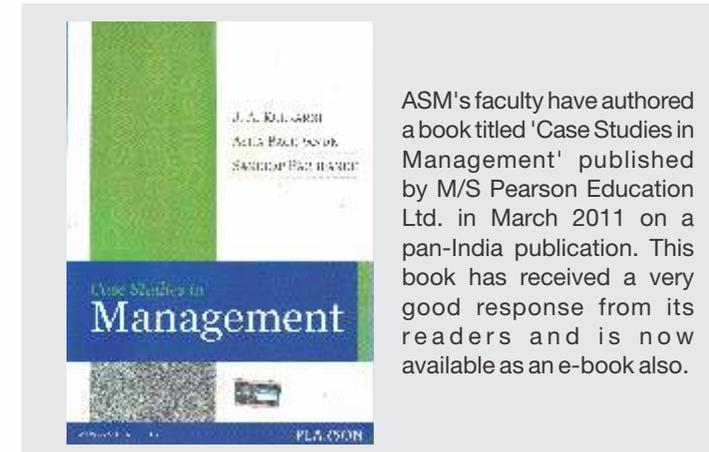


- Co curricular activities
- Interactive business games
- Presentations
- Inter-collegiate competitions
- Mentoring & counselling
- Case studies
- Industry-Institute-Interfacing
- Study tours
- Extracurricular activities
- Workshops
- Team building exercises
- Overseas internships
- Seminars
- Intra-collegiate competitions
- Industry visits

ASM LEADS IN CASE STUDY DEVELOPMENT AND TEACHING METHODOLOGY

ASM believes in the case study methodology of injecting corporate flavor to the syllabus of its management's students. Case studies are developed by the in-house faculty and live case studies are jointly developed in collaboration with CETYS University, Mexico (WASC accredited) and Vistula University, Warsaw, Poland, The ASM faculty members so far have developed more than 250 case studies on Indian businesses and on current economic affairs in the Indian economy, and also have developed near about 35 live case studies on industries in Mexico. The teaching pedagogy is mainly based on case study methods by which the students become well versed with industrial methodology of working.

Some of the efforts taken by ASM as an initiative to promote case study methodology culture in the institute are as mentioned below:



ASM's faculty have authored a book titled 'Case Studies in Management' published by M/S Pearson Education Ltd. in March 2011 on a pan-India publication. This book has received a very good response from its readers and is now available as an e-book also.



ASM regularly conducts a case study development competition called EVOLVE for its faculty.



ASM continues to push its students to achieve excellence in academics through its case study competition PERCEPT.



ASM organises a unique national level case study competition MINDSCAPE, where the institute offers business case studies to industry giants such as Tata, Mahindra, Whirlpool, Siemens and Bajaj Group etc. for presentation of their resolution of the case studies for ASM students and faculty.

FEW OF OUR CORE FACULTY MEMBERS



Dr. Asha Pachpande
BA, MPM & PhD
Professor & Director



Dr. Sandeep Pachpande
BE (Comp), MBA (UK),
PhD (Intl Mktg), SELP
(Harvard Business School)
Professor & Chairman



Dr. Santosh Dastane
BA, MA, PhD
Professor & Dean



Dr. Preeti Pachpande
B.Com, MBA, PhD
Professor



Dr. Deepak Shikarpur
IT Engineer, PGDM,
PhD (IT)
Professor



Dr. Shyam Bachhav
BE, MBA, Ph.D,
Professor



Prof. J. A. Kulkarni
BE Mech (Gold Medalist),
MBA (Germany)
**Professor - Strategic
Management**



Dr. Satish Pawar
MBA, Ph.D
Director - Research



Prof. Roopa Praveen
B.Sc, MCM, MCA,
Ph. D (Pursuing)
**Head - Admissions
(ASM's IBMR)**



Prof. T. Srinivas
B.Com, M.Com
Professor - Finance



Dr. Yogesh Uphadyay
B.Com, LLB, LLM,
MA (Eco), MPM, Ph.D,



Dr. Anupama Chaudhari
MBA, Ph.D
Associate Professor

FEW INTERNATIONAL LECTURERS DELIVERED LECTURES IN LAST TWO YEARS



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



Dr. Ghassan B. Oweis
Doctor of Business Administration,
Tourism Management Expert, Jordan



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



Dr. Sylvia Monica
Perez Nunez -
Docente de Tiempo Completo.
CETYS Universidad,
Campus Tijuana.
Escuela de
Administración y Negocios



Myriam Ross
Teacher at CETYS University



Ulises Lopez
Teacher at CETYS University



Jennifer Muskett
University of Southampton Solent



Dr. Ronald Newton
Director ISODC USA



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



Prof. Antonio Esquedaflores
Assistant Provost of International
Operations at City University of Seattle



Dr. Scott Venezia
Dean, Academics,
CETYS University, Mexico



Dr. David M. Williams
University of Surrey



Prof. Ian Wakeman
University of Sussex



Dr. Mahdi Fikri
Al-Alami Certified
Management Trainer &
Consultant, Jordan



Paulina Krytosiak
Institute of Computer Science
Polish Academy of Sciences
(IPI PAN), Poland



Sergiusz Pukas
Lecturer and Coordinator for
Postgraduate Programs and
International Cooperation
Institute of Computer Science
Polish Academy of Sciences
(IPI PAN), Poland

FEW VISITING FACULTY FROM INDUSTRY / ACADEMIA



Varun Jain
CPA, CMA,
Harvard B-School Alumnus



Pankaj Gupta
PhD, CMA, Fulbright Fellow,
PCL (Harvard), IIM-A Alumnus



Rohini Sripada
CA, CPA
AVP and National Instructor
at Miles Education



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



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



Royston D'souza
CA, CPA
VP and National Instructor
at Miles Education



Aniruddha Pai
CPA
Manager Finance
& Re-engineering,
Bank of New York Mellon



Mohit Mahajan
CPA, CFA, MFA, CFP



Dr. C. M. Chitale
HOD
Dept. of Management Science
PUMBAP



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



Ganesh More
CPA
Practicing
Chartered Accountant



Jayashree V
CPA, EA
National Instructor
at Miles Education



Brahmadev Rampur
CPA
Director - FP&A, ADP



Imtiyaz Peerzade
Principal architect
SYNTEL



Dr. S G Bapat
Professor
Tilak Maharashtra Vidyapeeth



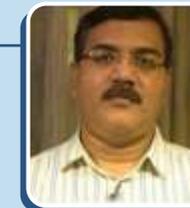
Dr. Pratik Surana
Chief Mentor & Founder
Bodhisattva Learning Pvt. Ltd.



Prashant Jadhav
CIO, Franke Faber



Manjeet Singh
CIO, Bilcare Ltd.



Amit Shukla
CIO, Kirloskar brothers



Commander V. K. Jaitely
Founder Chairman of C_Cube
Consultants



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



Sambhaji Chawale
CEO
PRIMUS Techsystems Pvt. Ltd.



Dr. K. K. Jain
IIM, Indore



Dr. Sharad Joshi
Professor & Dean Corporate Relations
Vishwakarma Institute of Management, Pune



Himanshu Goyal
Country Manager
Computer Service Industries
Software Group, IBM India South Asia



Haresh Krishna Kumar
MD & General Manager,
Quest Software



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



Dr. Yogesh Upadhyay
President, ISTD



Naveen Yadav
Customer Engagement, IBM



Rajib Bhattacharya
Solution Architect, IBM



Dr. Narendra Barate
CEO, Seed Infotech



Apurva Chamaria
Chief Revenue Officer
RateGain



Praveen Bhamare
SAP, Delivery Head TCS



Sanjeev Joshi
Bristlecone,
Practice Lead S/4HANA



Devender Kumar
Sr. Manager
Hr. & Strategy
Patanjali



Kapil Bali
Director
CM Logistics



Romi Kumar
HR-Manager
RCPL



Nishakant Ojha
Principial Advisor
(Information Technology
& Innovations)



Praven Chauhan
Principial Advisor
VP-HR, Agarwal Packer
& Movers

LIFE AT ASM

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.



THE ASM's IBMR GRADUATE IS AN INDUSTRY-READY PROFESSIONAL

Since 1983, ASM's IBMR has excelled in industry-institute interactions by its innovative methodology of mentoring and grooming the students to make them the most sought after candidates for placements.

Continuous industry interactive and integrative methodology of teaching and training. Regular exposure to business leaders and the who's who of the business world and their way of working. Direct contact with the industries ensuring that its students meet industry expectations.

ASM has been awarded the "Academia & industry collaborations for innovative curriculum to drive employability"

by ASSOCHAM



INFRASTRUCTURE

From a world-class air conditioned auditorium to fully equipped libraries, well ventilated classrooms, high-end computing systems, Wi-Fi enabled campus, excellent accommodation and recreational facilities our infrastructure revolves around giving our students the most conducive environment for learning. Students can be sure that their time at IBMR will not only be memorable, but also yield excellent results in their careers.

Library

The library at ASM's IBMR is digitally automated, and consists of over 56,000 national and international books and journals. ASM's IBMR is also a member of EBSCO enabling students and staff to browse through over 1,800 e-journals.

Computer Resources and Labs

ASM's IBMR has an IBM Analytics LAB, SAP Lab & Innovation Lab. IBMR has state-of-the-art computer labs with high-end computing workstations and fiber-optic lines to facilitate high-speed internet access. The labs are equipped with all the required licensed software.

Sports & Recreation

ASM's IBMR provides indoor and outdoor recreation facilities. Yoga and meditation workshops are conducted to encourage a healthy lifestyle. We encourage Students to participate in various sports events to facilitate all-round grooming.



A WORLD CLASS FACILITY



Classrooms

Our classrooms are equipped with the best learning aids & are also designed keeping in mind student comfort. Well-lit & ventilated classrooms have teaching aids like LCD projectors; AV tools, etc. are available.

Canteen

The canteen located in the institute's premises catering to the students provides hygienic and quality food, suiting the palate of every student at ASM, as they hail from various parts of India.

Hostel

The institute provides a very serene, calm and safe environment at their self-owned hostel facilities to provide a home away from home atmosphere to the students. There are separate boys and girls hostel all enabled with necessary amenities like Wi-Fi, etc.

FRAMING THE MINDS OF TOMORROW



Exposure to Diversity Business Simulation Games Personality Development Sessions Outdoor Management Training (OMT) Inter/Intra Collegiate Competitions Educational & Cultural Exchanges Case Study Competitions Research Seminars Industrial Visits



LEARN FROM LEADERS

Encourage the leader within you



Padmashree Leela Poonawalla,
Former Chairperson, Alfa Laval



Dr. Rajiv Kumar
Vice Chairman, Niti Ayog



Prashant Pansare,
MD, Inteliment Technologies



Mukesh Ambani
Chairman, Reliance



Pramod Chaudhary,
Chairman, Praj Industries



Ravi Pandit,
Chairman, KPIT



Abhay Firodia,
Chairman, Kinetic Engineering



Farhad Forbes,
Director, Forbes Marshall

Geographical boundaries in the business world and the increased flow of intellectual manpower across nations, has emphasised the need for the sharing of best management & business practices across the world.

IBMR provides opportunity for the students & faculties as well to learn from the various leaders for sharing thoughts on different areas of management and IT.

The effort has two strong benefits. One, that students get to benefit hugely from the wisdom of voices of experience and secondly, rubbing shoulders with achievers, not only builds the confidence of an individual but also inspires him to achieve.

ASM's IBMR invites industrialist & CEO's of reputed organisation to interact with students. Through various events students are given an opportunity to interact with leaders of the industry.



Prataprao Pawar,
Chairman, Sakal Papers



Shyam Kambeyanda,
Asia-Pacific head, Eaton



Milind Padhye,
Director, Cybage



Vithal Kamat,
Chairman, Kamat Group



Dr. Narendra Jadhav,
Member, Planning Commission



Madhur Bajaj,
Vice-chairman, Bajaj Auto



Mukesh Malhotra,
MD, Weikfeild



Ganesh Natrajan,
CEO, Zensar technologies

RECOGNISING ACHIEVEMENTS OF LUMINARIES AND ROLE MODELS

ASM recognises the contribution and achievements of individuals in the corporate world by honoring them with achievers award. This also provide a platform where ASM's students get the opportunity to learn and interact with these corporate super achievers providing the students with their invaluable insights. To help our students realise the importance of social responsibility, we present CRS Awards to luminaries who work towards building a better society and world. ASM salutes excellence.



Mukesh Malhotra
MD, Weikfield Products Ltd.



Vasant Shetty
VP & Country Head, Saama Technologies



Sulakshana Patankar
COO, WNS Global Services



Lila Poonawalla
Lilapoonawalla Foundataion



Pramod Chaudhary
Chairman, Praj Industries



Dr. Deepak Shikarpur,
Individual Social Responsibility for
spreading literacy in masses



M. D. Mallya CMD, Bank of Maharashtra; **Madhur Bajaj,**
Vice Chairman, Bajaj Auto; **Priti Rao,** Sr. VP & Location Head, Infosys

ASM SUPER ACHIEVERS



Rajan Dutta
President Corporate HR,
Reliance Communications Ltd.



Abraham Chako
ED, The Federal Bank Ltd



Raman Nanda
President & CEO, Bilcare Ltd.



Padma Bhushan Shobhana Ranade
Social Activist for Woman Empowerment



Dinesh Deo, CEO, BNY Mellon



IGNITING MINDS

World class leaders interact with the students of IBMR and provide them with the much needed spark for a successful life.



Prof. Yashpal



Adi Godrej
Chairman, Godrej



Marijke van Drunen Littel
Consul General
of the Kingdom of The Netherlands



Dr. Philip Kotler
Management Guru



C.K. Prahlad
Management Guru



Dr. R.K. Pachauri
Director-General, TERI



Dr. Govind Swaroop

BANK LOANS

IBMR having Tie-ups with following banks for Educational loans:



Disclaimer: Loan amount and approval is the sole discretion of the financial institutions and IBMR does not take any responsibility of the same. IBMR will only assist the students with all necessary documents to facilitate the same. It is the sole responsibility of the student to get the loan processed.

OVERSEAS TOURS

Understanding diverse business principles

Overseas tours to economically, culturally and socially diverse countries.

Curriculum designed keeping global trends in view.

Interaction with expert faculty from universities of different countries.

The exchange of ideas & interactions with leaders of the industry.

Student exchange programs with various universities across the globe.

International internships



In order to provide the students with a global perspective, the ASM Group of Institutes organises various faculty and student exchange programmes with leading foreign universities.

The exchange of faculty members between both universities provide the students in-depth knowledge on the business and economic aspects of a foreign country, relevant to their course, which helps them better prepare for global careers.

Student exchange programmes include ASM students visiting foreign universities and vice versa. Foreign students bring to our shores a fresh and diverse perspective. It is essential to learn from their outlook and understand how their countries face global challenges and handle business solutions.

Above all, foreign students bring along with them their customs and values, which make for an interesting dialogue with a country as diverse as India. The result is sheer magic.

INTERACTION WITH FOREIGN STUDENTS



LEARNING THROUGH FUN



Opportunities for learning, growing and achieving exist everywhere at IBMR. Life at IBMR is a blend of academics, extra-curricular and co-curricular activities. Strong student clubs and cell activities give students opportunity to pursue hobbies of their interest. In addition, activities such as cultural programmes, student fests, festival, national celebrations and inter-college events make life at IBMR truly colorful, enriching and enjoyable.

A year round celebration of life is what it is all about at the Audyogik Shikshan Mandal Group of Institutes. Every year over 40 events are held across the various campuses. In the preceding year an overwhelming 60 events were held, making that an average of more than one per week.

Our students actively participate in various academic, co-curricular, extra-curricular, industry based, cultural and sports related competitions organised not only on campus but also at inter-college level. The students have consistently been top performers at such events, which only goes on to highlight the accent that ASM as an institute lays on all round growth of an individual.

Sports, trekking, outdoor and fun activities not only act as welcome diversion from the rigors of theoretical class room sessions but also aims to unearth the latent talents and skills of our students which in turn help in the overall development of student's personality.

At INSIGNIA the annual showpiece event, we organise a memorable week-long celebration. During this week, various events such as Sports, Fun Games, Fine Arts and Performing Arts, Crafts, Music Rhapsody, Fashion Show and Cultural programmes are organised. The gamut of activities is to ensure that every student comes forward to participate in and showcase at least one sphere where they can contribute confidently.



Life at IBMR



▶ LEARNING FROM LEADERS



▶ INDUSTRY VISITS



▶ FOREIGN TOUR



▶ SEMINARS



▶ BUSINESS SIMULATION GAMES



▶ INTERNSHIP



▶ INTERNATIONAL STUDENT EXCHANGE



▶ CONCERTS



▶ OUTDOOR TEAM BUILDING TRIPS



▶ INDUCTION PROGRAMMES



▶ CREATING WINNERS



▶ CONFERENCES



▶ SPECIAL CELEBRATIONS



▶ SOCIAL GATHERINGS



▶ BLOOD DONATION CAMP



EVERY YEAR,
THE ASM GROUP OF INSTITUTES
PROVIDES WELL-GROOMED,
**INDUSTRY-READY
PROFESSIONALS TO
200+ COMPANIES**
WHO VISIT OUR CAMPUS
FOR RECRUITMENT

TRAINED FOR INDUSTRY DEMANDS

GLOBAL OULOOK

VALUE BASED LEARNING

ENHANCED PERSONALITY DEVELOPMENT

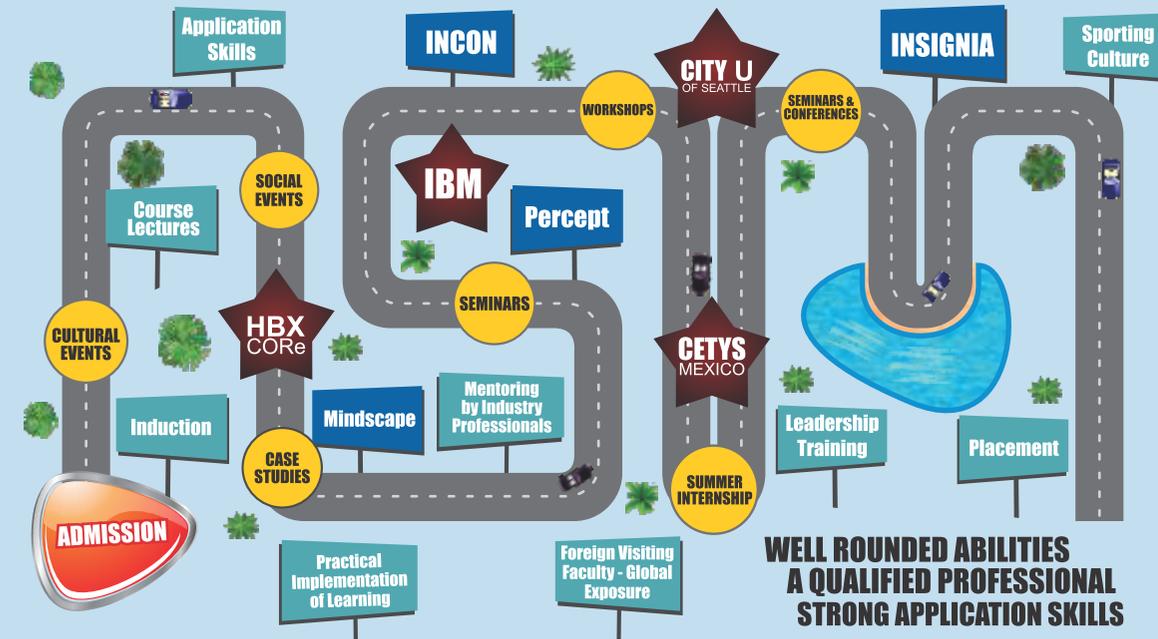
HIGH IMPACT LEADERSHIP SKILLS

SOLUTION BASED INDIVIDUAL

STRONG COMMUNICATION SKILLS

The launch pad for grooming begins on Day One when students come to our campus, through an intensive induction schedule, by the end of which a student has designed a road map for the following years with the institute. Our Industry-Academia-Interface & activities are designed with a lot of consideration to make a student desirable to the industries, and they act as milestones on their journey towards their placements.

ASM STUDENTS HAVE CONSISTENTLY PROVEN
TO BE INDUSTRY-READY PROFESSIONAL WITH WELL-ROUNDED ABILITIES



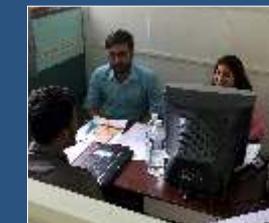
**WELL ROUNDED ABILITIES
A QUALIFIED PROFESSIONAL
STRONG APPLICATION SKILLS**



Co-curricular Activities | Interactive Business | Inter-collegiate Competition | Extracurricular Activities
Mentoring & Counselling | Case Studies | Seminars | Industry-interfacing | Study Tours | Presentations | Workshops
Outdoor Team Building Exercise | Inter-collegiate Competitions | Industry Visits

ASM'S
JOB FAIR
WE TAKE YOUR
CAREER SERIOUSLY

Every year, the ASM Group conducts a one-day Job Fair at its campus, as an initiative to provide candidates seeking jobs with a platform to connect with recruiters. Each event receives an applauding response in terms of number of applicants, 150+ participating companies, as well as jobs offered.



SOME OF OUR RECRUITERS



SOME OF OUR RECRUITERS





Volvo India Pvt. Ltd.
(Assistant Manager – Marketing Communications)

“The delivery of the course at IBMR allowed me to acquire a lot of practical knowledge, which I now use on an everyday basis.”

Roopa Nagaraju



TATA Services Ltd.
(Manager, Human Resources)

“I enjoyed the rich and open-minded interaction between my classmates and professors during my course at IBMR.”

Prachee Sonchal



Zarin Tile Industry
(Commercial Manager)

“Participating in various activities & planning enough time for studies enabled to get this job and be the topper!!”

Afshin Sherkat



The Orange One (CEO)

“The mentoring program at ASM's IBMR has been a life changing experience for me and I owe my success to my mentors.”

Veeraiah Chowdary



Hindustan Unilever Ltd. (TSO)

“We are happy to get the overseas opportunity and exposure and got selected because of special grooming program and interaction with professionals from the industry provided by institute.”

Anup Mittal



Mindtree (HR Executive)

“IBMR's wonderful and serene environment provided the perfect platform for an enlightening and fun education.”

Nidhi Sarkar



Response Alarms
(Managing Director & CEO) Director at NR Comps Infotech

“An intensive 'Grooming for the Real World' program ensured that we never had to worry about getting placed.”

Rajiv Jalori



Lee Hecht Harrison
(General Manager)

“The entire tenure was packed with challenges, experiences and emotions. Whether brief assignments or month-long projects, each was a window to the world of business, if not a stepping stone.”

Ankush Puri



Sami Labs Ltd.
(Sr. Vice President)

“I am thankful that I got specific job training from our regular industrial exposure enabling me crack the interview process for my dream job.”

Sameer Nair



MCCIA (Associate Director)

“I benefitted heavily from the education received from the professors at ASM who have extensive professional and academic experience, as well as from the practical case studies carried out.”

S. H. Kopardekar



Videocon (AGM Planning)

“The faculty member from international universities provided us the right blend of global inputs and ensured that we learn about the best of both the worlds.”

Chaitanya Bodhe



Mercedes Benz India Pvt. Ltd.
(Manager - Network Development)

“The excellent industrial exposure at IBMR, along with the support of the Placement cell positioned me at my dream job.”

Aniket Dambare



Sourabh Bhangaonkar

Cognizant Technology Solutions US Corp (Sr. Associate)

"IBMR provided the right blend of academics, research and industry interface activities to cater to every student's need."



Punit Chitra

Rediff.com India Ltd. (Senior Database Administrator (RDBMS Specialist))

"The global exposure I had during my study at ASM's IBMR was one of the key reasons for me being selected in the interview."



Ravi Bisht

CEB (Project Manager)

"ASM's IBMR provided the best preparation for my career, the industry visits were a great way of explaining the actual functions in the corporate world."



Ankur Bhasin

Cisco India (Manager Engineering)

"ASM provided us with an array of wonderful curricular and extra-curricular activities that enhanced our capabilities as team players as well as leaders."



Sabyasachi Jha

IBM (Project Lead)

"Our learning experiences at ASM's IBMR have been very enriching thanks to our fantastic teachers."



Nikhil Talgeri

ThinkPets Inc. (Director of Software Engineering), VCA Antech (Director of Applications)

"I am proud to be an alumnus of ASM's IBMR; I owe my success to them"



Shatadru Dutta

Zensar (Project Manager)

"Year round activities at ASM's IBMR have helped me to make effective use of time. Today I thank my Alma Mater for imbibing this quality in me."



Kiran Menon

Akamai Technologies (Sr. Analyst)

"Organizing various events during my study at ASM's IBMR has helped me develop people skills, which I use in my day to day life."



Milan Dani

Tech Mahindra Ltd. (Sr. Solution Designer/Sr. Delivery Manager)

"Classroom sessions were a joyful experience at ASM's IBMR, thanks to our wonderful teachers."



Niranjan Sinha

Tata Consultancy Service Ltd. (Business Analyst)

"My teachers were very supportive and encouraged us to be a part of all events. The best moments of my life were at ASM's IBMR."



Saurabh Dubey

Oracle India Pvt. Ltd. (Principal Sales Consultant)

"The experience I received due to the global exposure at ASM's IBMR, is now a great help for me at my work place."



Shivesh Lal

IBM (Senior Business Analyst)

"It was a life changing moment, when we got to interact with the leaders from the corporate world, names that we had just read about in the newspapers and magazines."

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.
2. 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.
3. Smoking, consumption of alcohol, tobacco gum etc. is strictly prohibited in the premises of institute as well as hostel.
4. 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.
5. 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.
6. 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.
7. It is the duty of the every student to maintain the campus as well as hostel premises neat and clean.
8. As per university rules minimum 75% attendance in every subject is compulsory.
9. Attendance below 75% without prior permission may result in appropriate disciplinary action.
10. Students participation and attendance in seminars, workshops, induction, guest lectures and other programmes conducted within or outside the institution is compulsory. Violations of these may warrant for appropriate disciplinary action.
11. 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.
12. Every student shall always carry an identity card with him/her and shall produce on demand.
13. 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.
14. 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 bona fide, scholarship, concession in fees etc.
15. Every related information and deadlines for each activity will be displayed on the notice board hence no student shall ignore the watching of notice board or message through SMS, as no excuse will be heard later on.
16. Every student is bound to utilise the institutions property carefully, any damage will result in proportionate fine as a recovery against damage so caused.
17. It is compulsory for every student to pay fees, submit eligibility, examination form or any other information voluntary or as per demand within the prescribed time limit. Tuition fees should be paid before the commencement of academic period. 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.
18. Any student who desires to grab an opportunity of higher and valuable education by opting on line course in collaboration with Harvard Business School or certification course of analytics in collaboration with IBM, SAP, ASM's EDGE or two or more of the above will have to pay extra fees as may be decided by the committee.
19. Every student shall have to pay extra charges against the formal uniform and thereafter have to attend the classes as well as programmes in formal uniform only.
20. Any student who desires to avail the facility of advance learning in the areas like analytics, soft skill, interview skill, personality development will have to pay extra fees, as may be decided by the committee.
21. Every student is expected to follow strictly the schedule of classes and the programmes as mentioned in the academic calendar for the year 2019-20.
22. 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 co-operate the institution for preserving its validity.
23. 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.
24. Every student will have to compulsorily participate in all the academic activities and related events.
25. As every activity is just for the students and their development, every student shall attend and participate into wholeheartedly at 100% level.
26. To save the electricity students has to ensure to put off the light & other appliances before leaving the classroom/labs.
27. Every student is expected to behave ethically in computer lab/class room/hostel/canteen and campus.
28. Every month's attendance will be submitted to student's home address.
29. For eligibility of placement minimum 75% attendance is compulsory.
30. Documents verification shall be completed strictly before 10th August 2019.
31. The students are bound by the rules and regulations made by the AICTE / DTE / University / 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.
32. Refund of fees will be as per rules of concerned authority.
33. The library deposit shall be refunded within the month after the last examination on submission of no due certificate from the office of IBMR and NOC from the librarian.
34. The institute reserves the right to change the name or cancel a course as per Govt. guidelines and regulations.
35. Students will have to comply with all the relevant rules and regulations failing which admission will not be finalised.
36. Fees will be extra for additional courses under the ASM's EDGE Program/MBA Premium
37. HBX CORe will be offered only to selected students.
38. Minimum 85% attendance in academic and extracurricular activities along with acceptable performance is required to be eligible for placements.
39. Course curriculum is subject to change as per guidelines from AICTE or Savitribai Phule Pune University.
40. All disputes are subject to Pune city jurisdiction.
41. Fees and other costs mentioned are excluding GST, and will be applicable.

Disclaimer: Images used for representative purposes only. Rules and regulations are subject to change as per the Savitribai Phule Pune University / DTE / AICTE (whichever applies). All litigations subject to Pune jurisdiction.

WHY PUNE?

Rightly called as the Oxford of the East, Pune invites many aspiring students from across the country and the globe. The city is noted to have the largest number of Schools and Universities around the globe. Pune boasts of a heterogeneous mix of the highest number of domestic and foreign students. In recent times, the city has emerged as a famous IT hub of India.

Over the years, Pune has been known as a plethora of sobriquets. The most popular amongst them are 'Queen of the Deccan', 'Cultural Capital of Maharashtra' and 'Pensioner's Paradise'. Pune is one of the historical cities of India with a glorious past, an innovative present and a promising future.

Deep rooted with its culture, the city culture lays deep emphasis on education, art, music and theatre. The city reflects a blend of culture with modernity.

The city also offers a good quality of life, as compared to other emerging metros of the country. With temperate weather conditions a holistic ecosystem and well connected transportation within the city and across the country, the city provides a dynamic and safe environment for young students to live in.

**SAVITRIBAI
PHULE
PUNE
UNIVERSITY** | **AMONGST THE
TOP 10
UNIVERSITIES
IN INDIA**

45% FOREIGN
STUDENTS
IN INDIA
COME TO PUNE

**CENTRE FOR
INDIAN & INTERNATIONAL
MANUFACTURING
ENGINEERING AND
AUTOMOTIVE COMPANIES**

//IT HUB 1000+
IT COs

**ENTERTAINMENT
CENTRE**



T: (020) 27475090 / 8666 | M: +91 9422009207/09/10/12 | E: admission@asmedu.org | W: www.asmgrou.edu.in

THE ASMGROUP OF INSTITUTES: IBMR | IIBR | IPS | IMCOST | CSIT | GJC | GEMS | EMPROS