AUDYOGIK SHIKSHAN MANDAL (ASM) GROUP OF INSTITUTES

INSTITUTE OF COMPUTER STUDIES (ICS)
PIMPRI, PUNE
Affiliated to Savitribai Phule Pune University & Approved by AICTE, Govt. of India

COLLEGE OF COMMERCE, SCIENCE & INFORMATION TECHNOLOGY (CSIT)
CHINCHWAD, PUNE
Affiliated to Savitribai Phule Pune University

INSTITUTE OF INTERNATIONAL BUSINESS AND RESEARCH (IIBR)
PIMPRI, PUNE
Approved by AICTE, Govt. of India & Promoted by MCCIA

GEETAMATA ENGLISH MEDIUM HIGH SCHOOL & JUNIOR COLLEGE (GEMS)
CHINCHWAD, PUNE
Recognized by Govt. of Maharashtra

INSTITUTE OF MANAGEMENT & COMPUTER STUDIES (IMCOST)
THANE, MUMBAI
Affiliated to University of Mumbai & Aproved by AICTE, Govt. of India

INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR)
CHINCHWAD, PUNE
Permanently Affiliated to Savitribai Phule Pune University & Approved by AICTE, Govt. of India

INSTITUTE OF PROFESSIONAL STUDIES (IPS)
PIMPRI, PUNE
Affiliated to Savitribai Phule Pune University & Approved by AICTE, Govt. of India

EMPROS INTERNATIONAL SCHOOL
CHINCHWAD, PUNE
BAVDHAN, PUNE
TALEGAON, PUNE

AUDYOGIK SHIKSHAN MANDAL
Since 1983
ASM
Education • Research • Consultancy

ASM'S INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR)
Permanently affiliated to University of Pune & approved by AICTE, Govt. of India.

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Cost of Prospectus by hand Rs. 1200/- and by post Rs. 1250/-

IBMR PROSPECTUS 2015

FOR A FUTURE THAT SHINES

MBA
25th BATCH

ASM's Institute of Business Management & Research (IBMR)
Permanently affiliated to the Savitribai Phule Pune University & approved by AICTE, Govt. of India.

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

OUR FOUNDER

Dr. R. R. Pachpande

[1947 - 2009]

"Education is the soul of our society"

Index

FROM THE CHAIRMAN'S DESK

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

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

In the field of education since 1983, ASM has established itself as one of the most successful and credible educational trust attracting students from all over the country and has developed strong linkages with national and international academic and business community.

Our holistic approach to education coupled with our proven pedagogy helps in creating proactive, innovative and industry ready professionals ready to take up any global challenges.

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

Dr. Sandeep Pachpande
Chairman,
ASM Group of Institutes

FROM THE DIRECTOR'S DESK

ASM's IBMR is a committed endeavor to develop a new generation of successful managers who are ready to take on the ever changing scenario of the global economy. Under the aegis of the ASM Group of Institutes, IBMR is proud to present holistic courses, replete with the new trends in the fields of management education, along with the practical aspects of a demanding economy. At Institute of Business Management and Research (IBMR) we have always taken positive steps in this direction. Since 1983, IBMR has been able to give to the industry, well groomed, trained and matured young executives that have gone a long way in shaping the way of successful organisations. Our students have gone on to take up key positions in top notch blue chip companies in India and abroad. It gives me great pride year after year to welcome our new batch of students to Institute of Business Management and Research (IBMR) and give them a launch pad to boost their potential careers. IBMR is known for providing a 'winning capability' to our students through our regular and visiting Indian and Foreign faculty who are qualified and experienced managers from the industry.

Our courses at IBMR are recognised by the University of Pune and approved by the AICTE. Through each of these courses, and the gamut of activities and business events that we encourage our students to participate go in a long way in ensuring holistic development and results in the emergence of a true professionals.

IBMR strives to shape quality professionals to meet the needs of Indian and International Industry, thus assuring India has the best intellectual capital. As India treads the fast track of development and joins the prestigious league of economic superpowers, it has become all the more imperative to generate competent business experts equipped with the thorough knowledge of varied facets and nuances of business management and economy.

We welcome you to discover for yourself all the facets of ASM's IBMR that make the institute a fountainhead of prospective managerial talent in Pune.

Dr. (Mrs) Asha Pachpande
Director, IBMR
Secretary, Audyogik Shikshan Mandal (ASM)

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

- Nelson Mandela

ASM's Institute of Business Management and Research

32 Years of Excellence in Education

Established in 1983, the Audyogik Shikshan Mandal (ASM) has completed 32 glorious years in the field of education. Through this period, ASM has regularly provided the corporate world with well-prepared professionals, and industry leaders. This history of excellence has been validated by the fact that ASM Group of Institutes has been consistently ranked amongst the top B-Schools in India.

The key factor in ASM's teaching pedagogy is the excellent Industry-Institute-Interface, which provides the students with contemporary industry experience. A loaded calendar of seminars, conferences and events help in providing interactions with corporate stalwarts thereby learning from their insights and experience.

The ASM Group of Institutes provide state-of-the-art infrastructure, which includes Wi-Fi enabled campuses, sporting facilities, well stocked libraries, computer centers, classrooms etc., all equipped with the latest in technology. ASM's placement cell has a track record to reckon with, which includes over 55,000 alumni working with top-notch organisations in India and abroad.

ASM FACT FILE:

- A 32 year legacy in the field of education from pre-school to doctorate.

- Strong network of 55,000+ alumni.

- Innovative teaching methodologies that go beyond the classroom.

- A dynamic Institute-Industry-Interface for 'Application-Skill' based learning.

- Regular national & international conferences and seminars attended by industry and academic stalwarts

- Presence in 2 major cities; the educational hub - Pune, and financial capital of India - Mumbai.

- Institutes affiliated to the University of Pune/ University of Mumbai and approved by AICTE.

- 5 Campuses, with 5000 students spread across 2 cities with state-of-the-art infrastructure to meet global standards

- Prime location surrounded by Asia's well known industrial belts and surrounded by three major IT parks, along with conveniences such as multiplexes, hotels, shopping malls, hospitals, railway station, bus stand etc.

- Well experienced faculty drawn from the industry and academia from India and the world over.

- A placement team with impeccable track records across the country.

- A history of proven performances at the university examinations, with a proud record of having produced over 200 university rank holders.

- A full-fledged research cell which engages in joint research programmes and R&D activities for industry-sponsored projects, and serves as a research center for the University of Pune.

- Regular visiting faculty from international universities, industries and research organisations.

Vision

To be a world center 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 & dedicated, socially responsible global managers & leaders who make valuable contributions to all levels of the corporate world and society.

EXCELLENCE 32 YEARS IN EDUCATION

OUR GROUP OF INSTITUTES
IBMR | CSIT | IIBR | IPS | ICS | IMCOST

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**

WHY IBMR?

- IBMR has a track record of being one of the pioneers in the field of academics for IT & Management for 32 years.
- A strong network base of 30,000+ alumni who are very closely associated with the institute for placements and industry interfacing.
- IBMR is ranked amongst the Top B schools in India by Business Barons, Dalal Street Journal & All India Management Association.
- IBMR is Affiliated to the University of Pune, 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.
- Proactive Management that focuses on grooming 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.
- The institute's state-of-the-art infrastructure is well equipped, with top of the line computer labs, library with more than 25000 books on management and IT, online journals & international magazines.
- Faculty drawn from industry, academia with adequate experience to take care of the overall development of the students.
- Excellent placements records, with students excelling in their respective careers.
- IBMR believes in the holistic development of the students, which is done through a lot of academic, cultural, sports, team building activities, competitions, soft skills, industry interfacing, etc.
- The students of IBMR have been regularly securing positions in the Savtribai Phule Pune University Merit List and the institute continues to excel in producing university toppers.
- The institute is 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 MDP's and helps research scholars for their research projects.
- IBMR is 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 IBMR - enviable credentials

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 32 years, ASM's IBMR has groomed within its campus Business Executives and Entrepreneurs of the best caliber who are today at senior levels of many 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 its vicinity, providing students the benefit of an excellent industry-institute-interface.

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 Savtribai 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 trainings 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.

ASM Tie-ups

The ASM Group of Institutes and IBM are life-long partners in education. Being partners in education, IBM imparts courses for the students in AS/400e and Rational Rose. These courses are offered at subsidised charges for training and better job opportunities for qualified candidates.

The ASM Group of Institutes has signed a Work Force Development Programme (WDP) with Oracle University. This is a giant step towards bridging the gap between Industry & Academia. The programme enables the institute to provide the DBA and SQL 10G track. The curriculum is designed, developed and certified by Oracle thereby improving the employability of the students.

Partners in Education
Educating at the speed of change

KNOWLEDGE AND RESOURCE PARTNERS

INFRASTRUCTURE

From a world-class air conditioned auditorium to fully equipped libraries, well ventilated classrooms, high-end computing systems, Wi-Fi enabled campus, excellent accommodations 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 IBMR is digitally automated, and consists of national and international books and journals. IBMR is also a member of DELNET, EBSCO & IEEE enabling students and staff to browse through over 1,800 e-journals.

Computer Resources and Labs
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's.

Sports & Recreation
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.

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 is 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 hostel facilities to provide a home away from home atmosphere to the students. There are separate hostels for boys and girls all enabled with necessary amenities like Wi-Fi, etc.

A world class facility

LEARN FROM LEADERS

In order to be a leader you need to learn to think like one!

Mukesh Ambani, Chairman, Reliance

Padmashree Lila Poonawalla, Former Chairperson, Alfa Laval

Pramod Chaudhary, Chairman, Praj Industries

Ravi Pandit, Chairman, KPIT

Abhay Firodia, Chairman, Kinetic Engineering

Farhad Forbes, Director, Forbes Marshall

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

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, such as Mukesh Ambani, Arun Firodia, Adi Godrej, Madhur Bajaj, Abhay Firodia, Lila Poonawalla etc.

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

Pramod Chaudhary
Chairman, Praj Industries

Raman Nanda, President & CEO, Bilcare Ltd.

RECOGNISING ACHIEVEMENTS OF LUMINARIES AND ROLE MODELS

Lalit Kumar Jain,
Chairman, CREDAI & CMD, KUL

Rajan Dutta, President Corporate HR,
Reliance Communications Ltd.

ASM SUPER ACHIEVERS

Renuka Krishna,
VP, Talent Acquisition Group, KPIT Cummins

ASM recognises the contribution and achievements of individuals in the corporate world by honoring them with achievers award. This also provides 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. The objective is to motivate students to ignite a flame within every student to be a super achiever. ASM salutes excellence.

Padmashree Lila Poonawalla
Lilapoonawalla Foundataion

Abraham Chako, ED, The Federal Bank Ltd.

Mukesh Malhotra
MD, Weikfield Products Ltd.

Vasant Shetty
VP & Country Head, Saama Technologies

Sulakshana Patankar
COO, WNS Global Services

Dinesh Deo
CEO, BNY Mellon

INDUSTRY INTERFACE

Since 1983, 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. Here are some of the key points that IBMR strives to impart through its various initiatives.

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

THE IBMR GRADUATE IS AN INDUSTRY-READY PROFESSIONAL

BUSINESS SKILLS

HOLISTIC EDUCATION

TECHNICAL SKILLS

SOFT SKILLS
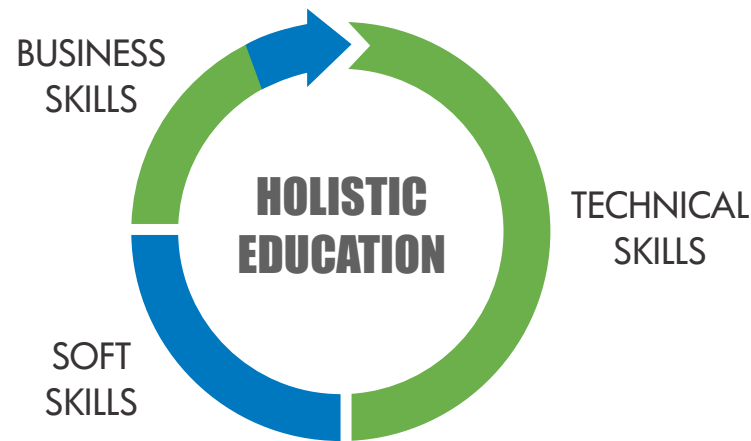
ASM ADOPTS A 360 DEGREE APPROACH TO EDUCATION

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 IBMR FACULTY

FACULTY MEMBERS INCLUDE BOTH, REGULAR AND VISITING EXPERTS FROM INDUSTRY, ACADEMIA AND GOVERNMENT BODIES.

GLOBAL EXPOSURE THROUGH REGULAR VISITS OF FOREIGN FACULTY.

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

WORLD-CLASS TEACHING METHODS.

TEACHING SYSTEM

- Co-curricular activities
- Interactive business games
- Presentations
- Inter-collegiate competitions
- Mentoring and counselling
- Case studies
- Book Review
- Industry-Institute-Interfacing
- Overseas study tours
- Extracurricular activities
- Workshops
- Research seminars
- Team building exercises
- Seminars and conferences
- 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 for its managements students. Case studies are developed by an 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 100 case studies on Indian businesses and on current economic affairs in the Indian economy, and also have developed a few live case studies on industries in Mexico. 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, Bajaj Group etc. for presentation of their resolution of the case studies for ASM students and faculty.

Course of the University of Pune

Ranked amongst the top 3 universities of India

Largest university in the region

Rated 5-star university

Winning is a way of life at IBMR

IBMR alone has over 200 students appearing in the merit list of University of Pune.

Kolhe Girish Bhaskar
Neerja Agarwal
Manjeet Kaur Kalsi
Vijeta Krishna
Jani Ashish
Aniket Dambar
Anjana Lakkaniga
Alka John
Shweta Singh
Kaushal Kishore
Ajit Kumar Singh
Atul Sharma
Shipra Singh
TusharJoshi
Pathak Anurag
Abhay Chajjed
Poonam Rao
Kalpana Patil
Sunil Nautial
Ravi Bhist
Kshirsagar Prachi
Carvalho Eugene
Barucha Chaitali
Dudhediya Deepali
Panjigara Yezdi
Pathak Monika
Goswami Shan
Chawda Bharat
Das Mahopatra
Ashutosh Girha
Bharati Pandey
Kotecha Allwyn

Ashmita D'meljo
Manish Singh
Desai Pratik Bharat
Jheel Pattnaik
Kotecha Kunal
Antara Banerjee
Purandare Avillash
Bhalla Nandini
Ramesh Hariharan
SachinTangri
Pandhar Pallavi
Vikas Arora
Suman Chakraborthy
Harleen Kaur
Rahil Khan
Zalavadiya Dhaval
Pooja Dogra
Pavan Ray Thakker
Desai Pratik
Jheel Patnaik
Vidya Vijayani
Padhye Meenal
Kamthe Deepak
Patil Sheetal
Gondhalkar Ashutosh
Ganpule Prasad
Gaurav Sinha
Dabhade Vijay Arvind
Kulwant Singh Sekhon
Deshpande S. Prakash
Kambi Sameer S.
Sanjeet Kumar
Sujata

Pooja Agarwal
Gupta Tusha Anil
Shweta Rajendran
Sudhanshu Pal
Vivek Kumar
Sarkar Nidhi Pradeepkumar
Agarwal Shraddha Rakesh
Sharma Rashi Brij
Bhushanlal Sharma
Saxena Kajal Atulkumar
Rohit Kumar
Parab Rajendra Balkrishna
Bidhan Chandra Mondal
Kadam Nitin Arjun
Pramod Kumar Shende
Kahlon Bhupinder Singh
Sudhanshu Pal
Santanu Banerjee
Aditi Bhardwaj
Kulkarni Amit Chandrakant
Jani Ashish Jayantibhai
Ajit Kumar Singh
Nidhi Soni
Prabhu Mugdha Suresh
NItu Kumari
Bijay Kumar Pradhan
Anil Kumar Rathore
Avinash Pawar
Amit Arora

Neher Jyothi Singh
Shivbakas Kumar Nigam
Rangole M. Ramakant
Kalyani Govind Jana
Rosy Rajan
Sahay Tanay
Renu Kumari
Kedari Sachin
Kokane Sagar
Giridhar Neha
Dwivedi Gyanshankar
Bhatt Abhishekh
Gupta Anshi Rakesh
Priya Kumaran
Dhore Rajeshwari
Shelke Sandeep
Suresh G
Modak Sonali Basudev
Sapna Sugandha
Shore Rajeshwari Uttam
Kulkarni Avinash
Kulkarni Monohai
Esrafil Ali
Davinder Singh
Khusbu Jain
Sonal Sinha
Jarhad Subhash Vishnu
Jatinder Singh
Abhijeet Mishra

IBMR's innovative and effective teaching pedagogy has been solely responsible for the students appearing in the merit list of Pune University. It has become a tradition for IBMR students to appear in the merit list of Pune University.

MASTER'S DEGREE IN COMPUTER APPLICATIONS (MCA) - 17TH BATCH

(A Three Years Full-Time Course of The University of Pune & Approved by AICTE, Govt. of India)

Intake: 120   DTE Code: 6102

OBJECTIVE

MCA course is exclusively designed to meet the requirements of IT trained students for various organisations. The well balanced course significantly emphasises on planning, designing and building of complex commercial application software and system software. The course also places equal importance on the functional knowledge in various areas. A three year full-time MCA course is not just a postgraduate course; it is also a complete grooming for students for a successful career in the IT industry.

ADMISSION PROCEDURE

Desirous and eligible candidates seeking admission to the course must take the common entrance test MH-CET conducted by The Directorate of Technical Education, Maharashtra State Govt. or alternatively, take the Institute level Entrance Exam conducted by the Management Association of MCA Institutes (MAMI), Eligible students may also apply to the institute directly for admissions in the institute level seats.

ELIGIBILITY

Graduates in any discipline from a statutory University with an aggregate score of 50% (45% for SC/ST, DTNT, OBC). Candidates must have Mathematics as a subject in 10+2 course or any one year of Graduation.
Candidates having passed three years BCA/B.Sc. (Computers or IT) from a statutory University are eligible to apply directly for MCA second year. Admission procedure will be the same as that of the students applying for the first year.

INTERNSHIP

Students have to undergo a project (industrial training) in the 6th semester of their course for a period of four months. The training would exclusively focus on software development in either commercial application or systems and the students would be mentored throughout the life cycle of the project. The project should be aimed at implementing all analysis, designing and programming tools that have been learnt in the course curriculum. The 'ASM Initiative' has been setup exclusively to accommodate students for internship's and earn while you learn opportunities. Having partnered with many IT & Non-IT industries, through this initiative the institute facilitates students to execute projects and train them in a corporate environment.

JOB OPPORTUNITIES

The fact that industries in India and abroad have been selecting our MCA students regularly is a testimony to the quality of the course and its students.
a) MCA graduates begin their career as junior programmers and grow at a rapid pace to become system analysts and project leaders. Since the course is also designed towards research side, some students pursue higher studies. Yet others seek entrepreneurial roles like consultation, etc.
b) MCA graduates work in the application areas like transaction processing (such as banking, stock exchange, order processing), database management, e-commerce, data communications, networking, embedded technologies, etc.

COURSE STRUCTURE - MCA

SEMESTER - I

IT 11	Computer Organisation
IT 12	C Programming
IT 13	Software Engineering
BM11	Principles & Practices of Management & Organisational Behaviour
BM12	Business Process Domains with Cost & Financial Accounting
MT11	Discrete Mathematics
IT11P	Mini Project using C
SS1L	Soft Skill Word Power, Business English
BM12L	Business Process Domains with Cost & Financial Accounting

SEMESTER - II

IT 21	Object Oriented Programming with C++
IT 22	Database Management System
IT 23	Operating System Concepts
BM21	Management Information System & Business Intelligence
IT 24	Enterprise Resource Planning
BM22	Soft Skills
IT21L	Mini Project using C++
IT22L	Mini Project based on RDBMS Concept
SS2L	Soft Skill - Group Discussion

SEMESTER - III

IT 31	Web Technologies
IT 32	Data Communication & Computer Networks
IT 33	Data Structure using C++
IT 34	Advanced Database Management System
IT 35	Object Oriented Analysis
MT31	Research Methodology & Tools
IT31P	Mini Project based on Web Technology
IT31L	Mini Project based on Data Structure Concept
SS3L	Soft Skill - Technical Writing

SEMESTER - IV

IT 41	Java Programming
IT 42	Mobile Computing
IT 43	Information Security & Audit
IT 44	Design and Analysis of Algorithm
MT41	Optimization Technique
BME41	Business Scenario - Elective
IT41L	Java Lab
IT41P	Mini Project Using Mobile Computing
SS4L	Soft Skill - Presentation Skill
BME41	LBusiness Scenario - Elective Lab

SEMESTER - V

IT51	Software Testing & Quality Assurance
It52	Software Project Management
IT53	Emerging Trends in Information Technology
IT54	Advanced Development Technology
IT55	Advanced Internet Technology
ITE51	Advanced Technology - Elective
IT51P	Mini Project using AIT & ADT
IT51L	Case Tools Lab
SS5L	Soft Skill - Interview Skill
ITE51L	Advance Technology - Elective Lab

SEMESTER - VI

| IT61P | Project |

LIST OF ELECTIVE SUBJECTS

List of indicative Advanced Technology – Electives	
1	Multi-Core Architecture
2	Enterprise Server Management
3	Cloud Computing
4	Green Computing
5	Mango – Mobile Technology

List of indicative Business Scenario – Electives	
1	Social Networking
2	Customer Relationship Management
3	International Financial Reporting Standards
4	ISO Audit Security
5	Capability Maturity Model

(Course structure subject to change as per University of Pune notification)

MASTER'S DEGREE IN COMPUTER MANAGEMENT (MCM) - 24TH BATCH

(A Two Years Full-Time Course of The University of Pune & Approved by AICTE)

Intake: 60

OBJECTIVE

MCM course is exclusively designed to create software professionals especially for software commercial applications. The course with the presently revised syllabi is very comprehensive and meets the current requirements of the IT industry.

ADMISSION PROCEDURE

Admissions will be based on merit basis considering the performance in Past Academic Record and Personal Interview (PI).

ELIGIBILITY

Graduates in any discipline from a statutory University and students who have appeared for the final year degree examination may apply. Candidates having passed the ADCA course of the University of Pune in First Class are eligible to apply for MCM in the 2nd year.

INTERNSHIP

Every student of MCM has to undergo a project assignment (industrial training) between the second and third semester of their course for a period of two months. The training would exclusively focus on software development in commercial application areas. The Project should be aimed at implementing all analysis, designing and programming tools that have been learnt in the course curriculum. The 'ASM Initiative' has been setup exclusively to accommodate students for internship's and earn while you learn opportunities. Having partnered with many IT & Non- IT industries, through this initiative the institute facilitates students to execute projects and train them in a corporate environment.

JOB OPPORTUNITIES

Our MCM students from the past 20 years have been placed in top notch IT companies across the globe, this is a testimony to the quality of the course and its students.
   a) MCM graduates can start their career as junior programmers and grow up to the position of senior programmers, system analysts and project leaders etc. The more enterprising ones start on their own, others opt for research or further studies
   b) Areas of commercial application like banking, finance etc. provide employment avenues for the graduates. Currently MCM graduates are making their presence felt in the systems area too. Opportunities are also emerging in the areas of testing, technical support and networking.

COURSE STRUCTURE - MCM

SEMESTER - I

101	Fundamentals of Information Technology	105	Soft Skills
102	C Programming & Data Structure	106	Practical (C & Case Tools)
103	Software Engineering with UML	107	Soft Skills Practical - Word Power, Business English
104	Software Testing (302ST, 303ST, 304ST)		

SEMESTER - II

201	BA & ERP Tools	205	Technical Help Desk
202	PPM & OB	206	Practical (Java & Oracle)
203	Advanced RDBMS using Oracle	207	Soft Skills Practical - Group Discussion
204	Java Programming		

SEMESTER - III

301	Information Security & Audit	302SD-304SD	Software Development (302SD, 303SD, 304SD)
302NT-304NT	Networking (302NT, 303NT, 304NT)		
302ST-304ST		305	Web Designing & Content MGMT
		306	Specialisation Practical & Mini Project
		307	Soft Skills Practical - Technical Writing

SEMESTER - IV

401	Current Trends in IT	403	Project
402	Departmental Paper (Additional Input)	404	Soft Skill Practical - Presentation & Interview Skill

(3 PAPERS PER SPECIALISATION)

1) Networking	2) Software Testing	3) Software Development
302NT - Basics of Networking	302ST - Software Quality Assurance	302SD - Program & Design with ASP.NET
303NT - Server & Desktop Technologies	303ST - Software Testing Processes	303SD - Mobile Programming using Android
304NT - System Administration & Server Integration	304ST - Software Test Planning & Documentation	304SD - Advanced Java

MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MBA) - 25TH BATCH

(A Two Years Full-Time Course of The University of Pune & Approved by AICTE, Govt. of India)

Intake: 240   DTE Code: 6102

OBJECTIVE

1. The MBA program (as per University of Pune syllabus which is approved by DTE, Mumbai) at ASM's IBMR is one of the coveted course for achieving proficiency in all areas of Business Management & Administration credentials.
2. The MBA program prepares a student for domestic and global careers in diverse sectors of the industry.
3. To equip the students with the requisite knowledge, skills and right attitude necessary to provide effective leadership in a global environment.
4. To develop competent management professionals with strong ethical values, capable of national priorities.
5. To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business eco-system.
6. To study the fundamental issues of the business management aspect, the student's personality undergoes a metamorphosis in their capabilities to be industry-ready and excel in their career objectives.

ADMISSION PROCEDURE

Eligible students can also apply for direct admissions at the institute level by mailing all the testimonials for verification on admission@asmedu.org and attend the PI conducted by the institute.

ELIGIBILITY

Candidate should have minimum 50% aggregate in graduation (Appearing candidates may also apply) from a valid university. Eligibility for students in the reserved category is 45%. Applicants should also have a valid score of CMAT or CET conducted by Association of MBA/MMS Institutes (AMMI) in Maharashtra. Admissions under Foreign Nationals / PIO / Children of Employee in Gulf / NRI Category International Students who have a valid Bachelors' Degree or equivalent can apply for admissions under the above category. They will have to complete all formalities stipulated by the concerned authorities from time to time. As per Pune University norms an MBA Student can opt for a specialisation group (Elective I, II, III, IV, V and VI) in any one functional areas of management. The specialisation group will be selected in the IIIrd and IVth semester. Each group will constitute of 6 subjects for the IIIrd semester and 5 subjects for the IVth semester.

SPECIALISATIONS

The following specialisations shall be offered as per Pune University:

01. Marketing Management (MKT)
02. Financial Management (FIN)
03. Information Technology Management (IT)
04. Operations Management (OPE)
05. Human Resource Management (HR)
06. International Business Management (IB)
07. Supply Chain Management (SCM)
08. Rural and Agribusiness Management (RABM)
09. Family Business Management (FBM)
10. Technology Management (TM)

INTERNSHIP

Students of MBA have to undertake an industrial project of two months in the area of their specialisation i.e. Finance, Systems, Marketing etc. The project may be taken up during summer vacation after Semester II. On completion, the student will have to submit a Project Report based on the University of Pune Guidelines.

JOB OPPORTUNITIES

Students with MBA degree can aspire to join organisations as Trainee Managers in their choice of area like marketing, finance, HR etc. and climb up to reach the posts of senior managers in their respective departments. Students with a flair for entrepreneurship can start their own business concern.

COURSE STRUCTURE - MBA

MBA CHOICE-BASED CREDIT SYSTEM COURSE STRUCTURE:
The MBA Programme course structure follows the choice-based credit system. In the credit system, core and elective courses are included, and both courses are of generic and subjective in nature. The core course contains theory, practical, field based or project-work based subjects, which are a compulsory component in the program structure.

Semester I

Generic Core Course
101 Accounting for Business Decisions
102 Economic Analysis for Business Decisions
103 Legal Aspects of Business
104 Business Research Methods
105 Organisational Behaviour
106 Basics of Marketing

Generic Elective Course
108 Business Communication Lab
109 MS Excel & Advanced Excel Lab
110 Selling & Negotiation Skills Lab
112 Leadership Lab
115 Enterprise Analysis - Desk Research

Semester II

Generic Core Course
201 Marketing Management
202 Financial Management
203 Human Resource Management
204 Decision Science
205 Operations & Supply Chain Management
206 Management Information Systems

Generic Elective Course
210 Life Skills Lab
211 Geopolitics & the World Economic System 2
212 Business Systems & Procedures
213 Computer Aided Personal Productivity Tools Lab
215 Industry Analysis – Desk Research

(Course structure subject to change as per University of Pune notification)

SEMESTER III

GENERIC CORE COURSES

301 Strategic Management
302 Enterprise Performance Management

303 Startup & New Venture Management
304 Summer Internship Project

SUBJECT CORE COURSES

(Marketing)
305MKT Contemporary Marketing Research
306MKT Consumer Behavior
(Finance)
305FIN Financial Regulatory Framework
306FIN Merchant Banking & Financial Services
(Information Technology)
305IT IT Management
306IT E-Business
(Operations Management)
305OPE Planning & Control of Operations
306OPE Inventory Management

(Human Resources Management)
305HR Labour Laws
306HR Performance Management
(International Business Management)
305IB International Business Economics
306IB Export Documentation & Procedures
(Supply Chain Management)
305SCM Essentials of Supply Chain
          Management
306SCM Logistics Management

SUBJECT ELECTIVE COURSES

(Marketing Management)
307MKT Integrated Marketing Communications
312MKT Customer Relationship Management
314MKT Finance for Marketing Professionals
315MKT Marketing of Financial Services - I
(Financial Management)
307FIN Income Tax - I
308FIN Project Finance
309FIN Strategic Cost Management
315FIN Banking Operations - I
(Information Technology Management)
308IT Mobile Computing with Android
312IT Software Marketing
314IT Cyber Laws
316IT Technical Writing
(Operations Management)
307OPE Productivity Management

310OPE Manufacturing Resource Planning
311OPE Technology Management
313OPE Designing Operations Systems
(Human Resources Management)
310HR Human Resource Information System
312HR Public Relations & Corporate Communication
315HR Lab in Job Design & Analysis
317HR Lab in Labour Laws - I
(International Business Management)
308IB International Marketing
309IB International Marketing Research
310IB International Financial Management
312IB Global Logistics & Supply Chains - I
(Supply Chain Management)
307SCM Managing Material Flow in Supply Chains
308SCM Inventory Management
311SCM Supply Chain Planning
312SCM Supply Chain Coordination

SEMESTER IV

GENERIC CORE COURSES

401 Managing for Sustainability

402 Dissertation

SUBJECT CORE COURSES

(Marketing)
403MKT Services Marketing
404MKT Sales & Distribution Management
(Finance)
403FIN International Finance
404FIN Corporate Finance
(Information Technology)
403IT Software Project Management
404IT Enterprise Resource Planning (ERP)
(Operations Management)
403OPE Operations Strategy
404OPE Total Quality Management

(Human Resources Management)
403HR Industrial Relations
404HR Strategic Human Resource
          Management
(International Business Management)
403IB International Business Environment
404IB Indian Economy & Trade
          Dependencies
(Supply Chain Management)
403SCM Strategic Supply Chain Management
404SCM Knowledge Management in Supply
          Chains

SUBJECT ELECTIVE COURSES

(Marketing Management)
406MKT Rural Marketing
408MKT International Marketing
409MKT Export Documentation & Procedures
413MKT E-Marketing
(Financial Management)
405FIN Income Tax - II
409FIN Indirect Taxation
410FIN Financial Risk Management
412FIN Banking Operations - II
(Information Technology)
405IT Web Designing & Multimedia
409IT Information Security & Audit
412IT E-Governance
413IT Internet Marketing
(Operations Management)
407OPE Business Process Reengineering
408OPE Enterprise Resource Planning

409OPE Financial Perspectives in Operations
          Management
414OPE Lean Manufacturing
(Human Resources Management)
405HR Organisational Design & Development
408HR Change Management
411HR Lab in Industrial Relations
414HR Best Practices in HR
(International Business Management)
408IB Foreign Exchange Management
409IB E Commerce
410IB Enterprise Resource Planning
411IB Global HR
(Supply Chain Management)
406SCM Enterprise Resource Planning
408SCM Supply Chain Risk Management
409SCM Project Management
413SCM Supply Chain Practices - II

University of Pune notification

MASTER'S DEGREE IN PERSONNEL MANAGEMENT (MPM) - 32nd BATCH

(A Two Year Full-Time Course of The University of Pune & Approved by AICTE, Govt. of India)

INTRODUCTION

The two years full-time MPM (Master in Personnel Management) Course is recognised by Govt. of Maharashtra for appointment of Labour Welfare Officer, Assistant Labour Commissioner and HR Manager/Personnel Officer in factories and corporate levels. HR plays a vital role in the global age for managing people and achieving company goals. Professional affiliations with the Indian Society for Training and Development (ISTD), National Institute of Personnel Management (NIPM) helps in skill enhancement. Special Soft Skill development programmes are conducted for enhancing industry acceptability through finishing school.

ADMISSION PROCEDURE

Admission will be on merit based on written examination and personal interview. However, graduates who have taken MAT/CAT/ATMA/XAT/NAT/CMAT are exempted from IBMR written test and will have to appear directly for the personal interview.

ELIGIBILITY

Graduates in any discipline from a statutory university anywhere in India and abroad may apply for the course. Candidates appearing in the final year may also apply for MPM Course.

INTERNSHIP

Students of MPM Course are required to undergo Internship training in industry during the course.

JOB OPPORTUNITIES

Over 3500 MPM Graduates from ASM's IBMR have been placed in various industries like Tata Motors, Thermax Limited, Zensar Technologies, Bridgestone, etc. and all over India through our well organised Placement Cell. Job titles include Assistant Labour Commissioner, Labour Welfare Officer, HR Manager, Training Manager, IR Officer, Recruitment Manager, etc.

COURSE STRUCTURE - MPM

SEMESTER - I

101 Principles & Practices of Management & Organisational Behaviour
102 Industrial & Labour Economics
103 Human Resource Management
104 Industrial Psychology
105 Labour Laws - I
106 Field Work Report (Internal)

SEMESTER - II

201 Labour Welfare & Industrial Hygiene
202 Statistical Techniques & Research Methodology
203 Industrial Relations & Trade Union
204 Personnel Administration & System Procedures
205 Labour Laws – II
206 Basics of IT (Internal)

SEMESTER - III

301 Training & Development
302 Industrial Safety
303 Labour Costing & Compensation Management
304 Project Report (Viva) External
305 Labour Laws – III
306 Global HR (Internal)

SEMESTER - IV

401 Organisation Development & Quality Management System
402 Strategic HRM & Corporate Planning
403 Cases in Personnel Management & Industrial Relations
404 Marketing Management
405 Labour Laws – IV
406 Current Trends in HRM (Internal)

Ph. D and Research

ASM's IBMR boasts of a research center approved by the University of Pune 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 and Economics, Human Resource, Marketing, General Management, Information Technology, Operations and Supply Chain.

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 form the industry and academia. INCON is a platform where the 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 focused 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

Value addition courses

Education must always go on

The other institutes of ASM offer a wide range of courses especially designed for students who want to supplement their education with an additional degree. The flexible timings and affordability of the course are ideal for these students.

Part-Time Evening Courses

Master of Marketing Management - MMM
Master of Financial Management - MFM
Master of Business Studies - MBS
Master of Human Resources Development Management - MHRDM
Post Graduate Diploma in Materials and Logistics Management - PGDMLM
Post Graduate Diploma in Business Management - PGDBM
Post Graduate Diploma in Marketing Management - PGDMM
Post Graduate Diploma in Taxation - PGDIT
Post Graduate Diploma In International Business - PGDIB
Post Graduate Diploma in Foreign Trade - PGDFT

IGNITING MINDS

Prof. Yashpal

Adi Godrej, Chairman, Godrej

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

Dr. Philip Kotler, Management Guru

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

C.K. Prahlad, Management Guru

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

With **Dr. Govind Swaroop**

INTERNATIONAL DIGNATORIES

Dr. Fernando Garcia-Leon, President, CETYS, Mexico

Dr. Volker Ihle, Dean, DHBW, Germany

ASM'S IBMR does not restrict its students to national boundaries but groom them to be competent according global standards. ASM provides a global exposure to students when various renowned dignitaries from around the globe visit the institute every year to share global management inputs with the students. Thus, ASM has been very successful in creating niche competent individuals for the global competitive corporate set up.

Dr. Scott Venezia, Dean, CETYS, Mexico

Andreas Emser, Head International Corporate Programme, Frankfurt Business School

Christina Heiss, Frankfurt Business School

Stephen Knapp, Management Guru, USA

Mike McKinney, East Tennessee University, USA

OVERSEAS TOURS

Understanding diverse business principles

INTERACTION WITH FOREIGN STUDENTS

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 provides 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.

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

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 the students an 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 colourful, 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 and showcase at least one sphere where they can contribute confidently.

Life at IBMR

LEARNING FROM LEADERS

PUNE EXPO

INDUSTRY VISITS

BUSINESS SIMULATION GAMES

SEMINARS

OUTDOOR TEAM BUILDING TRIPS

CONCERTS

INDUCTION PROGRAMMES

CONFERENCES

CREATING WINNERS

SPECIAL CELEBRATIONS

THE ASM EDGE
THE MOST SOUGHT AFTER PROFESSIONAL

Trained for
Industry Demands

Global Outlook

Value Based
Learning

Strong
Communication Skills

Solution Based
Individual

High Impact
Leadership Skills

Enhanced Personality
Development

At ASM, what we really count as special is the fact that we look at grooming students to making them corporate savvy professionals from day one. Our exhaustive events, workshops, seminars, foreign faculty visits, ensure that our students have a curriculum packed with both academic and practical exposure.

GROOMING FOR SUCCESS

ASM's IBMR has an excellent track record of placements, with over 30,000 alumni placed across the country in various sectors, functions and levels. These alumni provide networking strengths and enable continuous industry-academic interface. The Alumni inputs along with the institute's myriad activities play an integral role in making our students the choicest pick by the various organisations that come for placements. The evolvement of a dedicated Corporate Relation cell is with a view to conduct important career planning.

The launch pad for grooming begins on day one when the students come to our campus through very intensive induction schedule by the end of which a student has designed a road map for the following years with the institute. 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.
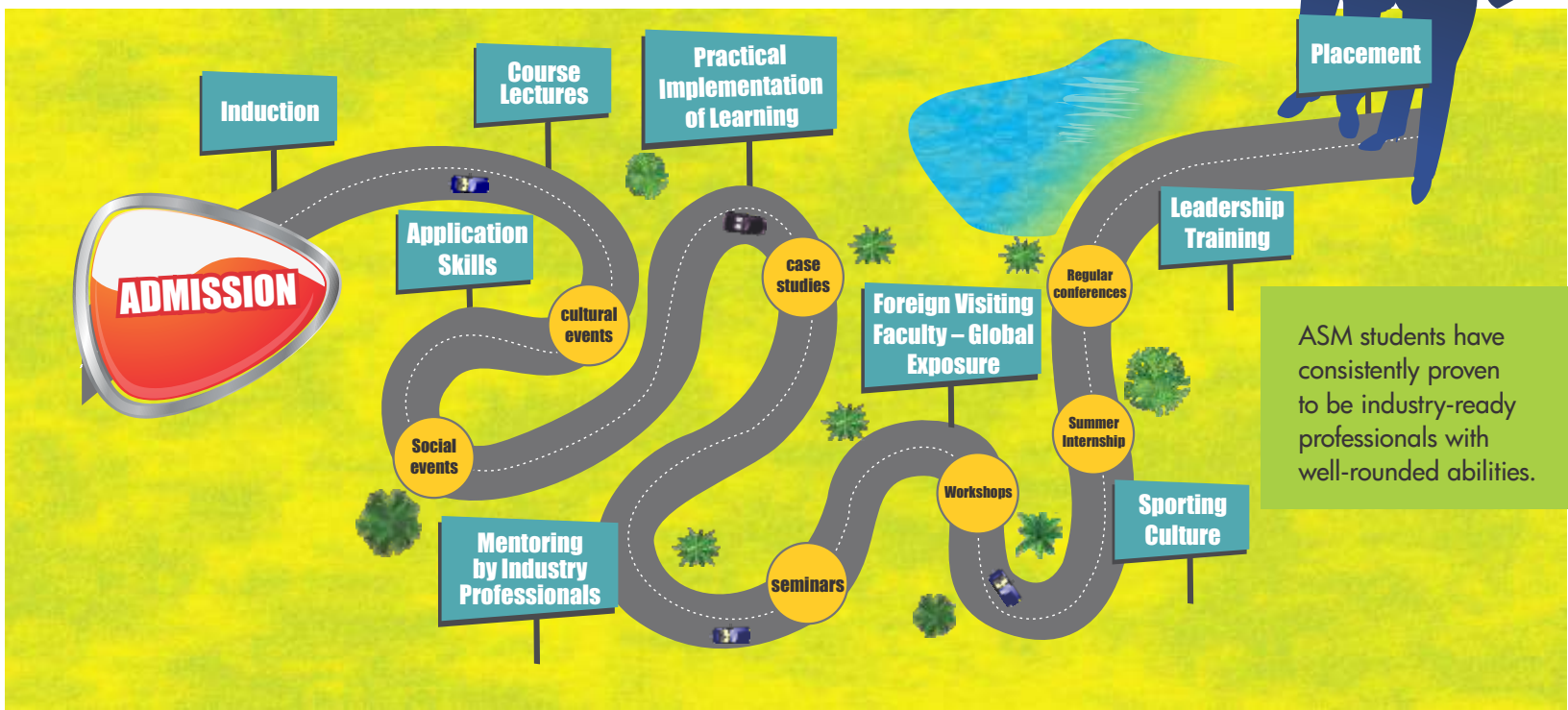
IBMR attracts a wide range of students from various backgrounds and potential, this necessitates a SWOT Analysis that helps to profile them according to their skills and abilities. Few of the activities that are carried out as an intensive preparation for placements are :-

Student Counseling & Workshop on self assessment
CV Building, interview techniques, group discussion and negotiation skills
Psychometric and Aptitude tests
Email/Mobile Etiquette
Panel Discussion for functional areas
Student club participation
Facilitating summer internship
Student Analysis - Profiling
Job Analysis - Market Assessment

A well planned placement process by matching the above thus reducing response time to company requirements, gives the students at ASM the cutting edge.

GROOMING FOR SUCCESS @ ASM

A Qualified Professional
Well Rounded Abilities
Strong Application Skills

ASM students have consistently proven to be industry-ready professionals with well-rounded abilities.

OUR RECRUITERS

Stone Shippers Ltd.
School of Light
Silgate Solutions Ltd.
Sprylogic Technologies Pvt. Ltd.
S.P. Software
Samson Freight Pvt. Ltd.
Schenker Stinnes Logistics
Shree Infosys
South Gujarat Agro Beverages Pvt. Ltd.
Swift Freight Pvt. Ltd.
Tata BP Solar System India Ltd.
Tata Johnson Controls Automation
Tata Motors
TCS
Thermax Ltd.
Weikfield Products Co. (I) Pvt. Ltd.
Xerox Modi Corporation
ABB
Accenture
Air India
AI-Freight
Amul India
Axygen Scientific Pvt.Ltd.
Bajaj Finance
Blow Plast Ltd.
Cash-Tech
Clover Technologies
Comsoft
Cygnus Software Pvt. Ltd.
Dr. Reddy's Laboratories Ltd.
Eagle Flast Pvt.Ltd.
EDS
Elbee
Elcon Engineering
Faze 3 Exports Ltd.
Freight Systems
Gati
Godrej
Hexaware
H.L.L.
HCL Infosystems Ltd.
Hindustan Petroleum Corp. Ltd.
100 Bank Ltd.
Indian Express
Infosys
IOC
Avance Consultant
Arth Vidhi Consultants
Alia
A.T.E. Enterprises
All e Technologies
Acer
Assured Advertising & Media Pvt. Ltd.
A.C.C. Cement Ltd.

Jivraj Tea Ltd.
Kalyani lininers
Kanbay
KarRox Technologies
Kirloskar Group
Lemuir Group
Maharashtra State Agriculture
Marketing Board
Mahindra British Telcom
Manikchand
Merloni Termo Sanitari (I) Ltd.
Minda Electronics
Nestle India
Novino Pegasus
PCS Software
Pepsi (I) Ltd.
Progen Infosys
Rekitt & Coleman India Ltd.
Reliance Petrochemicals
Sandvik Asia Ltd.
Seacom
Softcell Technologies Ltd.
Standard Chartered Bank
Symcox Research
Tata Honewell
Tata Steel
TELCO Automation Ltd.
TISCO
Videocon
Yardu International
(Subsidiary of I.K. Group)
AFL Ltd.
Allianz Bajaj
Aquatic Freight
Baan Infosystems
Bajaj Tempo
Cadbury India Ltd.
Citibank Calsient (I) Ltd.
CMC
Convansys
Deepak Nitrite
Dukes Retreat
Eagle Poonawala Industry Ltd.
Electronica Insurance
Escorts (I) Ltd.
Forbes Marshall
Dynamic Logistics
ETP International Pvt. Ltd.
Emco India Pvt. Ltd.
eMediworld
Eastern Logistics
Emcure Pharmaceuticals
Eureka-Forbes
Flamingo Pharmaceuticals

Frito Lay India Ltd.
Geo Logistics
Grasim Industries
Gujarat Narmada Valley
Fertilizer Corp.
HDFC
HSBC
IIS Infotech
India Oil Corporation Ltd.
IPCL
KSB Pumps Ltd.
Kanbay Software (Pvt.) Ltd.
Kinetic Engineering Ltd.
L.K.P. Forex Pvt. Ltd.
Lumley Technologies
Mahindra & Mahindra
Mahindra Network Services
Maruti Udyog
Minda Industries Ltd.
Nilkamal PlasticsLtd.
Oracle Corporation
Persistent Systems Ltd.
Ranbaxy
Rapidgim
Pune Heat Treat Pvt. Ltd.
PSPL
Reckitt Benckiser India Ltd.
SAMEER, IIT
Sam sara Shipping
Satyam Infoway
Shaw Wallace
Spica
Star Freight
Tata AIG
Tata Infotech
Tata Technology (I) Ltd.
Tetra Pak
Wallace Pharmaceuticals Ltd.
Wilson Sandhu Logistics
Wipro
Thane Janta Sahakari Bank
Vyapar Inc.
Wisdm Labs
Yamaha Motors Pvt. Ltd.
3 HD Media
Kalyani Brakes Ltd.
Karanataka Soaps and
Detergents Ltd.
Kinetic Motor Company Ltd.
Larsen & Turbo
Lalitraj Group
Magic Software
Maharishi Housing Dev. Fin. Ltd.
MAK Advertising

Mercedes Benz (I) Ltd.
MSAS Global
Mastek Ltd.
Mitsubishi Heavy Electricals
Nidhi Consultants
Neltas
Notre Advertising
P & O Needlloyed
Pentasoft Technologes
Phillips India Ltd.
Octaga Green
Proptiger.com
Poly IT.
Rapid Multi Market Research
Pvt. Ltd.
Reliance Energy

Francis Shipping
Google
Gratitude India
Galaxy Infodesk
Globelingk Shipping
Greaves India Ltd.
Godrej
Harisoft Technologies
Hindustan Paper Corp.Ltd.
I Tech Media Pvt Ltd.
ICICI Secuties
Inbotics
IndoAsian Buildcon Pvt. Ltd.
I.A.L. Shipping
Indiacom
Infosys Technologies
Jet Airways
Air Freight Ltd.
Ajay Syscon
Amforge India Ltd.
Arena Multimedia
Balaji Tele films
Bajaj Auto
Birla Sun Life Insurance
Business Standard
Cadd Centre
Citiwealth Advisors
C.A. Galaikotwala
CMC Ltd.
Cadilla Healthcare
CGI
Compudyne Winfosystem
Container Freight Station, Pune
Delphi Computers

TESTIMONIALS

Roopa Nagaraju
(MBA)

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."

Prachee Sonchal
(MBA)

TATA Services Ltd.
(Manager, Human Resources)

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

Afshin Sherkat
(MBA-Ph.D. Marketing)

Zarin Tile Industry
(Commercial Manager)

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

Veeraiah Chowdary
(MMM)

The Orange One (CEO)

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

Anup Mittal
(MMM)

Hindustan Unilever Ltd. (TSO)

"I was happy to get an opportunity and exposure and got selected because of special grooming programme and interaction with professionals from the industry provided by institute."

Nidhi Sarkar
(MPM)

Mindtree
(HR Executive)

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

TESTIMONIALS

Rajiv Jalori
(MBA)

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."

Ankush Puri
(MBA)

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."

Sameer Nair
(MBA)

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."

S. H. Kopardekar
(MBA)

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."

Chaitanya Bodhe
(MBA)

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."

Aniket Dambare
(MMM)

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."

TESTIMONIALS

Sourabh Bhangaonkar
(MCA)

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
(MCA)

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
(MCA)

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
(MCM)

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
(MCM)

IBM
(Project Lead)

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

Nikhil Talgeri
(MCM)

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"

TESTIMONIALS

Shatadru Dutta
(MCM)

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
(MCA)

Microsoft
(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
(MCM)

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
(MCM)

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
(MCM)

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
(MCA)

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."

Publications

Our faculty, core and visiting, consists of leading thinkers whose research and teaching are second to none. They actively publish in reputed academic journals, serve on editorial boards, and hold leadership positions in professional organisations. They collaborate with other leaders from the academic community and have significant impact on the direction of research and knowledge generation in their areas of interest. As skilled teachers who are dedicated to student's learnings and are highly accessible, they give ASM students an unmatched educational experience.
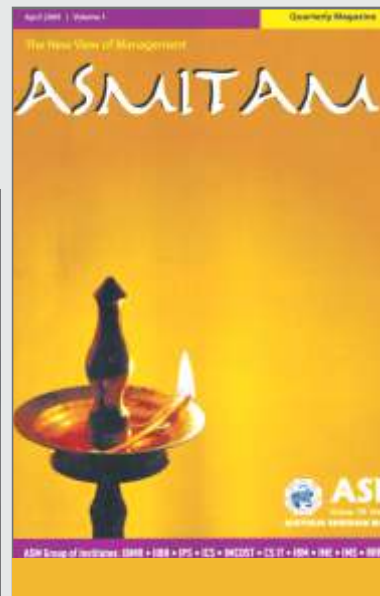
CORPORATE INTERFACE

At ASM we have a strong Industry-Institute-Interface which has over the years matured into strong corporate relations. We believe that apart from a strong theoretical background, "application skills" are crucial to a student's development in order to meet industry demands. It is this interactive industry interface that plays a vital role in designing the syllabus. The exposure to corporate culture and the mentoring that the students receive from stalwarts of the industry holds them in good stead for a future career challenges.

SERVICES FOR CORPORATES

TRAINING AND MDP

Training and MDP programmes are rendered to various organisations across sectors like manufacturing, IT, FMCG by our in-house faculty, knowledge partners, domain partners, experts from the industry on - Workshops for Professionals on Various Topics like Relevance at Work, Staff Training on Organisational Effectiveness, Workshops on Innovative and Strategic Marketing, Workshops on Java, .NET for Application-based Operations, Workshops on Strategic Planning and Decision-making, Soft-skill Orientation for Junior and Middle Management Staff.

CONSULTANCY

In order to meet the requirements of the fast changing marketing conditions, management needs to be dealt with a scientific approach. Our consultancy services enables organisations to adopt a micro-perspective strategy. In effect this helps in providing an efficient resolution for biz-challenges.

WE AT ASM CAN HANDLE:

Identification of new avenues and niche markets.
Demand estimation and forecasting.
Socio-techno-economic feasibility studies.
Price sensitivity analysis.
Studies on consumer behavior.
Brand building, positioning, analysis of consumer buying behavior and attitude.
IT audits and processes to implement improvised system-based operations.
Human Capital Resourcing for lateral positions.
Evaluation of financial soundness of a business enterprise.
Preparation and evaluation of financial project report for new as well as existing entrepreneurs.

RESEARCH

At ASM, research forms an integral part of our work ethos. We have a full-fledged research cell that is equipped with excellent resources for research in terms of journals, reference books, subscription to online magazines and more. The cell works on various research activities for industry-sponsored projects. ASM also hosts research based events like the International Conference (INCON) and the case study based event 'Mindscape' annually to bring together the industry and academia for the benefit of its students and faculty. ASM has a publication called the ASM Business Review to its credit, which consists of research papers of stalwarts from the field of business and academics.

CONTINUING EXECUTIVE EDUCATION

This is a programme that provides working professionals with the opportunity to complete their education. Every year we have over 500 such corporate students who study various executive programs.

RULES AND REGULATIONS

- Ragging in any form inside & outside the institute is strictly prohibited as per instructions from the Supreme Court, AICTE/ Government of India & Government of Maharashtra. Any violation of these rules will not be tolerated and strict action will be taken against the student found indulged in any ragging activity.
- Smoking, consumption of alcohol, chewing tobacco or gum and spitting are strictly prohibited in the institute & hostels.
- Library book should be returned on or before time.
- Writing on walls, furniture, drawing tables, college buses and bathrooms is strictly prohibited. Students must handle college property with care.
- The students should note that he/she is responsible to the institute not only for his/her conduct in the premise of the institute but also for his/her conduct in general even outside the premises.
- Students should help in maintaining the building and keeping the campus of the institute clean and tidy, and must use dustbins for disposal of waste.
- According to rules 75% attendance in each subject is necessary. Attendance below 75% due to any reason without prior permission (family function, illness, etc.) may result in strict disciplinary action.
- Students should participate in the seminars, workshops and attend guest lectures, attendance for the same will be recorded.
- Internal assessment/term work marks will be given on the basis of his/her performance in mid–semester tests, assignments, tutorial, seminars & workshop participation.
- Every student of the institute is provided with an Identity Card, which he/she should always carry with him/her and produce whenever called upon to do so by the competent authorities. Student of the institute are requested to carry their identity cards while traveling. The identity card & admit card, will have to be produced at the time of examinations.
- Students are requested to note that any application for issue of bonafide certificate and/or any other certificate for concessions, scholarships etc., should be submitted at least 7 days in advance to enable the institute to prepare for the same.
- Students are required to read the notices regularly on the notice boards of the institute; ignorance in this regard is not an excuse.
- Any damage to the property movable/immovable of the institute will be viewed very seriously and may lead to recovery of appropriate cost of damages and disciplinary action as deemed fit.
- The students are bound by the rules and regulations made by the institute from time to time. 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, and the Director's discretion will be in final.
- The dates for payment of fees, submitting the eligibility forms, submission of examination forms etc. will be put on notice board. The same should be followed and no concession will be given from the dates.
- Refund of fees will be as per rules of concerned authority.
- 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.
- The institute reserves the right to change the name or cancel a course as per Govt. guidelines and regulations.
- The students residing at the hostel must abide by the rules and regulations laid down by the authorities, failing which serious action will be taken.
- This document is printed in March 2015. Please contact the office for any new updates or changes in the rules and regulations.
- All disputes are subject to Pune City jurisdiction.

Important Note: Any changes in Government Policy regarding the taxation applicable to fees & any charges the same shall be collected/ recovered from the students.

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

WHY PUNE ?

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.

Rightly called as the Oxford of the East, the city invites many aspiring students from across the country and the globe. Pune 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.

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.