

4+ DECADES
OF EXCELLENCE
IN EDUCATION

72000+
ALUMNI

MBA

At ASM's IBMR

Two years full time AICTE approved course,
Affiliated to Savitribai Phule
Pune University With Advance
Career Development

IBMR MBA 35th Batch
DTE Code: MB6102
Annual Intake: 360

24 COURSES

2 UNIVERSITIES

2 CITIES

5 CAMPUSES

A TRANSFORMATIONAL COURSE THAT NOT ONLY TEACHES YOU BUSINESS SKILLS BUT ALSO HOW TO SUCCEED

BE THE FIRST TO GET A MBA PREMIUM WITH
GLOBAL CERTIFICATIONS



Navbharat
Certificate of
Excellence Award
2024

58th Best Private
B School of India &
Leading in
Maharashtra
2024

"Leading Higher
Education Group"

By Business Excellence
Research Group (BERG)
Singapore

"Academia and Industry
Collaborations for
Innovative Curriculum to
Drive Employability"

National Excellence
Award
ASSOCHAM India

"Best Institute for
Innovation in Curriculum"

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

"Digital Learning
Award"

at HE&HR Conclave,
Hyderabad from Govt.
of Telangana

Outstanding
management
institute for
CSR initiatives
awarded at
SMX CSR
Leadership summit
and Awards 3.0

Defence Force
League & Dift
Foundation
2024

CEGR Rashtriya
Shiksha
Gaurav Puraskar
Ceremony
2024

ASMA Award For Best
Institute For Consistent
Collaboration With
Foreign Universities

ASMA's Excellence Award
In Marketing Best
Practices

"The Best Education
Brand"

By
The Economic Times

Kotler Excellence
Award For Being
The Best In Global
Orientation
At The World Marketing

"The most promising
Business School of 2022,
At "HIGHER EDUCATION
and EDTECH CONCLAVE
& AWARDS 2022

- 'Navbharat
Education Award'
under the category
'B-School Offering
The Best Fusion
of Global & Indian
Teaching Practices

FROM THE CHAIRMAN'S DESK



Dr. Sandeep Pachpande

Chairman, ASM Group of Institutes

IITL from Stanford University, SELP from Harvard Business School
Executive Scholar Certificate from Kellogg, Ph.D from SPPU
MBA from Leads Beckett University, B.E Computer from SPPU

At Audyogik Shikshan Mandal (ASM), we are passionately committed to fostering excellence and advancing globally relevant education in India. Our international partnerships with esteemed institutions like Harvard Business School, Amazon AWS, Automation Anywhere and SAP position us as leaders in integrating multinational, cutting-edge pedagogy, giving students exposure and experiences aligned with global standards. ASM's EDGE, our innovative educational approach, is a specialized program designed to ensure our students' employability. Through a holistic, advanced certification program, we impart contemporary management skills in collaboration with top global corporations and business schools.

ASM's faculty is dedicated to empowering each student, enhancing their capabilities, and motivating them to become future leaders. At ASM's IBMR, students gain insight from world-class guest faculty who share their expertise, and our teaching emphasizes the case study method and critical thinking. This unique approach cultivates creativity, critical and design thinking, and global perspectives to help students achieve their career aspirations. ASM's IBMR is recognized as a benchmark in management education, consistently achieving high rankings in leading business school surveys.

The ASM campus experience is vibrant and enriching, with learning extending far beyond the classroom. From day one, supportive peers and mentors will guide you, ensuring a smooth transition into the academic journey ahead. Throughout your course, you'll have opportunities to interact with brilliant academicians, industry leaders, and management experts from around the world. These exchanges will elevate your knowledge and foster innovative ideas, many of which could be transformative.

ASM is committed to the holistic growth of its students, embracing a balance of work and play. Your time here will be filled with lively on-campus and off-campus activities, cultural events, and celebrations.

At ASM, you'll gain a unique advantage—an experience that prepares you to excel and stand out in a competitive world. I warmly welcome you to ASM's IBMR, where your journey promises to be rewarding, enriching, and truly exceptional.

VISION

To be a world centre of learning that excels in Management and IT education, research, training and consultancy.

FROM THE FOUNDER SECRETARY'S DESK



Dr. (Mrs) Asha Pachpande
Secretary

Audyogik Shikshan Mandal (ASM)

ASM's Institute of Business Management and Research (IBMR), Chinchwad, has been a leading institution for over four decades, dedicated to developing skilled, adaptive leaders for organizations in India and abroad. With a clear vision and mission, ASM's IBMR focuses on nurturing a new generation of managers prepared to meet the evolving challenges in the global business landscape.

Committed to holistic teaching and learning, ASM's IBMR integrates the latest in management education to ensure its students' employability. Since 1983, the institute has produced well-rounded, knowledgeable executives who bring value to industries worldwide. Many of our alumni hold influential positions in organizations across the globe, while others have ventured into successful entrepreneurship, contributing significantly to economic growth.

It is with great pleasure that I welcome our new batch of students to ASM's IBMR, where we are dedicated to quality education and comprehensive student development. Through ASM's EDGE pedagogy, led by skilled regular and visiting faculty and experts from global organizations, we guarantee that our students receive an education aligned with the demands of the professional world.

IBMR fosters the growth of high-caliber professionals by providing global exposure through Harvard Business School case studies, online courses, Harvard Business Publishing resources, and the distinctive ASM EDGE courses. We strive to create an environment that supports students' holistic development and academic success.

Welcome once again to ASM's IBMR, where you will discover the many facets that make this institute a truly transformative experience. Wishing you a journey of learning and success in all your endeavors as part of ASM's IBMR community.

MISSION

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



ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 4+ decades in the field of education. Through this period, ASM has persistently provided the corporate world with well prepared professionals. This history of excellence has been validated by the fact that ASM has consistently been ranked amongst the top B-Schools in India.

The faculty of ASM comprises of the best in industry and academia. The faculty members for the course are a rich blend of academicians, industry practitioners teaching faculty and mentors from industry. ASM has excellent industry-institute interaction for more than 4 decades and tie-ups with leading organizations for cutting edge certifications for enhanced skills leading to employability.

ASM boasts of a strong alumni base of 72000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing.

SHAPING PROFESSIONALS WITH A GLOBAL PERSPECTIVE SINCE 1983



Tie-up with
Vistula University
(Poland)
2012



Tie-up with
CETYS University
(Mexico)
2013



Tie-up with
City University
of Seattle (USA)
2014



Tie-up with
University of
Applied Sciences
(NYSA, Poland)
2014



Tie-up with **HBX CORE**
(A Harvard Business
School Program)
2017



Tie-up with
IBM for Full-time &
Executive Courses
2017



Tie-up with
SAP
2017



Tie-up with
IIMBx
2018



Tie-up with
TIMESPRO
2018



Tie-up with **HBS**
(Harvard Business School)
Online Program
2019



Tie-up with
EY, CRISIL &
Amazon AWS
2020



Tie-up with
Microsoft
2021



Association with
University Of
Applied Science
Upper Austria
2022



Agreement with
IIM Nagpur (For PGDM
Immersion Program)
2023

GLOBAL INPUTS TO OUR CURRICULUM

EMPLOYMENT ORIENTED INDUSTRY CERTIFICATIONS

INTERNATIONAL COLLABORATIONS / PARTNERSHIPS





ASM'S IBMR MBA

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

(DTE Code: **MB6102**)

PROGRAM OBJECTIVE

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

ELIGIBILITY

Graduates who have secured 50% (45%, for reserved category having Maharashtra domicile) from a recognised university, with a valid CMAT/CAT/MHCET score can apply for admissions. Students appearing for their final year graduation are also eligible to apply.

ADMISSION PROCEDURE

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

STUDENT EDUCATION LOAN

Vidya Lakshmi is a first of its kind portal for students seeking Education Loan. This portal has been developed under the guidance of Department of Financial Services (Ministry of Finance), Department of Higher Education (Ministry of Education) and Indian Banks Association (IBA). The portal has been developed and being maintained by NSDL e-Governance Infrastructure Limited. Students can view, apply and track the education loan applications to banks anytime, anywhere by accessing the portal. We have tie up with many nationalised and private banks.

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

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

MBA

At ASM'S IBMR

Two years full time, AICTE approved, Affiliated to Savitribai Phule Pune University

PROGRAM STRUCTURE

Semester I

101	Managerial Accounting
102	Organizational Behaviour
103	Economic Analysis for Business Decisions
104	Basics of Marketing
105	Business Analytics
106	Decision Science
107	Management Fundamentals
108	Indian Knowledge Systems

Semester III

301	Strategic Management
302	Subject Core (Respective Specialization)
303	On the Job Training

Specializations (Can Opt Any One)

1	Marketing Management
2	Financial Management
3	Human Resource Management
4	Operations & Supply Chain Management
5	Business Analytics
6	Agri-business Management
7	Pharma & Healthcare Management

Semester II

201	Marketing Management
202	Financial Management
203	Human Resources Management
204	Operations & Supply Chain Management
205	Legal Aspects of Business
206	BRM
207	Desk Research
208	Field Project

Semester IV

401	Entrepreneurship, Innovation and Design Thinking
402	Enterprise Performance Management
403	Subject Core (Respective Specialization)
404	Research Project

PROGRAM OUTCOMES MBA

At the end of the MBA programme the learner will possess the

1. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. Critical Thinking - Ability to conduct investigation of multi-dimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
4. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
5. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. Global Orientation and Cross-Cultural Appreciation - Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8. Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9. Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

POTENTIAL CAREER OPPORTUNITIES



BANKING



INSURANCE



E-COMMERCE



HR SERVICE



RETAIL



HEALTHCARE



EDUCATION



**ENERGY &
UTILITIES**



IT



AGRI BUSINESS



KPO



HOSPITALITY

Programme Objectives for MBA Premium

The MBA Premium Programme is designed to equip students with a comprehensive skill set that prepares them for leadership roles in diverse business environments. The Programme Educational Objectives (PEOs) outline the intended outcomes for graduates of the programme, focusing on academic excellence, professional growth, and global readiness. The specific objectives are:

- **Develop Comprehensive Business Acumen**
- **Enhance Personal and Professional Growth**
- **Prepare for Global Business Challenges**
- **Foster Entrepreneurial and Innovative Thinking**
- **Cultivate Ethical and Responsible Business Practices**

Programme Outcomes

Upon successful completion of the MBA Premium Programme, students will possess the following core competencies:

- **Comprehensive Business and Domain Knowledge:** Students will demonstrate a profound understanding of management principles and frameworks across core business domains.
- **Problem Solving and Innovation:** Students will be equipped to identify, formulate, and provide innovative solutions to business and social problems.
- **Leadership, Teamwork, and Effective Communication:** Students will be capable of leading teams, collaborating across organizational boundaries, and communicating effectively in diverse and cross-cultural settings.
- **Global Perspective and Ethical Responsibility:** With a strong global orientation, students will approach business challenges from a multicultural perspective, recognizing the importance of cross-cultural nuances in decision-making.
- **Entrepreneurship and Sustainable Impact:** Students will develop an entrepreneurial mind-set, with the capability to identify and capitalize on opportunities for innovation and growth.

VALUE ADDED COURSES FOR MBA PREMIUM

Semester - I

Course Code	Subject Name	Offered by	Credits	Marks
SS-101	Management Communication	HBP	2	50
AS-101	Finance for Manager	HBP	2	50
AS-101	Mathematics	ASM	2	50
APS-102	CAIR: Case Analysis & Issue Resolution	HBP	2	50
CS-101	Effective Manager	SPPU	2	50
ES-101	Employability skills- I	SPPU& NGI	3	100

Semester - III

Course Code	Subject Name	Offered by	Credits	Marks
CS-301	Cloud Foundation	AWS	2	50
SS-301	Communication and Behavioural Skills	SPPU	2	50
AS-301	Project Management	NGI	2	50
APS-301	Executive Leadership in a VUCA World	SPPU	2	50
CS-301	SAP - End User Module	SAP	3	100
ES-301	Employability skills- III	SPPU& NGI	3	100

Semester - II

Course Code	Subject Name	Offered by	Credits	Marks
SS-201	IKIGAI : Leading Oneself with Purpose	SPPU	2	50
AS-201	Financial Accounting	HBP	2	50
AS-202	Quantitative Methods	HBP	2	50
APS-201	Spread Sheet Modelling	HBP	2	50
CS-201	Sectoral Analytics	NGI	2	50
CS-202	Power BI	NGI	2	50
ES-201	Employability skills- II	SPPU& NGI	3	100

Semester - IV

Course Code	Subject Name	Offered by	Credits	Marks
SS-401	Family Business Management & Entrepreneurship	SPPU	2	50
CS-401	Professional Development Skills	SPPU	2	50

FEW OF OUR TIE-UPS AND COLLABORATIONS FOR VALUE ADDED CERTIFICATIONS

ASM'S IBMR HAS COLLABORATED FOR IMPARTING INDUSTRY RELEVANT TECHNIQUES & TOOLS BLENDED WITH CUTTING EDGE CERTIFICATIONS WHICH ARE ACCEPTED GLOBALLY

AUTOMATION ANYWHERE

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



IIM NAGPUR

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



IIM NAGPUR

HBP

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

HARVARD BUSINESS PUBLISHING
CASE STUDIES AND ONLINE COURSES

SAP

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



AWS

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



MICROSOFT

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



UNLOCKING PLACEMENT OPPORTUNITIES

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

Summer Internship Project Preparatory Workshop



Corporate Grooming & Etiquette



Create Unique Resume



TRAINED FOR INDUSTRY DEMANDS

GLOBAL OUTLOOK

VALUE BASED LEARNING

ENHANCED PERSONALITY DEVELOPMENT

HIGH IMPACT LEADERSHIP SKILLS

SOLUTION BASED INDIVIDUAL

STRONG COMMUNICATION SKILLS

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

PLACEMENT HIGHLIGHTS



Nagesh Nikhade
The Strelema



Divya Suresh Gangane
Bajaj Allianz Life Insurance Co. Ltd



Nived Valsaraj
United Phosphorus Limited.
(Global Business Services Limited)



Harsh Bajaj
KRISALA DEVELOPERS



Dayma S. Narendra
Bluestone Jewellery And
Lifestyle Private Limited



Chetan Pagar
Micro Labs Limited



Ajay Shivaji Dhokane
IndiaMART IntereMESH Ltd



Dhiraj Sonone
MANUNITED



Tushar Gore
IndiaMART IntereMESH Ltd



Ishika Chouriya
Crisil Limited.



Deepa Sharma
WAVERECO (The Leading RPO Industry)



Abhimanyu B. Suroshe
Sungwoo hitech Pune Pvt Ltd



Anshul Pardhi
Alok Ingots Pvt Ltd



Tushar Jagadish Patil
Alembic Pharmaceuticals Ltd



Ashwin Bawane
ICICI SECURITIES



Lendare Larry Gomes
SS&C GlobeOp

PLACEMENT HIGHLIGHTS



Ranjit Singh Nikumbh
XL Dynamics Pvt. Ltd.



Ms. Sakshi Khatri
Tricolor Innovations (P) Ltd



Avinash Sharma
Arque Technologies



Manthan Dakhare
ESAF small finance bank



Shubham Dasharath Raut
Asset Financial Consultants Pvt. Ltd.



Bhagyashree Shirekar
Asset Financial Consultants Pvt. Ltd.



Chavan Jaykumar
Simpolo Ceramics



Sahil Das
ICICI PRUDENTIAL



Shruti Dhoke
ICICI SECURITIES



Mayur Padghane
ICICI SECURITIES



Prasad Koli
ICICI LOMBARD



Yogesh Mankhede
WISTERIA PROPERTIES (P) LTD



Kotgirwar Sreecharan
IDFC First Bank Limited



Shruti Jadhav
Enhancor services (P) Ltd



Rushikesh Anil Argade
Petpooja



Pooja Chavan
MediaMint

PLACEMENT HIGHLIGHTS



Waghmare Shubham
Niva Bupa Health Insurance
Co Ltd



Bharti Tatke
Niva Bupa Health Insurance
Co Ltd



Akash Yelure
ESAF Small Finance Bank



Shivam Bhoje
Offiso India Distribution Pvt. Ltd



Jagruti Gawande
ICICI Prudential Life Insurance



Rameshwar Katria
BERGER PAINTS



Kiran Khendake
SKYHIGH SECURITIES



Sumedh Deshpande
POONAWALLA FINCORP



Meet Patel
TCS



Atul Chtamal
SELL.DO



Priyajoyti Deb
ICICI PRU



Vaibhav Wankar
Ggreen Agrevoluation (P) Ltd



Girmaji Kale
AIRTEL



Manish Paliwal
INDIA MART



Gaurav Nandawanshi
BANDHAN BANK



Manisha Kumari
NILESENIQ

PLACEMENT HIGHLIGHTS



Tushar Arode
HDFC (STD) LIFE



Shreshtha Pakalwar
ICICI PRUDENTIAL



Ritul Gupta
ICICI SECURITIES



SUSMITA BANIK
Dulux Paints



Dashrath Kharat
PROPERTY PISTOL



Ashwati Patthey
BAJAJ HOME FINANCE



Devendra Bohra
BAJAJ HOME FINANCE



Vikas Neharkar
GLOBE LINK WW



Taposhi Dhar
NJ INDIA INVEST (P) LTD



Madhura Kokate
UNITHERM



Ruchika Chambhare
POONAWALA FINCORP



Abhishek wani
CLIX CAPITAL



Abhinav.s.Deshmukh
SSC GLOBE



Yash Coudhury
Relation Realtech (P) Ltd



Nikita Dalvi
BAJAJ AUTO LTD



Rajani Patil
CAIT Edusys pvt ltd

PLACEMENT HIGHLIGHTS



Hrishikesh Jagadale
UP MARKET



Sonal Singh
IDFC FIRST BANK



Priyal Maheshwari
BNY



Sangeet Das
AIRTEL



Subham Bandyopadhyay
Byjus



Hari Venkatesh
BNY



Shubhajit Mukherjee
XL DYNAMICS



Shreeyash Chintal
Black Panda Enterprises



Sayali Desale
Forvia (Faurecia)



Rupesh Motirale
Tata AIG General Insurance Pvt. Ltd.



Shubham Pendhari
Sungwoo hitech Pune Pvt Ltd



Viraj Ram Dolas
Sungwoo Hightech Pune (P) Ltd

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

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

WITH A LEGACY OF 40+ YEARS AND A STRONG 72,000+ ALUMNI NETWORK, ASM ENJOYS A GREAT PLACEMENT RECORD





OUR TOP RECRUITERS



State-of-the-art Infrastructure



Life at ASM

INDUCTION

ASM's IBMR MBA Department organizes induction programs for the fresh entrants of MBA. The objective of this program is to assimilate the students into the new environment and get them acquainted with the institution's culture. The induction program is a mix of motivational speech talks, expert lectures, fun activities, team-building activities, and campus orientation sessions. The motive of induction is to ensure a smooth transition for the students into the university system.



INDUSTRY VISIT

The industrial visits are key for the student development. These visits provide students with an acquaintance to the real world and the hands-on experience of the working environment of the outside world. Industrial visits acclimatize students with a practical perspective of the concepts and theories that are taught in the classroom. It exposes students to the inputs and outputs for the various types of business processes and operations that are usually performed in the workplace.

OUT DOOR TEAM BUILDING ACTIVITIES

Team building is an effective tactic to cultivate a culture of trust collaboration, foster communication, improve performance and embrace diversity of the students. Outdoor or indoor team building activities shape the personality of the students and make them ready to face the challenges of working in teams in the real corporate world.



LEARNING BEYOND CLASSROOM



MINDSCAPE

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

INCON

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



EVOLVE

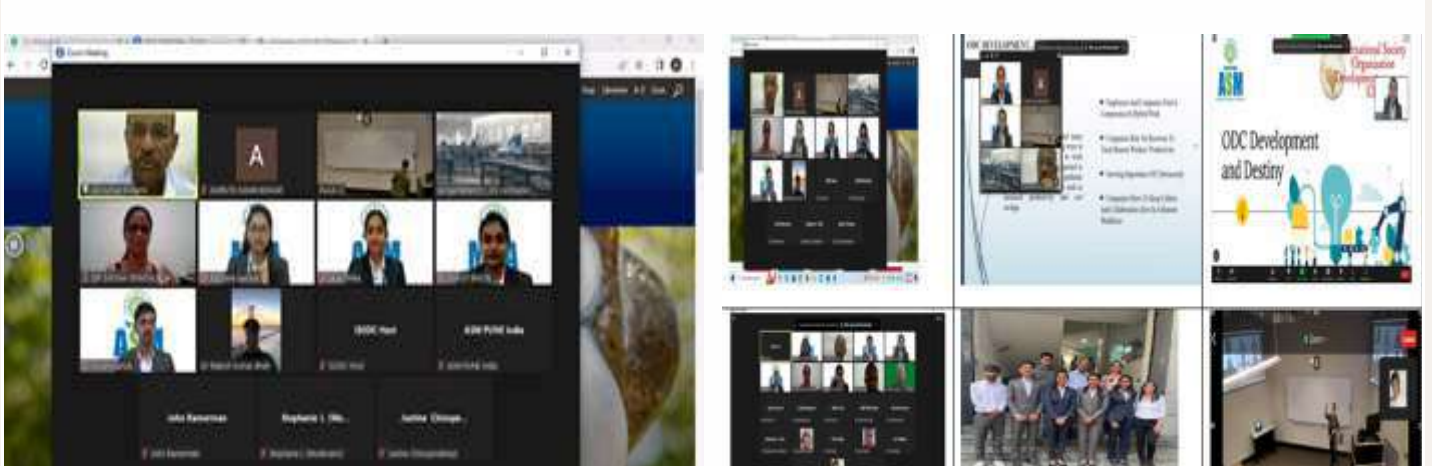
A unique case study competition for ASM faculty, to develop the case study writing skills and solving skills. This event is organized every year in the month of February

PERCEPT

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



EXPERIENTIAL LEARNING



ISODC - INTERNATIONAL CONFERENCE (DYNAMICS, DEVELOPMENT & DESTINY)



ASMA EDUCATION INNOVATION SUMMIT



INDUSTRY EXHIBITION

LEARNING

THROUGH FUN

Opportunities for learning, growing and achieving exist everywhere at ASM. Life at ASM is a blend of academics, extra-curricular and co-curricular activities. Strong student clubs and cell activities give

students opportunity to pursue hobbies of their interest. In addition, activities such as cultural programs, student fests, festival, national celebrations and inter-college events make life at ASM truly colorful, enriching and enjoyable.



DANDIYA



FRESHERS PARTY



INTERNATIONAL YOGA DAY

CULTURAL EVENTS



GANAPATI CELEBRATION



GANAPATI CELEBRATION



GANAPATI CELEBRATION



GANAPATI CELEBRATION



SHIVAJI JAYANTI



SHIVAJI JAYANTI



CHRISTMAS CELEBRATION



ONAM CELEBRATION



ONAM CELEBRATION

INSIGNIA INTERCOLLEGIATE CULTURAL FEST



GLITZ'N GLAM -FASHION SHOW



DJ NITE



ROSE QUEEN



GULLY CRICKET



MASTER CHEF



MASTER CHEF



PUBG -LAN GAMING



CELEBRITY LIVE PERFORMANCE



DANCE MANIA



AWARDS



MOVIE PROMOTION



DANCE MANIA

INSIGNIA INTERCOLLEGIATE SPORTS FEST



GIRLS GULLY CRICKET



TUG OF WAR



GIRLS GULLY CRICKET



BADMINTON



TABLE TENNIS



CARROM



GIRLS GULLY CRICKET



VOLLEYBALL



BOYS' CRICKET



TUG OF WAR



TUG OF WAR



GIRLS GULLY CRICKET



AWARDS NIGHT



FAREWELL

CSR ACTIVITY

MBA students actively participate in CSR activities such as organizing tree plantation drives to promote environmental sustainability and hosting clothes donation campaigns for underprivileged communities. They visit old age homes to spend time with senior citizens and schools to educate children about the harmful effects of crackers and the importance of adhering to traffic rules. Through these initiatives, they foster social awareness and contribute meaningfully to societal well-being.



TESTIMONIALS



MUNDADA RADHIKA ASHOK

As a student of ASM IBMR, I can confidently say that this institution has played a crucial role in shaping my career. The faculty members are highly experienced and dedicated, providing a perfect blend of theoretical knowledge and practical exposure. The industry-oriented curriculum, coupled with excellent infrastructure, ensures that students are well-prepared to meet real-world challenges.

The college also offers numerous opportunities for internships, workshops, and seminars, which have helped me enhance my skills and network with professionals. I am proud to be a part of ASM IBMR, where learning goes beyond the classroom.



DESALE SAYALI CHANDRAKANT

ASM Group of Institutes has been instrumental in shaping me into a well-rounded individual and preparing me for future managerial roles. The various opportunities provided, such as the Immersion Program at IIM Nagpur and Percept case study competition have significantly bolstered my confidence and practical skills.

Engaging in these experiences has not only expanded my knowledge but also equipped me with the confidence to tackle real-world challenges head-on, ensuring I'm ready for success in the professional arena.



VAISHNAVI NITIN HARLIKAR

ASM IBMR College has a tremendous impact in my overall progress. The faculty is exceptional, providing important insights and real-world expertise to enhance the academic experience. I particularly appreciate the case study approach, which successfully connects theoretical principles to practical applications while encouraging critical thinking abilities.

The challenging curriculum has equipped me well for real-world issues. Overall, ASM IBMR has given me the skills and confidence I need to pursue a successful career.



AVISHEK BHATTACHARYA

Attending ASM IBMR has been a transformative experience for me. I've had incredible opportunities for networking, which have set me on a path to a successful career. Overall, my time in this college has been enriching, and I'm grateful for the knowledge and friendships I've gained here.

I would also like to thank all the teaching faculties since they were helpful to every student from the day one.



SUMIT KUMAR

As a student of ASM IBMR, pursuing my MBA has been a transformative journey, both professionally and personally. The program's rigorous curriculum, combined with practical exposure through internships and projects, has enhanced my understanding of the business world, especially in the field of marketing. The experienced faculty and industry interactions have provided me with invaluable insights and networking opportunities, helping me bridge the gap between theory and real-world application.

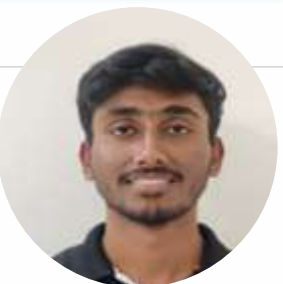
The college's focus on leadership development and critical thinking has shaped me into a confident decision-maker, ready to tackle the challenges of today's dynamic business environment. I am grateful for the supportive environment at ASM IBMR.



JAWALKAR NAMRATA SATYANARAYAN

ASM IBMR provided a dynamic and enriching learning environment during my MBA. The program's strong industry connections and practical approach helped bridge the gap between theoretical knowledge and real-world business challenges, especially in the finance sector.

The faculty's expertise and the collaborative culture have been instrumental in shaping my career trajectory.



SAHIL NASARE

I am Sahil Nasare an MBA student at ASM's IBMR. They supporting and assisting students on their path to success. They help me to improve my communication, leadership, teamwork, and presentation skills have.

It helped me progress professionally, academically, and personally. The constant support and motivation of the faculty members have enlightened me throughout this wonderful journey.



PRACHI SHENDE

I am Prachi Shende. MBA student at ASM IBMR college. My experience at the institute of Business management and Research is memorable. Starting something with challenges builds strength, while ending with it a success story.

My mentor is help enhance in my academic and inter personal skills.



SHRADDHA KALMITRA

I am Shraddha Kalmitra an MBA student. My experience at ASM IBMR has been wonderful till now. Academic excellence along with overall growth of the person is what the institution aims at.

The all time support and motivation of faculty members has enlightened me throughout this period.

TESTIMONIALS



PAITHANE PRITI RAJENDRA

My journey at ASM's IBMR has been enriching and memorable. The institute provided a perfect blend of academic learning and practical exposure.

The faculty always encouraged me to push my limits and supported me throughout my studies.



SAKSHI JAISWAL

It all started when I joined CSR club of ASM IBMR this journey full of experiences took me to another level of self-development that allowed me to transcend my confidence that reflected incredibly during my academics. More than that I learned various skills and importance of perseverance by the virtue of professors and community support.

Thanks ASM IBMR for letting me step outside my comfort.



TEJAS SANJAY BHINGARDE

The decision to take the admission at IBMR college is grateful for me because the college has given support to students in placement, various other curricular activities.

From supportive staff the education is more simple and interesting teachers are always guides us in improving the skill its helps in future when we are working in industries.



KOWALE SANSKAR VIJAY

As an MBA student at ASM IBMR, I feel deeply grateful for the growth I've experienced here. The guidance from passionate faculty and the practical learning opportunities have not only shaped my career but also built my confidence.

ASM IBMR has become a place where I found both academic excellence and personal transformation, and I will always cherish my time here.



KHUTMODE BHUPESH UMAPRASAD

My MBA journey at ASM IBMR has been incredibly rewarding. The well-rounded curriculum, combined with expert faculty guidance, has deepened my understanding of business and management. The hands-on learning through case studies and industry exposure has equipped me with practical skills, preparing me for real-world challenges.

The collaborative environment and diverse peer group have enriched my learning experience. Overall, ASM IBMR has provided me with a strong foundation for a successful career.



THAKARE RIYA SURESH

What sets ASM IBMR apart is its commitment to empowering women in business. The mentorship I've received has been invaluable, and the collaborative spirit among my peers has turned our classroom into a supportive network of future leaders.

The MBA experience at ASM IBMR has been incredibly empowering. I've gained not only the skills to excel in my career but also lifelong friendships with like-minded women who inspire me every day. We lift each other up..!



KHUDE KARAN RAMESH

As an MBA student at ASM IBMR, I had the opportunity to enhance my learning through both academics and practical experience. The curriculum is well-rounded, and my internship in finance provided hands-on exposure to the industry, allowing me to apply the knowledge gained in class.

The faculty and resources at ASM IBMR truly prepared me for the real-world challenges of the business environment.



JAY DHARMALE

Being part of the MBA program has been an incredibly rewarding journey. The supportive environment and the focus on holistic development have boosted my confidence and prepared me for success in the business world. What I love most about ASM IBMR is the emphasis on experiential learning.

From case studies to internships, every aspect of the program has prepared me to tackle challenges head-on in my career.



ROZY KHAN

ASM IBMR provided me with the perfect blend of theoretical knowledge and practical exposure. The faculty are highly experienced and approachable, ensuring a personalized learning experience.

The campus environment is vibrant and motivating, which has greatly contributed to my overall growth as a student."

ALUMNI TESTIMONIAL

I thank my passionate and supportive professors for their constant guidance. I am grateful for the experiences I had at college and the impact they have had on my life.



Megha Zade
(Deputy Manager ICICI Bank)

"I would highly recommend this institution to anyone looking to pursue a career in business management. The holistic approach to education, coupled with a strong alumni network, has been a true game-changer in my journey."



Pankaj Chopade
Deputy Vice President ,
Zonal Head for Rest of MH and Goa,
IndusInd Bank Ltd.

IBMR and faculties have put in all the efforts to groom us and make us corporate professionals. It was a wonderful experience at IBMR.



Shital Shinde
(ITI MUTUAL FUND - Cluster Head)

My experience at ASM IBMR has been very wonderful till now. I have learned a lot not just academically but in all other aspects of career development. The support and motivation from the institute has enlightened me throughout the journey.



Shuheb I. Sayyad
(Managing Director -Sayyadri
Officemate Manufacturing PVT LTD
(Sayyadri Group)

My experience at IBMR was great and memorable. The teachers and mentors are really helpful and I am very grateful to IBMR for providing us with the best placement opportunities.



Laxmikant Hatwar
(Sr. Business Development manager -
SBI LIFE INSURANCE)

I am sincerely grateful to be a part of IBMR. Everything is great, but the best part is the faculty. They brought out the best in us, in the best way possible. Their teaching made me more excited to learn. Thanks for everything.



Sanket Munde
(Chief Manager -
Indusind Bank Ltd)

ALUMNI TESTIMONIAL

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



Roopa Nagaraju

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

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



Prachee Sonchal

TATA Services Ltd.
(Manager, Human Resources)

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



Afshin Sherkat

Zarin Tile Industry
(Commercial Manager)

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



Veeraiah Chowdary

The Orange One (CEO)

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



Anup Mittal

Hindustan Unilever Ltd. (TSO)

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



Nidhi Sarkar

Mindtree (HR Executive)

INTERNATIONAL FACULTY FROM TOP UNIVERSITIES ACROSS THE WORLD @ ASM's IBMR



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



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



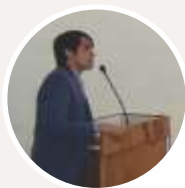
Diana Woolfolk
Dean of Business and
Management School,
CETYS University, Mexico



**Sergio García
Velázquez**
Teacher at
CETYS University



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



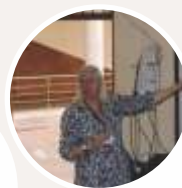
**Eduardo Durazo
Watanabe**
Professor at the Business and
Management School,
CETYS University



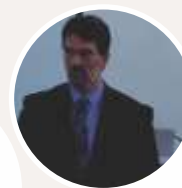
Myriam Ross
Teacher at CETYS
University



Ulises Lopez
Teacher at CETYS University



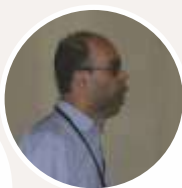
Jennifer Muskett
University of
Southampton Solent



Kurt Kirstein
Associate Provost of
City University of Seattle



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



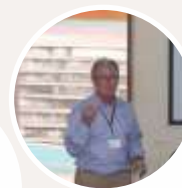
Dr. Mario Kolberg
University of Stirling



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



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



Prof. Ian Wakeman
University of
Sussex



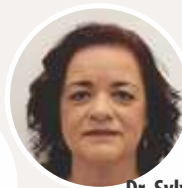
Paulina Krytosiak
Institute of Computer Science
Polish Academy of Sciences
(IPI PAN), Poland



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



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



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



Dr. Ronald Newton
Director ISODC USA



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



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

INDUSTRY FACULTY TEAM @ ASM's IBMR



Prashant Jadhav
CIO, Franke Faber



Manjeet Singh
CIO, Bilcare Ltd.



Amit Shukla
CIO, Kirloskar brothers



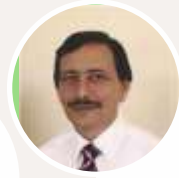
Vinay Nair
CEO
Aaria Biolife Sciences Pvt. Ltd.
(Harvard Business School alumni)



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



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



Dr. K. K. Jain
Processor, IIM Raipur



Sanjeev Joshi
Senior Practice Director,
Birlasoft



Dr. C. M. Chitale
HOD
Professor PUMBA,
I/C Director EMRC



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



Dr. S G Bapat
Faculty of Management



Romi Kumar
Assistant General Manager
Starship Global VCT, Manipal



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



Nishakant Ojha
Principial Advisor
(Information Technology
& Innovations)



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



Imtiyaz Peerzade
Director DAI,
Blazeclan
Technologies.



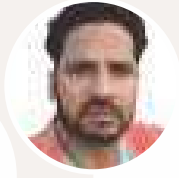
Ajay Bhosale
Advisory Board Member
for ASM's SAP
Training Program



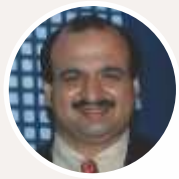
Sambhaji Chawale
CEO
PRIMUS Techsystems
Pvt. Ltd.



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



Devender Kumar
Sr. Manager
Hr. & Strategy
Patanjali



Himanshu Goyal
Director Channel sales
and ecosystem-
Browerstack



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



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



Sandesh Banger
Finance Expert



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



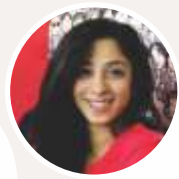
**Haresh Krishna
Kumar**
MD & General Manager,
Quest Software



Praveen Bhamare
SAP, Delivery Head TCS



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



**Ms. Kruthi
Aramanamada**
GM Marketing At,
Ideaforge

INDUSTRY FACULTY TEAM @ ASM's IBMR



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



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



Ms. Karishma Shah
Founder CEO, Karishma Shah Nutrition



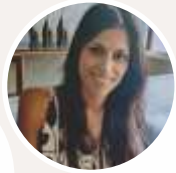
Mr. Amit Anwani
Financial Analyst associated with leading broking firm of India



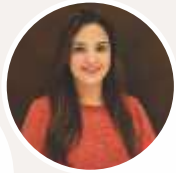
Dr. (Mrs.) Pankaj Mittal
Secretary General Association of Indian Universities



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



Swathy Rohit
CEO, Health Basix



Ms. Anu Chaudhary
Founder CEO, Sustain Plus



Lealie Loh
CEO, Lithan, Singapore



Ms. Swagata Gupta
Director - Communication Cashfree



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



Ramveer Tanwar
The pondman of India,



Rishi Tanna
Accountant I Ex-Deloitte Associate at EY



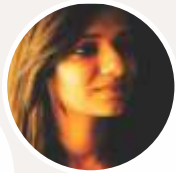
Ms. Neha Sharma
Corporate Human Resource Manager, SBI General Insurance



Sagar Amlani
CEO, Zapro Consultant



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



Soni Agarwal
Communications Lead at, Syngenta



Mrs. Roopa Nagaraju
Head of Communications at Veolia Water Technologies and Solutions SA



Lata Singh
Director - Human Resources at Alltake



Mr. Rahul Jain
Managing Director - InnoServ Group



Mr. Gaurav Virmani
Head - Institutional Sales LIC Mutual Fund Asset Management Co. Ltd.



Mr. Ramesh Chinchnikar
SAP SD Trainer, SAP Project Manager



Mr. Bipin Datar
Senior Management positions with Brands like Mercedes-Benz, Volkswagen Skoda



Dr. Bhakti Ware
Founder Tathataa



Mr. Vivek Tiwari
Global Pricing Manager for Hitachi Energy, Sweden



Mr. Gopala Krishnan
Chairman Advisory Board, AIQ Group



Preeti Phuskele
Founder and CEO, Concord Talent Hunt, Pinacolish



Mr. Satish Gaikwad
Head of HR, Jaguar Land Rover



Mr. Prasad Narayan
Vice President, India Operations at Leapfrog Technology, Pune



Mr. Soman Menon
KSB Pune

RULES AND REGULATIONS

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



FOR ADMISSIONS CONTACT

PUNE

ASM Group of Institutes,
MIDC, Block 'C', Chinchwad,
Pune, Maharashtra 411019
+91 9422009207/09/10/12

FOR AGRI-BUSINESS

+91 82085 11788

KOLKATA

(Kolkata City Office)
SKP Building, 2nd Floor, 132A,
S.P. Mukherjee Road, Kolkata 700026

+91 98311 73476

DELHI

+91 91996 55141

SCAN QR FOR APPLICATION



MIDC, Block 'C', Chinchwad, Pune, Maharashtra 411019

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

THE ASM GROUP OF INSTITUTES
IBMR | IIBR | IPS | CSIT | GJC | GEMS | EMPROS