ARE YOU IN THE LEAGUE OF WINNERS?

MBA/MMS ADMISSION KIT 2016

MBA COURSE 26th BATCH AT ASM
WHY ASM?

With 33 glorious years in the field of education, ASM provides a complete education system from pre-school to specialized Ph.D. courses. Spread over 5 campuses across 2 cities, ASM provides a global education system to 5000 students every year and over 60,000+ alumni.

Affiliated to the Savitribai Phule Pune University/University of Mumbai and approved by AICTE, the ASM Group of institutes offer a dynamic institute-industry-interface for ‘Application-Skill’ based learning. We’ve coined our mark by having over 200+ university rank holders.

At the ASM Group of Institutes, we believe to be the best in the industry we need the best from the industry, hence we have industry professionals, both national and international, guiding our students at every step.

We initiate regular attendance to national and international conferences and also conduct over 60 national and international events every year in the institute.

ASM has a full-fledged research cell that engages in joint research programmes and R&D activities for industry sponsored projects, and also serves as a research center for the Savitribai Phule Pune University.

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 stations, bus stands etc.
RANKINGS

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 5 B-Schools in western zone for IT education by Silicon India

Ranked amongst top B-Schools in India by Business Barons
MBA
(Master’s Degree in Business Administration)
PUNE
IBMR - CHINCHWAD
IIBR - PIMPRI
IPS - PIMPRI

SAVITRIBAI PHULE PUNE UNIVERSITY

4 INSTITUTES
IBMR, IIBR, IPS & IMCOST

2 CITIES
PUNE & MUMBAI

MMS
(Master’s Degree in Management Studies)
MUMBAI
IMCOST - THANE

UNIVERSITY OF MUMBAI

2 OF INDIA’S TOP UNIVERSITIES
SAVITRIBAI PHULE PUNE UNIVERSITY & UNIVERSITY OF MUMBAI
MBA
INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR)
Permanently affiliated to the Savitribai Phule Pune University and approved by AICTE, Govt. of India
DTE Code: 6102
Address: MIDC, Block ‘C’, Chinchwad, Pune-Mumbai Highway, Pune - 411019

INSTITUTE OF INTERNATIONAL BUSINESS AND RESEARCH (IIBR)
Affiliated to the Savitribai Phule Pune University and approved by AICTE, Govt. of India
DTE Code: 6249
Address: S.No. 29/1+2A, Near Empire Estate, Pune-Mumbai Highway, Pimpri, Pune - 411018

INSTITUTE OF PROFESSIONAL STUDIES (IPS)
Affiliated to the Savitribai Phule Pune University and approved by AICTE, Govt. of India
DTE Code: 6166
Address: S.No. 29/1+2A, Near Empire Estate, Pune-Mumbai Highway, Pimpri, Pune - 411018

MMS
INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES (IMCOST)
Affiliated to the University of Mumbai and approved by AICTE, Govt. of India
DTE Code: 3125
Address: C-4, Wagle Industrial Estate, Near Mulund Check Naka, Thane (W), Mumbai - 400604
Over 8000 MBA students graduated & working with leading MNCs

WHY MBA/MMS AT ASM?

1. CAREER GROWTH: enables significant career progression
2. CAREER SHIFT: provides smooth shifting of career streams
3. COMPLETE KNOWLEDGE: a comprehensive course covering all areas of business administration
4. NETWORKING: opportunity to network with future business leaders
5. BRAND EQUITY: an MBA from a top B-school holds great brand value
6. SELF-GROWTH: holistic grooming and all-round personality development
7. GLOBAL OPPORTUNITY: domestic and global careers in diverse sectors of the industry
OUR INFRASTRUCTURE
OUR BACKBONE

HI-TECH COMPUTER LABORATORIES
MODERN TEACHING AIDS

COMPREHENSIVELY WELL EQUIPPED LIBRARY
SPACIOUS CLASSROOMS

WORLD-CLASS AUDITORIUM
INDOOR OUTDOOR SPORTS FACILITIES
MULTI-CUISINE CANTEEN
SEPARATE GIRLS & BOYS HOSTEL
CO-CURRICULAR ACTIVITIES

MINDSPACE
This is an event aimed at offering intellectual fodder to our brilliant students who compete with each other to sharpen their talent, capabilities and skills in various fun filled intellectual exercises.

EFFECTIVE MANAGERS
An intra-collegiate presentation competition in which students are divided into groups and assessed on presentation skills, writing business report, how to solve case studies, etc.

INCON
An international conference that provides students first-hand experience of the latest trends in business.

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

OVER 60 EVENTS IN A YEAR
EXTRA-CURRICULAR ACTIVITIES

GENESIS
Genesis is an event which provides the students with a platform to showcase their creativity, and is aimed at de-stressing the students.

INSIGNIA
Insignia is aimed at promoting the overall development of students, and providing them with a platform to sharpen their skills and display their talents. It is an intercollegiate event in which more than 60 colleges participate.

OUTDOOR TEAM BUILDING TRIPS
The ASM Group of Institutes organises a number of team building trips for its students throughout the academic year, which are aimed at building and maintaining team spirit.

SPECIAL CELEBRATIONS
Numerous festivals, cultural and student-centric programmes are celebrated at ASM, and are aimed at glorifying the Indian culture and de-stressing students.

LEARNING IS FUN & SHOULD BE ENJOYED
Abhay Firodia, M.D., Force Motors

Ms Anita Borulkar, Associate Vice President Human Resource, Sandvik Limited

Lila Poonawalla, Chairperson, Lila Poonawalla Foundation

Pramod Chaudhary, C.M.D., Praj Industry

Sanjay Joshi, Senior Vice President & Global Practice Head Tech Mahindra

Madur Bajaj, Vice Chairman, Bajaj Auto Ltd.

CORPORATE INTERFACE
LEARNING FROM LEADERS

Farhad Forbes, Director, Forbes Marshall

Students with Adi Godrej, Chairman, Godrej Group

Prachi Tiwari, Marketing & Advertising Head Mentor FMCG

Shyam Kambeyanda, Asia-Pacific head, Eaton
MBA/MMS
COURSE STRUCTURE
MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MBA)

(A Two Years Full Time Course of The Savitribai Phule Pune University | Approved by AICTE, Govt. of India)

THE OBJECTIVE:
The MBA programme prepares a student for domestic and global careers in diverse sectors of the industry. The MBA programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand of managerial skills is not limited to the industry. Managerial talent is much sought by the government sector, NGOs and non-corporate sectors. Institutes, faculty and students need to move away from the excessive focus on industry and look at needs and demands of broader sections of the society. Likewise, the entrepreneurial perspective of jobs and wealth creation, with a social context also needs to be integrated into various aspects of the programme.

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
MBA

COURSE STRUCTURE

(Course structure subject to change as per the Savitribai Phule Pune University notification)

AT

IBMR (DTE CODE - 6102)
IIBR (DTE CODE - 6249)
IPS (DTE CODE - 6166)

SEMESTER III

GENERIC CORE COURSES

301 Strategic Management
302 Enterprise Performance Management

(Marketing)
305MKT Contemporary Marketing Research
306MKT Consumer Behaviour

(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)
303 Startup & New Venture Management
304 Summer Internship Project

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

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

ELIGIBILITY

Candidate should have minimum 50% aggregate in graduation (Appearing candidates may also apply) from a valid university. Should have a valid score of MH CET / CMAT / MAT / CAT / ATMA or CET conducted by Association of MBA institutes in Maharashtra. Up to 45% aggregate for candidates of reserved category.
SEMESTER IV

GENERIC CORE COURSES

401 Managing for Sustainability
402 Dissertation

SUBJECT CORE COURSE

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

SUBJECT ELECTIVE COURSES

405HR Organizational Design & Development
408HR Change Management
411HR Lab in Industrial Relations
414HR Best Practices in HR
408SCM Enterprise Resource Planning
409IB E Commerce
410IB Enterprise Resource Planning
411IB Global HR
406SCM Enterprise Resource Planning
408SCM Supply Chain Risk Management
409SCM Project Management
413SCM Supply Chain Practices - II

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

(Marketing Management)
406MKT Rural Marketing
408MKT International Marketing
409MKT Export Documentation & Procedures
413MKT E-Marketing
405FIN Income Tax - II
409FIN Indirect Taxation
410FIN Financial Risk Management
412FIN Banking Operations - II
405IT Web Designing & Multimedia
409IT Information Security & Audit
412IT E-Governance
413IT Internet Marketing
407OPE Business Process Re-engineering
408OPE Enterprise Resource Planning
409OPE Financial Perspectives in Operations Management
414OPE Lean Manufacturing
MASTER'S DEGREE IN MANAGEMENT STUDIES (MMS)

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

The Objective:
The objective of the MMS Programme is to provide the opportunity to develop: The analytical tools for decision making in a business world of complex business issues and problems and skills for the effective implementation of policy in the context of the organisation. An understanding of the body of knowledge in the functional areas of business. To enhance the skills of leadership, teamwork and supervision. Skills of effective oral and written communication, presentation, and critical thinking and understanding of and ability to use technology as a tool of effective management, abilities for ethical decision making and the ability to function effectively in a diverse and global business environment.

Semester I
1. Perspective Management
2. Business Communication & MIS
3. Organisational Behaviour
4. Financial Accounting
5. Operations Management
6. Marketing Management
7. Managerial Economics
8. Business Law

Semester II
1. Cost & Management Accounts
2. Financial Management
3. Operations Research
5. Legal Aspects of Business & Taxation
6. Business Research Methods
7. Electives - any 2 out of 4 (Finance Specialisation)
   - Financial Markets
   - Analysis of Financial Statements
   - International Finance
   - Banking & Insurance
7. Electives - any 2 out of 4 (Marketing Specialisation)
   - Rural Marketing
   - Event Management
   - Retail Management
   - Export Documentation & Procedures
7. Electives - any 2 out of 4 (HR Specialisation)
   - Indian Ethos in Management
   - Human Resource Planning
   - Human Resource Information Systems
   - Compensation & Benefits

Semester III
Core Papers (All Specialisations)
1. International Business (University Assessment)
2. Strategic Management
3. Summer Internship Report

AT IMCOST
(DTE CODE - 3125)

ELIGIBILITY
Candidate should have minimum 50% aggregate in graduation (Appearing candidates may also apply) from a valid university. Should have a valid score of MHCET / CMAT / MAT / CAT / ATMA or CET conducted by Association of MBA institutes in Maharashtra. Up to 45% aggregate for candidates of reserved category.
### Core Papers (Marketing Specialisation)
1. Marketing Strategy (University Assessment)
2. Integrated Marketing Communications
3. Consumer Buying Behaviour
4. Market Research Applications
5. Sales Management & Sales Promotion
6. Distribution & Supply Chain Management
7. Product & Brand Management
8. Marketing Finance

### Core Papers (Human Resources Specialisation)
1. Organisational Theories & Structure Designs (University Assessment)
2. Training & Development
3. Introduction to Industrial Relation & Labour Welfare
4. Competency & Performance Management
5. Human Resource Planning & Human Resource Audit

### Core Papers (Finance Specialisation)
1. Advanced Financial Management (University Assessment)
2. Corporate Law
3. Financial Markets & Institutions
4. International Finance
5. Mergers, Acquisitions & Corporate Restructuring

### Electives (Marketing Specialisation)
1. International Marketing
2. Retail Management
4. Rural Marketing
5. Marketing of Non-profit Organisations
6. Quantitative Models in Marketing
7. Marketing Audit

### Electives (Human Resources Specialisation)
1. Labour Legislation
2. Compensation & Benefits
3. Organisational Development
4. Quantitative Techniques in HR
5. Building a Learning Organisation
6. Stress Management

### Electives (Finance Specialisation)
1. Portfolio Management & Security Analysis
2. Strategic Cost Management
3. Fiscal Policy & Corporate Tax Planning
4. Banking & Insurance
5. Derivatives & Risk Management
6. Wealth Management
7. Quantitative Models in Finance
8. Corporate Valuation
9. Marketing Finance
10. Fixed Income

### Semester IV

#### Core Papers (All Specialisations)
1. Management Control Systems
2. Business Ethics & Corporate Governance
3. Entrepreneurship Management
4. Services Management
5. Environment Management

#### Electives (All Specialisation)
1. Productivity Techniques
   OR
2. Total Quality Management
   OR
3. Project Management
4. Specialisation Project
THE 3-POINT SUCCESS MANTRA AT ASM

GROOMING FOR PLACEMENT

At the ASM Group of Institutes, we believe in providing every student a career oriented education system. With host of career grooming programmes all throughout the year, we ensure our students are industry-ready, from the very onset.
Global Outlook
Strong Communication Skills
Solution Based Individual
Enhanced Personality Development
Trained for Industry Demands
Value Based Learning
High Impact Leadership Skills
PLACEMENTS

SOME OF THE KEY RECRUITERS FOR OUR STUDENTS

At ASM’s institutes, career planning forms an integral part of the Computer and Management course curriculum. Because of privatisation and globalisation, the business scenario is fast changing. In the business world, opportunities which were traditionally available in the manufacturing and IT sectors are now shifted to service sectors, insurance, call-centers, hospitality industry, construction industry, etc. Operations of NGOs are also expanding creating a big demand.
RECRUITERS DO NOT INTERACT WITH US ON GRADUATION DAY!
They Knock Our Doors All Year Round.
Because the ASM Graduate is a Prize Catch.

Over the years, the ASM Group of Institutes boasts of an excellent placement track record.

At ASM, career planning forms an integral part of the Computer and Management course curriculum. Because of privatisation and globalisation, the business scenario is fast changing. In the business world, opportunities which were traditionally available in the manufacturing and IT sectors are now shifted to service sectors, insurance, call-centers, hospitality industry, construction industry, etc. Operations of NGOs are also expanding creating a big demand.

The placement cell of ASM is fully aware of these new challenges and opportunities in the job market. As soon as students enroll for a particular course, the institute begins to work on their career grooming. The placement and Institute-Industry Interface cell facilitates on-campus company presentations, annual career fairs and selection interviews.

**PLACEMENT CELL ACTIVITIES**

- One on One career assessment.
- Workshop on self assessment, CV and cover letter writing, interviewing techniques and negotiation skills.
- Annual career fairs.
- On campus company presentations and selection interviews.
- Functional area panels and student club days.
- Online CV and job posting.
- Provide facilities for funding summer internships.

ASM is dedicated to helping students make a sound career choice and help them in a highly effective personal job search. From the first semester onwards we offer workshops and individual support to students in self assessment and career assessment and on-going access to career counseling.

WE TAKE YOUR CAREER SERIOUSLY
5000 JOBS | 60 COMPANIES | 1 DAY AT ASM

ASM in association with the Employment & Self-Employment guidance center, Pimpri, Government of Maharashtra presented the JOB FAIR which was held at the ASM’s iBMR Campus, Pimpri. This event saw an applauding response. We at ASM look forward to making this an annual phenomenon.
# The First Day of Your Career

## OUR RECRUITERS

<table>
<thead>
<tr>
<th>Avance Consultant</th>
<th>CMC Ltd.</th>
<th>Greaves India Ltd.</th>
<th>Maharishi Housing Dev. Fin. Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arth Vidhi Consultants</td>
<td>Cadilla Healthcare</td>
<td>Godrej</td>
<td>MAK Advertising</td>
</tr>
<tr>
<td>Alia</td>
<td>CGI</td>
<td>Harisoft Technologies</td>
<td>Mercedes Benz (I) Ltd.</td>
</tr>
<tr>
<td>A.T.E. Enterprises</td>
<td>Compudyne Winfosystem</td>
<td>Hindustan Paper Corp.Ltd.</td>
<td>MSAS Global</td>
</tr>
<tr>
<td>All e Technologies</td>
<td>Container Freight Station, Pune</td>
<td>I Tech Media Pvt Ltd.</td>
<td>Mastek Ltd.</td>
</tr>
<tr>
<td>Acer</td>
<td>Delphi Computers</td>
<td>ICICI Secuties</td>
<td>Mitsubishi Heavy Electricals</td>
</tr>
<tr>
<td>Assured Advertising &amp; Media Pvt. Ltd.</td>
<td>Dynamic Logistics</td>
<td>Inbotics</td>
<td>Nidhi Consultants</td>
</tr>
<tr>
<td>A.C.C. Cement Ltd.</td>
<td>ETP International Pvt. Ltd.</td>
<td>IndoAsian Buildcon Pvt. Ltd.</td>
<td>Neltas</td>
</tr>
<tr>
<td>Air Freight Ltd.</td>
<td>Emco India Pvt. Ltd.</td>
<td>I.A.L. Shipping</td>
<td>Notre Advertising</td>
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<td>Ajay Syscon</td>
<td>eMediworld</td>
<td>Indiacom</td>
<td>P &amp; O Needfloyed</td>
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<tr>
<td>Amforge India Ltd.</td>
<td>Eastern Logistics</td>
<td>Infosys Technologies</td>
<td>Pentasoft Technologies</td>
</tr>
<tr>
<td>Arena Multimedia</td>
<td>Emcure Pharmaceuticals</td>
<td>Jet Airways</td>
<td>Phillips India Ltd.</td>
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<td>Balaji Tele films</td>
<td>Eureka-Forbes</td>
<td>Kalyani Brakes Ltd.</td>
<td>Octaga Green</td>
</tr>
<tr>
<td>Bajaj Auto</td>
<td>Flamingo Pharmaceuticals</td>
<td>Karanataka Soaps and</td>
<td>Proptiger.com</td>
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<tr>
<td>Birla Sun Life Insurance</td>
<td>Francis Shipping</td>
<td>Detergents Ltd.</td>
<td>Poly IT.</td>
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<td>Cadd Centre</td>
<td>Gratitude India</td>
<td>Larsen &amp; Turbo</td>
<td>Reliance Energy</td>
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<td>Citiwealth Advisors</td>
<td>Galaxy Infodesk</td>
<td>Lalitraj Group</td>
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<tr>
<td>C.A. Galaikotwala</td>
<td>Globelingk Shipping</td>
<td>Magic Software</td>
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</tbody>
</table>
ADMISSION PROCESS

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.

LIST OF REQUIRED DOCUMENTS:

1) Marksheets 10th, 12th, Graduation (Final year)
2) Passport Size Photograph
3) T.C.
4) Migration Certificate
5) Nationality
6) Caste Certificate, Caste Validity & Income Certificate (if applicable)
7) Gap Certificate (if applicable)
8) Score Card of the Entrance Test

FEES: (Tentative Tuition Fees)

(I) For IBMR - Rs. 1,40,000/- p.a.
(II) For IPS - Rs. 80,000/- p.a.
(III) For IIBR - Rs. 80,000/- p.a.
(IV) For IMCOST - Rs. 1,35,000/- p.a.

Hostel fee is Rs. 35,000/- p.a. (only applicable for Pune campus)
THE STUDENTS OF ASM HAVE AVAILED LOANS IN THE PAST FROM THE FOLLOWING BANKS:

- Bank of Baroda
- Andhra Bank
- Axis Bank
- Punjab National Bank
- State Bank of India
- Credila
- ING
- Cosmos Bank
- Union Bank of India
- HDFC Bank
- Bank of Maharashtra
- ICICI Bank

Disclaimer: Loan amount and approval is the sole discretion of the financial institutions and ASM does not take any responsibility of the same. ASM 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.
CONTACT US

Email
admission@asmedu.org

Contact Nos
PUNE: +91-20-27475090 / 27478666 / 27461804 / 66351700
MUMBAI: +91-22-2583 4443 / 2466 / 2452

Mob
+91 9422009207/09/10/12
Admission Application Form

Batch 20 ........................ Form No. ........................................

Course Applied for:  □ MBA
Institute applied at:  □ IBMR   □ IPS   □ IIBR
Course Applied for:  □ MMS
Institute applied at:  □ IMCOST
Do you want a Hostel Accommodation?  □ Yes  □ No

Entrance Exam Details
□ CAT     □ MAT     □ CET     □ XAT
□ ATMA     □ CMAT     □ AMMI
Roll No.  ________________ Composite Score  ________________
Percentile  __________________

Any other (Please specify)  ____________________________
Note : Photographs would be taken & the entire information of this form would be scanned. Therefore, please write clearly in block letters

General Information (Please fill up the columns in capital letters only)

1. Name (as it appears on official documents, school records, passport, etc.)


Surname                      First Name                      Middle Name

2. Gender  □ Male  □ Female
3. Marital Status  □ Single  □ Married

4. Date of Birth (Day / Month / Year)  ____________  ____________  ____________

5. Graduated From  □ Maharashtra  □ Outside Maharashtra
6. Nationality

7. Category
   - Open
   - ST
   - SC
   - OBC
   - DTNT

   Caste & Sub caste: ________________________________

8. Do you have a passport
   - Yes
   - No

   Passport No. ______________________________________

   Date of issue ____________ ____________ ____________

9. Father’s (Guardian’s) Name
   - Surname
   - First Name
   - Middle Name

   Phone no.: ____________________________

   E mail.: ____________________________

   Mothers Name:
   - Surname
   - First Name
   - Middle Name

   Phone no.: ____________________________

   E mail.: ____________________________

10. Father’s / Guardian’s Occupation ____________________________

    Designation ____________________________

    Company Name ____________________________

    Salary/Income (p.a) ________________

    PAN No. ____________________________

11. Address

<table>
<thead>
<tr>
<th>Permanent Address</th>
<th>Correspondence Address (compulsory)</th>
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<tr>
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</table>

   City:

   State:

   Pin Code:

   Contact Details (a) STD Code: ____________________________

   (b) Telephone Number: ____________________________

   (c) Mobile Number: ____________________________

   (d) Email ID*: ____________________________

   (e) Facebook profile link:

   (f) Linkedin profile link:

*(Email ID is mandatory)*
12. Academic Profile:
(Please list in chronological order including examinations with results pending)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the Examination Passed</th>
<th>School/College/Institution</th>
<th>Examining Board/University</th>
<th>Seat/Roll no.</th>
<th>Exam Date</th>
<th>Degree</th>
<th>Results (Grades/Percentage)</th>
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<tbody>
<tr>
<td>A</td>
<td>Std. X</td>
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</table>

Any other Qualifications (please specify)

| D       | Course Name                   |                            |                           |               |           |        |                            |

13. Extra & Co-curricular Activities
Mention the significant achievements in extra & co-curricular activities. Only those which are certified need to be listed here, attach a separate sheet if required.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Achievements</th>
<th>Level</th>
<th>Year</th>
<th>Certificate Details</th>
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14. Please list your Strengths & Weaknesses

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
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15. Hobbies and Interests

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16. Please state your long term career goals

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17. Full time work experience

For those with full time job experience undertaken after graduation through a valid appointment order of a recognized company with proper terms and condition including salary and work experience details. The job profile should associate with sales, marketing, human resource, operations, finance and information technology.

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<th>Sr. No.</th>
<th>Designation</th>
<th>Nature of Work</th>
<th>Company’s Name &amp; Address</th>
<th>Duration From - To (mm/yy) (mm/yy)</th>
<th>Total Pay (Rs./ Month)</th>
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18. Medical History

Blood Group: ________________________________

Please state below any illness/allergies that you may have along with the medication that you have been prescribed.

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19. Declaration by the Candidate of all the informations:

1. I, hereby, submit myself to the disciplinary authority of the Institute and to rules laid down by concerned competent authorities. I am aware of the fact that I need to maintain the requisite attendance for the academic and other activities by virtue of my being a student of this Institute, failing which the Institute has the full and final authority to initiate disciplinary action against me, as per the rules and regulation of the competent authority. I hereby agree to comply with all the rules and regulations of the Institute. In case of any dispute I agree that the decision of the institute authorities will be final and binding on me.

2. I and my parents/guardian have carefully noted the eligibility rules, procedures of admission, rules and regulations, important notes for fee refund, submission of certificates etc. given in the respective prospectus which I am required to follow and shall in matters on interpretation accept the decision given by the Management in this respect as final and binding.

3. I shall submit all the required original certificates, attested copies of certificates for clearance of eligibility, fill the exam forms and pay the entire tuition fees, exam fee and other fees at the earliest before the last mentioned date by the Institute and University of Pune failing which I alone will be responsible for further consequences. If I am found to have furnished false information or suppressed material information I will, if admitted, be dismissed and my fees will be forfeited.

4. I will maintain a minimum attendance of 75% per semester failing which my term may not be granted and I will not avail the placement facilities of ASM Group of Institutes.

5. I fully understand that the Management of the Institute has full liberty to expel me from the Institute for any infringement of the rules and regulations of conduct and discipline given in this prospectus.

6. The information given by me in my application is true to the best of my knowledge and belief.

7. I am aware that the institute reserves the right to change the names of courses or cancel a course as per Govt. regulations.

8. I agree to pay/refund any changes in the fees, taxes or other charges that may have occurred due to changes in Shikshan Shulka/University/AICTE/DTE or any other relevant authority regulations.

_________________________________________  ___________________________  ___________________________
Date                                             Place                                                    Signature of the applicant

Note:

1. All disputes subject to the legal jurisdiction of Pune city.

2. Documents to be submitted along with the form (attested photocopies of 10th, 12th, graduation mark sheet & if appearing for final year please provide with 1st year and 2nd year mark sheet, photo ID proof, two photographs and relevant score card.)

3. Please issue a DEMAND DRAFT of Rs. 1200/- for prospectus by hand or Rs. 1250/- for prospectus by post, drawn in favour of the Director of the chosen Institute of ASM Group, on or before the stipulated date.

FOR OFFICE USE

Date & centre of PI attended: ___________________________  Admission fee Receipt no: ___________________________

Amount of fee paid: ___________________________  Course admitted in: ___________________________

Principal / Director: ___________________________

Counsellors: ___________________________  Referred by: ___________________________