AUDYOGIK SHIKSHAN MANDAL
Since 1983
ASM
Education • Research • Consultancy
www.asmgroup.edu.in

SHAPING LEADERS
FOR A GLOBAL
TOMORROW

72000+
ALUMNI

4+
DECADES
OF EXCELLENCE
IN EDUCATION

Navbharat
Certificate of
Excellence Award
2024

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

"Leading Higher
Education Group"
By Business Excellence
Research Group (BERG)
Singapore

"Academia and Industry
Collaborations for
Innovative Curriculum to
Drive Employability"
National Excellence
Award
ASSOCHAM India

Defence Force
League & Dift
Foundation
2024

CEGR Rashtriya
Shiksha
Gaurav Puraskar
Ceremony
2024

ASMA Award For Best
Institute For Consistent
Collaboration With
Foreign Universities
ASMA's Excellence Award
In Marketing Best
Practices

"The Best Education
Brand"
By
The Economic Times

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

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

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

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

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

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

PGDM at ASM's IBMR (Pune)
2 Years Full Time AICTE Approved Program

Dr. Sandeep Pachpande

Chairman, ASM Group of Institutes

Innovative Technology Leader from Stanford University
SELP from Harvard Business School
Executive Scholar Certificate from Kellogg School of Management
Ph.D from SPPU
MBA from Leads Beckett University (U.K)
B.E Computer from SPPU

We at Audyogik Shikshan Mandal are passionate about excellence! Excellence in the field of education and as far as career of the student goes. The world today is shrinking which invariably means that these times are highly competitive. It is crucial that students have practical experience so that they are armed and ready to face any challenges that are thrown their way in their respective careers. We at the ASM Group of Institutes provide a stimulating environment and a wide range of activities where students are tested on their calibre to handle circumstances be it as a team or even as leaders. Our aim is to provide students with a learning experience that amalgamates creativity, perseverance and commitment to achieve their desired goals.

Building confidence within students is the hallmark of our faculty. ASM comprises of academicians and professionals, who collaboratively strive to help students in achieving excellence in theory and practice.

In the field of education since 1983, ASM has established itself as one of the most successful and credible educational trusts attracting students from all over the country and has developed strong links with national and international academic and business community. Our International Tie-Ups and Collaborations such as HBS Online, IBM, CityU, SAP, US CPA, AMAZON AWS, HBP, IIMBX, TimesPro etc. primarily aims at enhancing the employability of the students at a global level. These collaborations provide tools for 360 degree grooming of the student to make them a valuable resource and asset for any company.

Our holistic approach to education coupled with our proven pedagogy helps in creating proactive, innovative and industry ready professionals ready to take up the global challenges. Our excellent curriculum with international collaborations has been recognized by various national bodies for its holistic approach towards education which helps in filling the increasing lacuna of industry ready professionals who are ready to take up real life challenges .

The goal is to unleash the best creative & analytical potential in the field of management and to allow our students to evolve into professionals at par with the global standards. ASM has been setting benchmarks in management and this is aptly reflected by its high ranking by leading B-School surveys.

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

- Nelson Mandela

ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has has been a prominent player in the field of education for 40+ years. Throughout this journey, ASM has consistently produced well-prepared professionals for the corporate world. Its legacy of excellence is reflected in its consistent ranking among the top B-Schools in India.

ASM's faculty is an exceptional mix of top industry experts and academic leaders. The faculty brings together seasoned academicians, industry practitioners, and mentors to offer a comprehensive learning experience. For over four decades, ASM has maintained strong industry-institute partnerships and collaborates with leading organisations to providecutting-edge certifications that enhance employability.

With a vast alumni network of over 72000+ graduates in leading corporations, ASM enjoys strong alumni connections, contributing to robust placement opportunities and industry interactions.
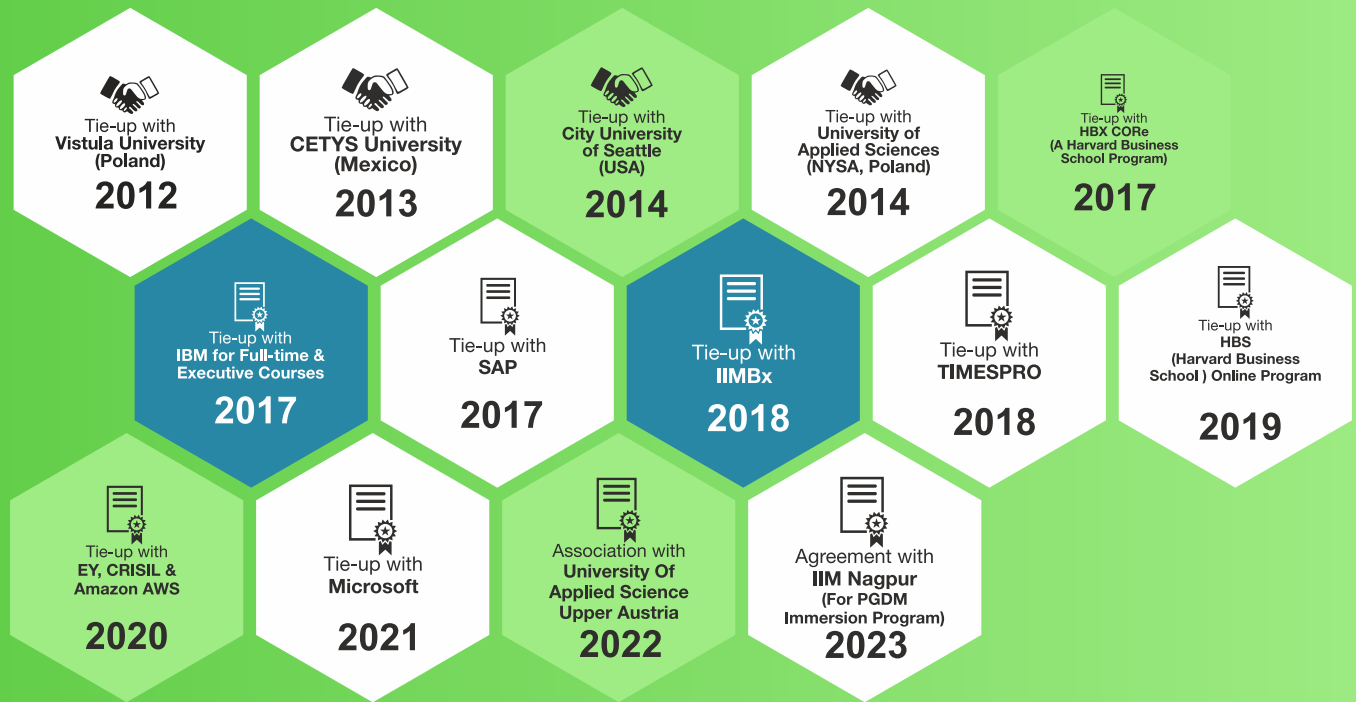
VISION

To be a world centre of learning that excels in Management and IT Education, Research, Training and Consultancy.
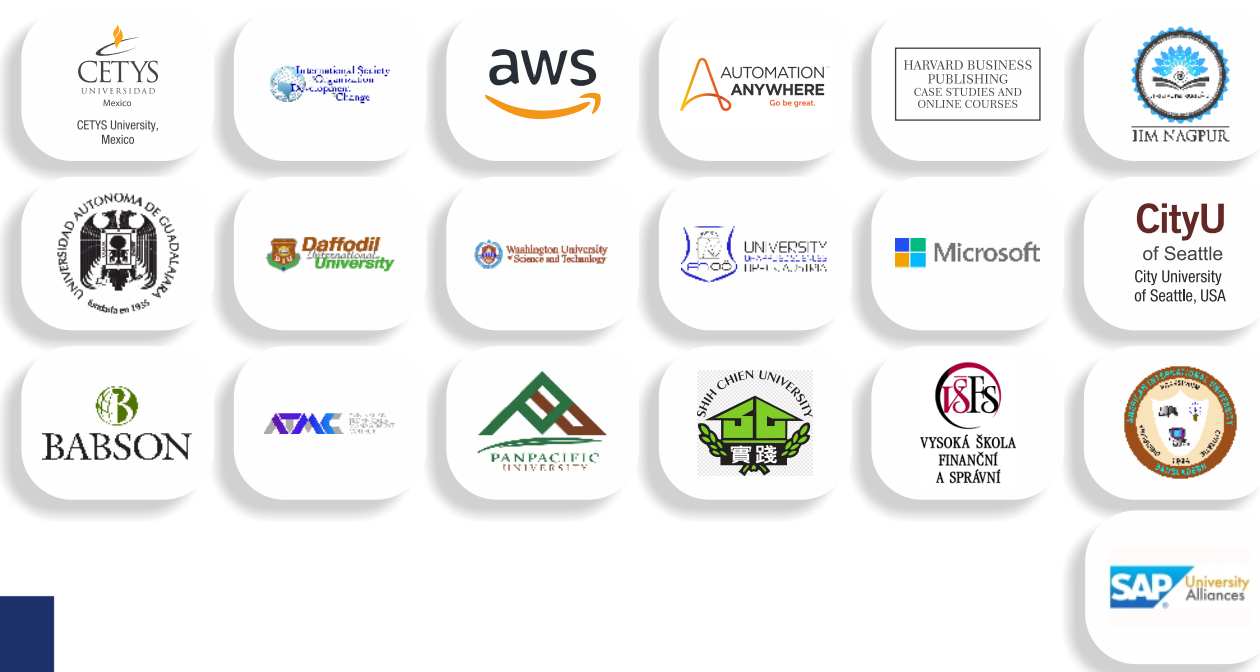
MISSION

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 & leaders who make valuable contributions to all levels of the corporate world & society.
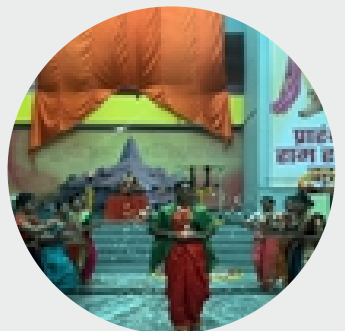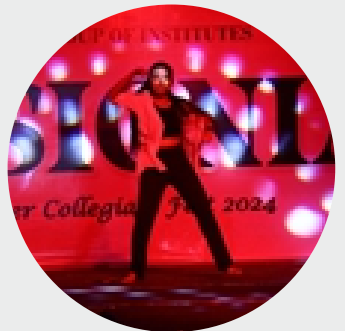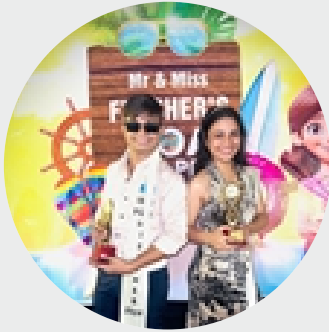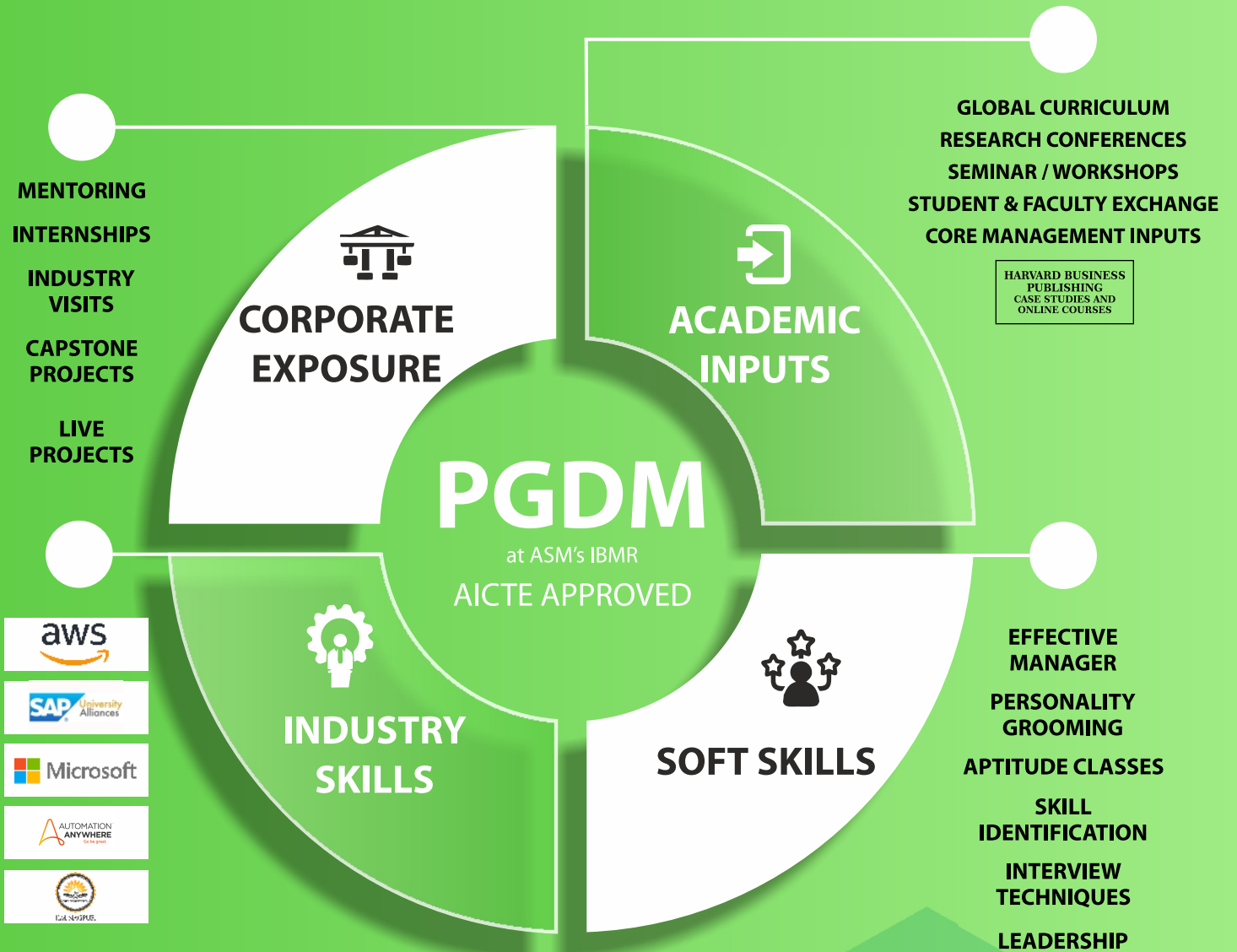
CREATING *PROFESSIONALS* WITH *AN INTERNATIONAL* OUTLOOK SINCE 1983

Tie-up with **Vistula University (Poland)**
2012

Tie-up with **CETYS University (Mexico)**
2013

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

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

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

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

Tie-up with **SAP**
2017

Tie-up with **IIMBx**
2018

Tie-up with **TIMESPRO**
2018

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

Tie-up with **EY, CRISIL & Amazon AWS**
2020

Tie-up with **Microsoft**
2021

Association with **University Of Applied Science Upper Austria**
2022

Agreement with **IIM Nagpur (For PGDM Immersion Program)**
2023

PARTNERSHIPS & COLLABORATIONS WITH TOP UNIVERSITIES & CORPORATES

CETYS University, Mexico

International Society Organization Development Change

aws

AUTOMATION ANYWHERE Go be great.

HARVARD BUSINESS PUBLISHING CASE STUDIES AND ONLINE COURSES

IIM NAGPUR

UNIVERSIDAD AUTONOMA DE GUADALAJARA

Daffodil International University

Washington University Science and Technology

UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

Microsoft

CityU of Seattle
City University of Seattle, USA

BABSON

ATMC

PANPACIFIC UNIVERSITY

SHIH CHIEN UNIVERSITY 實踐

VŠFS VYSOKÁ ŠKOLA FINANČNÍ A SPRÁVNÍ

SAP University Alliances

A COMPREHENSIVE LEARNING JOURNEY, FAR BEYOND JUST ACADEMICS

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

CORPORATE EXPOSURE
- MENTORING
- INTERNSHIPS
- INDUSTRY VISITS
- CAPSTONE PROJECTS
- LIVE PROJECTS

ACADEMIC INPUTS
- GLOBAL CURRICULUM
- RESEARCH CONFERENCES
- SEMINAR / WORKSHOPS
- STUDENT & FACULTY EXCHANGE
- CORE MANAGEMENT INPUTS

HARVARD BUSINESS PUBLISHING CASE STUDIES AND ONLINE COURSES

INDUSTRY SKILLS
- aws
- SAP University Alliances
- Microsoft
- AUTOMATION ANYWHERE Go be great

SOFT SKILLS
- EFFECTIVE MANAGER
- PERSONALITY GROOMING
- APTITUDE CLASSES
- SKILL IDENTIFICATION
- INTERVIEW TECHNIQUES
- LEADERSHIP

PGDM
at ASM's IBMR
AICTE APPROVED

ASM PROVIDES A COMPREHENSIVE BLEND OF ACADEMIC KNOWLEDGE AND INDUSTRY EXPERTISE, PARTNERING WITH TOP CORPORATIONS AND UNIVERSITIES WORLDWIDE. ALONG WITH SPECIALIZED INDUSTRY SKILLS AND SOFT SKILLS TRAINING, WE ENSURE A 360 DEGREE LEARNING EXPERIENCE

WHAT MAKES PGDM AT ASM DIFFERENT

EMPOWER YOUR CAREER WITH PGDM AT ASM's IBMR

ASM
Education • Research • Consultancy
www.asmgroup.edu.in

AUDYOGIK SHIKSHAN MANDAL
Since 1983

WELL GROOMED INDUSTRY READY PROFESSIONAL

ASM grooms you to be industry ready professionals with well rounded abilities

JOB FAIR

LEARNING THROUGH FUN

Social, cultural and fitness sensitivity events are organized for students round the year.

An all round learning experience, not just an academic destination Young Indian Club, Rotaract Club, Toastmasters Club Dance Club, Sports Club

EXPERIENTIAL LEARNING

Employability oriented workshops and seminars.

WORKSHOPS AND SEMINARS

INDUSTRY VISITS
Industry visits to understand different business operations and working.

It's our corporate and student centric culture that sets us apart

MINDSCAPE(A Case Study Competition) INCON (International Conference On Ongoing Research In Management & IT)

GLOBAL EXPOSURE

Global exposure through student exchange and summer school programs.

VALUE ADDED CERTIFICATIONS

INDUSTRY INSTITUTE INTERFACE

Continuous industry sessions to develop project based learning.

LEARNING FROM INDUSTRY LEADERS

TEACHING PEDAGOGY

Case study based learning and teaching pedagogy.

Application based and specialization oriented teaching and learning process, focus is on overall student development through content designed and delivered by industry experts.

INDUCTION PROGRAM

success

ACADEMIC DESTINATION
WITH ALL ROUND EXPERIENCE

INDUCTION

A world class education requires a reorientation of inducted students so as to equip the students with the necessary capability to work with faculty and fellow students in harmony and absorb knowledge and wisdom imparted during the course.

The Induction is spread over almost 10 days and it's objective is to provide the students with the knowledge and skills to make the most of the PGDM learning experience. The students are introduced to the system and the Teaching-Learning Process of the PGDM course.

OUTDOOR TEAM BUILDING AND FRESHER'S PARTY

Sports, trekking, outdoor and fun activities not only act as welcome diversion but also help in overall development of the student's personality. Team building activities help students to understand the concept of working in teams and developing leadership and effective communication skills.
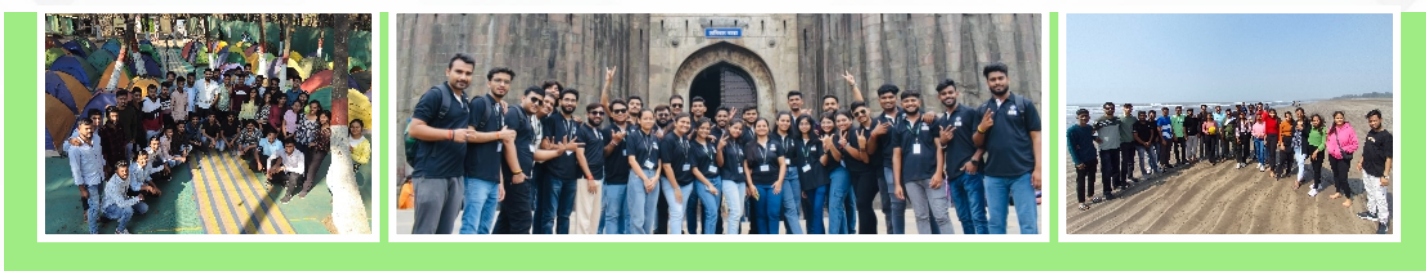
THE TEACHING LEARNING PROCESS FOR PGDM STUDENTS

Case study based learning through real time case studies is specifically designed to help students understand corporate management. Theoretical inputs are provided by learned academicians whereas case studies, problem solving abilities and how to become effective managers are developed through practicing business leaders and managers.

ACADEMIC DESTINATION WITH ALL ROUND EXPERIENCE

INDUSTRY VISIT

Industry visit is considered as a part of the curriculum. The objective of an industrial tour is to provide an insight regarding operations carried out in the companies. Industry visits have an important role in developing career of students who are pursuing a professional degree

CONVOCATION

Convocation at ASM is an interactive gala with renowned people. ASM celebrated the convocation ceremony of PGDM students in November 2022. The ceremony was filled with great personalities from the institute and industry.

IT'S OUR CORPORATE & STUDENT CENTRIC CULTURE THAT SETS US APART

WORKSHOPS

Effective Manager

Fintech

Blockchain

Forensic Audit

Spin Selling

Sell To Win

ASSURED INTERNSHIP & PLACEMENT THROUGH INDUSTRIAL TIE-UPS

Assured Internship With Minimum10,000/- Monthly Stipend

100% Placement Assurance With Minimum Package Of 5.5 Lakhs

Live Projects

Winter Internship

Summer Internship

CERTIFICATE PROGRAMS

AMAZON AWS CERTIFICATE

SAP UNIVERSITY ALLIANCE

AUTOMATION ANYWHERE

MICROSOFT

HARVARD BUSINESS PUBLISHING

IIM NAGPUR

GLOBAL EXPOSURE THROUGH COLLABORATIONS

ISODC

Global Outreach Program

Student Exchange Program

Summer School Program

STATE-OF-THE-ART INFRASTRUCTURE

LEARNING BEYOND CLASSROOM

MINDSCAPE

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

INCON

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

EVOLVE

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

PERCEPT

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

PGDM IMMERSION PROGRAM
AT IIM NAGPUR

At ASM the endeavour is to bring the best from industry and academia to our students of PGDM. One such endeavour was the immersion program at IIM Nagpur designed exclusively for the ASM's PGDM Students.

The week-long immersion program at IIM Nagpur was a blend of lectures by experts in the field, industry visits, interaction with industry partitioners , fun sports activities and an extremely engaging and knowledge sharing session by the various student committees.

The key take away from the entire program was the need to have in depth skills and knowledge, to be self driven, organised and hardworking, to focus on holistic learning.

The learning outcomes were perfectly matched to the learning objectives of ASM. Students came back totally enriched and motivated to take the business world by storm and the institution sees a lot of learning the students have undergone.

IIM Faculty Lecture on Accounting for Business By Prof- Prashant Gupta

IIM Faculty Lecture On Operation Management by Prof- Alok Kumar Singh

Business Leader Interaction with Mr.Susheel Shukla GM, Sales, Johnson & Johnson

Student Interaction with IIM Placement Committee

IIM Faculty Lecture on IT Tools for Business by Prof- Sujeet Kumar Sharma
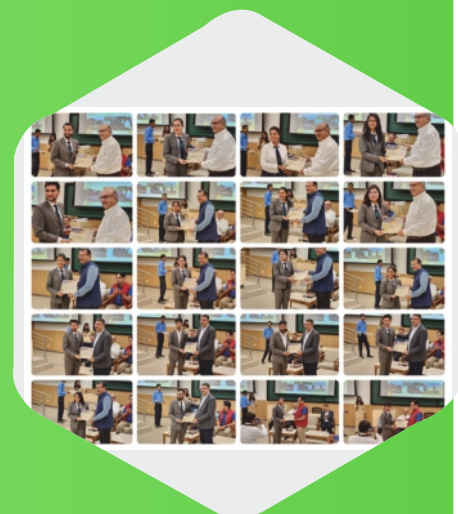
Valedictory Session and Certificate Distribution at IIM Campus

EXPERIENTIAL LEARNING

YOUNG INDIAN CLUB

Young Indians (YI) is a movement for Indian Youth to converge, lead, co-create and influence India's future. As an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a proactive role in India's development process.

ASM Group of Institutions has collaborated with YI, CII to give real time industry exposure to the students. It's a student driven club, where students take responsibility of coordinating with guests and hosting the events.

ROTARACT CLUB

Rotaract club brings together people in the age group of 18 and above to exchange ideas with leaders in the community, develop leadership and professional skills and have fun through various activities and events.

ASM Rotaract club is a student driven active club which organizes various events and activities where ASM's students are active participants.

TOASTMASTERS CLUB

Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs.
ASM has collaborated with Toastmasters Club to benefit the students in improving their communication and interpersonal skills become more confident speakers, communicators, and leaders by having monthly table talk discussions.

DANCE CLUB

Dance is an art. It is not just the movement of body, it is the magic of emotions that purifies the soul and completes the music. Dancers are meant to be the good communicators. Dance holds the heart of the audience. ASM students are a part of the Dance Club where they learn Discipline, Attitude, Confidence and Communication. Different forms of dance are being learnt which helps the students to be happy, revived and energetic the whole day.

SPORTS CLUB

The Sports Club is committed to provide a healthy sporting habit among the students. It develops team spirit and teamwork, and mainly infuses discipline. Value of time, precision & competitiveness are the major learning. All students of PGDM & MBA arrange & participate in sports activities like badminton, table tennis, volleyball, cricket etc. every Friday .

CSR CLUB

CSR CLUB was inaugurated by the Chairman of ASM, Dr. Sandeep Pachpande in January 2023 at the IBMR campus. The CSR Club gives the students opportunity to take the responsibility to work for the society. The concept revolves around the fact that cooperation needs to focus beyond earning profits. Some of the CSR initiatives taken by us so far:

1. Tree Plantation   2. Suraksha Boxes Assembling & Distribution   3. Cloth Donation Drive
4. Blood Donation Drive   5. Skit on Say No To Fire Crackers for School Kids around PCMC   6. Reuse Recycle Drive in Association with PCMC Swatch V Collect 7. Visit to Old Age Home 8. Session on Awareness About Cervical Cancer

ASM's TIE-UPs AND COLLABORATIONS FOR VALUE ADDED CERTIFICATIONS

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

AUTOMATION ANYWHERE

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

IIM NAGPUR

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

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

SAP

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

AWS

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

MICROSOFT

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

ASM's EDGE GROOMS YOU
TO ACHIEVE YOUR DREAM JOB

THE EXTRA EDGE ADVANTAGE-GLOBAL CERTIFICATION

STUDENTS ARE TRAINED FOR INDUSTRY DEMANDS

GLOBAL OUTLOOK

SOLUTION BASED INDIVIDUAL

STRONG COMMUNICATION SKILLS

ENHANCED PERSONALITY DEVELOPMENT

HIGH IMPACT LEADERSHIP SKILLS

VALUE BASED LEARNING

BUSINESS SKILLS

TECHNICAL SKILLS

SOFT SKILLS

HOLISTIC EDUCATION

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.

GLOBAL EXPOSURE

INTERNATIONAL TIE-UPS

In November 2013, the ASM Group of Institutes had signed a Memorandum of Understanding (MOU) with the prestigious City University of Seattle coming one step closer to the aspiration of making 'Brand ASM' a global player. Also on the cards are collaborations with some of the finest and most prestigious education institutions in the world. So far the collaboration have been formalised with the other top educational institute in the world, such as CETYS University, Mexico, Marketing Institute of Singapore, Hochshule University of Applied Sciences, Germany and Vistula University, Poland, ATMC Australia.

SUMMER PROGRAMS WITH GLOBAL UNIVERSITY SUCH
AS CETYS MEXICO & CITY UNIVERSITY SEATTLE

3 MONTHS CREDIT TRANSFER PROGRAM

STUDENT EXCHANGE PROGRAM

INTERNATIONAL
STUDY TOUR

As a Part of Global Outreach Program ASM Offers Optional International Study Tour
To Partner Universities in South East Asia, Europe, Mexico

ASM provides its PGDM students with unique learning opportunities through international exposure, leveraging its extensive global partnerships. With collaborations across more than 20 universities worldwide, ASM connects students with leading institutions in countries such as Japan, China, Austria, Singapore, Australia, the USA, and more.

As part of this commitment to global learning, PGDM students participate in a one-week international immersion program in vibrant business hubs like Dubai or Southeast Asia.

This experience broadens their perspectives, allowing them to engage with diverse cultures, witness international business practices, and develop a global outlook that enhances their professional readiness
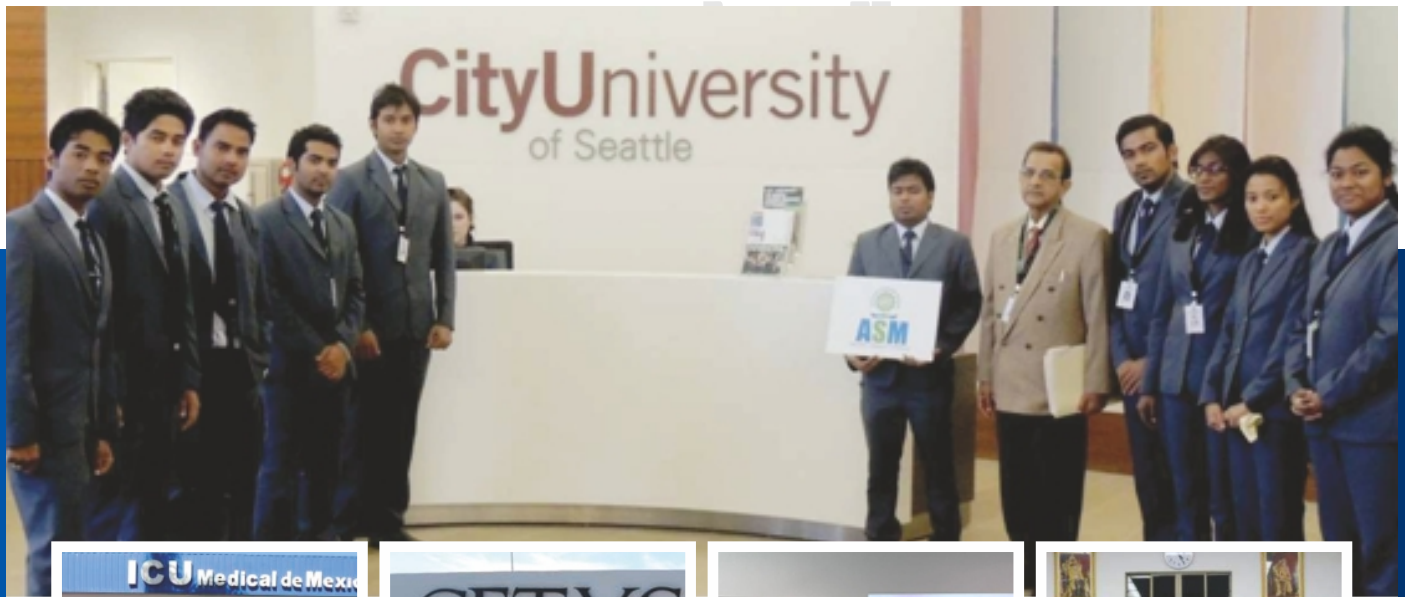
INDUSTRY CONNECT

INDUSTRY CONNECT

PGDM
Two Years Full Time AICTE Approved

PROGRAM OBJECTIVE

ASM's 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 co-designed, co-developed and co-delivered by industry partners. Students get the chance to do Harvard Business School's online program. The course also offers you opportunity to do specialized courses by IIM's along with interactive virtual classrooms and live sessions by highly reputed IIM faculty. Online guided discussions and question answer sessions with IIM professors is a hallmark of this program. The Program is a blend of academic as well as co-curricular & extra –curricular activities.

STUDENT
EDUCATION LOAN

Vidya Lakshmi is a first of its kind portal for students seeking Education Loan. This portal has been developed under the guidance of Department of Financial Services (Ministry of Finance), Department of Higher Education (Ministry of Education) and Indian Banks Association (IBA).

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

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

PGDM

Two Years Full Time AICTE Approved

MARKETING & INTERNATIONAL FINANCE
Intake 30

MARKETING & HR
Intake 30

INTERNATIONAL FINANCE & HR
Intake 30

EMERGING TECH & MARKETING
Intake 30

MARKETING & SUPPLY CHAIN MANAGEMENT
Intake 30

STUDENTS WITH THESE SPECIALIZATIONS AND INDUSTRY CERTIFICATIONS ARE PREFERRED CANDIDATES FOR PLACEMENTS

COURSE
STRUCTURE

PGDM
Marketing & International Finance

Total Credits: 108   **Intake: 30**

Course Objective:

The course is designed with the objective to learn modern managerial tools, new practices and techniques in marketing management and to develop conceptual knowledge and behavioral skills to cope up with developing challenges in the corporate world.

PGDM Marketing with International Finance course is designed to integrate financial objectives to every decision which impact the viability of organizations, in short and long terms ,whether relating to marketing initiatives, new product launches or be it deciding discount policies financial tools provide important resources for such daily decisions.

Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for any bachelor's degree with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply).

2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree

3. Group Discussion / PI

4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

Course Structure: Marketing & International Finance

Trimester 1

Sub Code	Subject	Credits
01	Essential of Business Environment	3
02	Economics for Managers	3
03	Financial Accounting	3
04	Financial Accounting	3
05	Quantitative Technique	3
06	Management Information System	3

Trimester 2

Sub Code	Subject	Credits
07	Human Resource Management	3
08	Organisational Behaviour	3
09	International Business Environment	3
10	Financial Management	3
11	Product & Brand Management (Mkt.)	3
12	Security Analysis and Protfolio Managemment(IF)	3

Trimester 3

Sub Code	Subject	Credits
13	Sales & Distribution (Mkt.)	3
14	Service Marketing (Mkt.)	3
15	Social Media & Digital Marketing(MKT)	3
16	Corporate Finance(IF)	3
17	International Finance(IF)	3
18	Financial Institutions: Banking & Financial Service(IF)	3

Trimester 4

Sub Code	Subject	Credits
19	Research Methodology	3
20	Entrepreneurship Development (All)	3
21	Marketing Analytics (MKT)	3
22	Logistics & Supply Chain Mgt. (MKT)	3
23	Strategic Financial Management(IF)	3
24	Audit and Taxation(IF)	3

Trimester 5

Sub Code	Subject	Credits
25	Strategic Management(All)	3
26	Business Law (All)	3
27	Corporate Governance (All)	3
28	Operations Management(All)	3
29	CRM (MKT)	3
30	Derivatives, Mergers and Acquisitions (IF)	3
	Total	

Trimester 6

Sub Code	Subject	Credits
31	Business Ethics	3
32	Marketing Research(MKT)	3
33	General Insurance-Health,Vehicle and Crop(IF)	3
34		
35	Sustainable Development	3
36	SIP Project	3
	SIP VIVA	3
	Total	108

Career Opportuities

Career options will include Business Development Manager, SAP Consultant, Analyst, Accounts Manager, Marketing Manager, Market Research Analyst, Sales Manager, Media Planner, Product Manager, Area Manager, Branch Manager, Sr. Sales Officer, Specialist Financial Planning and Analysis, Finance Manager, Finance Analyst, Sector Analyst, Merchant Bankers, Financial Consultants, Wealth and Portfolio Managers, Asset Managers, Audit Officer, Jr. Fund Manager, Fund Associate, Finance Associate, Accounts In-Charge, Underwriting Officer

TESTIMONIALS

Pallavi Dawkhar

At ASM every student is looked on personally to transform themselves personally and professionally as well. What makes it different at ASM is the design of curriculum which focuses more on practical exposure rather than just pouring the bookish knowledge. The faculties here are not just educators but also mentors who are preparing us for the industrial world."

Abhishek Lad

A place with a learner centric environment having the most supportive and experienced faculties who have inculcated industry required skills and knowledge to students to excel in their career.

Anshika Kushwah

PGDM helped us to enhance our knowledge and skills. It opened a way to the corporate world. It helped us to focus more on our interests and upgraded our practical knowledge.

PGDM
Marketing & HRM

Total Credits: 108   **Intake: 30**

Course Objective:

The primary objective of this course is to teach students contemporary managerial tools, new practices and techniques in marketing management and to enhance understanding of the concepts and behavioral skills in order to deal with new challenges in the corporate world.

PGDM Marketing with HRM course is designed to provide insights on developing strategies, initiatives and programs for business performance with focus on organization design, analytics, change and development where best practices in HRM can be implemented for sustained competitive advantage in organization.

Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for any bachelor's degree with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply).

2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree

3. Group Discussion / PI

4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

Course Structure: Marketing & HRM

Trimester 1

Sub Code	Subject	Credits
01	Essentials Of Business Management	3
02	Economics For Managers	3
03	Financial Accounting	3
04	Financial Accounting	3
05	Quantitative Technique	3
06	Management Information System	3
	Total	

Trimester 2

Sub Code	Subject	Credits
07	Human Resource Management	3
08	Organisational Behaviour	3
09	International Business Environment	3
10	Financial Management	3
11	Product & Brand Management (Mkt.)	3
12	Industrial Relations (HR)	3
	Total	

Trimester 3

Sub Code	Subject	Credits
13	Sales & Distribution (Mkt.)	3
14	Service Marketing (Mkt.)	3
15	Social Media & Digital Marketing(MKT)	3
16	Performance Management System (HR)	3
17	Human Resource Accounts & Audit (HR)	3
18	Labour Law (HR)	3
	Total	

Trimester 4

Sub Code	Subject	Credits
19	Research Methodology(All)	3
20	Entrepreneurship Development (All)	3
21	Marketing Analytics (MKT)	3
22	Logistics & Supply Chain Mgt. (MKT)	3
23	HR Analytics	3
24	HR Compensation & Benefits(HR)	3
	Total	

Trimester 5

Sub Code	Subject	Credits
25	Strategic Management(All)	3
26	Business Law (All)	3
27	Corporate Governance (All)	3
28	Operations Management(All)	3
29	CRM (MKT)	3
30	Organizational Change Mangement and Organizational Development(HR)	3
	Total	

Trimester 6

Sub Code	Subject	Credits
31	Business Ethics	3
32	Sustainable Development	3
33	Marketing Research(MKT)	3
34	Cross-Cultural and International HRM(HR)	3
35		3
36	SIP Project	3
	SIP VIVA	108
	Total	

Career Opportunities

PGDM students can be placed as Business Development Manager, SAP Consultant, Analyst, Marketing and HR Specialisation, Marketing Manager, Market Research Analyst, Sales Manager, Media Planner, Product Manager, Area Manager, Branch Manager, Sr. Sales officer, HR Associate, HR Analyst, HR Officer, Generalist - HR, Recruiter, Happiness Officer etc.

TESTIMONIALS
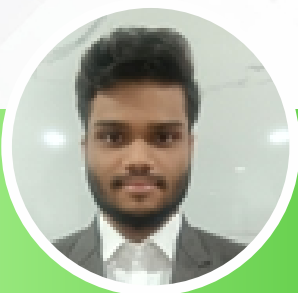
Chinmay Pandit

Choosing ASM IBMR College, Pune, for my PGDM was one of the best decisions for my career journey. The curriculum balances theory with hands-on experience, making learning dynamic and practical. The faculty here are not only experts in their fields but are also incredibly supportive, always encouraging us to think critically and innovate. The college organizes industry interactions and networking opportunities that help us connect with professionals and gain practical insights. ASM IBMR truly fosters a learning environment that prepares us to thrive in the corporate world."

Falguni Dhamanaskar

The Marketing and HRM Specializations of ASM PGDM course consists of theory and practical sessions in terms of academic and industrial mix in order to improve and gain a better understanding of the market.

Nikhil Zade

I pursued PGDM(Dual Specialization) in Marketing and HRM in ASM's IBMR. PGDM helped me to learn, develop and enhance my knowledge and skills. It helped me in developing our personality and get practical exposure which is required in the corporate sector.

PGDM
International Finance & HRM

Total Credits: 108   **Intake: 30**

Course Objective:

In the ever-changing business environment, Globalization, deregulation, mergers, acquisitions, changes in taxation laws, trends in start-up funding and valuations, competition from e-commerce, rapid technological innovations, increasing public expectations and improved standards of living are forcing every business, small or big, to rethink its business strategies on a continual basis thereby exploring new strategies to bring greater value to their organizations. International Finance course is designed to integrate financial objectives to every decision which impact the viability of organizations,in short and long run.

The purpose of the PGDM International Finance with HRM course is to offer insights on creating business performance strategies, initiatives, and programmes with a focus on organisation design, analytics, change, and development where best practises in HRM can be implemented for long-term competitive advantage in organisations.

Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for any bachelor's degree with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply).

2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree

3. Group Discussion / PI

4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

Course Structure: International Finance & HRM

Trimester 1

Sub Code	Subject	Credits
01	Essentials Of Business Management	3
02	Economics For Managers	3
03	Financial Accounting	3
04	Financial Accounting	3
05	Quantitative Technique	3
06	Management Information System	3
	Total	

Trimester 2

Sub Code	Subject	Credits
07	Human Resource Management	3
08	Organisational Behaviour	3
09	International Business Environment	3
10	Financial Management	3
11	Security Analysis and Protfolio Managemment(IF)	3
12	Industrial Relations (HR)	3
	Total	

Trimester 3

Sub Code	Subject	Credits
13	Corporate Finance(IF)	3
14	International Finance(IF)	3
15	Financial Institutions: Banking & Financial Service(IF)	3
16	Performance Management System (HR)	3
17	Human Resource Accounts & Audit (HR)	3
18	Labour Law (HR)	3
	Total	

Trimester 4

Sub Code	Subject	Credits
19	Research Methodology	3
20	Entrepreneurship Development (All)	3
21	Strategic Financial Management (IF)	3
22	Audit and Taxation(IF)	3
23	HR Analytics (HR)	3
24	HR Compensation & Benefits (HR)	3
	Total	

Trimester 5

Sub Code	Subject	Credits
25	Strategic Management(All)	3
26	Business Law (All)	3
27	Corporate Governance (All)	3
28	Operations Management (All)	3
29	Derivatives, Mergers and Acquisitions (IF)	3
30	Organizational Change Mangement and Organizational Development(HR)	3
	Total	18

Trimester 6

Sub Code	Subject	Credits
31	Business Ethics	3
32	Sustainable Development	3
33	Cross-Cultural and International HRM(HR)	3
34	General Insurance-Health,Vehicle and Crop(IF)	3
35	SIP Project	3
36	SIP VIVA	3
	Total	108

Career Opportunities

Career options will include HR Associate, HR Analyst, HR Officer, Generalist-HR, Recruiter, Happiness Officer, Specialist Financial Planning and Analysis, Finance Manager, Finance Analyst, Sector Analyst, Merchant Bankers, Financial Consultants, Wealth and Prtfolio Managers, Asset Managers, Audit Officer, Jr. Fund Manager, Fund Associate, Finance Associate, Accounts In-Charge, Underwriting Officer etc

TESTIMONIALS

Aakanksha Deshmukh

As a student in ASM'S PGDM program specializing in IF&HR, I have found the curriculum to be incredibly enriching. The faculty's expertise & practical case studies is helping me opening my knowledge in the finance domain and become an industry-ready professional. The curriculum is equipping me with a comprehensive skill set essential for navigating global business challenges.

Pratiksha Magar

ASM's IBMR is the best place where you get the platform to showcase your talents and the PGDM program consist of theoretical as well as technical knowledge. This course has rewarded me with a deep and thorough academic knowledge.

Sachin Gupta

ASM's IBMR PGDM Dual 2 years program is designed in such a manner that it makes you industry ready through theoretical knowledge and practical applications delivered by experienced faculty and industry experts.

PGDM Emerging Tech & Marketing

Total Credits: 108   Intake: 30

Course Objective:

ASM's PGDM-ET/IT, two-year AICTE approved Postgraduate Diploma in Management in association with AWS educate is a unique program that enables students-a career path in Emerging Technologies and Information Technology such as cloud computing, AI & ML, Big Data, Data Science etc.

Today's managers are expected to understand the big picture and be conversant with the latest trends and technology so that they can go beyond managing people to managing technology. Unlike general-purpose management programs, it's designed to create employable and industry-ready digital managers who are fit for roles like Cloud Practitioners, Cloud Associates, Cloud Professionals, Project Managers, Data Analysts, who are high in demand in the age of Digital Transformation.

The Program gives access to AWS Educate Cloud Degree platform and also gives students a chance to do specialized management courses from Harvard Business Publishing and IIM's-Indian Institute of Management along with interactive virtual classrooms and live sessions by reputed IIM faculties.

Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for a bachelor's degree preferably in engineering or computer science or computer application with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply). Non engineering and computer background students may apply if they have a background in mathematics or a certification in software technologies.

2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree

3. Group Discussion / PI

4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

Course Structure: Emerging Tech & Marketing

Trimester 1

Sub Code	Subject	Credits
01	Essential of Business Environment	3
02	Economics for Managers	3
03	Financial Accounting	3
04	Financial Accounting	3
05	Quantitative Technique	3
06	Management Information System	3
	Total	

Trimester 2

Sub Code	Subject	Credits
07	Human Resource Management	3
08	Organisational Behaviour	3
09	International Business Environment	3
10	Financial Management	3
11	Product & Brand Management (MKT)	3
12	Introduction To Business Analytics and Data Science (ET)	3
	Total	

Trimester 3

Sub Code	Subject	Credits
13	Sales & Distribution (MKT)	3
14	Service Marketing (MKT)	3
15	Social Media & Digital Marketing(MKT)	3
16	Big Data(ET)	3
17	Machine Learning(ET)	3
18	Cloud Computing(ET)	3
	Total	

Trimester 4

Sub Code	Subject	Credits
19	Research Methodology(All)	3
20	Entrepreneurship Development (All)	3
21	Marketing Analytics (MKT)	3
22	Logistics & Supply Chain Mgt. (MKT)	3
23	Industry 4.0(ET)	3
24	Cyber Security(ET)	3
	Total	

Trimester 5

Sub Code	Subject	Credits
25	Strategic Management(All)	3
26	Business Law (All)	3
27	Corporate Governance (All)	3
28	Operations Management(All)	3
29	CRM (MKT)	3
30	AWS IoT Service(ET)	3
	Total	18

Trimester 6

Sub Code	Subject	Credits
31	Business Ethics	3
32	Sustainable Development	3
33	Marketing Research(MKT)	3
34	MS Power Bi(ET)	3
35	SIP Project	3
36	SIP VIVA	3
	Total	108

Career Opportunities:

The targeted job roles will include Cloud Engineer, Application Developer-AWS Full Stack Developer, AWS Network Engineer, AWS Glue Application Developer, AWS Cloud Application Developer, Data Analyst, Data Scientist, Business Analyst, Business Intelligence Analyst etc.

TESTIMONIALS

Purab Shome

Getting into ASM's IBMR has been a transformative experience. The faculty is incredibly supportive, and the diverse community here , with students from all over the nation has broadened my perspectives, both academically and personally

Samiksha Mahakale

The PGDM program at ASM's IBMR is very interesting it is blend of theoretical as well as technological modules required to work in industry and also includes hands on training and live project, it systematically trains you in the concept tools and technology of the field.

Shradha Magar

ASM fosters an engaging and collaborative environment and build well rounded students. The faculties and tight knit of alumni network will help to reach our career goals.

PGDM
MARKETING & SUPPLY
CHAIN MANAGEMENT

Total Credits: 108   Intake: 30

Course Objective:

The course is designed with the objective to learn modern managerial tools, new practices and techniques in marketing & supply chain management and to develop conceptual knowledge and behavioral skills to cope up with developing challenges in the corporate world.

PGDM Marketing & Supply Chain Management course is designed to integrate financial objectives to every decision which impact the viability of organizations, in short and long terms ,whether relating to marketing initiatives, new product launches or be it deciding discount policies financial tools provide important resources for such daily decisions.

Eligibility & Admission Procedure:

1. Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc. Candidates should have completed or appeared for a bachelor's degree preferably in engineering or computer science or computer application with minimum 50% in graduation (Students belonging to reserved category with relevant documents having 45% in graduation may also apply). Non engineering and computer background students may apply if they have a background in mathematics or a certification in software technologies.

2. Score of academic performance in 10th standard, 12th standard, undergraduate degree/ post graduate degree

3. Group Discussion / PI

4. Weight age for participation in Sports, Extra- Curricular activities, Academic diversity and Gender diversity

---

Course Structure: Marketing & Supply Chain Management

Trimester 1

Sub Code	Subject	Credits
01	Essential of Business Environment	3
02	Economics For Managers	3
03	Financial Accounting	3
04	Financial Accounting	3
05	Quantitative Technique	3
06	Management Information System	3
	Total	

Trimester 2

Sub Code	Subject	Credits
07	Human Resource Management	3
08	Organisational Behaviour	3
09	International Business Environment	3
10	Financial Management	3
11	Product & Brand Management (Mkt.)	3
12	Intorduction to Operation & Supply Chain Management (SCM)	3
	Total	

Trimester 3

Sub Code	Subject	Credits
13	Sales & Distribution (Mkt.)	3
14	Service Marketing (Mkt.)	3
15	Social Media & Digital Marketing (MKT)	3
16	Logistics and Inventory Management(SCM)	3
17	Import & Export Management - 1(SCM)	3
18	Procurement, Storage And Warehouse Management(scm)	3
	Total	

Trimester 4

Sub Code	Subject	Credits
19	Research Methodology(All)	3
20	Entrepreneurship Development (All)	3
21	Marketing Analytics (MKT)	3
22	Logistics & Supply Chain Mgt. (MKT)	3
23	Distribution Management For Global Supply chain(SCM)	3
24		3
	Port & Airport Mgmt. for Logistics	
	Total	

Trimester 5

Sub Code	Subject	Credits
25	Strategic Management (All)	3
26	Business Law (All)	3
27	Corporate Governance (All)	3
28	Operations Management (All)	3
29	CRM (MKT)	3
30	Supply Chain Softwares (SCM)	3
	Total	

Trimester 6

Sub Code	Subject	Credits
31	Business Ethics	3
32	Sustainable Development	3
33	Marketing Research(MKT)	3
34	Six Sigma Operations(SCM)	3
35	SIP Project	3
36	SIP VIVA	3
	Total	108

Career Opportunities:

Marketing Manager, Brand Manager, Sales Manager, Product Manager, Supply Chain Manager, Logistics ManageProcurement Manage, Operations Manager, Retail Manager, Consulting

TESTIMONIALS

Rutuja Anil Bagul

As a PGDM student at ASM's IBMR, I am thrilled with the diverse learning opportunities and supportive environment that the college offers. The faculty is not only knowledgeable but also deeply invested in our growth, blending real-world insights with academic excellence. This experience has not only strengthened my management skills but also boosted my confidence to face future challenges. I am grateful to be part of an institution that truly values both personal and professional development

Sonam Yadav

The PGDM program at ASM's IBMR is very interesting it is blend of theoretical as well as technological modules required to work in industry and also includes hands on training and live project, it systematically trains you in the concept tools and technology of the field.

Sumeet Gupta

ASM fosters an engaging and collaborative environment and build well rounded students. The faculties and tight knit of alumni network will help to reach our career goals.

Admission Process

01 Eligibility

Candidate should have appeared for any national level entrance exam like CAT/MAT/ATMA/XAT/NAT etc, any Graduate from a recognised University with 50% (General category) & 45% (Reserved category), Student in final year of graduation may also apply for provisional admissions.

PGDM ET & MARKETING, candidate should have completed or appeared for a bachelors degree preferably in engineering or computer science or computer application, Non engineering and computer background students may apply if they have a background in mathematic or a certification in software technologies.

02 Application

Eligible students can fill online application form via website https://www.asmibmr.edu.in/admission/ or through QR Code.

Students can fill the form to verify their scholarship eligibility.

03 Selection Criteria

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

Weight-age for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity.

04 Selection letter

On the basis of selection criteria, the institute will send provisional selection letter to selected students through mail.

05 Registration

Selected students have to complete documentation process and pay the initial fee amount within stipulated date as mentioned on the selection letter.

06 Confirmation letter

After completing the registartion process, students will get official confirmation letter from institute.

RULES AND REGULATIONS

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

LIST OF VISITING FACULTIES

Prashant Jadhav
CIO, Franke Faber

Manjeet Singh
CIO, Bilcare Ltd.

Amit Shukla
CIO, Kirloskar brothers

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

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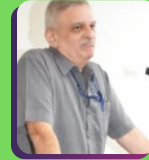(Harvard Business School alumni)

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

Dr. K. K. Jain
Processor, IIM Raipur

Sanjeev Joshi
Senior Practice Director,
Birlasoft

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

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

Dr. S G Bapat
Faculty of Management

Romi Kumar
Assistant General Manager
Starship Global VCT, Manipal

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

Nishakant Ojha
Princiapal Advisor
(Information Technology
& Innovations)

Devender Kumar
Sr. Manager
Hr. & Strategy
Patanjali

Imtiyaz Peerzade
Director DAI,
Blazeclan Technologies.

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

Sambhaji Chawale
CEO
PRIMUS Techsystems Pvt. Ltd.

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

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

Himanshu Goyal
Director Channel sales
and ecosystem-
Browerstack

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

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

Sandesh Banger
Finance Expert

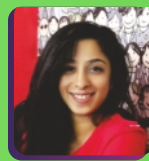**Ms. Tanushree
Ishani Das,**
Founder, BodyCafe.in

Haresh Krishna Kumar
MD & General Manager,
Quest Software

Praveen Bhamare
SAP, Delivery Head TCS

Mr. Raghavendra Bhat
Intellectual property rights and
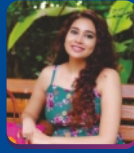Innovation consultant, INNOPIS

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

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

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

Ms. Karishma Shah
Founder CEO,
Karishma Shah Nutrition

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

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

Sagar Amlani
CEO, Zapro Consultant

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

Swathy Rohit
CEO, Health Basix

Ms. Anu Chaudhary
Founder CEO,
Sustain Plus

Lealie Loh
CEO, Lithan, Singapore

Ms. Swagata Gupta
Director - Communication
Cashfree

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

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

Ramveer Tanwar
The pondman of India

Rishi Tanna
Accountant I Ex-Deloitte
Associate at EY

Soni Agarwal
Communications Lead at,
Syngenta

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

Mr. Manoj Anchan
Founder-Happiness Quotient
Global Private Ltd.
Ed 3x Speaker, Haptech Entrepreneur
Purpose Researcher, Author & Angel investor
Ex. Executive Director Head of Personal
Banking Oman

Dr. Satish Chincholkar
Professor of Practice
in MITWPU

Prof. Deepak Solanki
Management
development facilitator

CA Sagar D. Patil
M.Com, FCA.
Partner - Prasad Kshirsagar
& Co., Chartered Accountants

Dr Nishant S Mehta
CA, Lawyer, MBA
Serial Entrepreneur
Business Leader, Ted
Circle Host,
Prolific Speaker

Ms. Trupti Jadhav
Corporate and
Management Trainer

CMA CS Harshada
Management consultant
and practicing cost
accountant

Prof. Ajit Thatte
B. Tech, IIT Kharagpur, Retd,
Chief Executive Officer
Enkay Technologies
(India) Pvt. Ltd.

Prof. Sammuel Kennedy
Founder: KrisiShefa™
Organic Business Solutions

Prof.(Dr.) Prakash Divakaran
SCM Expert
and Educationnalist

Dr. Priyanka Srivastava
Corporate Communication
Trainer

CMA Vinod Shete.
CFO Chandu Kaka
Saraf & Sons Pvt. Ltd.

Prof. S. Majumdar
Worked With HUL& DCW Corporate
& Academic Experience

Prof. Siddharth Bajpai
Business Consultant
Ex AGM TOI

Niranjan Arun Upadhye
Freelance Strategic
Management
Consultant
Innovation

Sandesh Banger
Founder
Hipertap Consulting
Industry Expert
Trainer & Faculty
Banking & Finance

Suresh Bhosale
B.Tech in Agri
Engineering from IIT
Khargpur
Retired as
AGM from SBI

LIST OF INTERNATIONAL FACULTIES

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

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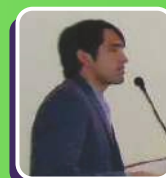Financial services leader
IBM, Prague, Czech Republic

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

Sergio García Velázquez
Teacher at
CETYS University

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

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

Myriam Ross
Teacher at CETYS University

Ulises Lopez
Teacher at CETYS University

Jennifer Muskett
University of Southampton Solent

Kurt Kirstein
Associate Provost of
City University of Seattle

Prof Margherita Mori
Full Professor in
University of L'Aquila, Italy
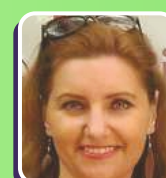
Dr. Mario Kolberg
University of Stirling

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

Dr. David M. Williams
University of Surrey

Prof. Ian Wakeman
University of Sussex

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

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

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

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

Dr. Ronald Newton
Director ISODC USA

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

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

OUR TOP RECRUITERS

FOR ADMISSIONS CONTACT

CHINCHWAD

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

KOLKATA

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

Mr. Dhritiman Chakravorty
+91 98311 73476

DELHI

Mr. Ravikant Kumar
+91 91996 55141

FOR AGRI-BUSINESS

Mr. Kartik Londhe
+91 82085 11788

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

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