

AUDYOGIK SHIKSHAN MANDAL (ASM) GROUP OF INSTITUTES



ASM's Institute of Professional Studies (IPS)

Affiliated to the Savitribai Phule Pune University & approved by AICTE, Govt. of India

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

ASM's IPS PROSPECTUS



OPEN THE DOOR TO
KNOWLEDGE

ASM's Institute of Professional Studies (IPS)

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OUR FOUNDER



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

"Education is the soul of our society"

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FROM THE CHAIRMAN'S DESK

At Audyogik Shikshan Mandal, we believe in ensuring the highest quality of education to each of our students across the disciplines that they choose. Today the business world has become highly competitive and geographical boundaries are disappearing, it has thus become imperative that students have practical experience and they are armed to face these challenges.

We provide enough opportunities to our students wherein they are tested on their caliber to handle challenges and spearhead their team. Our aim is to provide students with a learning experience that amalgamates creativity, perseverance and commitment to achieve their desired goals.

We at Audyogik Shikshan Mandal (ASM) have moved forward with one vision – to provide the best management education to each and every student who joins any of our colleges and to enable our students and faculty to profit from a culture of learning, aligned with our research and development ethos. Started in 1983, ASM has been leading the way in research, education and making path-breaking progress in critical areas of work through consultancy services across industries such as Engineering, IT, FMCG, Communications, etc. For us, when a student joins the institute he is nurtured, taught, groomed and shaped into a professional ready to take on the challenges of the corporate world. To achieve this, we offer every student here excellent infrastructure, a busy calendar of social events, extensive corporate interfacing and a core, high caliber faculty. All in all, IPS is a center for excellence for students who wish to shape careers for a lifetime.

A wide range of co-curricular and extra-curricular activities and events are held round the year where students get ready for challenges of the corporate world. Through these events we help students sharpen their skills and encourage interaction with the industry. This interaction is what helps us groom students through real life situations, thereby providing ASM with a strong foundation for students to lead in the professional world. In addition, activities such as cultural programmes, student festivals, national celebrations and inter-college events make life at IPS truly colorful, enriching and enjoyable.

A complete education package along with strong network, quality friends, alumni, corporate relations, fun, excitement, celebrations, discipline, mentoring, counseling, skill building, personality development, showcasing talent, stimulating creativity, human relationships, ethics, values and much more. Experience all this with 'Life at IPS'.

Dr. Sandeep Pachpande
Chairman,
ASM Group of Institutes

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

- Nelson Mandela

FROM THE SECRETARY'S DESK

Modern industries and business organisations don't exist in isolation, they have intense interface with the society, in which they operate and thrive. IPS strives to churn out quality professionals to meet the needs of Indian and International Industry, thus assuring India has the best intellectual capital. Facilitating us in this endeavor is our faculty, consisting of academically qualified people of eminence and expertise from different disciplines.

Our programmes are conducted with an aim to provide our students with the best career prospects in the emerging global market and to equip them with the required skills to become effective professionals.

We are aware of the needs of a modern organisation and subsequently prepare our students to face any challenge. The activities conducted for our students, both in and out the classrooms, are aimed to gear them up to cope with the corporate demands. We look forward to establish a lasting relationship with you & groom you for the corporate challenges of the future.

Dr. (Mrs) Asha Pachpande
Secretary & Managing Trustee
ASM Group of Institutes



FROM THE DESK OF DIRECTOR AND DEAN



Dr. Sudhakar J. Bokephode
Director - ASM's IPS

Today is the age of specialisation and to suit the current market scenario, we at the ASM Group of Institutes aims to provide an army of professionals to take the market by storm.

The ASM's Institute of Professional Studies (IPS) envision a future of a strong, legitimate and notable team of managerial talent that aims to make a difference in reinforcing Indian economy at the global marketplace. To help every student attain success we back them with the continuous support of our well trained faculty, industry cohesive curriculum, infrastructure to suit global standard and excellent placements. Our students are assured of an exciting learning experience throughout their course at IPS.

With a holistic educational system blended with co-curricular and extra-curricular events we welcome you to an experience that grooms your personality in to a complete professional.



Dr. G. B. Patil
Dean - ASM's IPS

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1995
INDIA
THIRD WORLD
COUNTRY

2018
INDIA
A GLOBAL
POWER

WHERE ARE YOU?

A FEW OF OUR ADVISORS



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



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



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



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



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



Mr. Arun Firodia
Chairman,
Kinetic Engineering Ltd.
Chinchwad



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



Dr. Scott Venezia
Dean International Affairs,
CETYS, MEXICO

A FEW OF OUR ADVISORS



Dr. M.G. Takwale
Ex Vice Chancellor,
Shivaji University,
Kolhapur



Alakh Verma
Director of
Product Management
at Oracle, USA



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



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



Pramod Chaudhary
Executive Chairman
Praj Industries Ltd. Pune



Mr. Rajiv Khade
Deputy General Manager
Adient India Pvt. Ltd.



Dr. S.N. Pathan
Former Vice Chairman, ICCR,
New Delhi and
Former Vice Chancellor
Nagpur University



Mr. S. M. Katti
Assistant Vice President,
Aditya Birla Group

35 YEARS OF EXCELLENCE IN EDUCATION

KNOWLEDGE AND RESOURCE PARTNERS



AFFILIATIONS AND APPROVAL



ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 35 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 66000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing.



EDUCATION FROM KG to Ph.D

24 COURSES

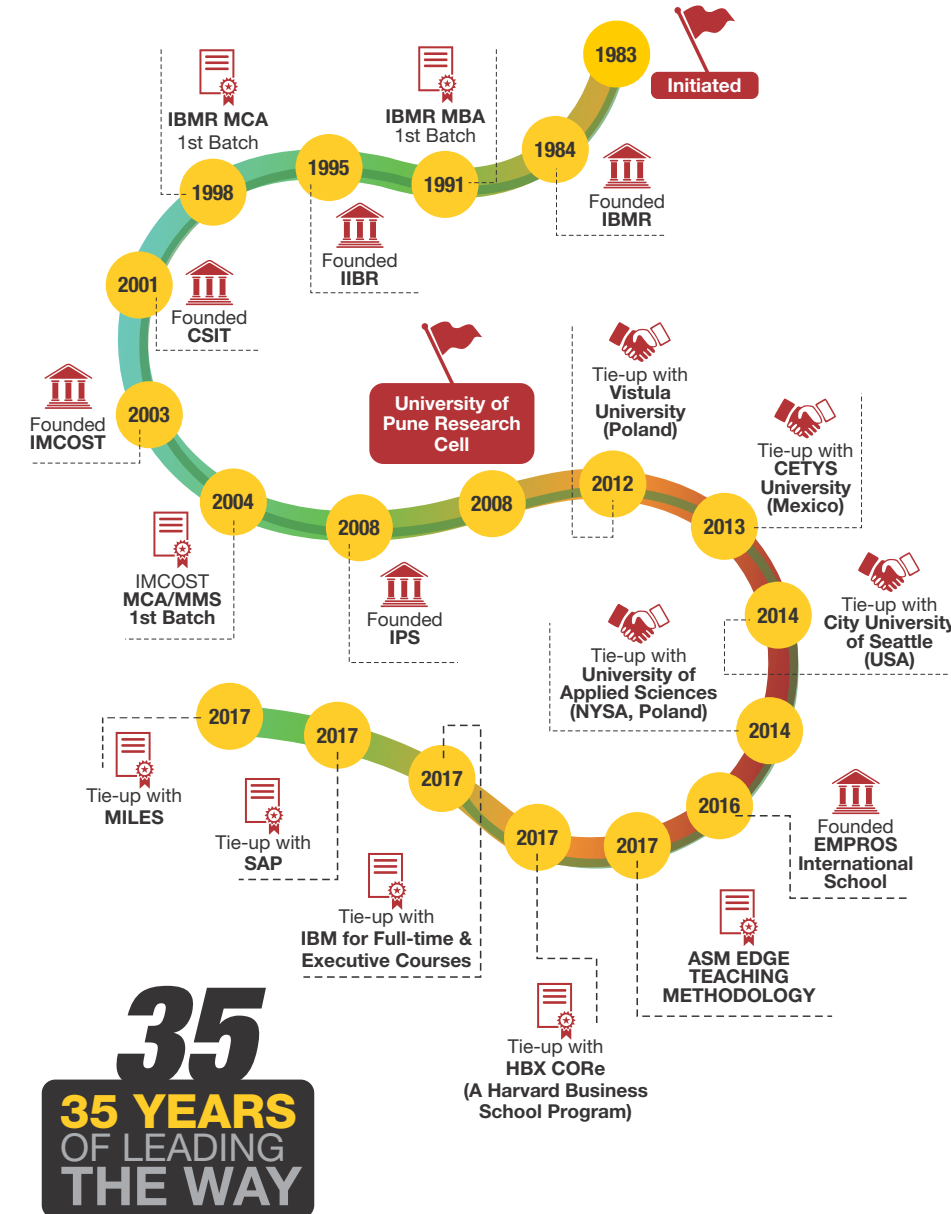
2 UNIVERSITIES

5 CAMPUSES

2 CITIES

OUR GROUP OF INSTITUTES

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



THE ASM LEGACY

A WINNER OF MANY AWARDS, ASM WAS RECENTLY AWARDED

1. "Academia and Industry collaborations for Innovative Curriculum to drive Employability"
National Excellence Award 2018
ASSOCHAM India

2. "Best Institute for Innovation in Curriculum" at ASMA 2017
by Dr. M. P. Poonia,
Vice Chairman - AICTE

3. "Leading Higher Education Group"
by Business Excellence Research Group (BERG)
Singapore

THE WINNING WAY

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





35 Years of Excellence in Education



OUR GROUP OF INSTITUTES

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

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group has completed 35 glorious years in the field of education. Through this period, ASM has regularly provided the corporate world with well-prepared professionals, and industry leaders. This history of excellence has been validated by the fact that the ASM Group of Institutes has been consistently ranked amongst the top B-Schools in India.

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

The ASM Group of Institutes provide state-of-the-art infrastructure, which includes Wi-Fi enabled campuses, sporting facilities, well stocked libraries, computer centers, classrooms etc. , all equipped with the latest in technology. ASM's placement cell has a track record to reckon with, which includes over 66,000 alumni working with top-notch organisations in India and abroad.

ASM FACT FILE

- A 35-year legacy in the field of education from kindergarten to doctorate.
- Strong network of 66,000+ alumni.
- Innovative teaching methodologies that go beyond the classroom.
- A dynamic Institute-Industry-Interface for 'Application-Skill' based learning.
- Regular national & international conferences and seminars attended by industry and academic stalwarts
- Presence in 2 major cities, the educational hub - Pune, and financial capital of India - Mumbai.
- Institutes affiliated to the Savitribai Phule Pune University / University of Mumbai and approved by AICTE.
- 5 Campuses, with 5000 students spread across 2 cities with state-of-the-art infrastructure to meet global standards
- Prime location surrounded by Asia's well known industrial belts and surrounded by three major IT parks, along with conveniences such as multiplexes, hotels, shopping malls, hospitals, railway station, bus stand etc.
- Well experience faculty that draws from industry and academia from India and the world over.
- A placement team with impeccable track records across the country.
- A history of proven performances at the university examinations. Having produced over 200 university rank holders.
- A full-fledged research cell which engages in joint research programmes and R&D activities for industry-sponsored projects, and serves as a research center for the Savitribai Phule Pune University.
- Regular visiting faculty from international universities, industries and research organisations.



Vision

To be a world center of learning that excels in Management and Information Technology, education, research, training and consultancy.

Mission

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

ABOUT ASM's IPS

Institute of Professional Studies (IPS) is a Management college affiliated to the Savitribai Phule Pune University under the highly reputed brand of Audyogik Shikshan Mandal (ASM). A brainchild of our late founder, Dr. R. R. Pachpande, established in 2008, was started with the able guidance of our dynamic chairman Dr. Sandeep Pachpande and Hon. Dr. (Mrs.) Asha Pachpande (Secretary ASM) has been thriving tirelessly to create managers with creativity, perseverance and commitment. Our Vision is to be a world center of learning that excels in Management & Information Technology education, research, training and consultancy. Our mission is to strive to attain excellence in education so as to contribute to the Socio-economic transitions in the nation by presenting unique pedagogical opportunities aimed at developing, outstandingly effective, committed & dedicated socially responsible global managers & leaders who make valuable contributions to all levels of the corporate world and society.



OUR OBJECTIVES

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

WHY ASM's IPS?

- IPS belongs to ASM's Group of Institutes who have been pioneers in the field of Management & IT education in PCMC for 35 years.
- ASM's IPS is Affiliated to the Savitribai Phule Pune University, which is rated as one of the top 5 universities in the country and MBA Course is approved by AICTE & Ministry of HRD, Govt. of India.
- A learner will find an ambience that gives him an immense pleasure to learn in a conducive environment helpful to his personal growth & satisfaction.
- Faculty drawn from industry, academia with excellent experience to take care of the overall development of the students.
- Excellent placements records, with students excelling in their respective careers.
- Holistic development through a range of academic, cultural, sports, team building activities, competitions, soft skills training, industry interfacing, etc.
- WI-FI facility that will enable the student to perform better & that had shown consistent performance & development over the past ten years.
- Interactive sessions through various Guest lectures, seminars, workshops that will enhance the student's personal skills & overall personality.
- Industrial tours to various companies providing a great exposure to the corporate world, giving the student an insight of the corporate sector.
- Sessions on preparing for the new world that goes a long way to develop the intellectual & analytical skills of the students to face interview with great confidence during placement Campus.
- Collaboration with Industry pioneers in Agribusiness, Retail and Digital Marketing.
- A well equipped library with a National / International Book & Journal that will help to satisfy the hunger for knowledge.
- A well equipped Hostel facility that will give the student a homely feeling when he/she is far away from home.
- Located in the heart of Asia's largest industrial belt (PCMC), surrounded by three major software parks.
- One of the few institutes in India to adopt the case study methodology of teaching and also into developing case studies and conducting case study resolution competitions for industries in India and abroad.



8000+
ALUMNI
NETWORK

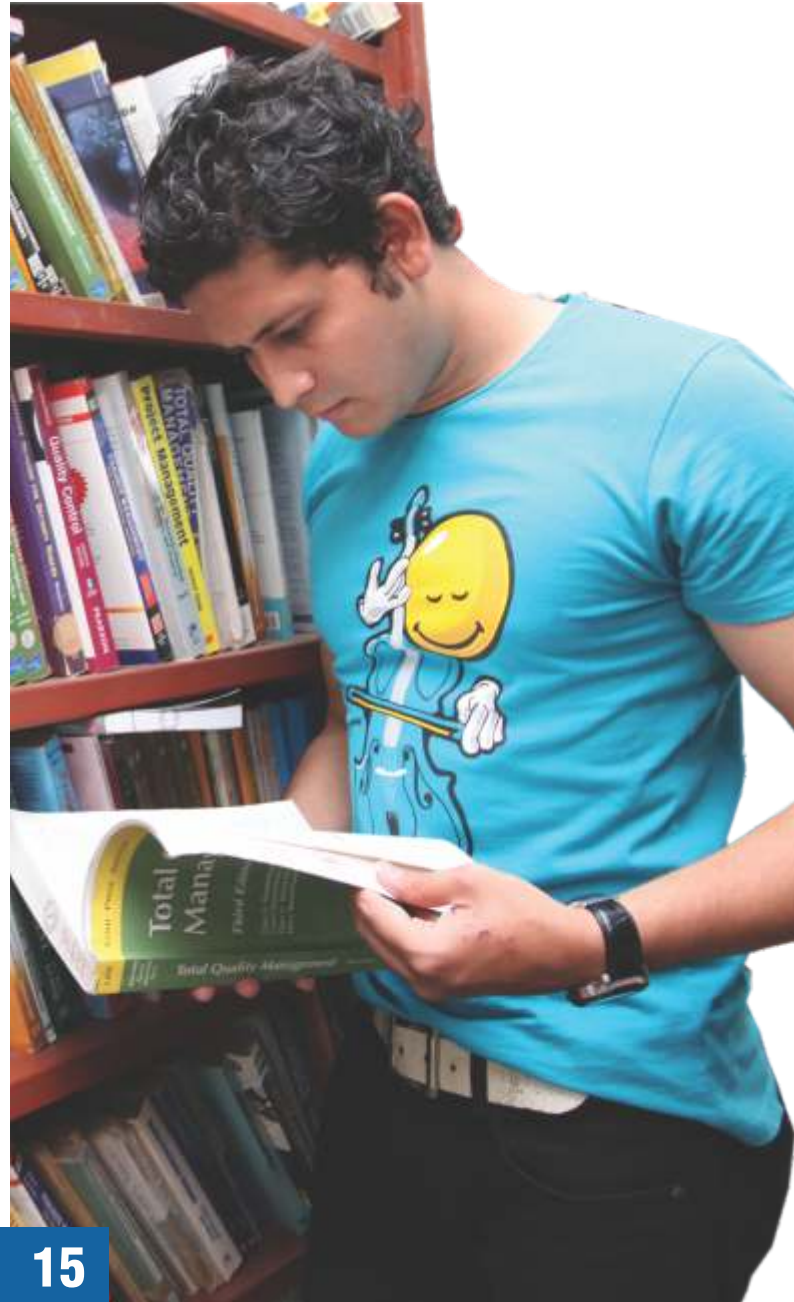


3
DECADES



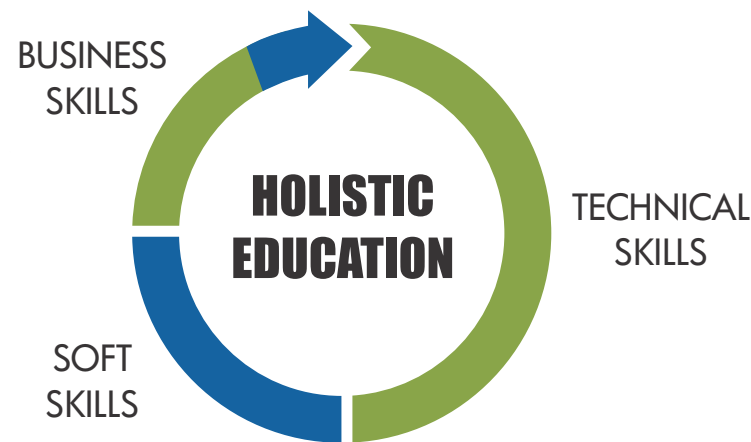
200+
COMPANIES FOR
PLACEMENTS

INFRASTRUCTURE



STATE-OF-THE-ART SEMINAR HALL,
HI-TECH COMPUTER LABS,
VARIOUS INDOOR/OUTDOOR SPORTS FACILITIES,
COMPREHENSIVE WELL EQUIPPED LIBRARY,
MULTI-CUISINE CANTEEN,
SEPARATE BOYS AND GIRLS HOSTELS,
FAN-SHAPED STEPPED CLASSROOMS WITH
ULTRA-MODERN TEACHING AIDS





ASM ADOPTS A 360 DEGREE APPROACH TO EDUCATION

FACULTY

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

ASM's IPS FACULTY

FACULTY MEMBERS INCLUDE EXPERTS FROM INDUSTRY, ACADEMIA & GOVERNMENT BODIES.

EXPERTS FROM THE INDUSTRY ACT AS PART TIME FACULTY MEMBERS.

GLOBAL EXPOSURE THROUGH REGULARLY VISITING FOREIGN FACULTY.

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

CONTEMPORARY TEACHING METHODS.

TEACHING SYSTEM

- Co-curricular activities
- Interactive business games
- Presentations
- Inter-collegiate competitions
- Mentoring & counselling
- Case studies
- Industry-Institute-Interfacing
- Study tours
- Extra-curricular activities
- Workshops
- Outdoor team building exercises
- Seminars
- Intra-collegiate competitions
- Industry visits

TEACHING PEDAGOGY AND RESEARCH

ASM believes in the case study methodology of injecting corporate flavor to the syllabus of its managements students. Case studies are developed by the in-house faculty and live case studies are jointly developed in collaboration with CETYS University, Mexico (WASC accredited) and Vistula University, Warsaw, Poland.

The ASM faculty members so far have developed more than 100 case studies on Indian businesses and on current economic affairs in the Indian economy, and also have developed a few live case studies on industries in Mexico. Some of the efforts taken by ASM as an initiative to promote case study methodology culture in the institute are as mentioned below:



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



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



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



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

FEW OF OUR INTERNATIONAL FACULTY MEMBERS OVER THE LAST TWO YEARS



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



Sergio García Velázquez
Teacher at
CETYS University



Myriam Ross
Teacher at CETYS University



Kurt Kirstein
Associate Provost of
City University of Seattle



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



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



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



Ulises Lopez
Teacher at CETYS University



Margherita Mori
Professor University of
L'Aquila Italy



Dr. David M. Williams
University of Surrey



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



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



Jennifer Muskett
University of Southampton Solent



Dr. Mario Kolberg
University of Stirling



Prof. Ian Wakeman
University of Sussex

FEW FACULTY FROM INDUSTRY / ACADEMIA



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)



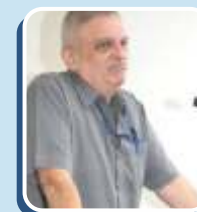
Dr. K. K. Jain
IIM, Indore



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



**Commander
V. K. Jaitely**



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



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



Imtiyaz Peerzade
Principal architect
SYNTEL



Dr. S G Bapat
Professor
Tilak Maharashtra Vidyapeeth



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



Dr. Narendra Barate
CEO, Seed Infotech



Apurva Chamaria
Vice President, HCL



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



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

RECOGNISING ACHIEVEMENTS OF LUMINARIES AND ROLE MODELS

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



Pramod Chaudhary
Chairman, Praj Industries



Lila Poonawalla
Lilapoonawalla Foundation



Mukesh Malhotra
MD, Weikfield Products Ltd.



Vasant Shetty
VP & Country Head, Saama Technologies



Sulakshana Patankar
COO, WNS Global Services



Raman Nanda, President & CEO, Bilcare Ltd.



Rajan Dutta, President Corporate HR,
Reliance Communications Ltd.



Dinesh Deo
CEO, BNY Mellon



ASM SUPER ACHIEVERS



Padma Bhushan Shobhana Ranade,
Social Activist for Woman Empowerment



Abraham Chako, ED, The Federal Bank Ltd



PREPARING FOR THE REAL WORLD



**Dr. Deepak
Shikarpur**
IT Evangelist



Amrut Rath
Vice President HR,
Bajaj Auto Ltd.

Arun Firodia
Chairman,
Kinetic Engg.



Sudheer Gokte
Executive Director,
Kehin 5



Sudhir Gurtoo
Managing Director,
Voith Industrial Services



Jitendra Joshi
MD,
Abhi Impact Logistics

**Shyam
Kambayenda**
Head,
South East Asia Pacific,
Eton



**Bal
Subramaniam**
CEO,
Zensar Technologies



Venkat Raman
CEO,
Knorr Bermase

**Dr. Patricia
Valdes**
Dean,
CETYS, Mexico



**Pratap Rao
Pawar**
Chairman,
Sakal Group



Philip Kotler
Marketing Guru



**Shantanu
Sen Sharma**
MD,
Ozone Group

Rajesh Nair
India Head,
DBS



J.L.S. Kutty
Sr. General Manager,
Tata Motors



Courses of the Savitribai Phule Pune University

Ranked amongst the top 3 universities of India

Largest university in the region

Rated 5-star university

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)
DTE Code: 6166

OBJECTIVE

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

ADMISSION PROCEDURE

Student may apply directly for institute level admission by mailing their testimonials on admission@asmedu.org. The remaining seats will be filled through the Centralised Admission Process conducted by Directorate of Technical Education of Maharashtra. Students desirous of taking admission must appear for the MH-MBA-CET 2018 or CAT or XAT or ATMA or MAT (Feb) or CET or CMAT or conducted by the Association of MBA institute of Maharashtra (AMMI).

ELIGIBILITY

Graduates in any discipline from a statutory University with an aggregate score of 50% (45% for SC/ST, DTNT, OBC).

SPECIALISATIONS

The following specialisations shall be offered as per the Savitribai Phule Pune University:

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

INTERNSHIP

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

JOB OPPORTUNITIES

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

MBA 11th Batch

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

PROGRAM STRUCTURE

1st Semester

Generic Core Courses

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

Generic Elective Courses

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

2nd Semester

Generic Core Courses

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

Generic Elective Courses

- 210 Life Skills Lab
- 211 Geo Politics & economic systems
- 212 Business systems & Procedures
- 213 Computer Aided Personal Productivity Tools Lab
- 215 Industry Analysis - Desk Research

3rd Semester

Generic Core Courses

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

4th Semester

Generic Core Courses

- 401 Managing Sustainability
- 402 Dissertation

Specialisations

- 1 Marketing Management (MKT)
- 2 Financial Management (FIN)
- 3 Information Technology Management (IT)
- 4 Operations Management (OPE)
- 5 Human Resources Management (HR)
- 6 International Business Management (IB)
- 7 Supply Chain Management (SCM)
- 8 Rural & Agribusiness Management (RABM)
- 9 Family Business Management (FBM)
- 10 Technology Management (TM)
- 11 Banking and Insurance Management (BIM)
- 12 Healthcare Management (HM)
- 13 Entrepreneurship Development (ED)
- 14 Services Management (SM)
- 15 Retail Management (RM)
- 16 Digital Media & Communication Marketing (MC)
- 17 Tourism and Hospitality Management (THM)
- 18 Defence Management (DM)

Pune University ranked amongst top 10 universities in India

OPTIONAL INTEGRATED INDUSTRY ORIENTED SPECIALISATION (VALUE ADDITION CERTIFICATIONS)

AGRIBUSINESS MANAGEMENT

The Agribusiness Management major is designed to meet the needs of students who are interested in careers with agricultural input supply, agricultural production, commodity assembly and processing, and agricultural marketing organizations. The program focuses on the managerial functions performed by organizations throughout the agribusiness sector and provides a system-wide perspective of managerial problems confronting such organizations. Faculty members associated with the program maintain close relationships with agribusiness companies.

DIGITAL MARKETING

Digital Marketing is of the most demanding job roles of the marketing mix nowadays. It has grown rapidly in the past few years as more and more businesses are realizing the importance of a good online presence. ASM's IPS give the complete digital marketing training to the candidates and develop the strategy in their mind so they can add more value to the company. On completion, ASM will award Digital Marketing Certifications like Google Certifications, Inbound Certification, Microsoft Bing Certification, YouTube Certification.

Highlights of the Optional Value Added Courses

Certification Course
in Agribusiness Management/Digital Marketing

+

Rigorous Field Training

+

Contemporary Inputs from
Practicing Experts of Industry

=

Unparalleled Career
Opportunities

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

DIGITAL MARKETING (OPTIONAL)

Course Objectives

- ◆ Understand the conceptual framework of Digital Marketing
- ◆ Understand How Customers behave in digital space
- ◆ Understand the concepts of Value Creation, delivery and communication in digital space
- ◆ Legal and Ethical Issues in Internet Marketing
- ◆ Understand the workings of paid advertisement and search engine optimized advertisements on popular search engine.
- ◆ Understand how to use web analytics and the concept of ROI in Digital space
- ◆ Understand the usage of Social Media
- ◆ This course helps the companies to Increase brand awareness, drive sales and/or leads

Scope

- ◆ Today, no marketing plan or strategy is complete without digital strategy. Almost all industries have been using digital marketing to build brand, generate leads or sell.
- ◆ As the world is getting more and more digitized in every respect, Digital Marketing is a booming career option today. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness, Digital Marketing is making a strong impact in the world of Marketing and Advertising.

Course Duration

- ◆ 100 Hrs, 3 Hours a week

Training Process

- | | | |
|--------------|---------------|---------------------|
| ◆ Theory | ◆ Case study | ◆ Evaluation |
| ◆ Practical | ◆ Certificate | ◆ Internet Marketer |
| ◆ Assignment | | |

Content overview

- | | | |
|---|---------------------------------|------------------------------------|
| ◆ Digital Marketing vs. Traditional Marketing | ◆ Content Marketing | ◆ Search Engine Optimization (SEO) |
| ◆ Affiliate Marketing | ◆ Email Marketing | ◆ Social Media Marketing (SMM) |
| ◆ Analytics Marketing | ◆ Inbound Marketing | ◆ Social Media Optimization (SMO) |
| ◆ Blog Marketing | ◆ Mobile Marketing | ◆ Email Marketing |
| | ◆ Search Engine Marketing (SEM) | ◆ Mobile Marketing |

ADVANTAGES OF ADVANCED CERTIFICATION IN DIGITAL MARKETING

- | | |
|---|--|
| ◆ 3 Years UG degree approved & specialized in Digital Marketing | ◆ Opportunity to handle marketing campaigns independently |
| ◆ Certificate from Digital Vidya on SEM | ◆ Industry-recognized curriculum |
| ◆ Certificate from Edx | ◆ Chance to learn from practical exercises and live projects |
| ◆ Certificate on Google analytics from Google | ◆ Chance to attend sessions with industry experts |
| ◆ Certificate on Facebook ads and Marketing | ◆ Free Internship |
| ◆ Guaranteed placement | ◆ Chance to build a strong professional network |

Career opportunities

- | | | |
|-------------------------------------|--------------------------------|--------------------------------|
| ◆ Course Learning Outcomes/Job Role | ◆ SEO Specialist | ◆ Entrepreneur |
| ◆ Digital Marketing Expert | ◆ Digital Sales Executive | ◆ Digital Marketing Trainer |
| ◆ Digital Marketing Manager | ◆ Digital Marketing Specialist | ◆ Digital Marketing Consultant |
| ◆ Lead Generator | ◆ Social Media Specialist | ◆ Freelancer |
| ◆ Digital Content Writer | ◆ Web analytics | |

OUR TOP RECRUITERS



AGRIBUSINESS MANAGEMENT (OPTIONAL)

COURSE OBJECTIVES

The programme will build sensitivity to domestic and international market needs and span the entire agricultural value chain. The objective of the programme is to:

1. To help to take policy decisions in the field of agricultural marketing.
2. To understand various appraisal techniques in project with reference to agricultural products, agricultural credit management, financial risk management.
3. Agricultural inputs like seed, bio-pesticide, bio fertilizer and organic farming management.
4. To orient towards agricultural entrepreneurship.
5. To study & analysis of agro-based industries.
6. To upgrade with the current and upcoming trends in agro business segments eg., Indoor Farming Management : Vertical Farming, Biofortification, Microclimates-Green Houses, Hydroponics, Aeroponics, Aquaponics, Aquaculture, Micro Greens-Sprouts, LED Grow Lights and AeroFarms.

CONTENT OVERVIEW

AGRI MARKETING MANAGEMENT

Open Competitive Marketing
Market Intelligence
Export management for Agri products
E-commerce for Agri products
Super Market Management
Multinational Cooperatives

AGRI OPERATIONS MANAGEMENT

Indoor Farming Management -
Microclimates, Hydroponics, Aeroponics
Tissue Culture Management
Organic Farming
Warehousing and cold storage
Management
Means of Irrigation
Collective Farming
Agri Tourism and ATDC

AGRI FINANCE MANAGEMENT

Commodity Derivative market
Credit society Management
Rural Banking
Forward, Future and options market
Financing through MANAREGA
Agri Stock Working Capital Management

GENERAL MANAGEMENT (COMMON SUBJECTS)

Dairy Farm Management
Goat Farm Management
Agri research methodology
Poultry Farming
Fisheries Management
Role of WTO in Globalization

CAREER OPPORTUNITIES

Some of the specific roles which are very niche and are aptly filled by an Agribusiness management professional are as below

1. Commodity Trading- Physicals and Futures.
2. Agri Input production and marketing
3. Agri Output marketing
4. Agri & allied sector research
5. Agri & allied sector finance
6. Agri & allied sectors supply chain management
7. Marketing manager – Agribusiness
8. Research Analyst – Agricultural commodities
9. Meat marketing manager
10. Flour mill manager
11. Agricultural loan officer
12. Grain Merchandiser

COURSE DELIVERY PARTNERS



CityU
of Seattle



FEW FACULTY AND ADVISORY BOARD MEMBERS



DR. V. N. PAWAR
Dean, MIT ADT
University



MR. VINAY NAIR
CEO,
Aaria Biolife Sciences Pvt. Ltd.
(Harvard Business School Alumni)



CDR RUPAK BERRY (RETD)
Director,
Berrys Roses & Petals



RICHA NAIR
Director,
Aaria Biolife Sciences Pvt. Ltd.



DR. SUBHASH SONAWANE
Prof. ASM Group



DR. S.P. KALYANKAR
Prof. ASM Group



DR. SUBHASH DEVKULE
Prof. ASM Group

JOB OPPORTUNITIES



Placements



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

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.

GROOMING FOR SUCCESS

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

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

IPS attracts a wide range of students from various backgrounds and potential, this necessitates a SWOT Analysis that helps to profile them according to their skills and abilities. Few of the activities that are carried out as an intensive preparation for placements are :-

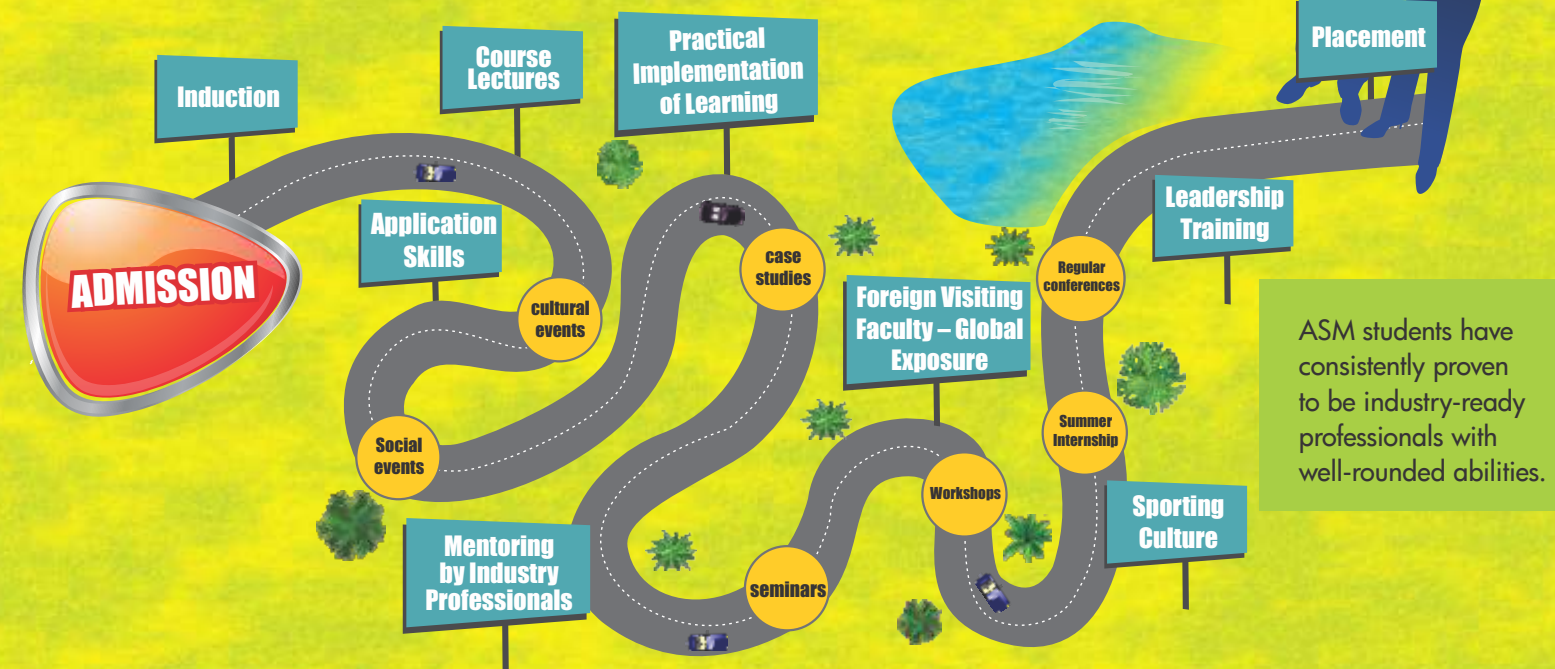
- Student counseling and workshop on self assessment
- Resume building, interview techniques, group discussion and negotiation skills
- Psychometric and aptitude tests
- Email/Mobile etiquette
- Panel discussion for functional areas
- Student club participation
- Facilitating summer internship
- Student Analysis - Profiling
- Job Analysis - Market Assessment

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



GROOMING FOR SUCCESS @ ASM

**A Qualified Professional
Well Rounded Abilities
Strong Application Skills**



SOME OF OUR PREMIUM RECRUITERS



SOME OF OUR PREMIUM RECRUITERS





Mr. Ravi Pandit,
Chairman & Group CEO
KPIT Cummins Infosystems



Mr. Farhad Forbes,
Director Forbes Marshall



Mr. R.T. Goel,
Chief Financial Officer & Company
Secretary, Premium Transmission Ltd.



National Seminars

A number of national seminars are conducted by the ASM Group of Institutes, which are attended by various industry leaders, providing the students with their insights and experiences, and industry-relevant knowledge.



BIZZ

The annual academic event, BIZZ is held to give students a chance to put their learning into practice in quizzes related to fields like finance, management, technology, etc.



Mindscape

The ASM Group of Institutes conducts a unique case study competition - Mindscape. Developed exclusively in-house, the contest brings together faculty, industry professionals and students to discuss and resolve case studies thereby enhancing every student's perspective.

All-round grooming of students Seminars, Conferences & Workshops at ASM's IPS

- National conference on Micro Small Medium Enterprises (MSMES) in joint collaboration with MEDC (Maharashtra Economic Development Council).
- PANACEA - SOLUTION TO ALL THE PROBLEMS, witnessed excellent industry participation & management students, getting ready to be future managers was organised by the ASM Group of Institutes, Chinchwad, Pune, at their campus.
- Various workshops were carried out by visiting dignitaries & stalwarts on various topics such as 'Campus to Corporate', 'Job Search Strategies', 'Economics as a Subject & its Relevance', 'Management Control System'.



INCON

The International Conference (INCON) with the theme "Ongoing Research and Emerging Perspectives in the fields of Management Studies and IT", organised by the ASM Group of Institutes, in association with CETYS University, Mexico, Vistula University, Poland, is a step towards giving students a first hand experience of the latest trends in business. INCON provides a platform to academia and professionals from the industry with the flair for research to exchange knowledge and views on the current events, trends and management styles. Research Papers are invited from academicians, research scholars, industrial persons and students relevant to the theme of the conference.

NATIONAL LEVEL CONFERENCE ON FINANCE



To appreciate individuals for their excellent efforts and to motivate others to follow their foot steps, IPS has initiated an award ceremony to felicitate prominent achievers, every year. The first in the series was inaugurated and presided by Dr. Sandeep Pachpande, Chairman - ASM Group of Institutes, and Dr. Asha Pachpande, Secretary - ASM Group of Institutes.

MAKING THE MOST OF OUR TALENTS

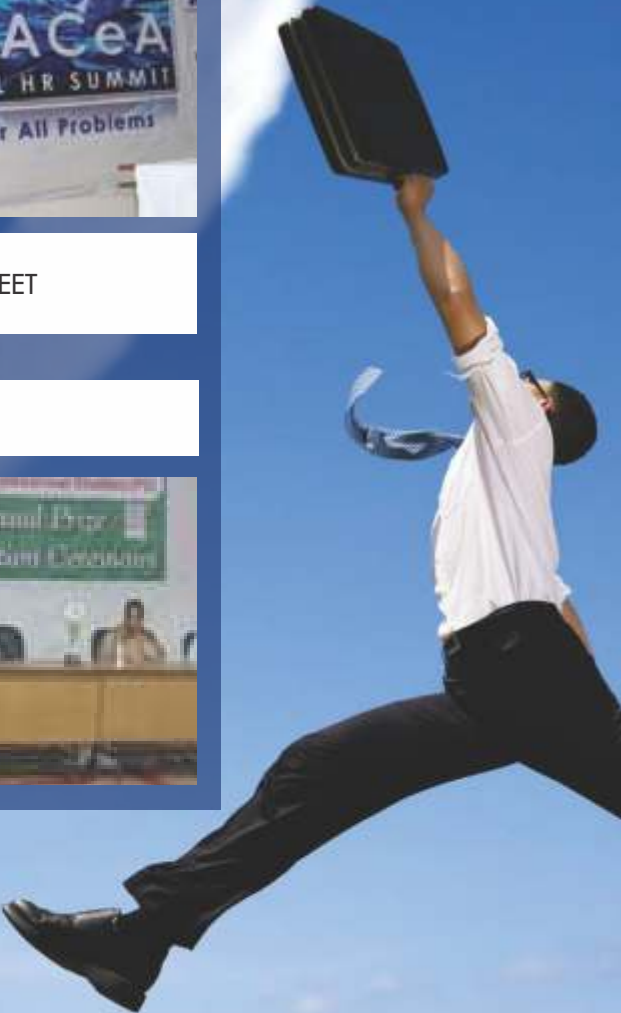
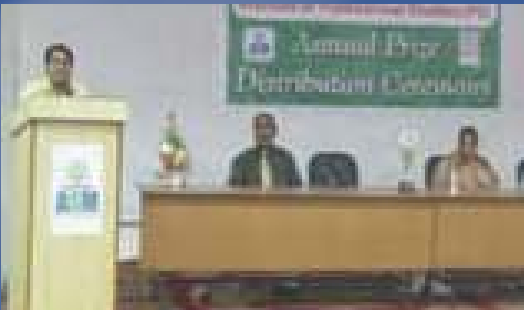


PRESENTATIONS AT INCON



PANCEA-HR MEET

ASM'S IPS ANNUAL PRIZE DISTRIBUTION CEREMONY



INDIAN SOCIETY FOR TRAINING AND DEVELOPMENT



The international symposium on "Training in Turbulent Times" saw a rich intellectual exchange of thoughts and experiences with the delegates and audience. HR professionals from various industries participated in this event and gave their perspective on training in these turbulent times.

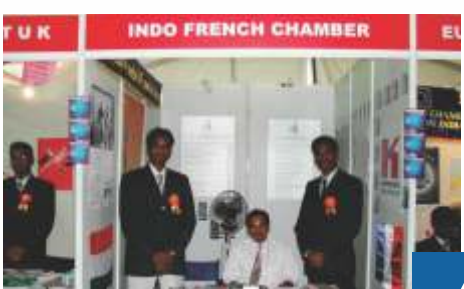
PUNE EXPO



Every year, our students actively participate in the Pune-Expo organised by the MCCIA. This increases their interaction with corporates and also end consumers to give them a complete picture of the business scenario.

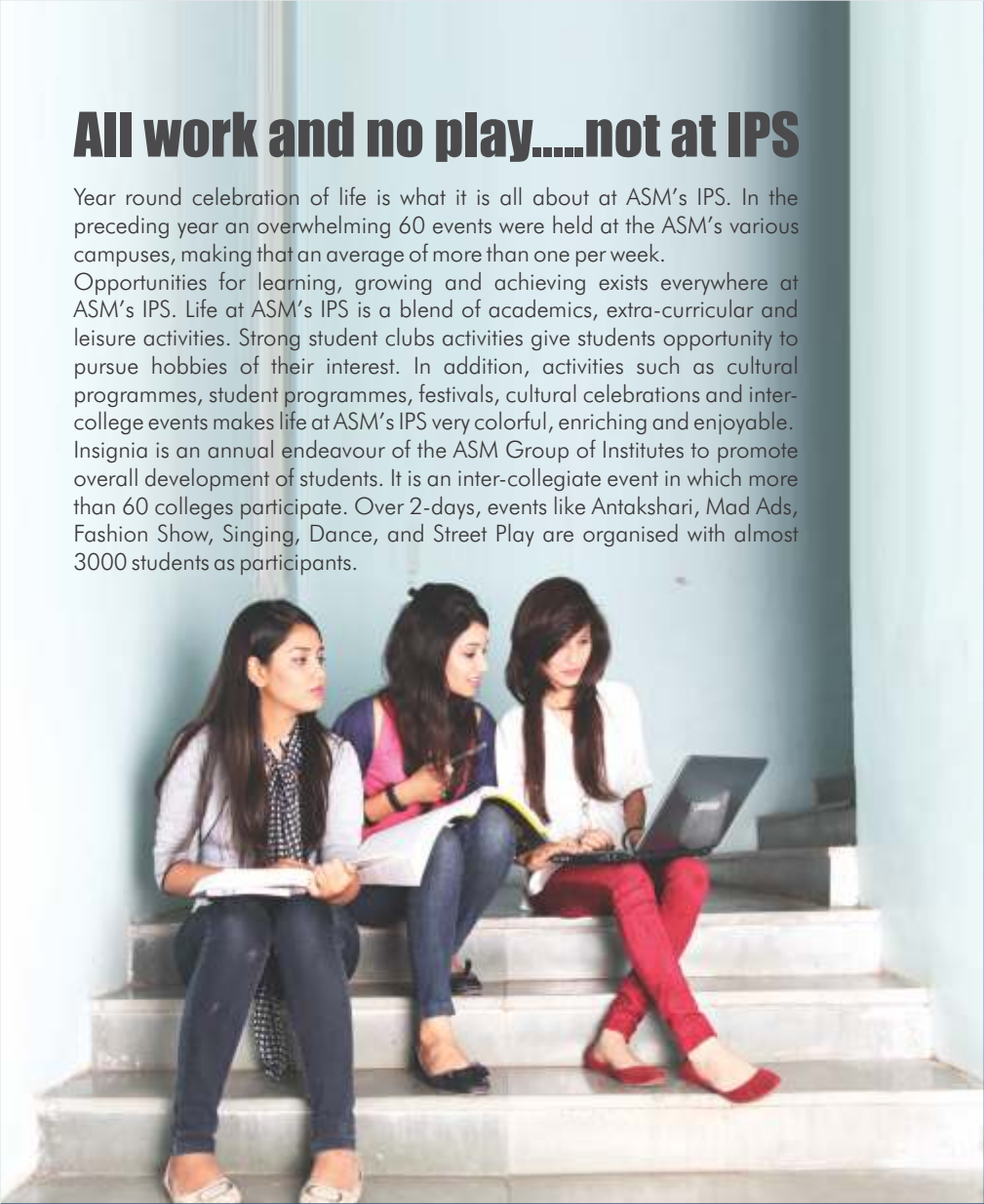


WORKING HAND IN HAND WITH THE INDUSTRY



All work and no play....not at IPS

Year round celebration of life is what it is all about at ASM's IPS. In the preceding year an overwhelming 60 events were held at the ASM's various campuses, making that an average of more than one per week. Opportunities for learning, growing and achieving exists everywhere at ASM's IPS. Life at ASM's IPS is a blend of academics, extra-curricular and leisure activities. Strong student clubs activities give students opportunity to pursue hobbies of their interest. In addition, activities such as cultural programmes, student programmes, festivals, cultural celebrations and inter-college events makes life at ASM's IPS very colorful, enriching and enjoyable. Insignia is an annual endeavour of the ASM Group of Institutes to promote overall development of students. It is an inter-collegiate event in which more than 60 colleges participate. Over 2-days, events like Antakshari, Mad Ads, Fashion Show, Singing, Dance, and Street Play are organised with almost 3000 students as participants.



EVENTS



LEARNING THROUGH FUN

OVER 54 EVENTS HELD THROUGHOUT THE YEAR



TESTIMONIALS



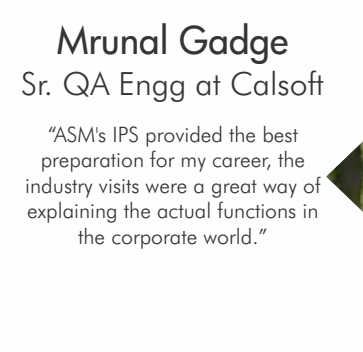
Ganthade Mahesh
Hyster-Yale Lift Trucks
India Pvt Ltd (SQE)

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



Mohite abhijit
CHIEF OFFICER at MTM
Ship Management

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



Mrunal Gadge
Sr. QA Engg at Calsoft

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



Sushil Mohite
Mánager at Bajaj Auto Ltd

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



Vijay Wagh
Senior Design Engineer,
Faurecia Technology
Center India Pvt Ltd

"I am proud to be an alumnus of ASM's IPS; I acquired tremendous managerial knowledge and insights."



Milind Kale
Senior Lead at
Tata Technologies Ltd.

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



Pranav Pund
Business Development
Manager at Austere
Systems Private Limited

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



Rahul Gore
Senior QA Engineer 3DPLM
Software Solutions Limited

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



Anup Nair
Senior Manager -
Commodity Lead -
Proprietary Parts at Wirtgen
India Private Limited

"IPS provided the right blend of academics and practical approach, it has provided me with valuable information that helps me every day."



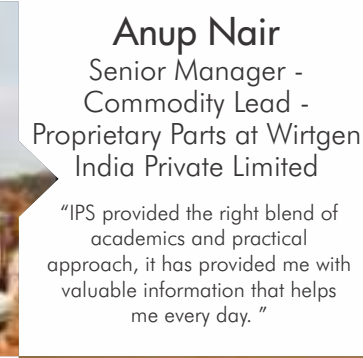
Kale Ketan Suhas
KROHNE Marshall Pvt.Ltd.
(Manager, Supply and Quality)

"I have an excellent memory of the two years that I spent at IPS. I was motivated because of the courses and the teachers who made learning interesting."



Vinayak Dhondi Ram Hupare
NSDL eGov. Infrastructure Ltd
(Database Manager)

"ASM provided the best preparation for my career, I feel that I have received full value-added learning from IPS."



Sharanya Pillai
HR Team
Tata Motors Limited

"The education I received at IPS has helped me gain an orientation of what I would like to do in my professional career."



Somanath Kolekar
Technical Support
Specialist at SAS

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



Shruti Dive
Senior Business
Associate @
Tech Mahindra Ltd

"The IPS MBA program was the most valuable learning experience of my career. Best of all, I came to learn some strong insights that I could incorporate immediately into my job."



Prasanna Dangui
Financial Analyst Cummins
Technologies India Limited

"The IPS professors link theory and practice by illustrating their courses with examples from their own professional experience. This learning method prepared me for my professional life as soon as I completed my education."



Tanaji Pise
Finolux

"I believe in a prosperous future, because IPS has given me the opportunity to do so."



Life at IPS

LEARNING
FROM
LEADERS

OUTDOOR
TEAM BUILDING
TRIPS



PUNE EXPO



CONCERTS



INDUCTION
PROGRAMMES

INDUSTRY VISITS



CREATING
WINNERS



CONFERENCES



SEMINARS



BUSINESS
SIMULATION
GAMES



SPECIAL
CELEBRATIONS

ASM'S IPS

YOUR COMPLETE CAREER PLAN



RULES AND REGULATIONS

- Ragging in any form inside & outside the institute is strictly prohibited as per instructions from Supreme court, AICTE/ Government of India & Government of Maharashtra. Any violation of these rules will not be tolerated and strict action will be taken against the student found indulged in any ragging activity.
- Smoking, consumption of alcohol, chewing tobacco or gum and spitting are strictly prohibited in the institute & hostels.
- Library book should be returned on or before time.
- Writing on walls, furniture, drawing tables, college buses and bathrooms is strictly prohibited. Students must handle college property with care.
- The students should note that he/she is responsible to the institute not only for his/her conduct in the premise of the institute but also for his/her conduct in general even outside the premises.
- Students should help in maintaining the building and keep the campus of the institute clean and tidy, and must use dustbins for disposal of waste.
- According to rules 75% attendance in each subject is necessary. Attendance below 75% due to any reason without prior permission (family function, illness, etc.) may result in strict disciplinary action.
- Students should participate in the seminars, workshops and attend guest lectures, attendance for the same will be recorded.
- Internal assessment/term work marks will be given on the basis of his/her performance in mid-semester tests, assignments, tutorial, seminars & workshop participation.
- Every student of the institute is provided with an Identity Card, which he/she should always carry with him/her and produce whenever called upon to do so by the competent authorities. Student of the institute are requested to carry their identity cards while traveling. The identity card & admit card, will have to be produced at the time of examinations.
- Students are requested to note that any application for issue of bonafide certificate and/or any other certificate for concessions, scholarships etc., should be submitted at least 7 days in advance to enable the institute to prepare the same.
- Students are required to read the notices regularly on the notice boards of the institute; ignorance in this regard is not an excuse.
- Any damage to the property movable/immovable of the institute will be viewed very seriously and may lead to recovery of appropriate cost of damages and disciplinary action as deemed fit.
- The students are bound by the rules and regulations made by the institute from time to time. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the Director who also reserves the right of modifying these rules if and when felt necessary, and the Director's discretion will be in final.
- The dates for payment of fees, submitting the eligibility forms, submission of examination forms etc. will be put on notice board. The same should be followed and no concession will be given from the dates.
- Refund of fees will be as per rules of concerned authority.
- The library deposit shall be refunded within one month after the last examination on submission of no due certificate from the office of IPS and NOC from the librarian.
- The institute reserves the right to change the name or cancel a course as per Govt. guidelines and regulations.
- Students residing at the hostel must abide by the rules and regulations laid down by the authorities, failing which serious action will be taken.
- This document is printed in June 2018. Please contact the office for any new updates or changes in the rules and regulations.
- All disputes are subject to Pune City jurisdiction.

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

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



WHY PUNE ?

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

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

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

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