



MBA

Prospectus 2014-15

Delivering Excellence since 1994



Marathwada Mitra Mandal's
***Institute of Management Education
Research & Training (IMERT)***

302/A, Deccan Gymkhana, Pune-411004

Master of Business Administration (MBA)

Approved by AICTE and affiliated to University of Pune



Marathwada Mitra Mandal, Pune

MISSION OF THE TRUST

" To impart quality education for professional excellence
and sustainable development through continual improvement and teamwork."

SOLE OBJECTIVE OF THE TRUST

येथे बहुतांचे हित ।

(Welfare of Masses)

The trust Marathwada Mitra Mandal, Pune was established in 1967 by Hon. Late Shri. Shankarraoji Chavan, Former Home Minister, Govt. of India as the Founder President.

The trust started its activity with the objective of providing hostel or similar accommodation in Pune to the students. This trust is established through the inspiration of socially and educationally charged personalities, with motto 'येथे बहुतांचे हित ।' (Welfare of Masses). Mass education. Co-education and dedication towards overall development of the region are

watchwords of the trust. At its various educational campus the trust has created excellent facilities of education catering to Engineering, Interior Design, Management, Law, Commerce, Science, Pharmacy, Architecture, etc. which provide excellent education to more than 12,000 students.

Executive Committee



Shri. S. D. Ganage
[B.E., M.M.S., Industrialist]
Executive President

Dr. Sampatrao Jadhav
[M.Sc. (Agri.)Ph.D.]
Vice-President

Dr. M.V. Suryawanshi
[M.Sc., Ph.D., Ex-Chairman, MPSC]
Vice-President

Dr. N.V. Biradar
[M.Sc., Ph.D, Academician]
Dy. Exe. President

Principal B. G. Jadhav
[M.Com., MIMA, Academician]
General Secretary

Shri. K.H. Mungale
[Industrialist]
Treasurer

Shri. Annasaheb S.Pawar
[Civil Engineer]
Joint Secretary

N. T. Kitekar
[FCA, AICWA]
Member

Dr. V. S. Patil
[M.S., Surgeon]
Member

Prin. D.S. Bhandari
[M.Com, M.A]
Member

Shri. S.S.Garge
[B.E, Sr. Executive]
Member

Shri. S. S. Borade
[M.Sc (Agri)]
Member

Shri. S.S.Suryawanshi
[M.Com, ACA]
Member

Our Inspiration



Hon. Late Shri. S. B. Chavan
Ex. Home Minister, Govt. of India
Founder President,
Marathwada Mitra Mandal, Pune



Hon. Late Shri. Vilasraoji Deshmukh
Ex. Cabinet Minister of Science & Technology
and Earth Sciences, Govt. of India,
Ex. President, Marathwada Mitra Mandal, Pune



Shri S. D. Ganage
[B.E., M.M.S. Industrialist]
Executive President



Principal B. G. Jadhav
[M.Com, MIMA Academician]
General Secretary

MASTER OF BUSINESS ADMINISTRATION

FAQs ANSWERED

1. How does MBA education help?

The main objective of management education is to train young men and women for careers in management. Being a professional qualification, MBA enhances an individual's skills and knowledge gained from the basic graduate degree, thereby enabling him/her to contribute professionally as a manager.

MBA is a popular post-graduate program because it provides well-paid jobs and a secure future. In the current global scenario, the reach and scale of operations of a business organization has increased manifold; the companies are diversified and operate from a multiple locations. The size and the complexity of business organizations increases the scope for an MBA, since the MBA degree helps a person in understanding not only the structure and operation of a business but also in inspiring others in fulfilling the goals of their organization. The 'MBA experience' thus provides a foundation for undertaking leadership roles throughout an individual's career. It is also a route to realize the full potential of an individual by increasing his worth, ability and reach.

2. What are the other reasons contributing to the popularity of MBA?

MBA has become an entry-level qualification in most organizations today. Students from any stream (Arts, Science, Commerce, Engineering, Pharma, etc.) are eligible and keen to do MBA.

Ordinary graduates face professional stagnation within a couple of years in many organizations, since the employers consider performance, along with a professional qualification, an essential, prime factor for an employee's promotion. In turn, MBA helps in breaking the corporate growth barriers.

3. What are the specializations available at IMERT?

While the list of specializations offered by management institutes is expanding each year, the broad areas that students can specialize in are:

- | | |
|------------------------------------|----------------------------|
| · Marketing | Family Business Management |
| · Rural & Agri Business Management | Systems |
| · Finance | Operations |
| · Technology Management | International Business |
| · Human Resources (HR) | Supply Chain Management |

4. What are the possible career options for MBA students?

Marketing - Product Management, Brand Management, Advertising, Marketing Research, Sales Promotion, Public Relations, Event Management, Export

Finance - Corporate Finance, Commercial Banking, Investment Banking, Insurance, Securities Trading, Equity Research, Direct/Indirect Taxation

Human Resource Management - Corporate HRM, Training and Development, Recruitment Consultancy, Career Counseling, Academics and Research, Labour and Industrial Law

Systems - Software Project Management, Systems Analysis, Product Development, Training

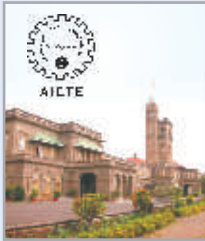
MBA CURRICULUM : Please Visit www.unipune.ac.in/syllabus

MBA @ IMERT

Why should you join MBA at IMERT?

There are 5 good reasons.

1 .



MBA at IMERT is approved by AICTE, affiliated to University of PUNE and approved by the Directorate of Technical Education, Government of Maharashtra.

2 .



As a approved director in Pune University affiliated institutes, Dr. Shiram Nerlekar's leadership makes crucial differences between IMERT and other management institutes.

3 .



MBA at IMERT is conducted with uncommon rigour. There are about 20 internal tests per semester, apart from Discussions and Presentations which are also evaluated. Frequency of submissions and assignments is high. This is, largely, a Process Oriented MBA.

4 .



MBA at IMERT has a tradition of more than 19 years. Several past students of IMERT are holding top positions of responsibility in the field of Management. Our alumni is our strength and an ally to the students who join later.

5 .



Location is an advantage. IMERT has prestigious educational institutions in its vicinity – Gokhale Institute, Bhandarkar Institute, Film Institute, Symbiosis, University of Pune - to name a few. We are also in the middle of the elite Deccan Gymkhana residential locality. Apart from providing an excellent academic ambience, it also has a practical advantage. We have some of the finest visiting faculty and Guest speakers.

Our Faculty, Our Strength



Dr. Shiram Nerlekar
(Director)

India, as an economy, has completed two decades of the era of Liberalization, Privatization and Globalization. Globalization has definitely improved lives of citizens of this nation by opening numerous opportunities especially to youths. At the same time global financial integration has caused global disaster in a jiffy such as seen during the past few years. Recent recession, in my opinion, has given a body blow to raw capitalism in the West.

India as an emerging market has become an important destination for the global business houses. It goes without saying that all the local as well as global business houses are constantly in the search of two things – Technology and Talent. I am sure that you will agree to the fact that a Business School is catalyst in nurturing the talent and handing over it to the Industry.

We, at IMERT, are committed to nurturing the talent of our students for making them successful executives and leaders in the world of management. We strongly believe in creating a Questioning Mind full of inquisitiveness and hence we constantly expose our students to various situations which pose challenges for them and give them right questions. Students at IMERT are ensured an environment that is conducive even for their entrepreneurial abilities. For accomplishment of these coveted career goals we rigorously follow a philosophy of Learning through Experience which leads to empowerment of our students.

We are sure that the two years at IMERT is going to be the most memorable time in your studentship. Over a period of these two years you will be quipped not only with expertise in domain, skills and techniques to mark your entry in the global business but also with sound value based thinking, ethics and principles to become a good global citizen and a sensitive human being.



Prof Jitendra Bhandari is MBA and Assistant Professor of Marketing. He has more than 15 years experience of Pharmaceutical Industry and Teaching.



Prof Rajesh Vhatkar is B.E. (Electronic) and MBA from the University of Pune. He has more than 10+ years' academic experience. Prof Vhatkar teaches Quantitative Techniques and Operations Management.



Mrs. Ruchira Tapre has done M.Sc(physics),M.B.A.(Marketing). With around 14+ years of corporate experience, She teaches Marketing related subjects.



Dr. Sonal Visa Purohit is MBA and Ph.D specialized in finance. She has more than 8 years of teaching experience.



Prof Vivek Dighe is MBA (Marketing) from the University of Pune. He has more than 9 years' of professional work. Prof Dighe teaches marketing related subjects.



Prof Ms Pranjal Jadhav is MBS with specialization in Human Resource Management. She has worked with ICICI Bank for more than 4 years. She has six years of teaching experience.



Prof. Priyanka Bobade is Ph.D. (pursuing), NET, M.B.A. (Financial Management), P.G.D.C.C.A., having 1 year industrial experience at Mumbai & 3.5 years experience in teaching for Pune university. She teaches Finance Related Subjects.

Prof Ms Aparna Shastri has completed her Master of Personnel Management from the University of Pune. She has work experience with Construction Industry and with a recruitment agency. She teaches subjects related to Human Resource Management.



Prof. Vivekanand Gaikwad B.A., M.A. (English) MPM and DLL. He teaches HR related subject.



Prof. Vinod Mohite is M.A. (ECO) & M.B.A. Marketing from Pune University, having more than 6 years experience in Banking industry and 4 years in teaching.



Prof. Pranav Kayande is a Software Engineer & MBA- IT & Marketing. His work experience includes Project coordination into Software organization and teaching into topnotch management institutes which expands over the period of 10.5 years. He teaches subjects like MIS, SQM.



Prof. Sachin D. Kshirsagar is science graduate with post graduation in Management from Pune University. He has sixteen years of Industrial experience and 6 years of teaching experience. He teaches Manufacturing Operations and Supply-chain Logistics Management subjects.



Dr. Sameer Kuduple is MBA in HR & Finance from Nagpur University, as well as completed his M.A. (Economics) and completed PhD from Nagpur University. He is working as an Assistant Professor, with 4.6 Years of experience in teaching.



- * Quality Education in every Program.
- * Excellent Academic Record
- * Highly qualified & Experienced faculty.
- * Spacious classrooms with audio - visual environment.
- * Centre for e-learning.
- * WI- FI Campus
- * Digital Library.
- * Department of Self Development & Career guidance.
- * Foreign language cell.
- * Self- contained Hostels.
- * Fee concession for bright students.
- * Eminent Guest Faculties from Industry.
- * Departmental Libraries.
- * All assignments, study material are uploaded online to facilitate easy access to students
- * Google Apps

The Library

The library has more than 14850 books with subscription to 166 national and international journals. A rich collection of more than 1000 CDs and DVDs is also available. Students have open access in the library with extended hours of working even after college timings. Availability of over 300 books in digital form and 15 PC terminals specially provided in library is a pride.



Spacious Lecture Rooms

A classroom is the first leap of a student towards the vast competitive world and the institute has seen to it that the students are comfortable with it. The institute can boast of rendering the students with spacious, well illuminated and ventilated rooms. The lecture rooms are well equipped to render education through the most modern ways.

E-Learning

Institute has successfully implemented e-learning system, an online teaching-learning program using e-learning software "Moodle". The aim is to move from "teaching centred approach" to "learning centred approach". From e-learning portal, students can download teaching material prepared by our teachers. This portal has various other on-line learning tools that students can use. It includes online quizzes, chat with teachers to solve queries, messaging systems, receiving assignments, etc.



Salient Features & Facilities



Serninar Hall

The institute has a seminar hall, beautifully built with care. This seminar hall has a touch of simplicity with elegance. Acoustically and aesthetically well-designed, this seminar hall is equipped with in-built Audio, LCD and Video Systems conducive forthe overall learning and growth of the students.



Hostel

Fully furnished Hostel facility is provided at Karve nagar Campus, with attached toilets.

Features:

- Solar System
- Water Coolers
- Guest Rooms
- Security
- WI-FI Zone

The Campus has developed a Gymnasium & Sports Centre for indoor and outdoor games like : Table Tennis, Carrom, Cricket, Football, Volleyball, Handball and Badminton. The Students can utilize these facilities before and after College hours.

Canteen

Excellent food facility is provided in the Canteen for breakfast, lunch and dinner for College as well as Hostel Students. All types of food including Chinese are available. Special menu is provided on Festivals.

RFID Attendance System

IMERT has successfully implemented student attendance system based on radio frequency identification (RFID) cards. One card wi ll be based throughout the course. It is proposed to use this card for several other purpose such as issuing library books as a prepaid credit system to deposit examination fees, dues, etc. in future student attendance report is being made aval lable on-line to parents also on the college website.



Integrated Personality Development Program (I.P.D.P.)

An important part of the IMERT MBA is of course the **Placement Support**. Our past recruiters include prestigious companies such as Tata Motors, Bajaj Auto, Daimler Chrysler, Bharat Forge, Forbes Marshall, Amul India, Gillette India, Cadbury India, Coca Cola, Blue Dart and about a 100 others.

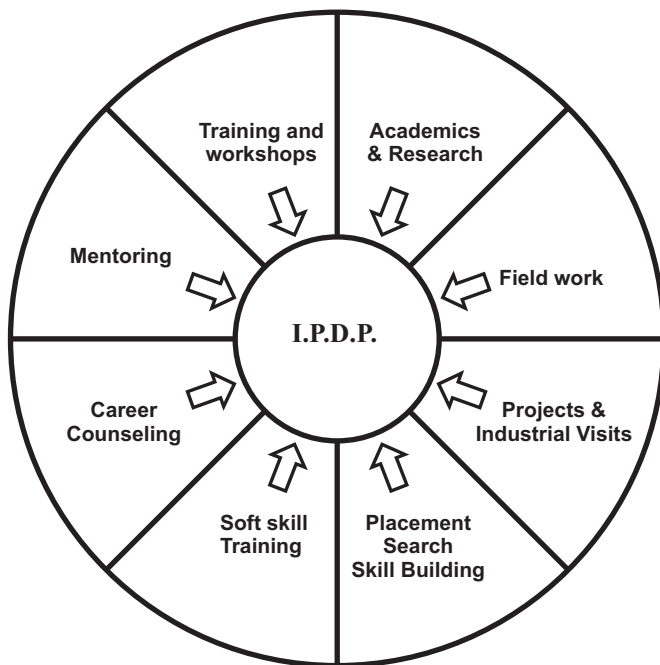
We however believe that Placement is an end product of a SYSTEM which we call Integrated Personality Development Program. A student receives inputs through a diverse range of activities and projects through which he evolves into a mature, business-worthy professional. What he learns stays with him for life. In a way, we don't give fish, we teach fishing.



Prof Ajit Kalambarkar leads the Integrated Personality Development Programme since last seven years. He has assisted over six hundred students for final and summer placements. We have a alumni association with a network of over twelve hundred alumnus since 1994.

He is BE, MBA, Six Sigma(Green Belt), Lead Auditor with over 17 years of experience at domestic as well as international level.

What is I.P.D.P. ?



Role of Training & Placement Cell

The Placement Committee works on various aspects in order to develop "Industry ready professionals".

The Placement Committee initiates and nurtures contacts with leading organizations for campus visits and is functional throughout the year. It endeavors to match the aspirants of the students with the needs of the industry. It also assists the students for summer project / training.

The Placement Committee also provides counseling and guidance to the students regarding the visiting organizations, selection procedure, preparation methods & resources thereby ensuring that the students are adequately equipped to face the recruitment procedure.

Fees : Please visit www.shikshanshulksamiti.gov.in or www.imertpune.in
 Anti ragging committee : We are strictly against ragging and we do not allow any kind of ragging under Maharashtra prohibition of ragging act 1999.

BEYOND THE CAMPUS



EXISTING INSTITUTIONS OF MARATHWADA MITRA MANDAL, PUNE

DECCAN GYMKHANA CAMPUS

- ◆ Institute of Management, Educational Research & Training (IMERT)
- ◆ M. M. College of Architecture (B. Arch.)
- ◆ School of Interior Design and Decoration
- ◆ Shankarrao Chavan Law College
- ◆ M. M. College of Commerce
 - ❖ Bachelor in Business Administration (BBA)
 - ❖ Bachelor in Business Management (BBM)
 - ❖ Bachelor in Computer Science (BSC)
 - ❖ Bachelor in Computer Application (BCA)
 - ❖ Department of Post Graduation
 - ❖ Diploma in Travel and Tourism
 - ❖ Diploma in Communication and Journalism
 - ❖ M. M. Junior College of Commerce & Science
 - ❖ Vocational Wing

KARVENAGAR CAMPUS

College of Engineering & Management

Sr.	Branch	Intake
1	E&TC	120
2	Computer Engineering	120
3	Information Technology	60
4	Mechanical Engineering	120
5	Mechanical Engineering (2nd Shift)	60
6	Electrical Engineering	60
7	MBA	60
8	MCA	60
9	ME (Computer Engineering)	18

LOHAGAON CAMPUS

Sr.	Branch	Intake
1	E&TC	60
2	Computer Engineering	60
3	Mechanical Engineering	120
4	Computer Engineering #	60
5	MBA	60
6	MCA	60

KALEWADI CAMPUS

- ❖ **M. M. Polytechnic**
{1st Shift: Mech, Automobile, E&TC, Comp.}
{2nd Shift: Mech, Automobile}
- ❖ **M. M. College of Pharmacy**
{B Pharm & M Pharm, Research Centre, Ph. D}
- ❖ **M. M. Junior College of Commerce and Science**
M. M. Vidya Mandir
{Pre Primary, Primary and Secondary}

LIST OF COMPANIES FOR PLACEMENT

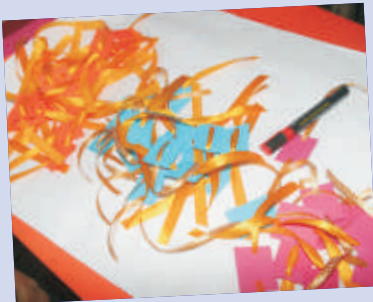
BANK OF NEWYORK MELLON
 MANPOWER GROUP
 I-GATE
 SUNRISE ENTERPRISE
 GADIYA INDUSTRIES
 PUMA INTERNATIONAL
 NY EDUSOFT
 CHOWGULE INDUSTRIES
 ING VAISHYA
 LIC
 C INFOTECH
 JUST DIAL
 MATRIX
 VELOX SOLUTIONS PVT LTD
 JARO EDUCATION
 SHOPPERS STOP
 RECTO SELECTO
 VEHIGO LOGISTICS PVT LTD
 CHARTERED FINANCIAL
 INSTITUTE
 GODREJ
 GUPTA HOSPITAL
 JOHN DHERE
 CIEKO
 JARO EDUCATION
 JARO EDUCATION
 SAHYADRI PROPERTIES
 YASH ELECTRONICS
 WNS GLOBAL
 VHS INTERNATIONAL
 LAHARI ENGG COMPANY
 LOYLOGIC
 E-CLERX
 ICICI BANK
 WHIRLPOOL

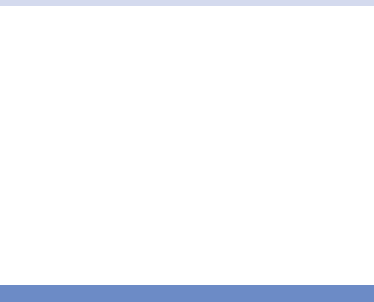
B BRAUN
 ULTRATECH
 CIAN HEALTHCARE PVT LTD
 N J INVESTMENT PTV LTD
 SEED INFOTECH
 AXIS SECURITIES
 LEISURE HOSPITALITY
 SERVICES
 HDFC
 LUXORY BRAND HAIR STUDIO
 MNC
 INDUSIND BANK
 LOYLOGIC
 SURYA GROUP
 CREDIT POINT SOLUTIONS
 BRIDGESTONE
 THYSSENKRUPP
 DENALI WORLDWIDE
 ZENITH MANAGEMENT
 REDDVIS REALITY
 C DOT SYSTEMS PVT LTD
 O HOTELS INDIA
 MINDSCRIPTS
 AURUM MACHINES
 METRO RETAIL
 COMS CONSULTING PVT LTD
 COGNIZANT
 YOBISYS SOLUTIONS PVT LTD
 WELSPUN
 TITAN
 EMPHASIS
 SYNTEL
 MIRUS LIFE SCIENCE
 STERLING HOLIDAYS
 NUMEDX LTD

TALENT AID
 BANK OF INDIA
 BANK OF MAHARASHTRA
 HDFC BANK
 IDBI FEDERAL LIFE
 TALENT AID
 ASHTAVINAYAK INVESTMENTS
 PLATTER MEDIA
 REDDVIS REALITY ADVISORS
 CPHRS SERVICES
 ARTH TECH
 ING VAISHYA BANK
 INSOFT LTD
 ROYAL
 FUTURES

 TRAINFEED
 E-WHIZ SOLUTIONS PVT LTD
 HDFC BANK
 DISCOUNTED FLATS
 SOFTHARD AUTOMATION PVT
 LTD
 GURUJI WORLD
 PUMA RETAIL
 TITAN
 FASTRACK
 WELSPUN
 NEEYAMO
 MOIL
 VISHWASYA TECH PVT LTD
 CHOPRA CONSULTANT
 APEX GROUP
 CANNIER INFRA PVT LTD







Marathwada Mitra Mandal's



येथे बहुतांचे हित ।

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