

**72000+  
ALUMNI**

**40+**

YEARS  
OF EXCELLENCE  
IN EDUCATION



**ASM**

Education • Research • Consultancy

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

**IIBR**

# EMPOWERING FUTURE LEADERS

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

Assured Placement Opportunities With The Unique ASM EDGE Program In Association  
With Top Corporates & Universities Across The World



## 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

### FROM THE CHAIRMAN'S DESK

**W**e 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**



# FROM THE FOUNDER SECRETARY'S DESK



## **Dr. (Mrs) Asha Pachpande**

Director, Secretary

Audyogik Shikshan Mandal (ASM)

ASM's Institute of Business Management and Research (IBMR), Chinchwad, has been a leading institution for over four decades, dedicated to developing skilled, adaptive leaders for organizations in India and abroad. With a clear vision and mission, ASM's IBMR focuses on nurturing a new generation of managers prepared to meet the evolving challenges in the global business landscape.

Committed to holistic teaching and learning, ASM's IBMR integrates the latest in management education to ensure its students' employability. Since 1983, the institute has produced well-rounded, knowledgeable executives who bring value to industries worldwide. Many of our alumni hold influential positions in organizations across the globe, while others have ventured into successful entrepreneurship, contributing significantly to economic growth.

It is with great pleasure that I welcome our new batch of students to ASM's IBMR, where we are dedicated to quality education and comprehensive student development. Through ASM's EDGE pedagogy, led by skilled regular and visiting faculty and experts from global organizations, we guarantee that our students receive an education aligned with the demands of the professional world.

IBMR fosters the growth of high-caliber professionals by providing global exposure through Harvard Business School case studies, online courses, Harvard Business Publishing resources, and the distinctive ASM EDGE courses. We strive to create an environment that supports students' holistic development and academic success.

Welcome once again to ASM's IBMR, where you will discover the many facets that make this institute a truly transformative experience. Wishing you a journey of learning and success in all your endeavors as part of ASM's IBMR community.

# ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 40 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 4 decades and tie-ups with leading organizations 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.

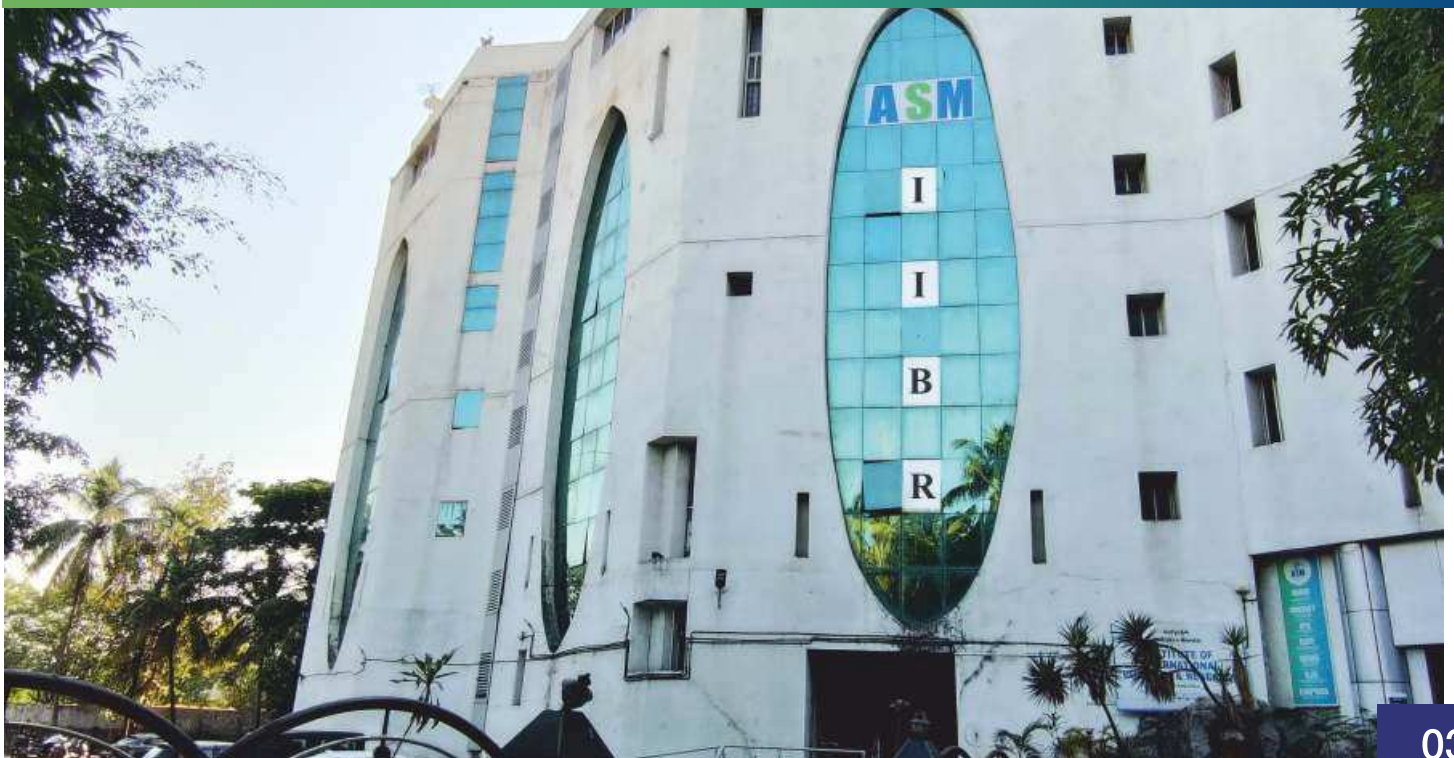


## VISION

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 **HBX CORE**  
(A Harvard Business  
School Program)

**2017**



Tie-up with  
**TIMESPRO**

**2018**



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

**2022**



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

**2013**



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

**2017**



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

**2019**



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

**2023**



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

**2014**



Tie-up with  
**SAP**

**2017**



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

**2020**



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

**2014**



Tie-up with  
**IIMBx**

**2018**



Tie-up with  
**Microsoft**

**2021**

## ABOUT IIBR

### IIBR - INSTITUTE OF INTERNATIONAL BUSINESS AND RESEARCH

Approved by AICTE, Govt. of India and Promoted in 1995 by ASM in association with MCCIA. Audyogik Shikshan Mandal's IIBR is approved by AICTE and the only institute to be promoted by the Maharashtra Chamber of Commerce Industries and Agriculture (MCCIA) - one of the largest industrial chambers in Asia. With 22 years of presence in the field of quality education, IIBR has earned an enviable reputation amongst B-Schools in India. The first business school in India to offer the HBX CORE Program from Harvard Business School and short duration certificate program in Business analytics & Big Data from IBM.

### **“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

### **ASTHMA 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







## PARTNERSHIPS & COLLABORATIONS WITH TOP UNIVERSITIES & CORPORATES

**CETYS**  
UNIVERSIDAD  
Mexico  
CETYS University,  
Mexico



**aws**

**AUTOMATION  
ANYWHERE**  
Go live anywhere.

HARVARD BUSINESS  
PUBLISHING  
CASE STUDIES AND  
ONLINE COURSES



**Daffodil  
University**



**Microsoft**

**CityU**  
of Seattle  
City University  
of Seattle, USA

**BABSON**



**SAP** University  
Alliances



**VŠFS**  
VYSOKÁ ŠKOLA  
FINANČNÍ  
A SPRÁVNÍ



# INFRASTRUCTURE



LAB



CLASS ROOM



AUDITORIUM



CAMPUS VIEW





# 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  
Minimum 10,000/- Monthly Stipend

100% Placement Assurance With  
Minimum Package Of 5.5 Lakhs

Live Projects

Winter Internship

Summer Internship



## CERTIFICATE PROGRAMS

Harvard Business Publishing (HBP)

Indian Institute of Management,  
Bangalore (IIMBx)

Amazon Web Services (AWS)

Systems, Applications & Product  
in Data Processing (SAP)

Sectoral Analytics

## GLOBAL EXPOSURE THROUGH COLLABORATIONS

International Society  
For Organization  
Development & Change (ISODC)

Global Outreach Program

Student Exchange Program

Summer School Program



# 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

**A**t 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

## 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.



# 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

## E&Y

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 modeling to advanced tools and technologies like Python, Artificial Intelligence and Machine Learning, to even more future oriented technologies like Blockchain

## 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



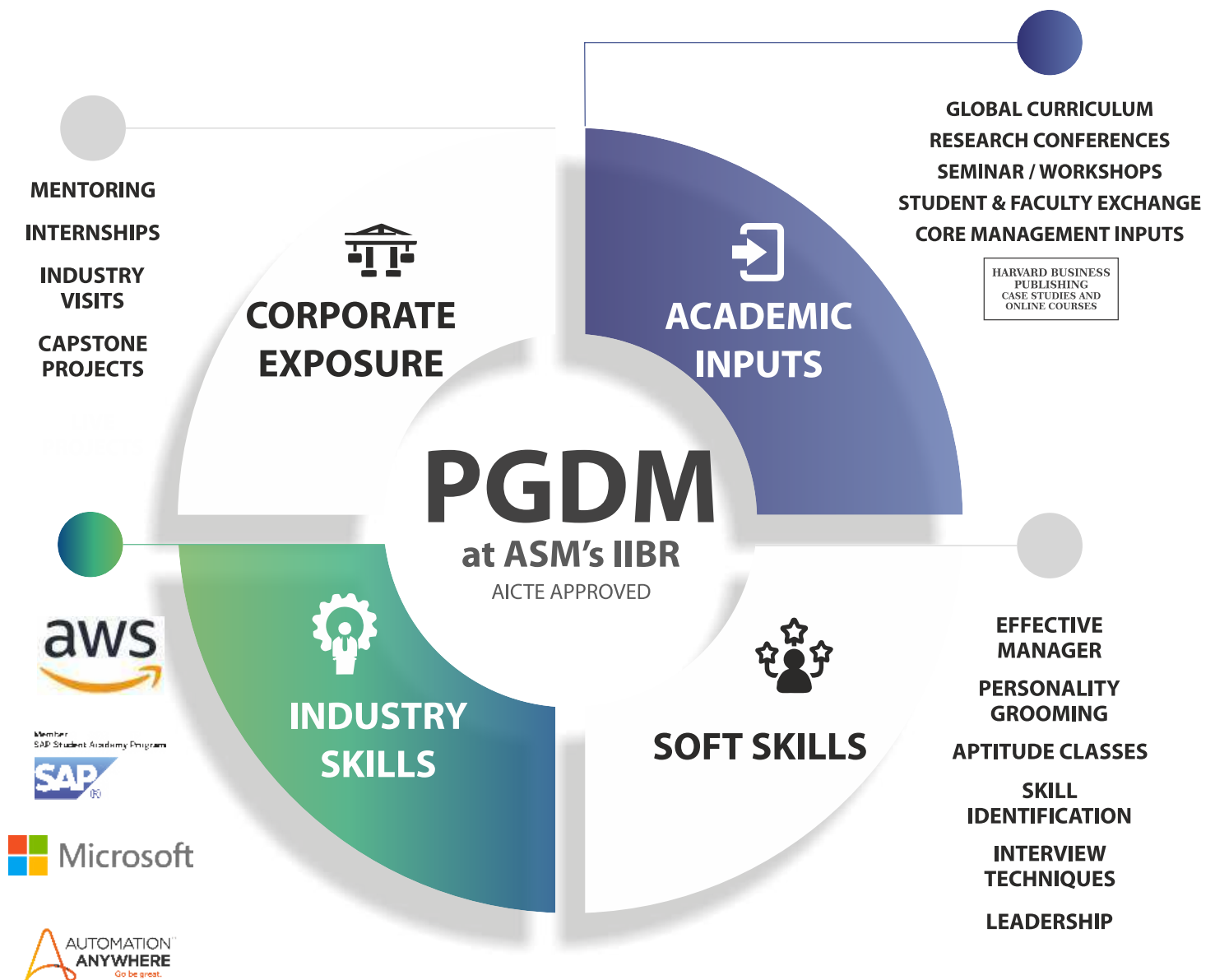
HARVARD BUSINESS PUBLISHING  
CASE STUDIES AND ONLINE COURSES

Member  
SAP Student Academy Program

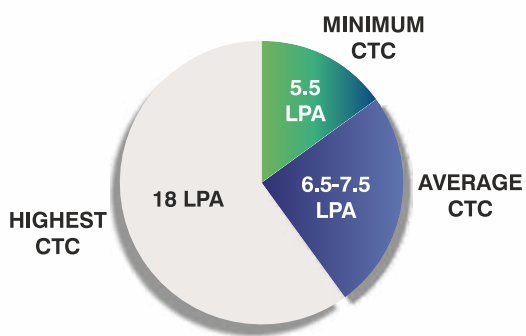




## Two Years Full Time Program In Collaboration with Industry & Top Academic Universities

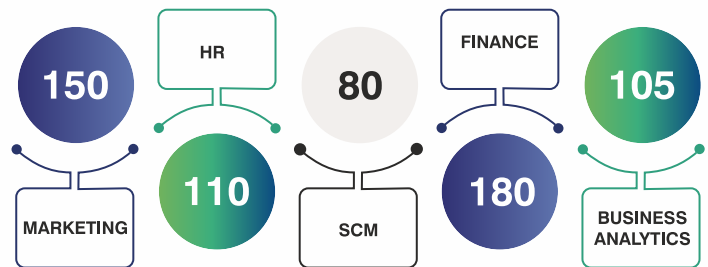


ASM OFFERS A COMPLETE BLEND OF ACADEMIC INPUTS  
AND INDUSTRY SKILLS FROM LEADING CORPORATES & UNIVERSITIES ACROSS  
THE WORLD ALONG WITH INDUSTRY SKILLS & SOFT  
SKILLS FOR A 360° LEARNING EXPERIENCE



## SPECIALIZATION WISE PLACEMENT

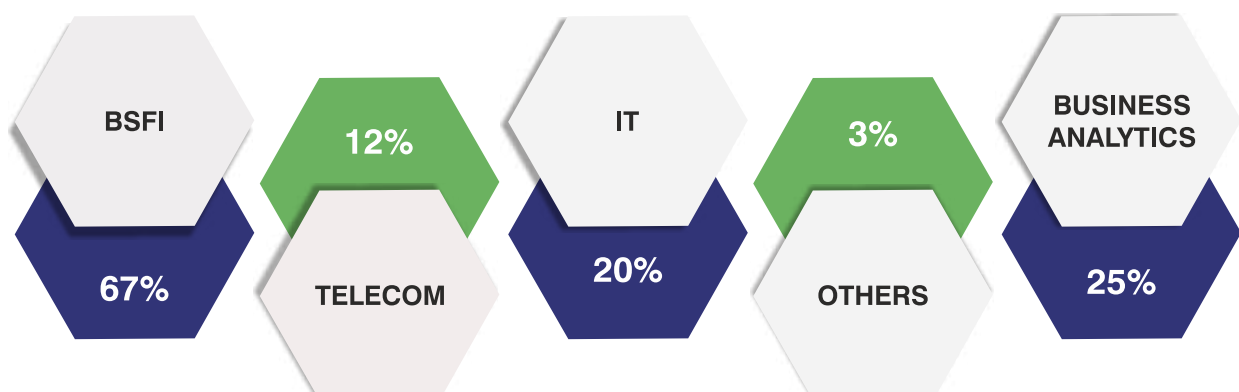
SPECIALIZATION NUMBER OF STUDENTS PLACED



## SPECIALIZATION WISE CTC

SPECIALIZATION	HIGHEST CTC	AVERAGE CTC
MARKETING	18 LPA	7.5
HR	16 LPA	6.5
SCM	14 LPA	6
FINANCE	17 LPA	7
BUSINESS ANALYTICS	16 LPA	7

## INDUSTRY WISE PLACEMENT





# PGDM

Two Years Full Time AICTE Approved  
At IIBR

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## PROGRAM OBJECTIVE

ASM's PGDM, a two year Post Graduate Diploma in Management at IIBR 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.

# PGDM+MDP OFFERINGS



1. 4 trimester continuously without summer break. The 5<sup>th</sup> trimester is for internship converting into placement. The 108 credit will be covered in first 4 trimester.
2. Each trimester will have Splzn specific certifications. Every trimester will have two certifications. Total 8 certifications. Each certification will be of 1/1.5/2 credits.
3. Internship & Placements starts from 5<sup>th</sup> trimester.
4. International Tour : Dubai- Mkt and any other destination in the 5<sup>th</sup> trimester on paid basis.

## 5. Three Immersion Program :

1<sup>st</sup> immersion Program : Induction of approximately 15-20 days.

- **Certification Workshop**

2<sup>nd</sup> immersion Program : IIM Nagpur in the 3<sup>rd</sup> Trimester.

- Live project
- Industry Speaker sessions.

- **Certification Workshop**

3<sup>rd</sup> Immersion Program : Campus immersion immediately after 4<sup>th</sup> Trimester of 15-20 days.

- BootCamp – Making student ready for the Industry
- Resume writing workshop
- Industry speaks
- Mock Interviews/GD
- Reasoning/Logical Test/ QA test prep workshop



# MDP OFFERINGS

**ASM IIBR Experiential Leadership:**  
Programmes and Training Modules.

**15+ Industry Visits**

**3 to 4 Live Project**

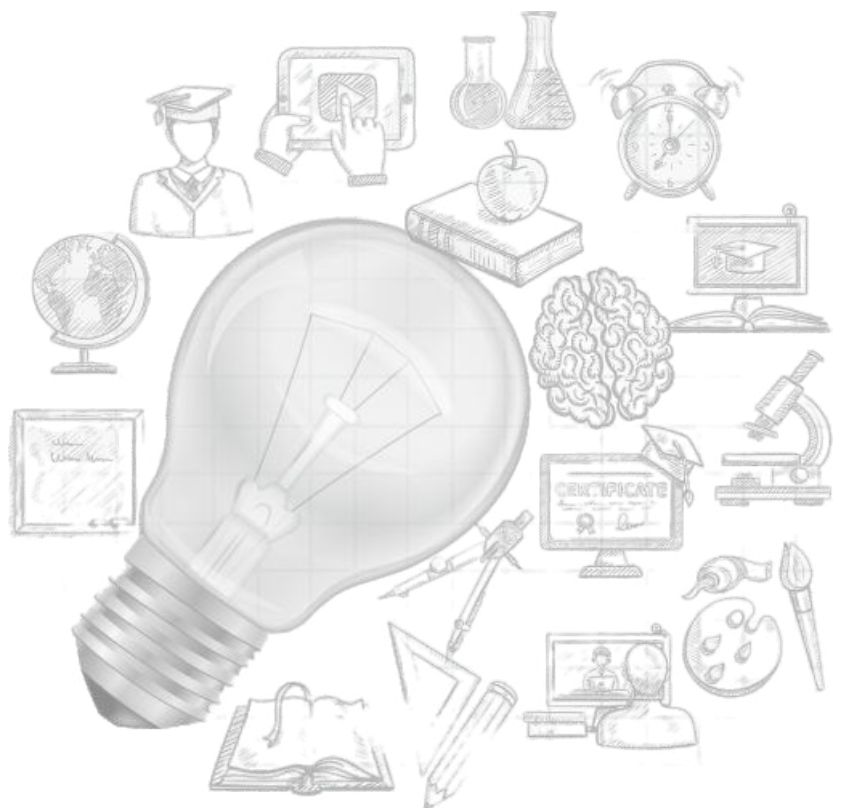
**NSE/ BSE Visit and Workshop**

**100+ Presentations based on Case Studies.**

**500 Hrs. of PDGA (Personality Development, Grooming & Awareness), GD, Debates, Aptitude test training, Interview techniques etc.**

**Industry-Oriented Certifications (7 out of 14)**

- Digital Marketing Certification (Google AdWords, SEO, social media) by IIM Kozhikode/IIM Calcutta.
- SAP/ERP (6 months detailed emphasis on training as per the Specialization).
- Advanced Excel by Microsoft
- Six Sigma
- Business Analytics
- Data Analytics
- Foreign Language
- CFP Certification by FPSB
- Power BI
- Tableau
- Hedge Fund
- NSE/ BSE certification
- Start-up and Entrepreneurship
- Design Thinking



# PGDM

Two Years Full Time AICTE Approved  
At IIBR

**PGDM IN  
MARKETING**

**PGDM IN  
BUSINESS  
ANALYTICS**

**PGDM IN  
HUMAN  
RESOURCE**

**PGDM IN  
FINANCE**

**PGDM IN  
PHARMA  
MANAGEMENT**

**PGDM IN  
INTERNATIONAL  
BUSINESS**

**PGDM IN  
REAL ESTATE  
MARKETING**

**PGDM IN  
DIGITAL  
MARKETING**



# PGDM IN MARKETING

## Post Graduate Diploma in Marketing

### Program Objective

The Post Graduate Diploma in Marketing (PGDM in Marketing) at ASM IIBR is a comprehensive program aimed at cultivating industry-ready marketing professionals. With a strong emphasis on marketing principles, consumer behavior, brand management, and digital strategies, this program equips students with essential knowledge and skills to thrive in today's competitive marketing landscape.

### Core Program Features

- 1) **Hands-On Learning Through Real-World Projects**  
Students participate in practical projects, case studies, and marketing simulations that foster the ability to address real-world marketing challenges and make data-driven decisions.
- 2) **Faculty with Industry Expertise**  
Our distinguished faculty members provide deep insights into emerging industry trends, best practices, and cutting-edge marketing technologies, seamlessly connecting theory with practice.
- 3) **Advanced Market Research and Consumer Insights**  
Focusing on consumer behavior, this module covers the latest market research techniques and data analysis methods to craft impactful marketing strategies based on robust insights.
- 4) **Strategic Brand Management**  
Students gain a thorough understanding of brand development and positioning, covering strategies that ensure brand relevance, recognition, and sustainable growth.
- 5) **Comprehensive Marketing Strategy and Planning**  
Learners are trained to develop and execute effective marketing strategies, aligning with organizational objectives to foster growth and competitive advantage.
- 6) **Sales and Relationship Management Proficiency**  
This component enhances skills in sales techniques and customer relationship management, preparing students to drive sales performance and nurture long-term customer loyalty.

### Key Competencies Developed

- a) **Consumer Behavior & Market Analysis:** Gain expertise in conducting thorough market research and interpreting consumer data to enhance marketing efficacy.
- b) **Brand Positioning and Communication:** Acquire skills in brand positioning, brand equity management, and crafting compelling narratives that elevate brand presence.
- c) **Digital Marketing and Social Media Strategy:** Develop proficiency in leveraging digital platforms and social media channels for targeted marketing initiatives and audience engagement.

## Specialized Electives

- Marketing Analytics
- Consumer & Organizational Buying Behavior
- Sales and Distribution Management (SAP SD)
- Service Marketing
- Retail Management
- Sales & Negotiation Strategies
- Business-to-Business Marketing
- International Marketing
- Integrated Marketing Communication
- E-commerce and Digital Marketing
- Customer Relationship Management
- Strategic Marketing
- Rural Marketing

## Career Pathways

Graduates of ASM IIBR's PGDM in Marketing program are equipped for a variety of roles in the marketing domain, such as:

- Marketing Manager
- Brand Manager
- Digital Marketing Specialist
- Product Manager
- Market Research Analyst
- Advertising & Promotions Manager
- Sales Manager
- Public Relations Specialist
- Social Media Manager

## Eligibility Criteria

To apply for the PGDM in Marketing program, candidates must hold a bachelor's degree in any discipline with a minimum of 60% marks.

Accepted Entrance Exams: CAT, XAT, MAT, CMAT, ATMA, GMAT, NMAT, or any other competitive exam recognized by AICTE.



# PGDM BUSINESS ANALYTICS

## Post Graduate Diploma in Business Analytics

### Program Overview

PGDM in Business Analytics: Empowering Data-Driven Decision Makers

The Post Graduate Diploma in Management (PGDM) in Business Analytics is a specialized program crafted to equip professionals with advanced competencies in data-driven decision-making and analytics. This program provides students with in-depth knowledge and skills in leveraging sophisticated data analysis techniques to inform strategic business decisions.

### Program Highlights

- 1) **Experiential Learning:**  
Engage in hands-on projects and real-world case studies that allow students to apply advanced analytical concepts to tackle business challenges. Access cutting-edge analytical tools and software to maximize learning outcomes.
- 2) **Applied Business Analytics Projects:**  
Focus on real-world business challenges through capstone projects centered on data analysis and insights. These projects involve tackling issues such as data-driven decision-making, performance optimization, market analysis, or process improvement for real organizations.
- 3) **Expert-Led Instruction:**  
Learn from a faculty comprising seasoned business analytics experts, with extensive industry experience and academic knowledge.
- 4) **Professional Internship Opportunities:**  
Gain hands-on experience through internships with leading organizations, applying analytics in practical business environments to enhance industry readiness.  
Core Competencies Developed
  - a) **Data Interpretation and Visualization:**  
Master the art of visual storytelling with complex data, creating impactful visuals to drive effective decision-making.
  - b) **Forecasting and Predictive Modeling:**  
Learn to build predictive models and forecasts using statistical methods and machine learning to identify patterns and anticipate trends.
  - c) **Data Mining and Big Data Analytics:**  
Acquire skills to extract valuable insights from extensive and complex data sets using state-of-the-art tools and technology.
  - d) **Business Intelligence and Reporting:**  
Develop the expertise to create meaningful reports and dashboards, transforming data into actionable insights that drive business strategy.
  - e) **Analytical Problem Solving and Critical Thinking:**  
Foster a problem-solving mindset and sharpen critical thinking abilities to address diverse business challenges using data-driven approaches.



## Specialization Electives

- Advanced Data Visualization using R
- SQL for Business Analytics
- Big Data Management and Visualization
- Artificial Intelligence in Business Applications
- Advanced Statistical Modeling in R
- Predictive Analytics with SPSS
- Text Analytics and Social Media Analysis
- Customer Analytics and Marketing Strategy
- Pricing and Demand Analysis
- Financial Analytics
- Forecasting Techniques
- Retail and Supply Chain Analytics

## Career Pathways

Graduates of the PGDM in Business Analytics are sought after across industries and are well-equipped for high-impact roles such as:

- Data Analyst
- Business Analyst
- Data Scientist
- Predictive Modeler
- Machine Learning Engineer
- Analytics Consultant
- Business Intelligence Manager
- Data Analytics Manager
- Admission Criteria

### Eligibility:

Candidates should ideally hold a bachelor's degree in a relevant discipline (such as Engineering, Statistics, Mathematics, IT, or Economics) with a minimum of 60% marks.

### Preferred Academic Background:

BE (Computer Science/IT/Mechanical Engineering) or BSc in Mathematics, Statistics, or MCA/BCA.



# PGDM HUMAN RESOURCES

## Post Graduate Diploma in HR

### Program Overview

The Post Graduate Diploma in Management (PGDM) in Human Resources at ASM IIBR is a specialized program meticulously crafted to cultivate HR professionals with advanced insights into human capital management, organizational development, and strategic HR practices. This program endows participants with the competencies and knowledge essential for excelling in HR leadership roles, thus empowering organizations to achieve their strategic objectives through a skilled and dynamic workforce.

### Key Program Highlights

#### 1) Practical Learning and Industry Exposure:

Our curriculum emphasizes experiential learning through case studies, group projects, and simulations, enabling students to gain practical, real-world insights into complex HR challenges. This hands-on approach strengthens problem-solving and decision-making abilities in dynamic business contexts.

#### 2) Faculty with Industry Expertise:

Our distinguished faculty members bring substantial industry experience and academic proficiency to the classroom, ensuring students gain a balanced, real-world perspective.

#### 3) Corporate Internships and Professional Exposure:

Students have opportunities to engage with industry-leading organizations, enhancing their theoretical knowledge with real-world applications, thereby preparing them for successful careers in diverse corporate environments.

#### 4) Emphasis on Diversity and Inclusion:

With a strong focus on fostering diversity and inclusion, the program addresses critical issues by preparing students to navigate and promote inclusive work environments, thereby enhancing organizational culture.

### Core Competencies Developed:

#### a) Talent Acquisition and Management:

Gain expertise in devising and implementing recruitment strategies, optimizing retention, and cultivating an engaged workforce.

#### b) Performance Management and Appraisal:

Acquire skills to design, implement, and refine performance management systems that drive productivity and align with organizational objectives.

#### c) Organizational Development:

Master the skills necessary to assess organizational needs, foster a positive culture, and drive effective organizational change.

#### d) Employee Relations and Conflict Resolution:

Develop the competencies required to manage employee relations effectively, resolve conflicts, and establish a productive workplace culture.

#### e) HR Compliance and Legal Frameworks:

Attain a comprehensive understanding of the legal frameworks governing HR practices to ensure regulatory compliance and mitigate risks.

## Specialization Electives

- HR Analytics
- SAP Success Factors
- Management of Industrial Relations and Labour Laws
- Strategic HRM
- Performance Management Systems
- Advanced Manpower Planning
- Training and Development
- International Human Resource Management
- HR in Service Sector
- HR Audit and Scorecard
- Compensation Management
- HR Issues in Mergers and Acquisitions
- Social Security Legislation

## Career Opportunities

Graduates of the PGDM in HR at ASM IIBR are exceptionally well-prepared for a variety of roles within the HR sector, including but not limited to:

- HR Manager
- Talent Acquisition Specialist
- Compensation & Benefits Analyst
- Employee Relations Manager
- Organizational Development Consultant
- Training & Development Manager
- HR Business Partner
- Diversity & Inclusion Manager
- Change Management Consultant

## Admission Criteria

### Eligibility:

Candidates should possess a bachelor's degree in any discipline with a minimum of 50% marks.

### Entrance Exams:

BE (Computer Science/IT/Mechanical Engineering) or BSc in Mathematics, Statistics, or



# PGDM FINANCE

## Post Graduate Diploma in Finance



### Program Overview

The Post Graduate Diploma in Management (PGDM) with a specialization in Finance is a highly focused program developed by ASM IIBR to equip participants with advanced skills and in-depth knowledge essential for a successful career in finance. This program is designed to meet the evolving demands of the finance sector, providing a solid foundation in financial management, investment analysis, risk management, and financial strategy.

### Distinctive Program Highlights

- 1) **Industry-Centric Projects**  
Our curriculum emphasizes experiential learning through real-world projects, case studies, and simulations, ensuring graduates are job-ready and proficient.
- 2) **Experienced Faculty Expertise**  
Our distinguished faculty, with extensive experience in finance, enrich the classroom with practical insights, industry knowledge, and academic rigor.
- 3) **Exclusive Guest Lectures and Seminars**  
Regularly scheduled seminars and guest lectures feature industry leaders and finance professionals, offering students valuable insights and professional networking opportunities.
- 4) **Internship and Placement Support**  
ASM IIBR provides robust internship and placement assistance, leveraging strong partnerships with leading finance institutions to secure job placements for students in prominent organizations.
- 5) **Emphasis on Financial Technology (FinTech)**  
The program recognizes the rising significance of FinTech, preparing students to navigate the intersection of finance and technology. Topics include data analytics, blockchain, and financial software tools.

### Comprehensive Skill Development

- 1) **Financial Analysis and Reporting**  
Gain proficiency in analyzing financial statements and interpreting financial indicators to facilitate informed decision-making and reporting.
- 2) **Risk Assessment and Management**  
Acquire expertise in identifying, assessing, and managing financial risks to ensure sustainable financial outcomes for organizations.
- 3) **Investment Strategy and Portfolio Management**  
Learn the art of constructing effective investment strategies and managing portfolios to maximize returns and minimize risks.
- 4) **Financial Modeling and Valuation**  
Build advanced skills in financial modeling, conduct valuation analyses, and assess the viability of investment projects, mergers, and acquisitions.
- 5) **Ethics and Regulatory Compliance**  
Understand ethical standards and regulatory frameworks in the finance sector, with a focus on industry best practices and adherence to compliance guidelines.

## Specialized Electives for Career Advancement

- Financial Analytics
- SAP-FICO (Financial & Management Accounting)
- Financial Modeling
- Security Analysis & Portfolio Management
- Investment Banking & Wealth Management
- Microfinance and Developmental Banking
- Direct & Indirect Taxation
- Business Analysis & Valuation
- Advanced Financial Management
- Derivatives and Risk Management
- International Finance
- Venture and Private Equity Funding
- Banking Operations and Risk Management

## Career Pathways and Opportunities

Graduates of the PGDM in Finance from ASM IIBR are prepared for diverse finance-related roles, including:

- Financial Analyst
- Investment Banker
- Portfolio Manager
- Risk Manager
- Financial Consultant
- Corporate Finance Manager
- Asset Manager
- Financial Planner
- Quantitative Analyst

## Admission Criteria

Candidates should hold a bachelor's degree in any discipline with a minimum of 60% marks.

## Entrance Examinations:

Scores from CAT / XAT / MAT / CMAT / ATMA / GMAT / NMAT or any other AICTE-approved competitive exams are required.



# PGDM IN PHARMA MANAGEMENT

## Program Overview

The Post Graduate Diploma in Management (PGDM) in Human Resources at ASM IIBR is a specialized program meticulously crafted to cultivate HR professionals with advanced insights into human capital management, organizational development, and strategic HR practices. This program endows participants with the competencies and knowledge essential for excelling in HR leadership roles, thus empowering organizations to achieve their strategic objectives through a skilled and dynamic workforce.

## Core Competencies

The program focuses on building the following key competencies:

- **Pharma Business Acumen:** Understanding the dynamics of pharmaceutical industries, including R&D, production, and marketing.
- **Healthcare Regulations and Compliance:** Familiarity with global and domestic pharmaceutical regulations like FDA, EMA, and CDSCO.
- **Strategic Management:** Formulating business strategies in a competitive and regulated environment.
- **Sales and Marketing Expertise:** Developing go-to-market strategies for pharma products.
- **Supply Chain Management:** Optimizing procurement, distribution, and logistics specific to the pharmaceutical industry.
- **Digital Transformation in Pharma:** Leveraging technology like AI, data analytics, and IoT for operational efficiency.
- **Drug Development and Lifecycle Management:** Managing the end-to-end process of drug development and commercialization.



## Specialization Tracks

Students can choose from specialized tracks to align their learning with career aspirations:

- Pharma Marketing and Sales
- Pharma Operations and Supply Chain Management
- Pharma Regulatory Affairs
- Healthcare Data Analytics
- Pharma Finance and Investment
- Research and Development Management
- Healthcare IT and Digital Transformation
- Biotech and Biosimilar Management

## Career Pathways and Opportunities

A PGDM in Pharma Management prepares students for diverse roles in the pharmaceutical and healthcare sectors, including:

- Pharmaceutical Brand Manager
- Product Manager (Pharma)
- Pharma Sales Manager
- Clinical Data Analyst
- Regulatory Affairs Specialist
- Supply Chain and Logistics Manager
- Healthcare Consultant
- Pharma Operations Manager
- R&D Project Manager
- Market Access Manager

## Admission Criteria

### Eligibility:

Applicants should possess a bachelor's degree in a relevant field with a minimum score of 60%.

### Entrance Examinations:

CAT, XAT, MAT, CMAT, ATMA, GMAT, or any other AICTE-approved entrance exam.

# PGDM WITH SPECIALIZATION IN REAL ESTATE MARKETING



## Program Overview

This PGDM program is designed for future leaders in the real estate marketing domain. It blends theoretical knowledge with hands-on industry exposure. The total credit for the program is 104 over two years.

## Program Outcomes (PO)

The PGDM in Real Estate Marketing program is designed to ensure graduates achieve the following outcomes:

- PO1: Apply core management concepts to solve real estate business problems.
- PO2: Demonstrate specialized knowledge in real estate marketing and operations.
- PO3: Communicate effectively with stakeholders in diverse real estate scenarios.
- PO4: Employ critical thinking and analytical skills for real estate decision-making.
- PO5: Exhibit ethical standards and sustainability awareness in real estate practices.
- PO6: Leverage technology and digital innovation to drive real estate business growth.
- PO7: Work effectively in teams and demonstrate leadership in project and operational settings.
- PO8: Engage in lifelong learning and continuous professional development in the real estate industry.

## Course Outcomes (CO)

Upon successful completion of the PGDM in Real Estate Marketing, students will be able to:

- CO1: Demonstrate an in-depth understanding of the real estate sector and its regulatory environment.
- CO2: Apply marketing and sales strategies specifically tailored to real estate products and services.
- CO3: Utilize digital tools and platforms for real estate marketing and lead generation.
- CO4: Analyze and interpret real estate market trends, consumer behavior, and valuation data.
- CO5: Design and implement integrated marketing communication strategies for real estate firms.
- CO6: Manage and evaluate real estate portfolios and investment opportunities.
- CO7: Exhibit leadership, ethical decision-making, and professionalism in real estate business contexts.
- CO8: Develop and present strategic capstone projects based on real-world real estate marketing challenges.

## PGDM in Real Estate Marketing (Semester Pattern)

### Semester 1 (Total: 27 Credits)

Subject	Credits
Principles of Management	3
Managerial Economics	3
Marketing Management	3
Financial Accounting	3
Business Communication	3
Real Estate Sector Overview & Regulations (incl. RERA)	3
Data Analysis for Managers	3
Internship I (200 hrs)	6

### Semester 2 (Total: 26 Credits)

Subject	Credits
Organizational Behavior	3
Real Estate Marketing Principles & Practices	3
Legal Aspects of Real Estate (Land Laws, RERA, etc.)	3
Urban Planning & Infrastructure	3
Digital Marketing for Real Estate	3
Consumer Behavior in Real Estate	3
Internship II (400 hrs)	8

### Semester 3 (Total: 27 Credits)

Subject	Credits
Real Estate Finance & Investment	3
Strategic Management	3
Sustainable Real Estate Development	3
Real Estate Valuation & Appraisal	3
Sales Management & CRM in Real Estate	3
Real Estate Project Management	3
International Real Estate Markets	3
Internship III (200 hrs)	6

### Semester 4 (Total: 24 Credits)

Subject	Credits
Real Estate Portfolio Management	3
Technology in Real Estate (PropTech, CRM Tools, GIS, VR/AR)	3
Integrated Marketing Communication in Real Estate	3
Negotiation & Conflict Resolution in Real Estate Transactions	3
Ethics, Governance, and Compliance in Real Estate	3
Leadership Lab & Personal Branding	3
Viva + Portfolio Review	6

### Real Estate Marketing-Focused Core Subjects

1. Real Estate Marketing Principles & Practices
2. Digital Marketing for Real Estate
3. Sales Management & CRM in Real Estate
4. Consumer Behavior in Real Estate
5. Integrated Marketing Communication in Real Estate

### Reference books recommended for the PGDM in Real Estate Marketing program:

1. Real Estate Market Analysis: Methods and Case Studies by Deborah L. Brett & Adrienne Schmitz
2. Real Estate Principles: A Value Approach by David Ling and Wayne Archer
3. Marketing for Real Estate Professionals by Deborah Long
4. See You On The Internet: Building Your Small Business With Digital Marketing by Avery Swartz
5. Brand Storytelling: Put Customers at the Heart of Your Brand Story by Miri Rodriguez
6. Real Estate Management by Pranab Kumar Nag
7. Real Estate Marketing: Strategy, Personal Selling, Negotiation & Closing Techniques by Ravi Dhar
8. Indian Real Estate Sector: Current Scenario and Future Prospects by Anuj Puri



# PGDM WITH SPECIALIZATION IN DIGITAL MARKETING



## Program Overview

This PGDM program is designed for future leaders in the digital marketing domain. It blends theoretical knowledge with hands-on industry exposure. The total credit for the program is 104 over two years.

## Program Outcomes (PO)

- PO1: Apply core management concepts to solve business problems in the digital era.
- PO2: Demonstrate specialized knowledge in digital marketing tools, platforms, and analytics.
- PO3: Communicate effectively with stakeholders using digital media.
- PO4: Employ critical thinking and analytical skills for digital marketing decision-making.
- PO5: Exhibit ethical standards and data privacy awareness in digital marketing practices.
- PO6: Leverage emerging technologies for innovation in marketing strategies.
- PO7: Work effectively in teams and demonstrate leadership in project and campaign management.
- PO8: Engage in lifelong learning and adapt to changing digital trends.

## Course Outcomes (CO)

- CO1: Demonstrate an in-depth understanding of digital marketing ecosystems.
- CO2: Develop and manage digital marketing campaigns across platforms like Google, Meta, LinkedIn.
- CO3: Analyze marketing performance using tools like Google Analytics and Data Studio.
- CO4: Apply SEO/SEM, content marketing, email, and mobile marketing techniques.
- CO5: Strategize social media engagement for brand building and customer acquisition.
- CO6: Use AI and automation tools for marketing efficiency.

CO7: Design and implement integrated marketing communication plans.

CO8: Solve real-world digital marketing problems via capstone projects.

## PGDM in Digital Marketing (Semester Pattern)

### Years - 1

#### Semester 1 (Total: 27 Credits)

Subject	Credits
Principles of Management	3
Managerial Economics	3
Marketing Management	3
Financial Accounting	3
Business Communication	3
Introduction to Digital Marketing	3
Data Analysis for Managers	3
Internship I (200 hrs)	6

#### Semester 2 (Total: 29 Credits)

Subject	Credits
Social Media Marketing	3
Social Listening & ORM	3
Content Marketing	3
Digital Consumer Behavior	3
Programmatic & Video Marketing	3
Search Engine Marketing & SEO	3
E-commerce & Digital Business Models	3
Internship II (400 hrs)	8

### Years - 2

#### Semester 3 (Total: 27 Credits)

Subject	Credits
Digital Branding & Storytelling	3
Marketing Analytics & Data Visualization	3
AI & Marketing Automation	3
Email, Mobile & Influencer Marketing	3
Sales & CRM Automation	3
Performance Marketing & ROI	3
Strategic Management	3
Internship III (200 hrs)	6

#### Semester 4 (Total: 21 Credits)

Subject	Credits
Integrated Marketing Communication	3
Digital Law, Ethics & Data Privacy	3
Digital Marketing for B2B & B2C	3
Elective( Gaming, Healthcare, Fintech)	3
Leadership Lab & Personal Branding	3
Viva + Portfolio Review	6

#### Tools & Platforms

- Ad Tech : Google Ads, Meta Ads Manager, YouTube, DV360, Taboola
- SEO/SEM : SEMrush, Ubersuggest, Yoast, Ahrefs
- Marketing Automation : HubSpot, MoEngage, WebEngage, Instantly.ai, Zapier
- Email/Social Tools : Mailchimp, WhatsApp Business, Hootsuite, Meta Suite
- Gen AI : ChatGPT, Jasper, Copy.ai, PromptPal, Notion AI
- ORM/Social Listening : Brandwatch, Sprinklr, Mention, Google Alerts
- Content Design : Canva, Descript, CapCut, InVideo
- Analytics : GA4, Google Tag Manager, Hotjar, Data Studio, Microsoft Clarity
- Internship Readiness : Resume.io, Kickresume, Rezi

# 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 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



CSR CLUB



# A COMPREHENSIVE LEARNING JOURNEY, FAR BEYOND JUST ACADEMICS









# 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 collaborations have been formalised with the other top educational institute in the world, such as CETYS University, Mexico, Marketing Institute of Singapore, Hochschule 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





# 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**  
Professor, 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**  
Principal Advisor  
(Information Technology  
& Innovations)



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



**Imtiaz 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, INNOPSIS



**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 | 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. Samuel  
Kennedy**  
Founder: KrisiShefa™  
Organic Business Solutions



**Prof.(Dr.) Prakash  
Divakaran**  
SCM Expert  
and Educationalist



**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



**Nirnanjan 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  
Kharagpur  
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**  
Institute of 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 Esqueda Flores**  
Assistant Provost of International  
Operations at City University of Seattle



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

# ALUMNI NETWORK



**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."



**Chinmay Pandit**

"Choosing ASM, 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. 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."





## 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.



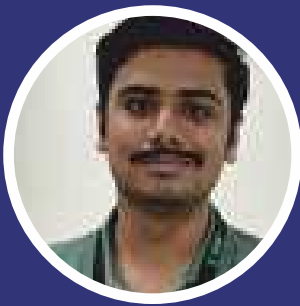
## Pratiksha Magar

ASM 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 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.



## Purab Shome

Getting into ASM 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 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.



## Rutuja Anil Bagul

As a PGDM student at ASM 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 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.



# OUR TOP RECRUITERS





# Admission Process

## 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.

PGDM Agribusiness Management Bachelor's degree (Agriculture, Horticulture, B.Tech, Bio. Tech, Food Tech, B.Sc ABM, Fishery and Forestry) from a recognized university.

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## Application

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

**Students can fill the form to verify their scholarship eligibility.**

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## Selection letter

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.

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## Selection letter

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

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## Registration

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

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## Confirmation letter

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

# SCHOLARSHIP AVAILABILITY

Scholarships	Eligibility	Scholarships	Total Scholarships
ASM's Engineering Excellence	Engineering Graduates With 60% Merit Based	30% of the Tuition Fees	12 (3 for girl students)
ASM's Spark	Above 75% All Through	25% of the Tuition Fees	10 (3 for girl students)
ASM's HONOR	Children of Parents In Defence (Even Retired)	25% of the Tuition Fees	8 (2 for girl students)
ASM's EKLAVYA	Sports Quota Scholarship	30% for National Level of the Tuition Fees	12 (3 for girl students)
		25% for State Level of the Tuition Fees  20% for District Level of the Tuition Fees	

\*All the above scholarships are applicable for first year only.

\*Only one scholarship is applicable at a time.

# 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)







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