

PGDM COURSES AT IBMR | IMCOST

PGDM Dual Specialization

PGDM COURSES AT IIBR

PGDM Agribusiness

PGDM International Business

FOR ADMISSIONS CONTACT

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

ASM's MBA/MMS

AICTE APPROVED



**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

Two years full time, affiliated to
Savitribai Phule Pune University / University of Mumbai

IBMR 30th Batch (DTE Code: 6102)

IMCOST 15th Batch (DTE Code: 3125)





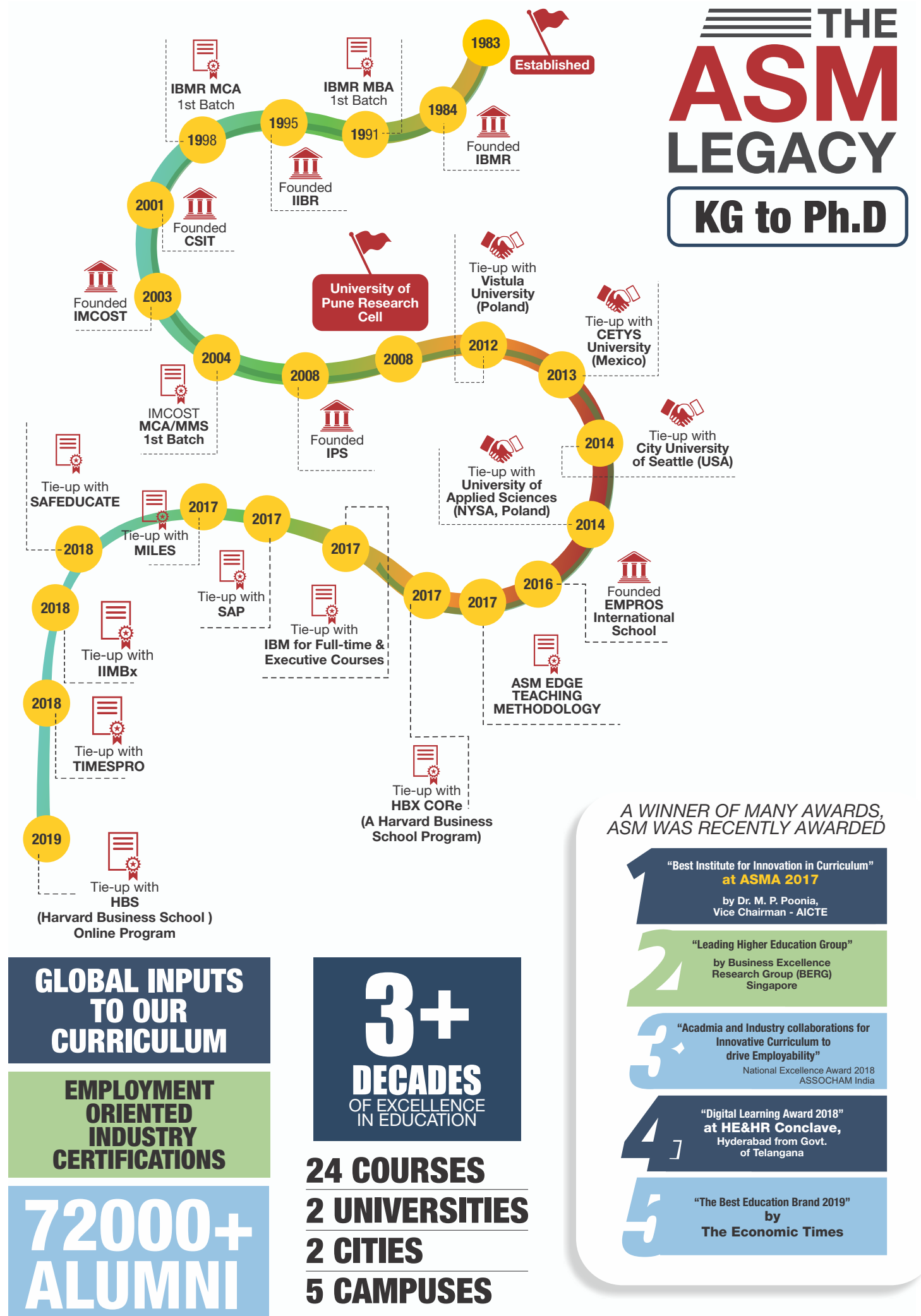
ABOUT ASM

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

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

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

INTERNATIONAL COLLABORATIONS / PARTNERSHIPS

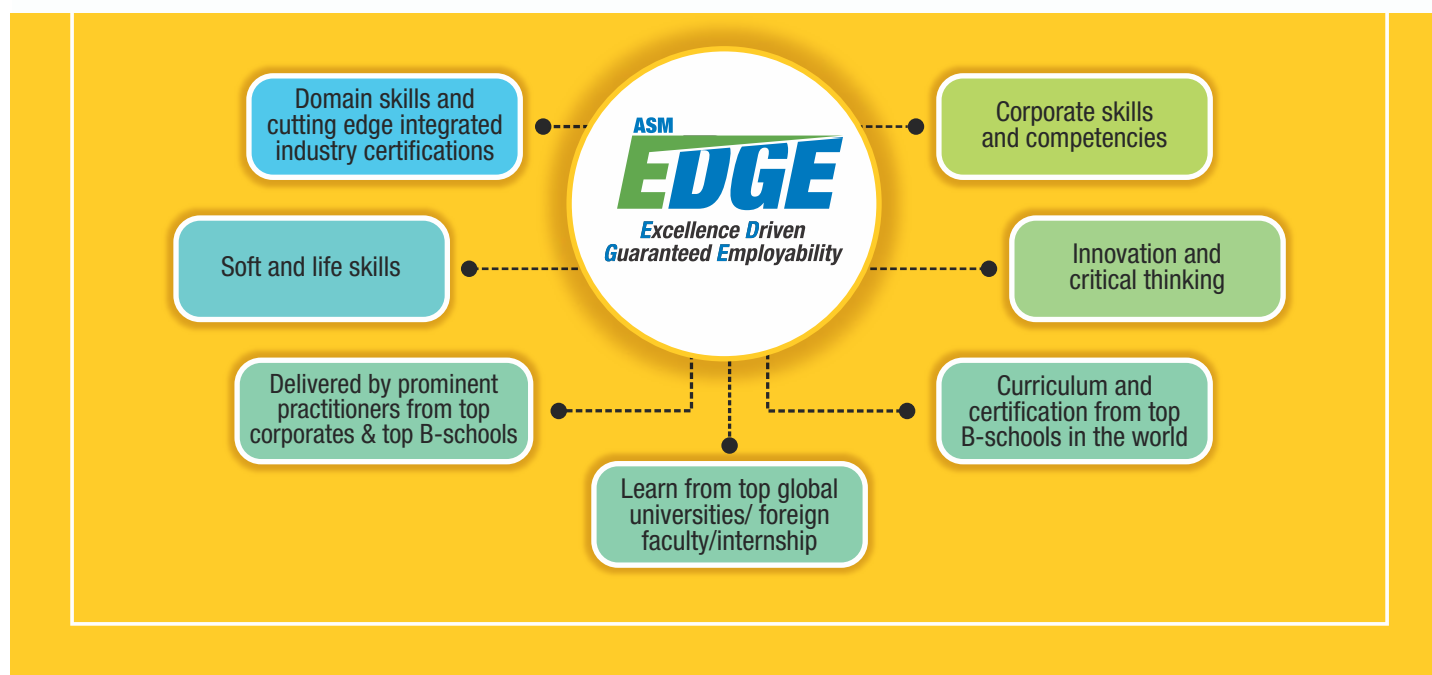


2 YRS FULL-TIME AICTE APPROVED MBA / MMS

ASM's EDGE: Excellence Driven Guaranteed Employability

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

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



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

DOMAIN SKILLS AND CUTTING EDGE INTEGRATED INDUSTRY CERTIFICATIONS: ASM's students are trained and certified in latest cutting edge technologies like Business Analytics by IBM, user modules by SAP. Domain skills are delivered by leading practitioners and trainers like MILES for US-CPA.

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

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

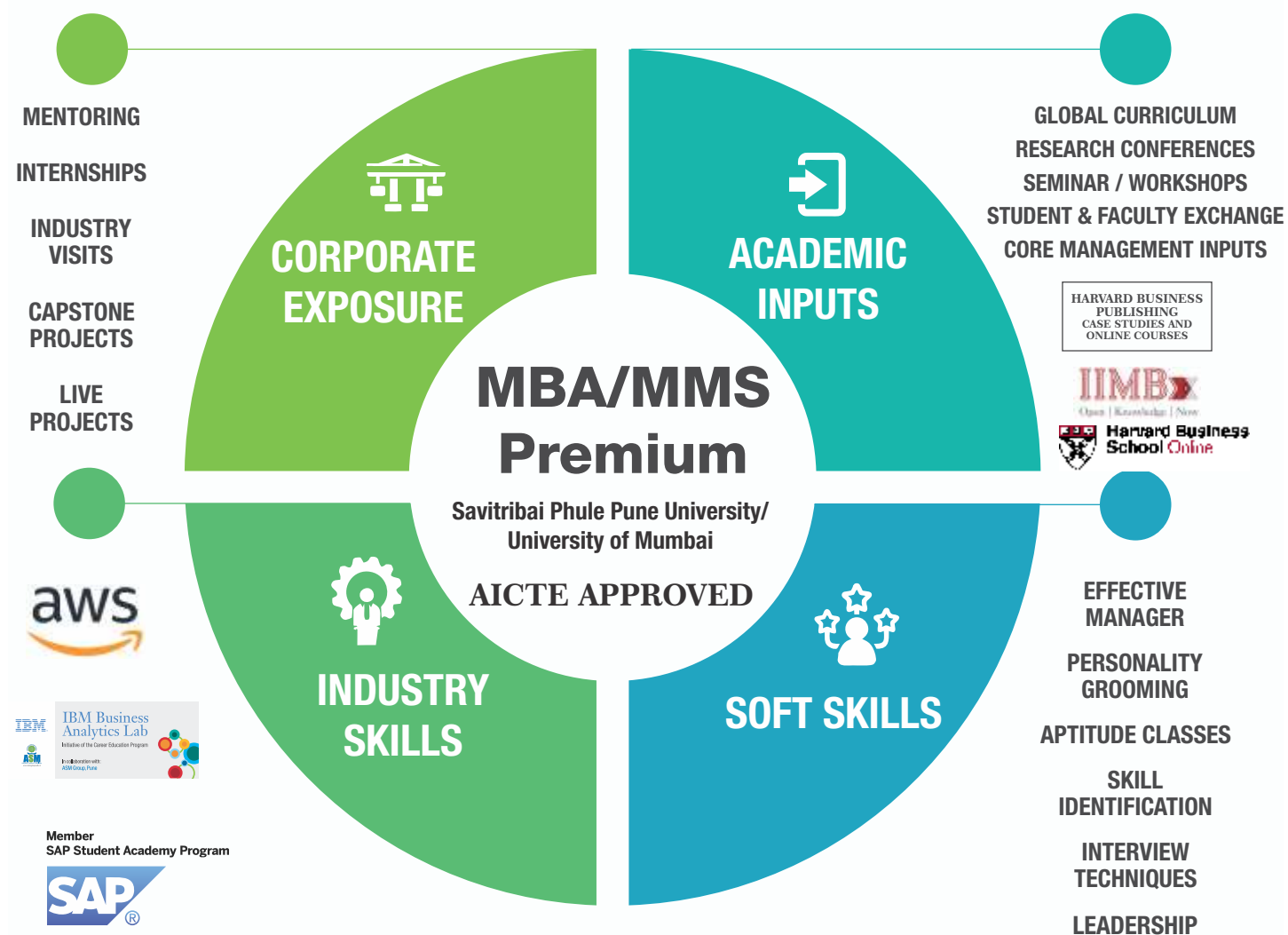
CORPORATE SKILLS AND COMPETENCIES: Getting students industry-ready begins from the first day at ASM. Interview techniques, industry mentoring, aptitude classes, skill identification test from aspiring minds, industry visits, interaction with global business leader form an integral part of this training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

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

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

MBA/MMS PREMIUM

ASM Gives You MBA Premium Additional
Program Required By The Industry Provided By Top Academic Universities



A Course That Prepares You With Skills
For The Jobs Of The Future

COURSE DELIVERY PARTNERS



Member
SAP Student Academy Program



**Harvard Business
School Online**



CityU
of Seattle



HARVARD BUSINESS
PUBLISHING
CASE STUDIES AND
ONLINE COURSES



MBA PREMIUM

2 YEARS FULL-TIME AICTE APPROVED MBA
FROM SAVITRIBAI PHULE PUNE UNIVERSITY
IBMR 30th Batch (DTE Code: 6102)

PROGRAM OBJECTIVE

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

ELIGIBILITY

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

ADMISSION PROCEDURE

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

MBA PREMIUM

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

PROGRAM STRUCTURE

1st Semester

Generic Core Courses

- 101 Managerial Accounting
- 102 Organizational Behaviour
- 103 Economic Analysis for Business Decisions
- 104 Business Research Methods
- 105 Basics of Marketing
- 106 Digital Business

2nd Semester

Generic Core Courses

- 201 Marketing Management II
- 202 Financial Management II
- 203 Human Resources Management II
- 204 Operations & Supply Chain Management II

3rd Semester

Generic Core Courses

- 301 Strategic Management III
- 302 Decision Science III
- 303 Summer Internship Project* III

4th Semester

Generic Core Courses

- 401 Enterprise Performance Management IV
- 402 Indian Ethos & Business Ethics IV

Major or Minor Specialization

Marketing Management
Human Resource Management (HRM)
Financial Management (FIN)
Operations & Supply Chain Management (OSCM)
Business Analytics (BA)

Minor Specialization

Rural & Agri -Business Management (RABM)
Pharma & Health Care Management (PHCM)
Tourism & Hospitality Management (THM)



MMS PREMIUM
2 YEARS FULL-TIME AICTE APPROVED MMS
FROM UNIVERSITY OF MUMBAI
IMCOST 15th Batch (DTE Code: 3125)

PROGRAM OBJECTIVE

Specifically, the MMS program is designed to provide the opportunity to develop:

1. The analytical tools for decision making in a business world of complex business issues and problems.
2. The organisational skills for the effective implementation of policy in the context of the organisation.
3. An understanding of the body of knowledge in the functional areas of business.
4. To develop leadership skills and teamwork. Skills of effective oral and written communication, presentation, and critical thinking.
5. An understanding of and ability to use technology as a tool of effective management.
6. Abilities for ethical decision making.
7. The ability to function effectively in a diverse and global business environment.

ELIGIBILITY

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

ADMISSION PROCEDURE

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

MMS PREMIUM Two years full time, AICTE approved
Affiliated to University of Mumbai
PROGRAM STRUCTURE

1 st Semester	
1 Perspective Management	5 Operations Management
2 Business Communication & Management Information System	6 Marketing Management
3 Organisational Behaviour	7 Managerial Economics
4 Financial Accounting	8 Business Statistics
2 nd Semester	
1 Cost & Management Accounting	5 Legal Aspects of Business & Taxation
2 Financial Management	6 Business Research Methods
3 Operations Management	7 Specialisation Elective I
4 Human Resources Management	8 Specialisation Elective II
Human Resource Specialisation Electives (Any Two)	
1 Indian Ethos in Management	3 Human Resource Information System
2 Human Resource Planning	4 Compensation & Benefits
Finance Specialisation Electives (Any Two)	
1 Financial Markets, Products & Institutions	3 International Finance
2 Analysis of Financial Statements	4 Banking & Insurance
Marketing Specialisation Electives (Any Two)	
1 Rural Marketing	3 Retail Management
2 Event Management	4 Export Documentation & Procedures
Operations Specialization Electives (Any Two)	
1 Total Quality Management	3 Designing Operations System
2 Supply Chain Risk & Performance Measurement	4 Technology Management & Manufacturing Strategy
Information Technology Specialisation Electives (Any Two)	
1 E-Commerce	3 Enterprise Application
2 Networking & Communication	4 Software Quality Assurance & Marketing
3 rd Semester	
1 International Business	3 Summer Internship
2 Strategic Management	
4 th Semester	
1 International Business	3 Summer Internship
2 Strategic Management	
Specialisations	
1 HR	4 Operation
2 Finance	5 IT
3 Marketing	

*(Program Structure subject to change as per University of Mumbai notification)

Life at ASM

LEARNING FROM LEADERS

INDUSTRY VISITS

FOREIGN TOUR

SEMINARS

INTERNSHIP

BUSINESS SIMULATION
GAMES

INTERNATIONAL
STUDENT EXCHANGE

CONCERTS

INDUCTION PROGRAM

CONFERENCES

SOCIAL GATHERINGS

OUTDOOR TEAM
BUILDING TRIPS

CREATING WINNERS

SPECIAL CELEBRATIONS

BLOOD DONATION CAMP

MINDSCAPE

A CASE STUDY COMPETITION



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

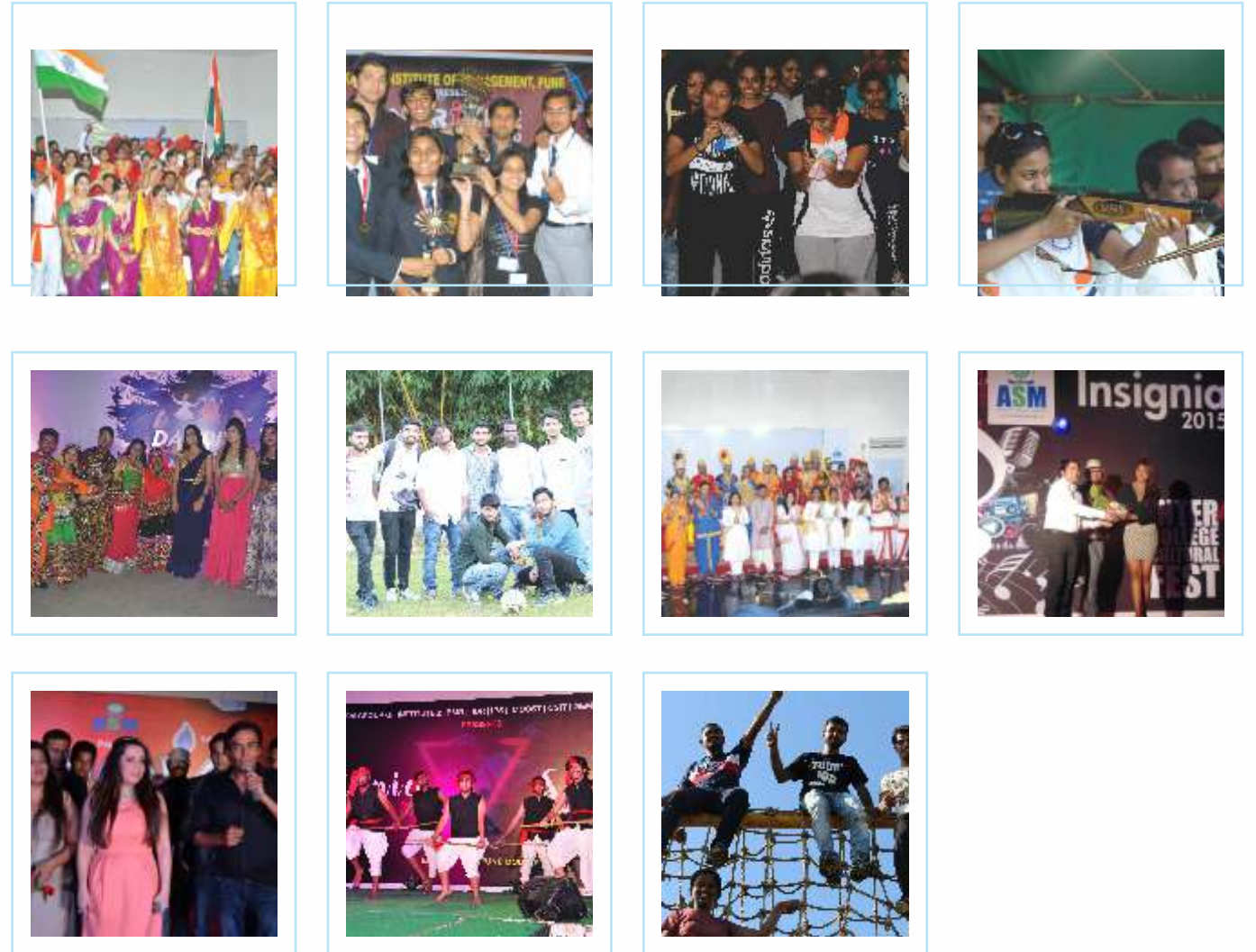
International Conference on Ongoing
Research in Management and Information Technology.



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.

ASM CONDUCTS SIMILAR KIND OF EVENTS AND COMPETITIONS FOR STUDENT'S 360° GROOMING

LEARNING THROUGH FUN



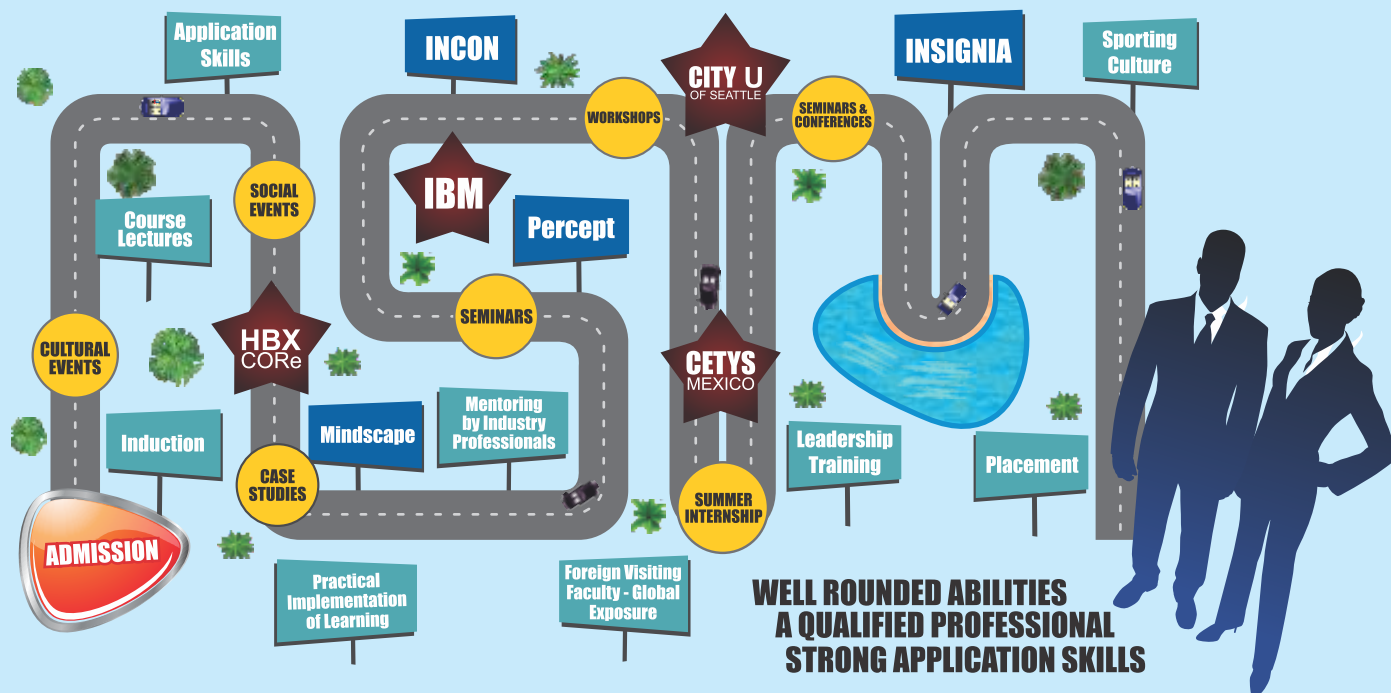
Opportunities for learning, growing and achieving exist everywhere at ASM. Life at ASM is a blend of academics, extra-curricular and co-curricular activities. Strong student clubs and cell activities give students opportunity to pursue hobbies of their interest. In

addition, activities such as cultural programs, student fests, festival, national celebrations and inter-college events make life at ASM truly colorful, enriching and enjoyable.

WHY MBA/MMS at ASM

- 01 The program equips students with strong conceptual skills to manage businesses in an integrated manner
- 02 The course is focused towards giving students actual industry experience ensuring skill developing hands-on training
- 03 Industry relevant courses with rich business process knowledge leading to highly rewarding career
- 04 Industry visits, certification, training programs and opportunity to learn from the best in academia and industry
- 05 First B-School to have collaboration with HBS Online
- 06 Students gets chance to do Harvard Business School's online program
- 07 The course also offers you opportunity to do specialized courses by IIMBX - IIM Bangalore along with interactive virtual classrooms and Live sessions by highly reputed IIM Bangalore faculties
- 08 Internships leading to 100% assured placements at global organizations
- 08 Assured employability oriented certification programs
- 08 360° grooming to meet industry needs & demands

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



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

POTENTIAL CAREER OPPORTUNITIES

A student completing integrated of ASM's MBA/MMS can look at niche opportunities like



PROGRAMME OUTCOMES

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 multidimensional 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. LifeLong Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

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

TRAINED FOR INDUSTRY DEMANDS

GLOBAL 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.

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 36 YEARS
AND A STRONG 72,000+ ALUMNI NETWORK,
ASM ENJOYS A GREAT PLACEMENT RECORD**

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



ASM'S
JOB FAIR
WE TAKE YOUR
CAREER SERIOUSLY

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

TESTIMONIALS



Roopa Nagaraju

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

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

Zarin Tile Industry
(Commercial Manager)

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



Veeraiah Chowdary

The Orange One (CEO)

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



Anup Mittal

Hindustan Unilever Ltd. (TSO)

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



Nidhi Sarkar

Mindtree (HR Executive)

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

TESTIMONIALS



Sourabh Bhangaonkar

Cognizant Technology
Solutions US Corp (Sr. Associate)

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



Punit Chitra

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

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



Ravi Bisht

CEB
(Project Manager)

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



Ankur Bhasin

Cisco India
(Manager Engineering)

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



Sabyasachi Jha

IBM (Project Lead)

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



Nikhil Talgeri

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

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