

# PGDM

DUAL SPECIALIZATION

at ASM's  
**IBMR(Pune)/IMCOST(Mumbai)**  
2 Yrs Full Time AICTE Approved Program

**WITH THE  
POWER OF  
CHOICE COMES  
THE POWER  
TO CHANGE**

Future ready learning



Dual Specialization

Two years full-time AICTE approved

Assured placements opportunities with  
the unique ASM EDGE program in association with  
top corporates & universities across the world



Since 1983

# ASM

Education • Research • Consultancy

[www.asmgroup.edu.in](http://www.asmgroup.edu.in)



## 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.

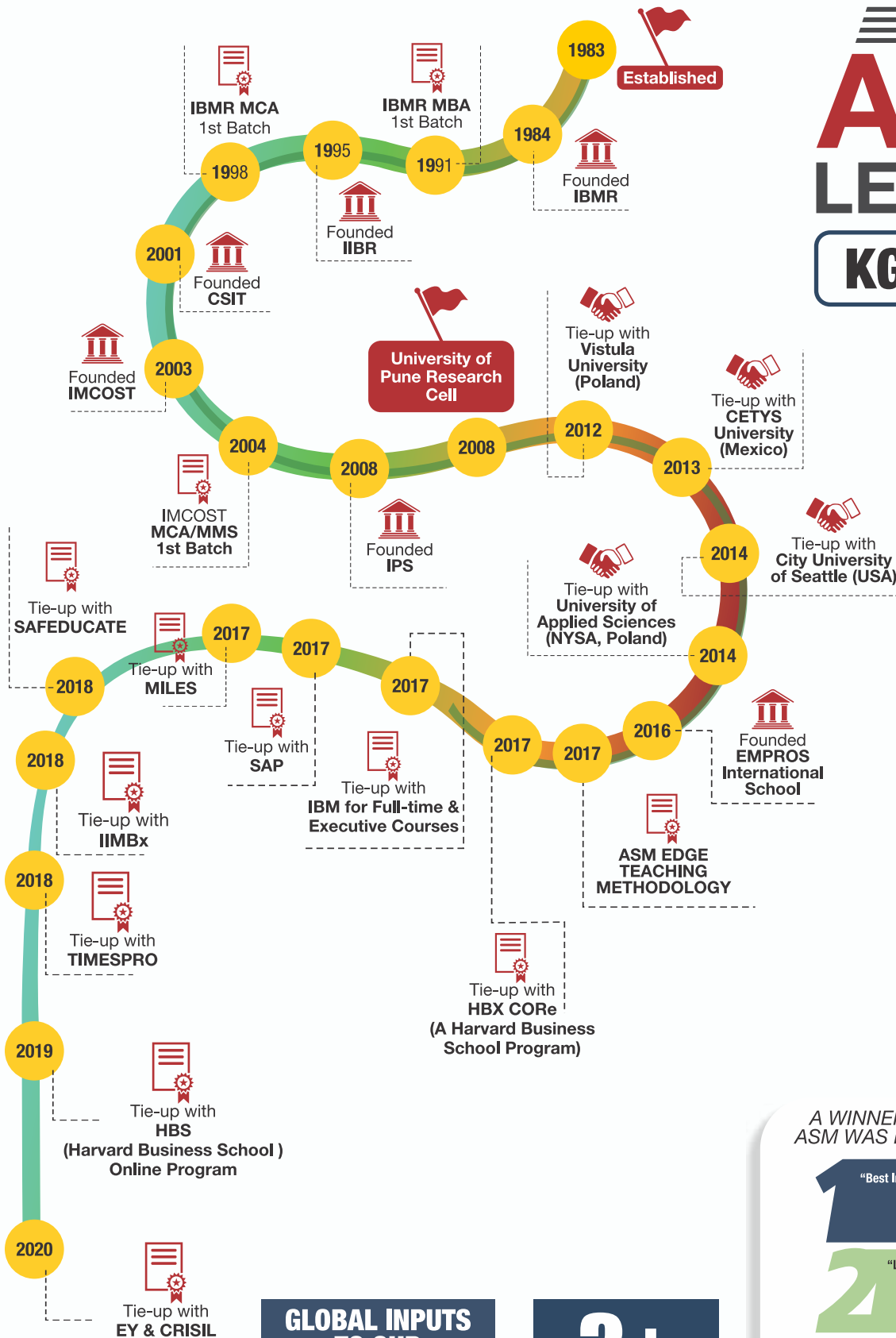
ASM boasts of a strong alumni base of 72000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing.

## INTERNATIONAL COLLABORATIONS / PARTNERSHIPS



# THE ASM LEGACY

**KG to Ph.D**



**GLOBAL INPUTS TO OUR CURRICULUM**

**EMPLOYMENT ORIENTED INDUSTRY CERTIFICATIONS**

**72000+ ALUMNI**

**3+ DECADES OF EXCELLENCE IN EDUCATION**

**24 COURSES  
2 UNIVERSITIES  
2 CITIES  
5 CAMPUSES**

A WINNER OF MANY AWARDS, ASM WAS RECENTLY AWARDED

**1** "Best Institute for Innovation in Curriculum" at ASMA 2017

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

**2** "Leading Higher Education Group"

by Business Excellence Research Group (BERG) Singapore

**3** "Academia and Industry collaborations for Innovative Curriculum to drive Employability"

National Excellence Award 2018 ASSOCHAM India

**4** "Digital Learning Award 2018" at HE&HR Conclave, Hyderabad from Govt. of Telangana

**5** "The Best Education Brand 2019" by The Economic Times

# WHY PGDM

## Dual Specialization

at ASM's IBMR / IMCOST

**The program equips students with strong conceptual skills to manage businesses in an integrated manner**

**The course is focused towards giving students actual industry experience ensuring skill developing hands-on training**

**Industry relevant courses with rich business process knowledge leading to highly rewarding career**

**Industry visits, certification, training programs and opportunity to learn from the best in academia and industry**

**First B-School to have collaboration with HBS Online**

**Students gets chance to do Harvard Business School's online program**

**Students get chance to do SAP end user training**

**Students get 6 Online Courses and Case Studies from HBP**

**Students get AWS training on Amazon platform**

**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**

**Mentors from IBM gives you capstone projects to gain insight of analytics sector wise**

**Internships leading to 100% assured placements at global organizations**

**Assured employability with ASM EDGE program**

**360° grooming to meet industry needs & demands**

**Assured employability oriented certification programs**

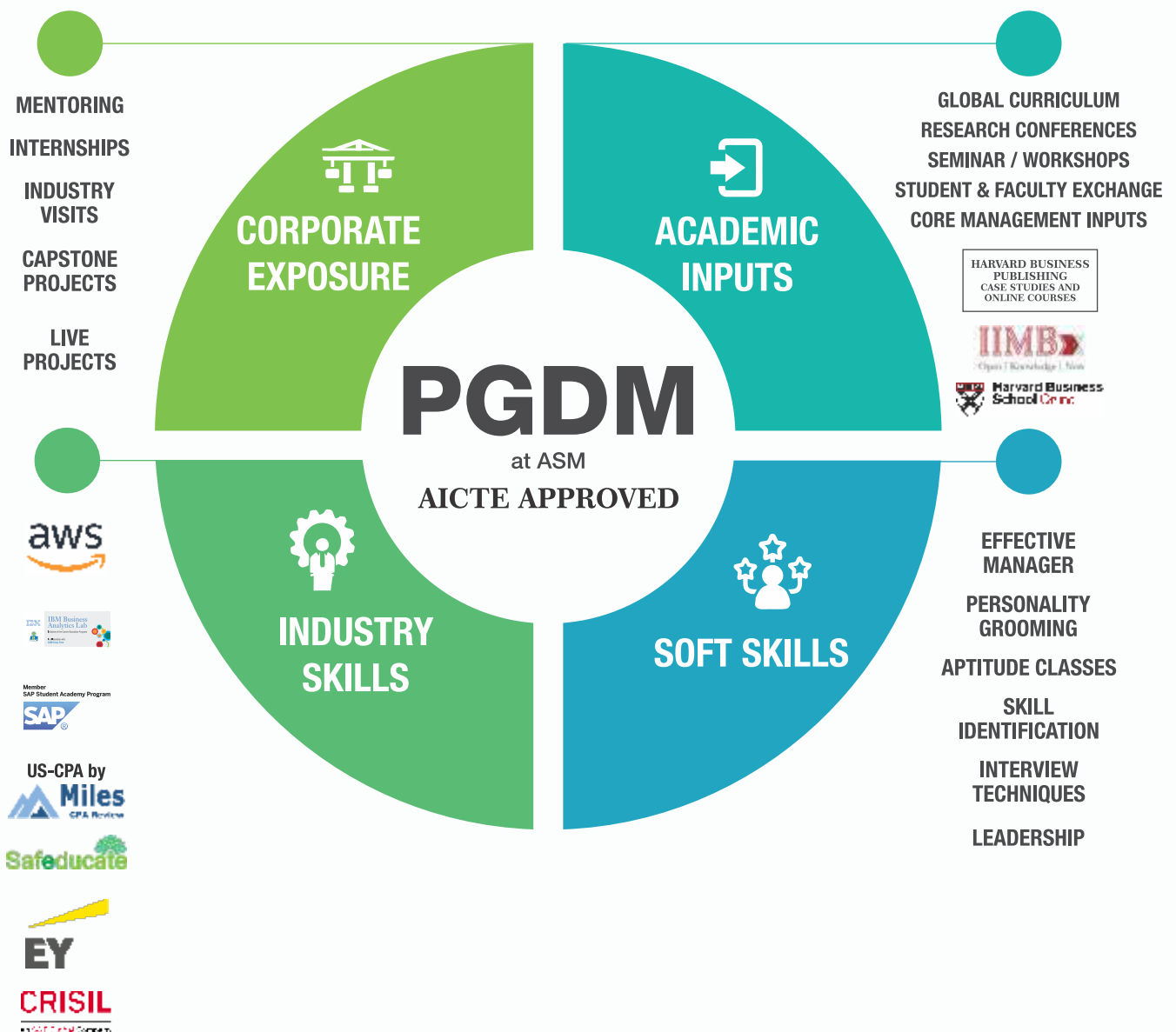
**Joint certification by IMT CDL & EY**

**Internship opportunity with EY**

**Learn the use of cutting edge tools and technologies for advanced business analysis**

# PGDM

Two Years Full Time Program In Collaboration with  
Industry & Top Academic Universities



ASM Offers A Complete Blend Of Academic Inputs  
And Industry Skills From Leading Corporates & Universities  
Across The World Along With Industry Skills & Soft Skills  
For A 360° Learning Experience



# PGDM

Two Years Full Time AICTE Approved

## PROGRAM OBJECTIVE

ASMs PGDM, a two year Post Graduate Diploma in Management is designed to prepare students for careers in industry, across functional areas. The program equips students with strong conceptual skills to manage businesses in an integrated manner. The emphasis is on developing a holistic manager with a vision to take on the challenges of the future in a socially sensitive manner. The curriculum is designed, developed & delivered by IBM, SAP, US-CPA & Safeducate. Students gets

chance to do Harvard Business School's online program. 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. Online guided discussions and question answer sessions with IIM Bangalore professors is a hallmark of this program. The program is a blend of academic as well as co-curricular & extra-curricular activities.

## 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

Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree

Group discussion/interview

Weightage for participation in Sports, ExtraCurricular activities, Academic diversity and Gender diversity

\* Selection will be on the basis of criteria mentioned above



## DUAL SPECIALIZATION

### Option A

#### LOGISTICS MANAGEMENT

Integrated with Safeducate

#### ENTERPRISE MANAGEMENT

in association with SAP

#### INTERNATIONAL FINANCE

Integrated with US CPA / Integrated with EY, Crisil & Capstone

#### BUSINESS ANALYTICS & BIG DATA

Jointly Awarded by IBM / EY

#### EMERGING TECHNOLOGIES

in association with AWS

### Option B

#### MARKETING

#### FINANCE

#### HRM

#### OPERATIONS

**Students can choose 1 specialization from Option A and 1 specialization from Option B. Alternatively, the student can choose 2 specializations from Option B**

**Students has an option to choose International Finance with US CPA or EY, Crisil & Capstone, similarly can choose Business Analytics & Big Data with IBM or EY**

**STUDENTS WITH DUAL SPECIALIZATION AND INDUSTRY CERTIFICATIONS ARE PREFERRED CANDIDATES FOR PLACEMENTS**

[topuniversities.com/career-advice](https://topuniversities.com/career-advice)



## Option 1

# SPECIALIZATION IN INTERNATIONAL FINANCE

Curriculum designed, developed & delivered by



FOR THE 1<sup>ST</sup> TIME IN INDIA  
INTERNATIONAL FINANCE  
INTEGRATED WITH US- CPA



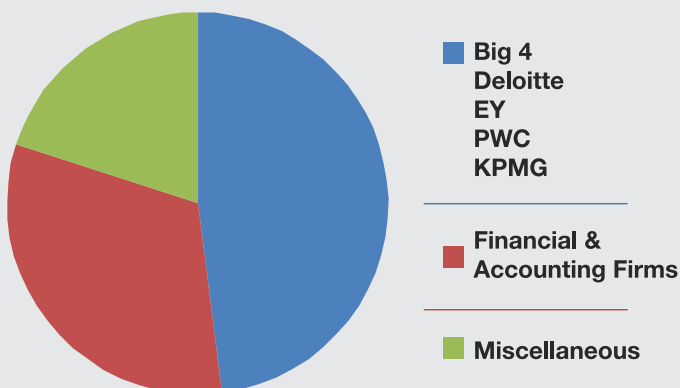
## Option 2

# SPECIALIZATION IN INTERNATIONAL FINANCE

Curriculum designed, developed & delivered by



### INDUSTRY WISE CAREERS IN INTERNATIONAL FINANCE



mileseducation.com



**Jasmin Shajahan**

PGDM program that I pursue at ASM is a rewarding experience providing me with a deep and thorough fundamental academic knowledge.



**Krishnandu Saha**

PGDM program gives me the credibility, and definitely provided me the ability to be engaged in different industries that may not have been offered to me previously.



**Varun Jain**

CPA, CMA, Harvard B-School Alumnus (Ex-Deloitte & Morgan Stanley) Advisor-International Finance, ASM's IBMR

"CPA is the highest accounting qualification in the US with global credibility in the world of finance. It is a great initiative by ASM IBMR to be the first B-School in India to integrate the CPA program into PGDM - International Finance, especially given the fact that the Big 4, including Deloitte, EY, KPMG and PwC, and MNCs across India and globally look forward to recruiting fresh graduates who have earned their CPA."



## Why SPECIALIZATION IN INTERNATIONAL FINANCE

Increasing demand due to global business trends.

International finance aims at creating industry ready professionals to bridge the skill gap

The specialization is jointly certified by US-CPA, ensures the PGDM graduates are equipped with the right kind of skills and expertise to fit into every kind of industry

The specialization clubs the CPA training with required additional skills & sap training on the finance module and financial analytics from ibm

Asm's edge program that includes business leadership through online courses and case studies from Harvard Business Publishing

A student completing integrated of PGDM in international finance can look at niche opportunities like Forensic Accounting, International Accounting, Environmental Accounting, Academics & Research, Information Technology, General Accounting, Tax Accounting

A CPA will have knowledge of us generally accepted accounting principles (GAAP), IFRS (international Financial Reporting Standards), generally accepted accounting standards (GAAS), US federal taxation and business laws which will give them an edge over CAS.

Flexible career options

Joint Program By Leaders In Academia & Big 4  
IMT CDL, a premium distance learning management institute, offering joint certification with Ernst & Young India

Internship Opportunity With EY\*

A select group of students will be offered internship opportunity with EY at Delhi, Mumbai, Bangalore, & Hyderabad locations

Industry Leading LMS

All participants will be given access to an industry leading Learning Management System as a part of the program

Weekend Sessions

Live online sessions will be delivered by EY professionals and Industry Experts on Sundays so as to ensure that the professional commitments of participants are not hampered

## FEW ADVISORS



**Dr. Pankaj Gupta**  
PhD, CMA,  
Full bright Fellow,  
PCL (Harvard),  
IIM-A Alumnus



**Mohit Mahajan**  
CPA, CFA, MFA  
CFP



**Suraj Pandey**



**Dr. Deepak Singh**



**Dr. Hemlata Sharma**



**Upendra Sai**



**Lokesh Paliwal**



**Chendur Srinivasan**

## SOME OF OUR RECRUITERS

**Deloitte**

**EY**

**KPMG**

**pwc**

**MetLife**

**Wipro**

**LEXTRONICS X**

**MAERSK**

**Grant Thornton**

**accenture**

**JPMorgan Chase**

**WALMART**

**PHILIPS**

**GENPACT**

**TATA POWER**

# SPECIALIZATION IN ENTERPRISE MANAGEMENT

Curriculum designed, developed & delivered by

Member  
SAP Student Academy Program



## Why SPECIALIZATION IN ENTERPRISE MANAGEMENT

Increase in demand as organizations are seeking business application skills so as to respond to the ever-changing dynamic requirements at business place

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

The specialization is jointly certified by SAP, ensures the PGDM graduates are equipped with the right kind of skills and expertise to fit into every kind of industry

SAP Modules, Domain Skills Delivered By Leading Practitioners And Trainers

ASM's EDGE program that includes business leadership through online courses and case studies from Harvard Business Publishing

A student completing integrated of PGDM in enterprise management can look at niche opportunities like functional and cross-functional positions in rotational management programs and leadership development programs. Positions in marketing, supply chain management, and operations management

The skills that increase pay for this job the most are sap advanced planner, SAP customer relationship management, (SAP CRM), SAP security, SAP enterprise resource planning (ERP), and SAP sales and distribution (SAP SD).

Career options in product development and innovation management roles

Career option in consulting in large strategic management firms



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

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



### Kushal Kundu

ASM institute is the best place to get the PGDM program where you get the proper knowledge & hands-on experience. The staff was good and supporting. I would like to thanks the staff & the placement team for entire support



### Shobhagya Thapa

ASM institute is the best place where you get the platform to stand and showcase yourself. When it concerned about knowledge then the staff which is in the teaching panel will never let you down

## INDUSTRY WISE CAREERS IN ENTERPRISE MANAGEMENT

**208**

of the 250 top  
retailers in the  
world run SAP  
solutions

**8/8**

of the most  
innovative automotive  
companies in  
the world run  
SAP solutions

**46**

of the 50  
world's safest  
banks run SAP  
solutions

**97**

out of the top  
100 universities  
in the world run  
SAP solutions

**7/10**

of the best  
hospitals in  
the world run  
SAP solutions

**41,100+**

consumer products  
companies in 134  
countries are  
innovating with  
SAP solutions

[sap.com](http://sap.com)

## SOME OF OUR RECRUITERS



## FEW ADVISORS



**Praveen Bhamare**  
SAP,  
Delivery Head TCS



**Manjeet Singh**  
CIO, BILCARE Ltd.



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



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



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

# SPECIALIZATION IN LOGISTICS MANAGEMENT

Curriculum designed, developed & delivered by



## Why SPECIALIZATION IN LOGISTICS MANAGEMENT

Increase in demand due to market dependency on third party logistics companies, organisations that sell directly to consumers (Retailers And Supermarkets) and logistics consultancies

This specialization enables students to understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain, rapid response and reduced costs

The specialization is jointly certified by Safeducate, ensures the PGDM graduates are equipped with the right kind of skills and expertise to fit into the industry

Jobs within logistics and supply chains can include logistics and distribution managers, purchasing manager or warehouse manager, supply chain design and planning, procurement and supply management, freight transportation, warehouse design and management, distribution network design and planning, inventory management and control

Subject delivery is through the industry experts & highly qualified teachers



According to 'Logistics Market in India 2015-2020' by market researcher Novonous, India's logistics industry is worth \$300 billion

Indian logistics market itself is estimated to grow at a CAGR of 12.17 per cent by 2020



**Suhalee Mitra**

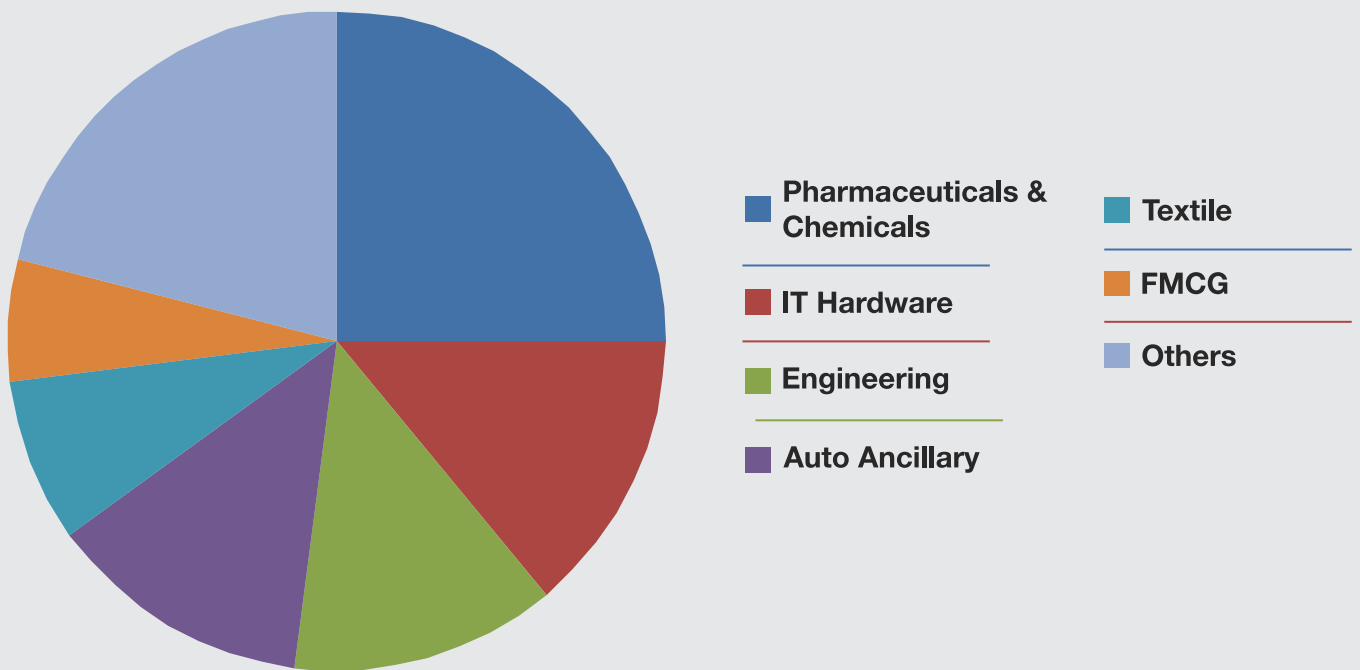
It is a very good experience studying at ASM. The program structure covered all aspects with detailed organization and implementation of a complex operations. ASM was a rewarding experience providing me with a deep and thorough fundamental academic knowledge.



**Suman Kumari**

During the curriculum along with theoretical knowledge I'm able to get actual industry experience through various extra-curriculum activities which helps me to groom myself for the better placements.

## INDUSTRY WISE CAREERS IN LOGISTICS MANAGEMENT



knightfrank.com

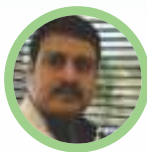
## SOME OF OUR RECRUITERS



## FEW ADVISORS



**Devender Kumar**  
Sr. Manager  
Hr. & Strategy  
Patanjali



**Kapil Bali**  
Director  
CM Logistics



**Romi Kumar**  
HR-Manager  
RCPL



**Nishakant Ojha**  
Principial Advisor  
(Information  
Technology  
& Innovations)



**Praven Chauhan**  
Principial Advisor  
VP-HR, Agarwal Packer  
& Movers



## Option 1

# SPECIALIZATION IN BUSINESS ANALYTICS & BIG DATA

Curriculum designed, developed & delivered by



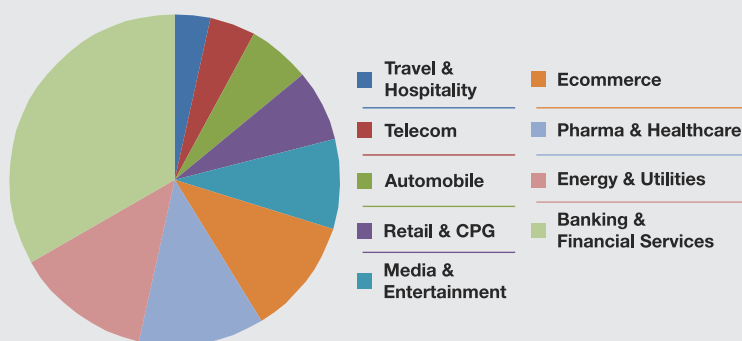
## Option 2

# SPECIALIZATION IN BUSINESS ANALYTICS & BIG DATA

Curriculum designed, developed & delivered by



INDUSTRY WISE CAREERS IN ANALYTICS AND BIG DATA



analyticsindiamag.com



**Suvashree Kar**

The PGDM program consist of theoretical as well as technological modules required to work in industry. I found this program to have a balanced learning curve. It systematically trains you in the concepts, tools and technologies of the field.



**Tapan Bag**

I found this PGDM program very interesting. Hands-on training, theoretical knowledge, are really helping me to get industry ready.

## Why SPECIALIZATION IN BUSINESS ANALYTICS & BIG DATA

Increasing rise in demand of business analytics due to data driven and techno focused approaches that majority of organizations have embraced

Business Analytics and Big Data aims at creating industry ready professionals to bridge the skill gap

The specialization is jointly certified by **IBM**, ensures the PGDM graduates are equipped with the right kind of skills and expertise in Business Analytics to fit into every kind of industry

ASM's EDGE program that includes Business Leadership through the HBS OL program of Harvard Business School Online, industrial skills on SAP user modules, online courses and case studies from Harvard Business Publishing.

The analytics market in India could more than double from current \$1 billion to \$ 2.3 billion by the end of 17 18. Industry reports by ASSCOM

IBM predicts annual demand for analytics jobs will soar up to 28% i.e. nearly 700,000 openings by 2020. Forbes

Application across various parallels of the industry

Flexible career options

Promises exponential salary growth

Joint Program By Leaders In Academia & Big 4  
IMT CDL, a premium distance learning management institute, offering joint certification with Ernst & Young India

Internship Opportunity With EY\*

A select group of students will be offered internship opportunity with EY at Delhi, Mumbai, Bangalore, & Hyderabad locations

Industry Leading LMS

All participants will be given access to an industry leading Learning Management System as a part of the program

Weekend Sessions

Live online sessions will be delivered by EY professionals and Industry Experts on Sundays so as to ensure that the professional commitments of participants are not hampered

## FEW ADVISORS



**Mr. Himanshu Goyal**  
Country Manager  
Computer Service  
Industries,  
Software Group II  
IBM India South Asia



**Apurva Chamaria**  
Chief Revenue  
Officer  
RateGain



**Amaralingeswara Rao Kaka**  
M.Tech,  
Computer Science,  
Jawaharlal Nehru  
University, Delhi



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



**Lokesh Paliwal**



**Chendur Srinivasan**



**Yash Sharma**



**Raghunath Ravikumar**

## SOME OF OUR RECRUITERS



# SPECIALIZATION IN MARKETING

## Why SPECIALIZATION IN MARKETING

Learn skills such as communications, analytics, and management.

Versatile skill application

Career options will include consulting, entrepreneurial careers, and general management.

Management position will give you the privilege of overseeing sales and development from the beginning stages all the way to execution.

Job opportunities in government and the private sector.  
Marketing Manager, Brand Manager, Asset Management  
Corporate Sales, Market Research Analyst, Sales Manager  
Media Planner, Product Manager, Head Of Digital Marketing



**Aban Upadhyaya**

PGDM program provide the right blend of academics, research & industry interface activities to cater to every student's need.

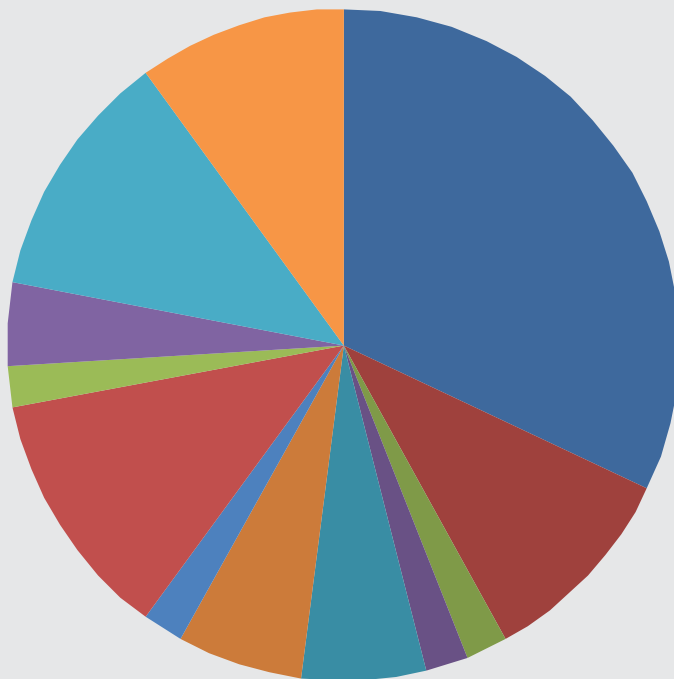













**Chanda Kumari**

The PGDM program gives theoretical knowledge as well as practical knowledge through various activities which grooms students for placements.



## INDUSTRY WISE CAREERS IN MARKETING



	BFSI		Logistics
	Consulting		Manufacturing
	Ecommerce		Pharma
	Education		Research
	FMCD		Retail
	IT		Service

IIT Kanpur and BIMTECH.

## SOME OF OUR RECRUITERS



## FEW FACULTY MEMBERS FOR IIMBx MARKETING SPECIALIZATION



**Sushil Vachani**

Prof. IIM Bangalore



**Ashis Mishra**

Prof. IIM Bangalore



**G Shainesh**

Prof. IIM Bangalore



**Preeti Krishnan Lydem**

Prof. IIM Bangalore



**S G Badrinath**

Prof. IIM Bangalore

# SPECIALIZATION IN FINANCE

## Why SPECIALIZATION IN FINANCE

Finance is counted amongst one of the most lucrative careers

This course teaches you to solve real life challenges in the field

Job Opportunities in Investment Banking - Raise capital and give sound advices to clients for capital gains.

Management Consultant: Provide assistance in the area of work to maintain the flow of the business.

Private Equity - Deal with the nitty-gritty of the private equity industry.

Financial Planning- Assist the client in asset allocation for a better future and prospects.

Analyst: Devise plans and sound financial strategies for the concerning business houses.



**Debashish Dey**

It is a very good experience studying at ASM. The PGDM program structure covered all aspects and the projects and assignments provided hands-on experience.



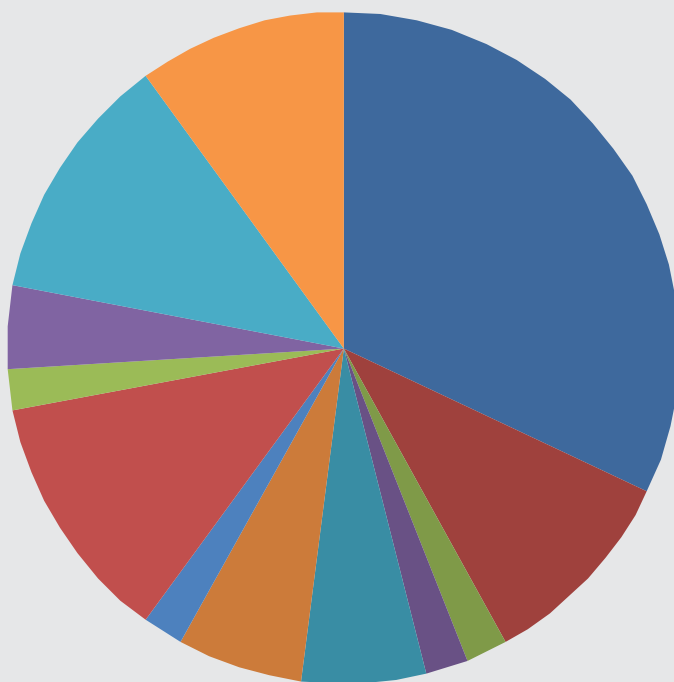
**Kiran Rajbhandari**






PGDM program that I pursue at ASM is a rewarding experience providing me with a deep and thorough fundamental academic knowledge





## INDUSTRY WISE CAREERS IN FINANCE



 BFSI	 Logistics
 Consulting	 Manufacturing
 Ecommerce	 Pharma
 Education	 Research
 FMCD	 Retail
 IT	 Service

IIT Kanpur and BIMTECH.

## SOME OF OUR RECRUITERS



## FEW FACULTY MEMBERS FOR IIMBx FINANCE SPECIALIZATION



**R Narayanaswamy**  
Prof. IIM Bangalore



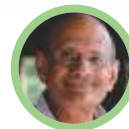
**M S Narasimhan**  
Prof. IIM Bangalore



**Padmini Srinivasan**  
Prof. IIM Bangalore



**Ashok Thampy**  
Prof. IIM Bangalore



**S G Badrinath**  
Prof. IIM Bangalore



**P C Narayan**  
Prof. IIM Bangalore

# SPECIALIZATION IN HRM

## Why SPECIALIZATION IN HRM

HR is an important part of any organization/company. Hence, the need of HR in every field is increasing.

Increased salary packages over the years

Industries need to hire an HR administrator(s) to settle and handle the activities regarding the hiring of employee, their benefits, compensation, salary settlement, training & development and maintain the work performance of the employee, and ensure that all activities is done as per the company policy.

**JOB OPPORTUNITY** in the industries, corporate, colleges & schools and MNC's.

Job Profiles Such As HR Generalist, Staffing Director, Technical Recruiter, Compensation Manager, Employee Relations Manager, Employment or Placement Manager, Director of HR Training And Development, Consultant



**Karan Yadav**

ASM's PGDM program provides me a competitive and professional learning approach that train and consulting me in various discipline to suit corporate needs.

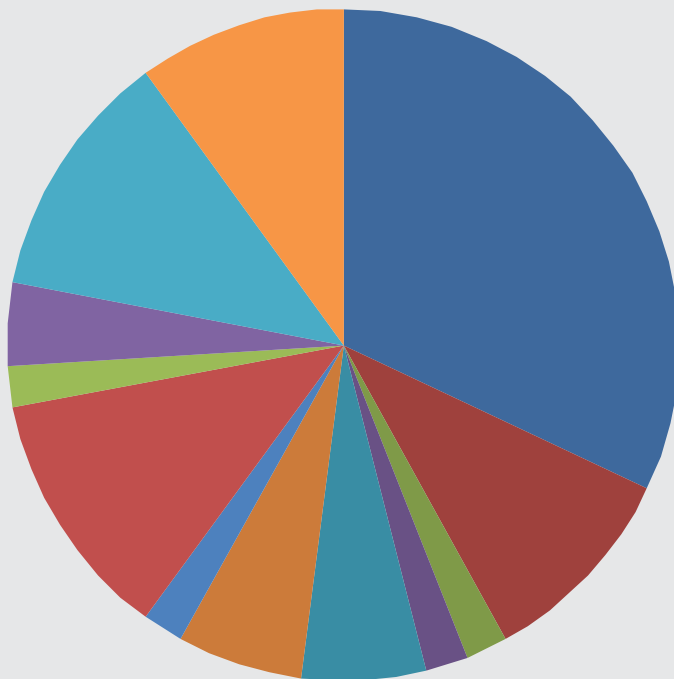













**Shreya Ghosh**

The faculty is very supportive and gives confidence to grow both personally and professionally. It gave an opportunity to enrich my knowledge, learn, and to grow gradually.



## INDUSTRY WISE CAREERS IN HRM



 BFSI	 Logistics
 Consulting	 Manufacturing
 Ecommerce	 Pharma
 Education	 Research
 FMCD	 Retail
 IT	 Service

IIT Kanpur and BIMTECH.

## SOME OF OUR RECRUITERS



## FEW FACULTY MEMBERS FOR IIMBx HRM SPECIALIZATION



**Vasanthi Srinivasan**

Prof. IIM Bangalore



**Sourav Mukherji**

Prof. IIM Bangalore



**Ramya Ranganathan**

Prof. IIM Bangalore



**Rakesh Godhwani,  
N BringiDev**

Prof. IIM Bangalore



**Sari S A Mattila**

Prof. IIM Bangalore

# SPECIALIZATION IN OPERATIONS

## Why SPECIALIZATION IN OPERATIONS

**HANDLE** the planning, execution, organizing and supervisory functions in the context of the production and provision of the products and services.

Different branches of other subjects are an integral part of this specialization.

The best part of this specialization is that it fits the professionals hailing from any industry and thus multiple options and opportunities exist for them.

The student specialized in operation management can be a part of IT industry or that of insurance. Finance, HR, hospitality, retail, and construction are the other available options.

The most common categories providing employment opportunities are inclusive of logistics manager and/or supply chain manager.

Becoming a consultant is another aspect while selecting a career after attaining a degree in operation management..



**Harshit Jain**

It is a life changing moment, when we got the chance to interact with the leaders from the corporate world and got the knowledge & confidence for future endeavor

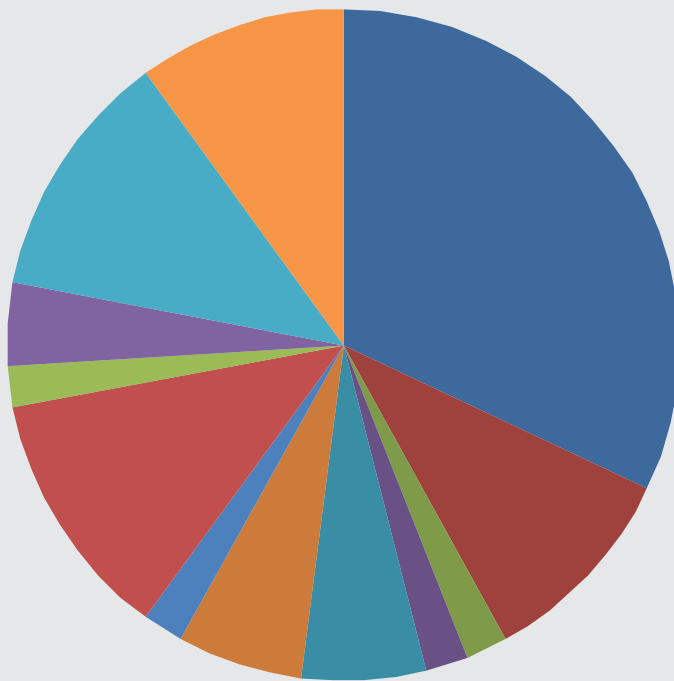














**Sudipta Das**

Participating in various activities & planning enough time for studies gives an opportunity to enrich my knowledge, learn, and to grow gradually.



## INDUSTRY WISE CAREERS IN OPERATIONS



	BFSI		Logistics
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	Ecommerce		Pharma
	Education		Research
	FMCD		Retail
	IT		Service

IIT Kanpur and BIMTECH.

## SOME OF OUR RECRUITERS



## FACULTY MEMBER FOR IIMBx OPERATIONS SPECIALIZATION



**B Mahadevan**

Prof. IIM Bangalore



# PGDM-DUAL SPECIALISATION

## COURSE STRUCTURE

### Trimester 1

Sub Code	Subject	Credit
101	Essentials of Management	3
102	MIS	3
103	Financial Markets & Analysis	3
104	Economics for Managers	3
105	Marketing Management	3
106	OB	3
107	Financial Accounting by HBP	2
108	Quantitative methods by HBP	2
109	Spreadsheet Modelling by HBP	2
EC1	Effective Manager	1
<b>Total</b>		<b>25</b>

### Trimester 2

Sub Code	Subject	Credit
201	HRM	3
202	MIS	3
203	E1-(BA1/EM1/F1)	3
204	E1-(BA2/EM2/F2)	3
205	E2-(M1/H1/O1/FM1)	3
206	E2-(M2/H2/O2/FM2)	3
207	Maths for Management by HBP	2
208	Management Comn by HBP	2
209	Fin by HBP	2
<b>Total</b>		<b>24</b>

### Trimester 3

Sub Code	Subject	Credit
301	RM	3
302	Macro Economics	3
303	Industry 4.0	2
304	E1-(BA3/EM3/F3/FM3)	3
305	E1-(BA4/EM4/F4/FM4)	3
306	E2-(M3/H3/O3)	3
307	E2-(M4/H4/O4)	3
	Automation Anywhere	1
<b>Total</b>		<b>21</b>

### Trimester 4

Sub Code	Subject	Credit
401	HRM	3
402	MIS	3
403	E1-(BA1/EM1/F1)	3
404	E1-(BA2/EM2/F2)	3
405	E2-(M1/H1/O1/FM1)	3
406	E2-(M2/H2/O2/FM2)	3
<b>Total</b>		<b>18</b>

### Trimester 5

Sub Code	Subject	Credit
501	Entrepreneurship Management	3
502	E1-(BA6/EM6/F6)	3
503	Summer Internship & Viva	4
504	E3-IIMBx-Spl02	3
EC3	AWS Certification	1
<b>Total</b>		<b>14</b>

### Trimester 6

Sub Code	Subject	Credit
601	Placement	3
602	E2(M6/H6/O6/FM6)	3
<b>Total</b>		<b>6</b>

### Electives 1

Business Analytics-E&Y			Credit	Finance by E&Y/Crisil			Credit	Enterprise Management			Credit
BA1	Applied statistics & Analytics using Excell		3	F1	Financial Analysis- from E&Y		3	EM1	SAP Business Process-Primus		3
BA2	Database Design &System		3	F2	Capstone		3	EM2	Analytics for SAP-Primus		3
BA3	Exploration Analytics in python		3	F3	Wealth Management-CRISIL		2	EM3	SAP Certification Prep-I		3
BA4	Predictive Modelling in Python		3	F4	SAPM		3	EM4	SAP Certification Prep-II		3
BA5	Machine learning & Arificial Intelligence		3	F5	Finance of Buyouts & Acquisition		3	EM5	Hands On SAP-I		3
				F6	Banking & Financial Institutions		3	EM6	Hands On SAP-II		3
BA6	Data Visualisation & story telling in PowerBI		3								

## Electives 2

Marketing Management			Credit	Human Resources			Credit	OPERATIONS			Credit
M1	Consumer Behavior	3		H1	Fundamentals of HRM	3		O1	Operations & Supply Chain Management	3	
M2	Marketing management-II	3		H2	Human Resource Planning & Control	3		O2	Planning & Control of Management	3	
M3	Product& Brand Management	2		H3	Organisational Development	3		O3	Productivity Management	3	
M4	Digital & Social Marketing	3		H4	Compensation Management	3		O4	Service Operations Management	3	
M5	Service Marketing	3		H5	Strategic HRM	3		O5	Inventory Management	3	
M6	Integrated Marketing	3		H6	Performance Mngement & Appraisal			O6	International Trade Operations	3	

Finance Management			Credit
FM1	Corporate Finance	3	
FM2	Direct& Indirect Taxes	3	
FM3	Risk & Insurance Management	3	
FM4	International Finance	3	
FM5	Strategic Financial Management	3	
FM6	Financial Analytics	3	

## Electives 3

Marketing			Credit	Finance			Credit	Business Analytics			Credit
Spl-01-Retail Management	3			Spl-01-Equity Stock Markets: Concepts, Instruments, Risks and Derivatives	3			Spl-01-Statistics for Business – I	3		
Spl-02-Quantitative Marketing Research	3			Spl-02-Financial Accounting & Analysis	3			Spl-02-Innovation and Information Technology Management	3		
HR				OPS							
Spl-01-People Management	3			Spl-01-Operations Management	3						
Spl-02-Organizational Design: Creating Competitive Advantage	3			Spl-02-Financial Accounting & Analysis	3						
IIMBX subjects to be decided depending upon min corum.											

Enhancement Course/Workshop/Certificate			Credit
EC1	Effective Manager	1	
EC2	Automation Anywhere Certification	1	
EC3	AWS Certification	1	

Value Addition workshops/Projects(optional)			Credit
AS1	Mindscape	0.5	
AS2	INCON	0.5	
AS3	Live Project	1	

A photograph of three business professionals in profile, looking towards the right. The image is dark and moody, with a semi-transparent white box containing text overlaid on the middle. The individuals are dressed in business attire; the man in the center wears a dark suit and tie, while the woman in the foreground wears a light-colored, patterned blouse.

**WE AT ASM ARE  
INCLUDE ADDI  
TO MEET CHANGING G**



**GEARING UP TO  
TIONAL SKILLS  
LOBAL REQUIREMENTS**



# ASM's TIE-UPS AND COLLABORATIONS FOR VALUE ADDED CERTIFICATIONS

THESE COURSES BRING TOGETHER INDUSTRY RELEVANT TECHNIQUES AND QUALIFICATIONS BLENDING TOGETHER WITH CUTTING EDGE CERTIFICATIONS WHICH ARE ACCEPTED GLOBALLY

## HBS ONLINE

First of its kind tie-up in India, the Harvard Business School Online with the ASM Group of Institutes offers HBS Online program. The program is a bundle of three courses delivered via their innovative online platform. Through this program, students take Business Analytics, Economics for Managers, and Financial Accounting, with course content grounded in the Harvard Business School Online's case method.



**Harvard Business School Online**

## IBM

IBM is the knowledge and resource partner for mobile and cloud computing via state-of-the-art IBM analytics and IBM lab on campus. It also provides online knowledge portals skillfully combined with real world case studies & success stories and allows work on cutting edge analytics & big data tools with access to in campus IBM business analytics lab.

IBM

**IBM Business Analytics Lab**

Initiative of the Career Education Program



In collaboration with:  
ASM Group, Pune



## 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.

Member

**SAP Student Academy Program**



## 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

## IIMBx

IIMBx is founded on the philosophy that management education has strong potential to transform our educational systems and that high quality education must be available to all. The vision of the IIMBx programme is to use digital learning to enable widespread access to management education. Led by the faculty at IIM Bangalore, IIMBx offers online courses and programmes covering core and advanced business and management subjects.



## SAFEDUCATE

Safeducate Learning is a leading training, skilling and consulting organization and specializes in the domains of Supply Chain Management & Logistics, Retail, Manufacturing and Automotive. Safeducate believes in the philosophy of cooperation and collaboration for better contribution and service. By using the latest technology, innovative tools and rich pool of experienced, qualified & certified trainers, and subject matter experts, Safeducate displays a unique ability to develop & transform the lives of its different types of learners through highly focused & industry relevant courses, programs and workshops.



## 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



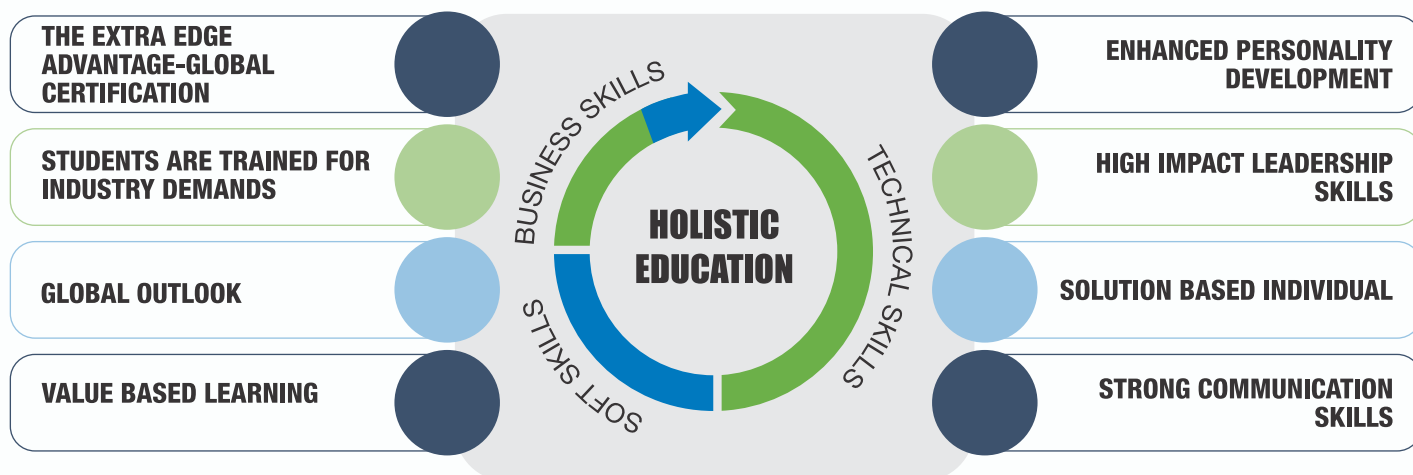
## EY

Presenting the Post Graduate Program in Advanced Data Science, curated and delivered by IMT CDL and EY, leaders in academics and practice of this subject. This program covers the entire gamut of skills and tools required for success – from fundamentals like statistics and data modelling to advanced tools and technologies like Python, Artificial Intelligence and Machine Learning, to even more future oriented technologies like Blockchain





## ASM's EDGE GROOMS YOU TO ACHIEVE YOUR DREAM JOB



- Co curricular activities
- Interactive business games
- Presentations
- Inter-collegiate competitions
- Mentoring & counselling
- Case studies
- Industry-Institute-Interfacing
- Study tours
- Extracurricular activities
- Workshops
- Team building exercises
- Overseas internships
- Seminars
- Intra-collegiate competitions
- Industry visits

### TEACHING SYSTEM



**Prof. V. G. Narayanan**

Professor, Harvard Business School Online

"HBS Online is a program that provides future business leaders the skills and confidence they need to succeed," said Professor V.G. Narayanan. "We are excited to welcome ASM students to the HBS Online program, and to share with them the Harvard Business School Online way of learning."

**Prof. P. D. Jose**

Chairperson of IIMBX at the IIM Bangalore Campus

ASM Group has been instrumental in changing the way Management education is perceived and delivered. Education at ASM has gone beyond classrooms, geographical boundaries and theory based learning to skill-based learning, focused on filling the gaps in niche areas globally. The IIMBX's MBA Prep course is designed to equip students with an understanding of statistics, accounting & economics.



# ASM's FACILITIES ENCOURAGES HOLISTIC LEARNING

From a world-class air conditioned auditorium to fully equipped libraries, well ventilated classrooms, high-end computing systems, Wi-Fi enabled campus, excellent accommodation and recreational facilities our infrastructure revolves around giving our students the most conducive environment for learning. Students can be sure that their time at IBMR will not only be memorable, but also yield excellent results in their careers.



## Corporate Commando Activity

Students are taught meditation, leadership skills and communication amongst the team members



## Mall Retails Trail Activity

Students are made to study various aspects of customers, products, and selling

**Capital Market Awareness Session**  
Capital Market Awareness Session focusing on Cash Market, Derivatives, Currency Derivatives, Debt Market Segment, Mutual Funds by Mr. Esmail Colombowala



## Corporate Etiquettes Session

Corporate training sessions teaching students Corporate Etiquettes



## Entrepreneurship Awareness Program

explaining what entrepreneurship entails and the various aspects of it by BYST



# 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**





## INTERNATIONAL STUDENT EXCHANGE

We at ASM are looking to provide students the opportunity to visit diverse countries and campuses. The objective of this effort is to provide students an opening to gain real life exposure to the cultural, social, industrial, educational & historical aspects of each other's countries. The program envisages home stay at the host country. The study includes participation at social functions & festivals, culminating into a 'Certificate of Understanding' from the foreign Institute.



“ ASM becomes the First B school in India to collaborate with HBS online. We are pleased to build on our collaboration with ASM. By helping to educate ASM students, we extend the mission of Harvard Business School to ‘educate leaders who make a difference in the world’”.

**Patrick Mullane**  
Executive Director, HBS Online

# FEW INTERNATIONAL LECTURERS DELIVERED LECTURES IN 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



**Paulina Krytosiak**

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



**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



**Prof Margherita Mori**

Full Professor in  
University of L'Aquila, Italy



**Dr. David M. Williams**

University of Surrey



**Sergiusz Pukas**

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



**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



**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 Esqueda Flores**

Assistant Provost of International Operations at  
City University of Seattle



**Dr. Mahdi Fikri**

AI-Alami Certified Management Trainer & Consultant, Jordan



## PGDM COURSES AT IBMR | IMCOST

PGDM Dual Specialization

## PGDM COURSES AT IIBR

PGDM Agribusiness

PGDM International Business

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