



# PGDM

ENTERPRISE MANAGEMENT  
at ASM's IMCOST  
Integrated with SAP

Looking for  
**100% placements?**

then ASM'S IMCOST

**PGDM**

**Enterprise Management  
integrated program  
with SAP  
is for you.**

- **Two years Full-time AICTE approved**
- **In association with SAP**
- **100% Placement Assurance**
- **PGDM + ASM EDGE  
+ HR analytics, Financial analytics**

# 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 69000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing.



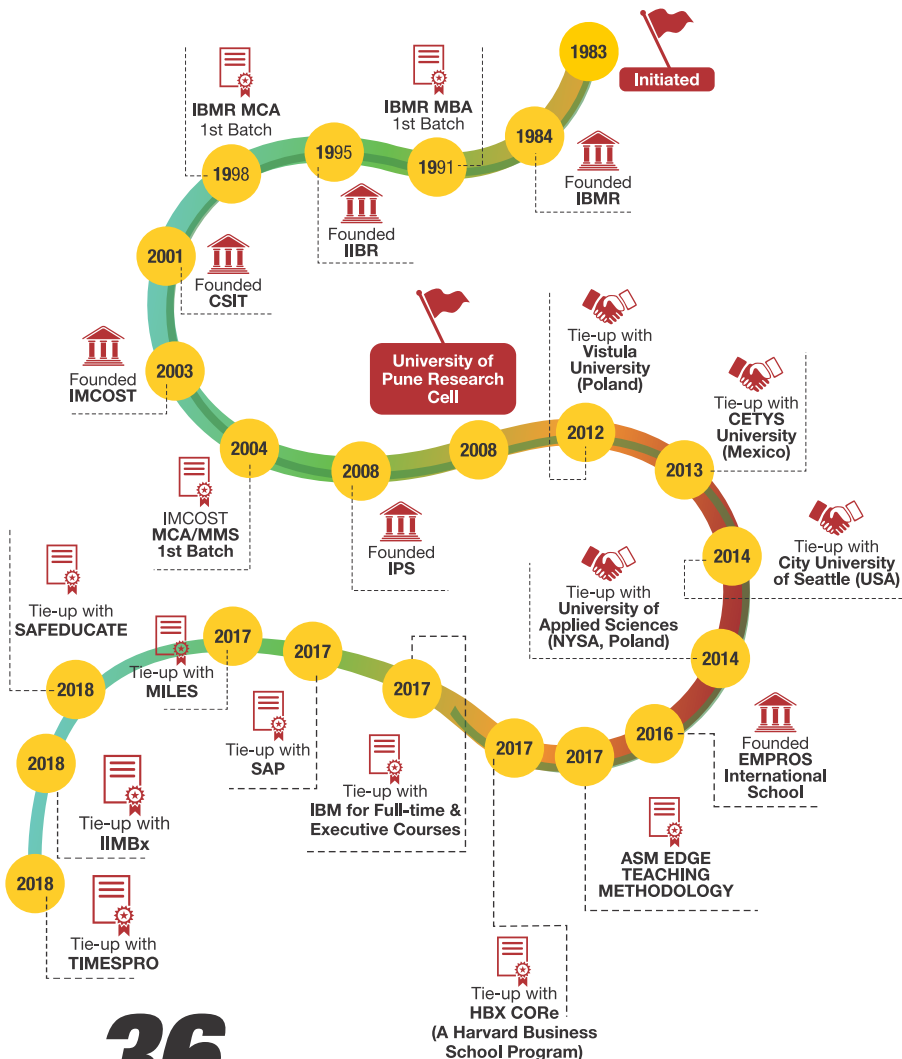
## A WINNER OF MANY AWARDS, ASM WAS RECENTLY AWARDED

- 1 "Acadmia 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, DSI, The Week, Business Chronicle & Silicon India





**36**  
**36 YEARS**  
 OF LEADING  
 THE WAY

THE  
**ASM**  
 LEGACY

## 2 YRS FULL-TIME AICTE APPROVED PGDM - ENTERPRISE MANAGEMENT INTEGRATED WITH SAP

### ASM's EDGE: Excellence Driven Guaranteed Employability

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

**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.

**DOMAIN SKILLS AND CUTTING EDGE INTEGRATED INDUSTRY CERTIFICATIONS:** ASM students are trained and certified in Business Analytics by IBM, user modules by SAP and domain skills by MILES for US-CPA.

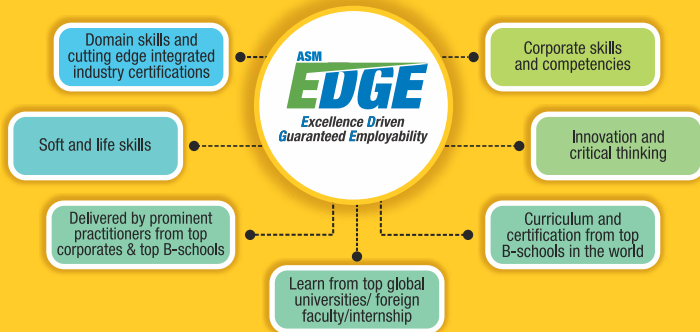
**INNOVATION AND CRITICAL THINKING:** ASM innovation lab provides programs like SAP I360, Innovation Next and Effective Manager modules to enhance innovative and critical thinking skills.

**CURRICULUM AND CERTIFICATIONS FROM TOP B-SCHOOLS IN THE WORLD:** 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.

**CORPORATE SKILLS AND COMPETENCIES:** 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..



# COURSE DELIVERY PARTNERS



HARVARD BUSINESS PUBLISHING  
CASE STUDIES AND ONLINE COURSES

## FEW FACULTY AND ADVISORY BOARD MEMBERS



**Praveen Bhamare**  
SAP  
Delivery Head TCS



**Manjeet Singh**  
CIO,  
BILCARE Ltd.



**Sambhaji Chawale**  
CEO PRIMUS,  
Techsystems Pvt. Ltd.



**Mr. Prashant Jadhav**  
(CIO Franke Faber)

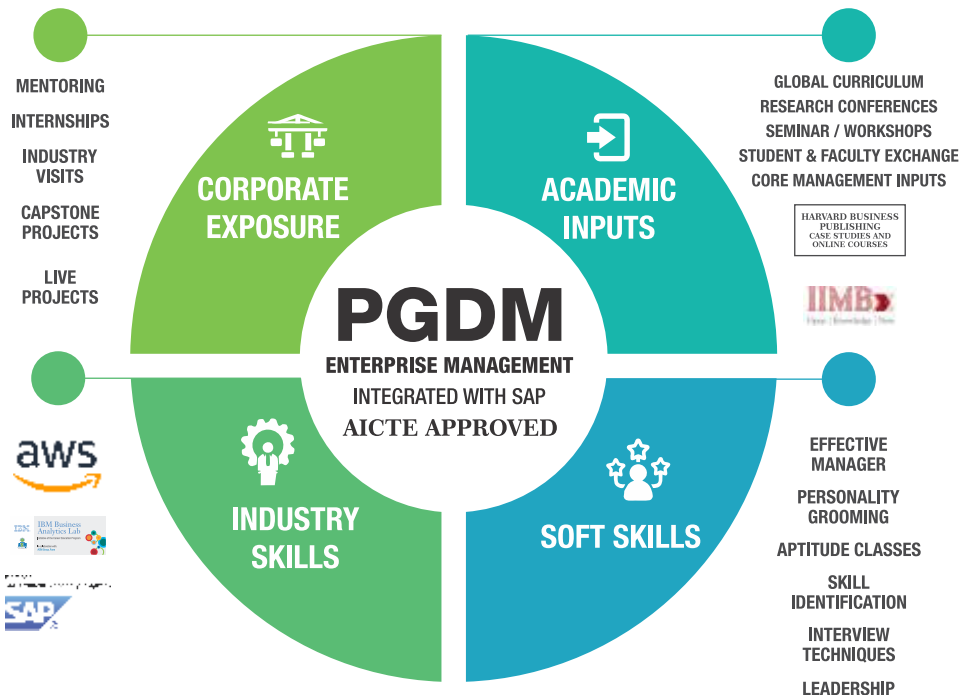


**Sanjeev Joshi**  
Bristlecone  
Practice Lead S/4HANA

# PGDM

## ENTERPRISE MANAGEMENT

A 2 year full time Course In Collaboration with Industry & Top Academic Universities



SAP Modules, Domain Skills Delivered By  
Leading Practitioners And Trainers

# COURSE STRUCTURE

## ENTERPRISE MANAGEMENT

Two years Full-time AICTE approved In association with SAP

### FIRST YEAR

#### Trimester 1

- 101 Essentials of Business Management
- 102 Management Information System
- 103 Business Analytics
- 104 Financial Accounting
- 105 Economics for Managers
- 106 Quantitative Aptitude
  
- 107 Finance-by HBP
- 108 Management Communication-by HBP
- 109 Spreadsheet Modeling-by HBP

#### Trimester 2

- 110 Management of Business Operations
- 111 Human Resource Management
- 112 Global Managerial Business Communication
- 113 Overview of Financial Management
- 114 SAP Business processes - by Primus
  
- 115 Quantitative Methods-by HBP
- 116 Financial Accounting-by HBP
- 117 Mathematics for Management-by HBP

#### Trimester 3

- 118 Over view of Marketing Management
- 119 Business Environment - Indian & World Economy
- 120 Material & Supply Chain Management
- 121 Analytics for All-by IBM
- 122 Analytics for SAP-by Primus

**SAP HELPS TO RUN OVER 25000 INDUSTRIES.**

**SAP CONSULTANT EARNS AN AVERAGE SALARY OF RS. 5,93,252 PER YEAR.**

### SECOND YEAR

#### Trimester 1

- 123 Project Viva
- 124 Law of Global Business
- 125
  - 1. Analytics-Specialization-Finance-by IBM
  - 2. Analytics-Specialization-Marketing by IBM
  - 3. Analytics - Specialization-Materials & Supply Chain Management -by IBM
  - 4. Analytics - Specialization-Human Resource Management - by IBM
  - 5. Analytics - Specialization-Operations - by IBM
- 126 SAP Certification Preparation-I SAP by Primus
- 127 SAP Certification Preparation-II SAP by Primus

#### Trimester 2

- 128 Entrepreneurship Development and Project Management
- 129 Business Strategies
- 130 Hands on Sessions/Practical's and SAP certification preparation-I SAP-by Primus
- 131 Hands on Sessions/Practical's and SAP certification preparation-II SAP-by Primus
- 132
  - 1. SAP associate certification in Financial Accounting- by Primus
  - 2. SAP associate certification in Materials Management -by Primus
  - 3. SAP associate certification in Sales & Distribution -by Primus
  - 4. SAP associate certification in Human Capital Management by Primus
  - 5. SAP associate certification in Advanced Business Application Programming -by Primus

#### Trimester 3

**PRIMUS-SAP INTERNSHIP PROGRAM & FOLLOWED BY INDUSTRY PLACEMENTS**

## PROGRAM OBJECTIVE

SAP ERP Business Suite applications are most widely used enterprise applications in different industry segments for digitizing and connecting businesses. Organizations are seeking talent who can help them effectively using these business applications so as to respond to the ever-changing dynamic requirements at business place. The inclusion of the SAP ERP training in various courses will increase the knowledge level of their students about real-world business scenarios. Trainings will also support in how to navigate SAP solutions, how SAP solutions can support their role-specific business processes and individual objectives - as well as overall corporate strategies.

## ELIGIBILITY & ADMISSION PROCEDURE

Admission to PGDM Institutions shall be made only from the candidates qualified from any one of the six all India tests i.e.; CAT, XAT, CMAT, ATMA, MAT, GMAT or the common entrance examinations (if any) conducted by the respective State Governments.

- Score in any one of the six all India tests i.e. (CAT, XAT, CMAT, ATMA, MAT, GMAT) or the common entrance examinations (if any) conducted by the respective State Governments. - 35 to 60% .
- Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree - 5 to 25% .
- Group discussion/interview - 20 to 45% .
- Weightage for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity – 5 to 20%



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

Assured placements opportunities in organizations like



**YOUR CAREER IS WAITING TO TAKE OFF**

WE GIVE YOU WINGS TO ASPIRE HIGH AND EMBRACE THE SUCCESS OF BECOMING INDUSTRY ENDORSED SAP CERTIFIED PROFESSIONAL.

# WHY PGDM

## ENTERPRISE MANAGEMENT at ASM's IMCOST

- 01 Creating SAP consultants trained by experts in the field with excellent management skills.
- 02 Opportunity to study from the best in academia and industry.
- 03 Industry relevant courses with rich business process knowledge leading to highly rewarding career.
- 04 Phenomenal opportunities to learn online on ASM EDGE and the best of ERP systems to understand the concepts
- 05 360° grooming throughout the year for the students to make them the most sought after candidates.
- 06 Training and Internships leading to 100% assured placements.

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



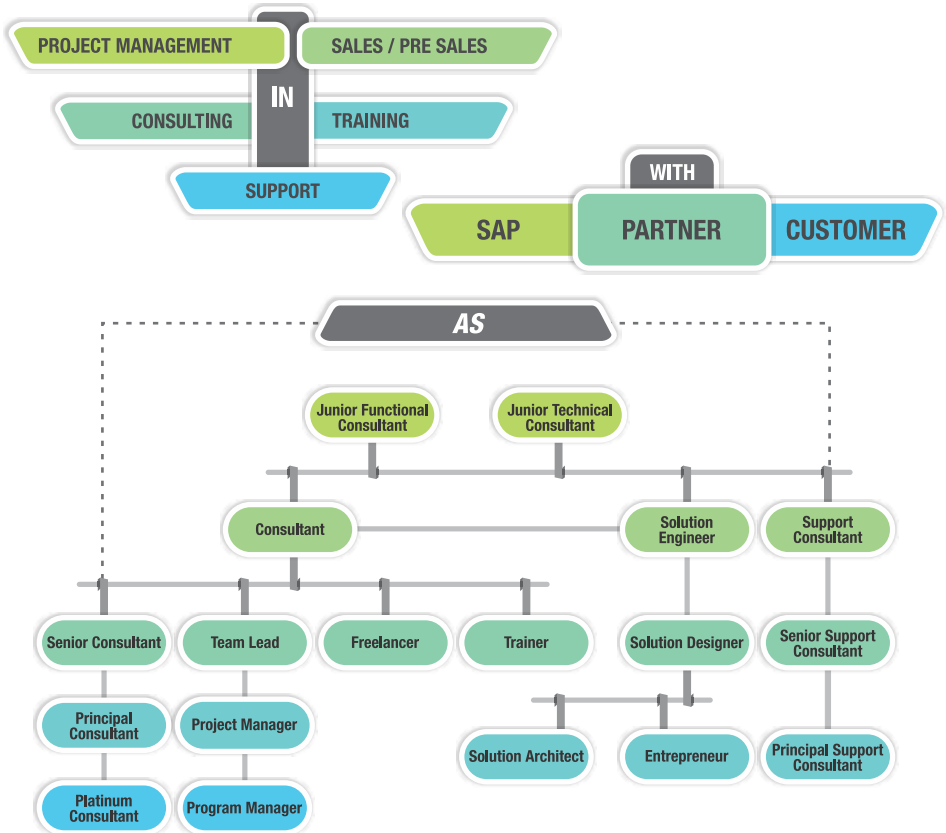
Co-curricular Activities | Interactive Business | Inter-collegiate Competition  
 Extracurricular Activities | Mentoring & Counselling | Case Studies | Seminars  
 Industry-interfacing | Study Tours | Presentations | Workshops  
 Outdoor Team Building Exercise | Inter-collegiate Competitions | Industry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

“SAP education creates not just powerful global career options for students, but empowers them to become key contributors to the variety of industries.”

**Vinayak Namjoshi**  
Vice President Enterprise Applications

## POTENTIAL CAREER OPPORTUNITIES

A student completing integrated of PGDM in Enterprise Management can look at niche opportunities like



“Investing your time and money in learning SAP will guarantee not just a career as a SAP consultant but a hefty pay that will be envied by your friends!”

## Other PGDM courses available at IMCOST

PGDM International Finance in association with US-CPA  
PGDM Logistics Management in association with Safeducate  
PGDM Digital Marketing in association with TimesPro

## FOR ADMISSIONS CONTACT

### THANE

Institute of Management  
& Computer Studies,  
C-4 Wagle Industrial Estate,  
Near Mulund (W)  
Check Naka, Thane (W) 400604  
**+91 9372104632**

### CHINCHWAD

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

### KOLKATA

SKP Building, 1st floor, 132 A,  
S.P. Mukherjee Road,  
Kolkata - 700026  
**Mr. Dhritiman Chakravorty**  
**+91 98311 73476**

### BANGALORE

vaishalijawale@asmedu.org  
**Ms. Vaishali Jawale**  
**+91 9922991756**



C-4, Wagle Industrial Estate, Near Mulund Check Naka,  
Thane (W), Mumbai - 400604

T: (022) 25832452, 25832463

M: +91 9372104632, 8928222124, 9820816932, 9769088077

E: admission.imcost@asmimcostedu.org | W: www.imcost.edu.in

### THE ASM GROUP OF INSTITUTES

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