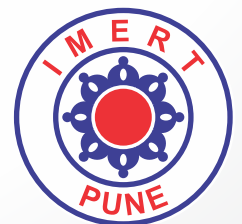


Cultivating Talented Brain ...

"nurturing professionals with ethics and values since 1994"



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

Approved by AICTE, New Delhi and Affiliated to Savitribai Phule Pune University
DTE Code 6108.
Deccan Gymkhana, Pune.



“येथे बहुतांचे हित”

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 & Polytechnic which provide excellent education to more than 18,000 students.

Executive Council

S. No.	Name	Designation
1	Mr. S. D. Ganage	President
2	Prin. B. G. Jadhav	Exe. President
3	Dr. M. V. Suryawanshi	Vice President
4	Dr. S. B. Jadhav	Vice President
5	Dr. N. V. Biradar	Dy-Executive President
6	Mr. K. H. Mungale	Secretary
7	Mr. A. S. Pawar	Treasurer
8	Mr. N. T. Kitekar	Joint Secretary
9	Dr. S. S. Garge	Joint Secretary
10	Dr. G. S. Haribhau	Member
11	Dr. V. S. Patil	Member
12	Prof. D.S. Bhandari	Member
13	Mr. T. P. Niwalikar	Member
14	Mr. S. S. Suryawanshi	Member
15	Mr. J. M. Pawar	Member



VISION

Our Management Program Shall provide a grounding in analytical skills and shall seek to create a leadership mindset which will transform problems into opportunities, conceptualize goals to seize those opportunities and learn to make important decisions in a dynamic global environment in the face of inadequate information. It shall produce management professionals who can make a difference in whatever societies they operate by inspiring other people while displaying highest level of integrity and social sensitivity.

MISSION

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

OBJECTIVE

Welfare of Masses

CARVING NEW PATHS

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. Over a period of these two years students are equipped not only with expertise in domain, skills and techniques to mark 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.



Dr. Shriram Nerlekar
(Director)



IMERT at a Glance

Marathwada Mitra Mandal group is on the forefront in the field of education since 1967. The group was established by Hon. Shankarraoji Chavan – ex-home minister, Government of India. Through 18 institutes under its aegis, it offers quality education in streams of Management, Commerce, Engineering, Pharmacy, Architecture, Interior Design, Law and Schooling. Having a legacy of 47 years it stands true to its motto –“Welfare of the Masses”. Institute of Management Education, Research & Training (IMERT) is a flagship Management Institute of MM Group established in 1994. The institute offers 2 years full time M.B.A. programme approved by the A.I.C.T.E., New Delhi and affiliated to Savitribai Phule Pune University.

IMERT

Location - 302/A, Deccan, Pune - 411004

Year of Establishment - 1994

Intake - 120(First Shift), 60 (Second Shift)

Specialization - Marketing, Finance, HRM, Banking and Insurance, Retail Management and Services Marketing.

MBA Since 1994



Our Faculty, Our Strength

- ❖ **Prof. Pravin B. Tungare** is working as a Professor in Finance. He is Fellow Cost and Management Accountant. He has got 14 years of Teaching Experience and 19 years of Industry Experience. Core Research Interest Area: Cost Management & Taxation
- ❖ **Ms. Archana Badera** is working as an Adjunct faculty/ Industry resource person at IMERT. She is an Electronics Engineer from Pune university. She has cleared PMP certification from PMI USA and Derivatives Market Certification from NCFM. She is a gold medalist in Executive Post Graduate Certification in Financial Management from IIM Kozhikode. Core Research Interest Area: Financial Statement Analysis, Business Valuation.
- ❖ **Mr. Sudhir Daphtardar** is working as an Adjunct faculty/ Industry resource person at IMERT. He is known personality from the field of Banking. He has completed B.Com, M.Com, Pune University, along with L.L.B (General), PGDBM (NIBM) and CAIIB (IIBF). He has work experience of 16 years into teaching and worked into industry for 30 Years. Core research interest area: Banking and Financial Services.
- ❖ **Mr. Pravin Late** is working as an Adjunct faculty/ Industry resource person at IMERT. He is a commerce graduate. He is M.A. in Personnel Management & Industrial Relations from TISS. His teaching experience spans over period of 20 years and has worked in industry for 25 years. Core research interest area: Attitudinal Motivation of people
- ❖ **Dr. Sachin Bhide** is working as an Adjunct faculty / Industry resource person at IMERT. He is a commerce graduate. He has completed MCom ,MBA & PhD from Pune university. He has authored many research papers and books from field of Marketing management. He provides consultation services to reputed organizations from various fields of human endeavor. Core research interest area: Marketing Research.
- ❖ **Mr. Jitendra Bhandari** is MBA and Assistant Professor of Marketing. He has more than 17 years experience of Pharmaceutical Industry and Teaching.
- ❖ **Mr. Rajesh Vhatkar** is B.E. (Electronic) and MBA from the University of Pune. He has more than 12 years' academic experience. Mr. Vhatkar teaches Quantitative Techniques and Operations Management.
- ❖ **Mrs. Ruchira Tapre** has done M.Sc (physics), M.B.A.(Marketing). With around 16 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 10 years of teaching experience.
- ❖ **Mr. Vivek Dighe** is MBA (Marketing) from the University of Pune. He has more than 11 years' of professional work. Prof Dighe teaches marketing related subjects.
- ❖ **Ms Pranjal Jadhav** is MBA with specialization in Human Resource Management. She has worked with ICICI Bank for more than 5 years. She has 8 years of teaching experience.
- ❖ **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.
- ❖ **Mr. Vivekanand Gaikwad** B.A., M.A. (English) MPM and DLL. He teaches HR related subject.
- ❖ **Mr. Vinod Mohite** is M.A. (ECO) & M.B.A. Marketing from Pune University, having more than 7 years experience in Banking industry and 6 years in teaching.
- ❖ **Mr. 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 13 years. He teaches subjects like MIS, SQM.
- ❖ **Mr. Sachin D. Kshirsagar** is science graduate with post graduation in Management from Pune University. He has 18 years of Industrial experience and 7 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 7 Years of experience in teaching.
- ❖ **Mr. Vijay Hemant Sonaje** working as an Asst.Professor in Finance deptt. He is pursuing PhD in Management, passed NET (Lectureship), MBA (Finance), B.E. (Electrical). He has worked into industry and academics which spans over period of 5 years. Core Research Interest Area: Financial Statement Analysis, Business Intelligence – Performance Measurement & Benchmarking using DEA

Visiting Faculty

- ❖ **Prof. J. P. Singh**, B.A., L.L.B., 25 years of Professional & Teaching Experience.
- ❖ **Prof. Sampat Iyer**, M.Com, C.A. I.I.B., ADCSSA, 30 years of experience in Banking. Worked as senior vice President at AXIS Bank Ltd.
- ❖ **Prof. Prasad Kalbhande**, D.P.T., MBA 21 years of Training experience in Security Analysis & Portfolio Management.
- ❖ **Mr. Darshan Shah**, Practicing chartered accountant and visiting faculty at various institute like ICAI, ICAI, MMCC, etc. All India merit ranker in CMA, University topper in MA (Economics).

SALIENT FEATURES & FACILITIES



- Quality Education for MBA since 1994
- Centrally Located in Pune city
- Highly qualified & experienced faculty
- Focus on experiential learning
- Library with more than 16000 books ,25 National & International Journals
- Subscription to Online Database EBSCO & J-gate
- Excellent I.T. Infrastructure with high speed Internet Facility
- Well equipped Class rooms and Seminar Hall
- Eminent Guest Faculty from Industry
- Strong alumni network
- Strong Industry – Academia interface
- Active Entrepreneurship Cell under the aegis of The Indus Entrepreneurs (TIE)
- Wi-Fi Campus
- Hostel Facility
- Gymnasium
- Indoor and Outdoor Sports Facility
- Canteen Facility
- Secured environment



EMINENT PERSONALITIES VISITED IMERT

Late. Mr. Pralhad Chhabria : Fonder Chairman, Finolex Group.

Mr. Kiran Jadhav : CMD, Precision Investment Services Pvt.Ltd.

Dr. S.V. Bhawe : Senior V.P. (H.R.), Bharat Forge Ltd.

Ms. Rujuta Diwekar : A Mumbai-based celebrity nutritionist.

Dr. Krishna Eramilli : Associate Dean & Professor of Marketing at Illinois Institute of Technology.

Mr. Srinivas Chunduru : Chief HR officer, Piramal Group.

Dr. Radhakrishna Pillai : Fonder Director, Chanakya Institute of Public Leadership.



ABOUT THE MBA PROGRAMME

Masters of Business Administration

MBA is a two year full time programme leading to Masters Degree from Savitribai Phule Pune University on successful completion of the programme. The programme aims at imparting the contemporary domain knowledge and skills required to be dynamic and successful business manager. The programme also focuses on building entrepreneurial abilities. The programme comprises of 4 Semesters and adopts the Choice Based Credit System (CBCS) and Grading System. Choice Based Credit System (CBCS) offers wide ranging choice for students to opt for courses based on their aptitude and their career goals. CBCS works on the fundamental premise that students are matured individuals, capable of making their own decisions. CBCS enables a student to obtain a degree by accumulating required number of credits prescribed for that degree. The number of credits earned by the student reflects the knowledge or skills acquired by him / her. Each course is assigned with fixed number of credits based on the contents to be learned & expected effort of the student. The grade points earned for each course reflects the student's proficiency in that course.

MBA FIRST YEAR (Semester I & II)

Subject Code	Semester I	Subject Semester II	Semester II Code
	Generic Core Courses (Compulsory)		Generic Core Courses (Compulsory)
101	Accounting for Business Decisions	201	Marketing Management
102	Economic Analysis for Business Decisions	202	Financial Management
103	Legal Aspects of Business	203	Human Resource Management
104	Business Research Methods	204	Decision Science
105	Organizational Behaviour	205	Operations & Supply Chain Management
106	Basics of Marketing	206	Management Information Systems
	Generic Elective Courses (Select Any 4)		Generic Elective Courses (Select Any 4)
107	Management Fundamentals	207	Emotional Intelligence and Managerial Effectiveness Lab
108	Business Communication Lab	208	Statistical Software Lab
109	MS Excel & Advanced Excel Lab	209	MS Project Lab
110	Selling & Negotiation Skills Lab	210	Life Skills Lab
111	Business, Government & Society	211	Geopolitics & the World Economic System
112	Leadership Lab	212	Business Systems & Procedures
113	Personality Development Lab	213	Computer Aided Personal Productivity Tools Lab
114	Foreign Language - I Lab	214	Foreign Language - II Lab
115	Enterprise Analysis - Desk Research	215	Industry Analysis - Desk Research

MBA SECOND YEAR (Semester III & IV)

Semester III			Semester IV	
Course Code	Course Name	Category of Course	Course Code	Course Name
301	Strategic Management	Generic Core Compulsory & common for all Specializations	401	Managing for Sustainability
302	Enterprise Performance Management		402	Dissertation
303	Startup and New Venture Management			
304	Summer Internship Project			

Specialization Offered:

- ✍ Marketing Management (MKT)
- ✍ Financial Management (FIN)
- ✍ Banking and Insurance Management
- ✍ Retail Management
- ✍ Human Resources Management (HR)
- ✍ IT Management
- ✍ Services Management

ABOUT THE MBA PROGRAMME

Marketing

Semester III		Semester IV	
Course Code	Course Name	Course Code	Course Name
Generic core		Generic core	
301	Strategic Management	401	Managing for Sustainability
302	Enterprise Performance Management	402	Dissertation
303	Startup and New Venture Management	Subject Core	
304	Summer Internship Project	403MKT	Services Marketing
Subject Core		404MKT	Sales and Distribution Management
305MKT	Contemporary Marketing Research	Subject Elective	
306MKT	Consumer Behaviour	405MKT	Retail Marketing
Subject Elective		406MKT	Rural Marketing
307MKT	Integrated Marketing Communications	407MKT	Service Operations Management
308MKT	Product Management	408MKT	International Marketing
309MKT	Strategic Brand Management	409MKT	Export Documentation & Procedures
310MKT	Personal Selling Lab	410MKT	Marketing Strategy
311MKT	Qualitative Marketing Research	411MKT	Marketing Decision Models
312MKT	Customer Relationship Management	412MKT	Marketing of High Technology Products
313MKT	Marketing and the Law	413MKT	E-Marketing and analytics
314MKT	Finance for Marketing Professionals	414MKT	Marketing to Emerging Markets & Bottom of the Pyramid
315MKT	Marketing of Financial Services - I	415MKT	Marketing of Financial Services - II
316MKT	Tourism Marketing	416MKT	Cross Cultural Relationship Marketing
317MKT	Agricultural Marketing		
318MKT	Business to Business Marketing		

Finance

Semester III		Semester IV	
Course Code	Course Name	Course Code	Course Name
Generic Core		Generic core	
301	Strategic Management	401	Managing for Sustainability
302	Enterprise Performance Management	402	Dissertation
303	Startup and New Venture Management	Subject Core	
304	Summer Internship Project	403 FIN	Indirect Taxation
Subject Core		404 FIN	International Finance
305 FIN	Direct Taxation	Subject Elective	
306 FIN	Financial System of India , Markets and Services	405 FIN	Behavioral Finance
Subject Elective		406 FIN	Financial Modeling Using Excel
307 FIN	Strategic Cost Management	407 FIN	Financial Risk Management
308 FIN	Corporate & International Financial Reporting	408 FIN	Online Trading of Financial Assets
309 FIN	Corporate Finance	409 FIN	Banking Operations - II
310 FIN	Corporate Financial Restructuring	410 FIN	Wealth & Portfolio Management
311 FIN	Equity Research, Credit Analysis & Appraisal.	411 FIN	Fixed Income Securities & Technical Analysis
312 FIN	Rural Financial Institutions	412 FIN	Commodity Markets
313 FIN	Banking Operations - I	413 FIN	Financing Rural Development
314 FIN	Treasury Management	414 FIN	Principles of Insurance
315 FIN	Futures and Options		
316 FIN	Financial Instruments & Derivatives		

ABOUT THE MBA PROGRAMME

Human Resource Management

Semester III	Semester IV
Course Code Course Name	Course Code Course Name
<p>Generic core 301 Strategic Management 302 Enterprise Performance Management 303 Startup and New Venture Management 304 Summer Internship Project</p> <p>Subject Core 305 HR Labour & Social Security Laws 306 HR Human Resource Accounting & Compensation Management</p> <p>Subject Elective 307HR Employee Health, Safety& Welfare 308 HR Compensation Management 309 HR HR Audit 310 HR Human Resource Information System 311 HR Outsourcing of HR 312 HR Public Relations & Corporate Communication 313 HR Quality Management System 314 HR Lab in Recruitment and Selection 315 HR Lab in Job Design and Analysis 316 HR Lab in Training 317 HR Lab in Labour Laws - I 318 HR Lab in Personnel Administration & Appln Procedures</p>	<p>Generic core 401 Managing for Sustainability 402 Dissertation</p> <p>Subject Core 403 HR Employment Relations 404 HR Strategic Human Resource Management</p> <p>Subject Elective 405 HR Organizational Design and Development 406 HR Global Hrl 407 HR Employee Reward Management 408 HR Change Management 409 HR Conflict & Negotiation Management 410 HR Lab in CSR 411 HR Lab in Industrial Relations 412 HR Lab in Legal Compliances 413 HR Lab in Mentoring and Coaching 414 HR Emerging Trends in HR 415 HR Designing HR Policies 416 HR Competency Mapping</p>

IT Management

Semester III	Semester IV
Course Code Course Name	Course Code Course Name
<p>Generic core 301 Strategic Management 302 Enterprise Performance Management 303 Startup and New Venture Management 304 Summer Internship Project</p> <p>Subject Core 305 IT I T Management andCyber Laws 306 IT E-Business and Business Intelligence</p> <p>Subject Elective 307 IT Software Engineering 308 IT Mobile Computing with Android 309 IT RDBMS with Oracle 310 IT Software Quality Assurance 311 IT E-Learning 312 IT Software Marketing 313 IT IT for Retailing 314 IT Technical Writing</p>	<p>Generic core 401 Managing for Sustainability 402 Dissertation</p> <p>Subject Core 403 IT Software Project Management 404 IT Enterprise Resource Planning (ERP)</p> <p>Subject Elective 405 IT Web Designing and Multimedia 406 IT Network Technologies and Security 407 IT Database Administration 408 IT Software Testing 409 IT Information Security and Audit 410 IT Data Warehousing and Data Mining 411 IT Geographical Information System 412 IT E-Governance 413 IT Internet Marketing 414 IT Microsoft Office 2010 Lab</p>

ABOUT THE MBA PROGRAMME

Banking and Insurance Management

Semester III		Semester IV	
Course Code	Course Name	Course Code	Course Name
Generic core		Generic core	
301	Strategic Management	401	Managing for Sustainability
302	Enterprise Performance Management	402	Dissertation
303	Startup and New Venture Management	Subject Core	
304	Summer Internship Project	403BIM	Banking Regulations and Legal Aspects
Subject Core		404BIM	Trends in Insurance Management
305BIM	Banking Concepts and Operations	Subject Elective	
306BIM	Principles and Practices of Insurance	405BIM	Advance Technology in Banking & Insurance
Subject Elective		406BIM	Practice of Marine Insurance
307BIM	Treasury Management	407BIM	Fire and Consequential Loss Insurance
308BIM	Practice of Life Insurance	408BIM	Health Insurance & Medi-claim Insurance
309BIM	Retail & Universal Banking	409BIM	Agricultural Insurance
310BIM	Practice of General Insurance	410BIM	Agency Management
311BIM	E- Banking	411BIM	International Banking
312BIM	Financial Inclusion	412BIM	Vehicle Insurance
313BIM	Corporate Insurance Management	413BIM	Life Insurance Products
314BIM	Marketing of Financial Services	414BIM	Commercial Banking and Cooperative Banking
315BIM	Marketing of Insurance Services	415BIM	Central Banking
316BIM	Rural Banking and Micro-finance	416BIM	Innovations in Banking and Insurance Industry
317BIM	Personal Financial Planning		
318BIM	Property Insurance		

Services Management

Semester III		Semester IV	
Course Code	Course Name	Course Code	Course Name
Generic Core		Generic core	
301	Strategic Management	401	Managing for Sustainability
302	Enterprise Performance Management	402	Dissertation
303	Startup and New Venture Management	Subject Core	
304	Summer Internship Project	403SER	Strategic Service Management
Subject Core		404SER	Management of Business Services
305SER	Services Business Management	Subject Elective	
306SER	Services Performance Management	405SER	Global Scenario in Services
Subject Elective		406SER	Corporate Governance & Legal Framework
307SER	Project Management	407SER	Computer Application in SM
308SER	Relationship Management	408SER	Services Operations Management
309SER	Service Integrated Management	409SER	Service Excellence
310SER	Lab Services Value Chain Management	410SER	Documentation Management in services
311SER	Service Technology Lab		
312SER	Service Leadership Lab		
313SER	IT enabled services Management		



ABOUT THE MBA PROGRAMME

Retail Management

Semester III		Semester IV	
Course Code	Course Name	Course Code	Course Name
Generic Core		Generic Core	
301	Strategic Management	401	Managing for Sustainability
302	Enterprise Performance Management	402	Dissertation
303	Startup and New Venture Management		
304	Summer Internship Project		
Subject Core		Subject Core	
305RM	Introduction to Retailing	403RM	Retail Marketing
306RM	Retail Stores & Operation Management	404RM	International Retailing
Subject Elective		Subject Elective	
307RM	Retail Planning	405RM	Retail Brand Management
308RM	Warehouse Management	406RM	Retail Information System
309RM	Supply Chain Management	407RM	Internet Marketing
310RM	IT for Retailing	408RM	Retail Sales Techniques & Promotions
311RM	Food Retail Management	409RM	Retail Channels & Operations Management
312RM	Logistic and Sales Promotion	410RM	Marketing Strategy



Integrated Personality Development Programme (IPDP)

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.

1) Ozone

MM'S IMERT had signed a MOU with Ozone Educational Consulting Pvt. Ltd. This MOU aims at enhancing the employability of MBA students through rigorous inputs on Sector Overview, Business Model Analysis, Group Discussions and Personal Interviews. Mr. Shantanu Sen Sharma is Chief Mentor and Co Founder for Ozone, prior to Setting up Ozone, he was Vice President, Sales in Tech Mahindra. Other mentors for the programme include, Mr. Chunduru Srinivas- President- Strategy and HR at the Piramal Group



2) Technical Analysis

IMERT has signed MOU with Precision Investment Services (PIS). Through this MOU, a nationally renowned trainer Mr. Ashish Kelkar conducts an 18 hour long programme on Technical Analysis. Mr. Ashish having rich experience in the field of share market he is a regular columnist in Daily Lokmat and he also appears on Business Channels like NDTV Profit. This programme helps students in developing practical insights for the profiles in Equity Research and Portfolio Management.

The main objectives of this workshop are ...

- ✍ To give students complete knowledge about Capital Markets and Investment.
- ✍ To develop students for the profiles of Financial Advisor, Portfolio Manager & Stock Brokers.
- ✍ To impart practical knowledge about Technical Analysis through case studies.



Integrated Personality Development Programme (IPDP)

3) Financial Modelling

Objective of the program is to understand how decision making is done in practical applications like investment in corporate or projects. The programme focuses on financial analysis. This analysis is then used to build financial model, which in turn is key to projecting future financial performance. Based on this model, investors can arrive at suitable valuation. Through this programme students are prepared for various profiles relating to Investment Banking, Equity Research, Credit Rating, Project Finance, Mergers & Acquisitions.



4) "EFFECTIVE SALES AND PRESENTATION SKILLS BY DALE CARNEGIE TRAINING INDIA

IMERT has signed a MOU with Dale Carnegie Training India, one of the most renowned worldwide institute to conduct a certified training programme on "Effective sales and Presentation Skills" for MBA II Finance and Marketing students. A 3 day workshop builds a foundation for sales process and equipped the students with skills for effective presentations. The participants are exposed to nine modules which included – foundation for consultative selling, Generating Interest, Negotiation skills, Planning Presentations and Presenting to Persuade.

Trainer focuses on "Sales Model" with inputs on setting goals using SMART formula, building rapport and establishing Credibility Statements during sales call. The second part focuses on evaluating the buyers perspectives, engaging the prospects emotions and methods for gaining commitment.



Integrated Personality Development Programme (IPDP)

5) "NEURO LINGUISTIC PROGRAMMING (NLP)"

As a part of IPDP IMERT organizes a workshop on "Neuro Linguistic Programming (NLP)" for Human Resource students. Mr. Tejas Toro, a certified trainer with National Federation of Neuro Linguistic Programming (NFNLP) and International Coaching Federation conducts NLP which focuses on the connection between mind and language and how that connection affects our body and behavior.

6) DIGITAL MARKETING WORKSHOP

IMERT organizes a Digital marketing workshop for Marketing students. A session titled 'Digital Marketing and Marketing Technologies' covers marketing concepts in the context of IT and IOT, and later on delves on the technicalities of Social Media Marketing Methods, Customer Engagement, Search Engine Optimization, Cloud technologies and Cyber Security aspects.



Integrated Personality Development Programme (IPDP)

7) "BUSINESS INNOVATION"

A workshop on 'Business Innovation' was organized by IMERT in association with Illinois Institute of Technology, Chicago. Dr. Krishna Eramilli, Associate Dean & Professor of Marketing at Illinois Institute of Technology, Stuart School of Business gives brilliant insights into 'Business Innovation'. He believes that though cant technological innovation has dominated this century ,Business Innovation will become a significant source of success in near future.



8) Industrial visit :

In consonant with the learning through experience philosophy. Industrial visits are all inclusive component of curriculum. The visits organized by IMERT includes one day visits to the organizations nearby Pune city. IMERT also organizes industrial study tour every year in the month of December to the neighboring & industrially advanced state. Along with a rich exposure through industry visit & interaction with corporate professionals, students enjoys a study visit to few tourist places also.



Integrated Personality Development Programme (IPDP)

9) Business Communication Course

Concept of the Course :

Communication skill is at top of the list of employers while recruiting. Students with vernacular background find it difficult during campus interview and even during their chosen career. An MBA aspiring for the industry job and position needs a formal orientation, demonstration, and practice in communication skills. University's new syllabus 2013, (Subject paper 108 Business Communication Lab is intended for this purpose.) gives great stress on the development of soft skills and employability. This is also formalized by changes in the students' evaluation methodology prescribed.

Brief introduction of the resource person :

Mrs. Anjali Pashankar : Anjali Pashankar is a Pune-based Communication, Training, and HR expert, who provides customized training programs and employee connect capabilities to corporates, enabling them to modernize their internal communication and efficiently serve their employees. She has over 19 years of experience in the industry with work assignments spread across India, UK and Middle East.

10) E-Conclave

The Entrepreneurship cell E-Conclave was launched on 20th Sept 2014 on IMERT Campus at the hands of **Mr. Vishwas Mahajan**, President TIE Pune Chapter and **Mr. Mandar Joshi**, Exe. Director TIE Pune Chapter. The entrepreneurship cell has been set up with the objective of nurturing entrepreneurial spirit among the students. The activities of E-conclave will be conducted in association with The Indus Entrepreneurs' (TIE), an International organization with more than 3000 members.



Dr. Shiram Nerlekar, Director IMERT
addressing the students



Mr. Vishwas Mahajan, President TIE
Inaugurates the E-Conclave



Integrated Personality Development Programme (IPDP)

11) Outdoor Management Training [OMT]

Learning through experience is a philosophy followed at MM'S IMERT. OMT is a unique initiative that imparts various management and life skills amongst the students. OMT is organized by IMERT twice a year. The first OMT is a part of on campus Induction programme and the second OMT is conducted in December every year.

Through OMT many management learning's are taught to the students:

- ✍ Human Resource Management
- ✍ Leadership skills
- ✍ Resource Management
- ✍ Time management
- ✍ Co-ordination
- ✍ Decision making
- ✍ Planning
- ✍ Strategizing
- ✍ Communication



Integrated Personality Development Programme (IPDP)

12) Other activities

a) Training on Group Discussion :

Training and practice of Gd's occupies notable portion of our annual academic calender. The initial training on GD is conducted by **Mr. Shantanu Sen Sharma**, as per MOU entered with OZONE consultants. Subsequently, 18 rounds of GD are conducted by in house faculty members.

b) Training on Personal Interview :

Mr. Shantanu Sen Sharma and his associates train the students on nuances of the PI. This training and subsequent practice rounds in simulated environment exposed the students to technical, stress and HR rounds of PI.

c) Training on Aptitude Test :

Quantitative aptitude and reasoning ability training is one of the key differentiator's of our programme. A strong foundation is built through a course of Vedic Mathematics conducted by **Mr. Vinay Nair**, Founder - School of Vedic Mathematics. Subsequently a comprehensive course and online tests are designed and delivered by our internal faculty.

d) Book review :

The book reviews activity aims at developing reading habits and deepening thought process of students. Books focusing on different areas like self development, autobiographies, business houses and societal development are covered under book review. This activity is conducted by the Director of the Institute.

e) Movie club :

This goes in line with experimental learning. One movie is screened per month for the students followed by discussion on the same. Through this activity various management learning's are imparted to the students.



STUDENTS ACHIEVEMENTS

1] "DHRUV"

MM's IMERT participated for the first time into prestigious Dhruv competition organized by Pune University Department of Management (PUMBA). It was held from 15 to 17 Jan 2016. IMERT won majority of the competitions and became overall winner to bag the trophy.

2] INTER COLLEGIATE SUMMER PROJECT COMPETITION "ORBIT"

Dr. Vikhe Patil Foundation's Pravara Centre for Management Research & Development (PCMRD) had organized Inter Collegiate Summer Project Competition "ORBIT" on 6th October 2015. Mr. Abhay Chavan (MBA Finance) from Marathwada Mitra Mandal's Institute of Management Education Research and Training (IMERT), won the first prize in competition. His project title was "Technical Analysis of selected stocks of Indian companies".

3] PUMBA SUMMERS 2015

Rohan Agawane (MBA Marketing, MM's IMERT, Pune) participated in PUMBA summers 2015. It was a competition for summer projects. His project was in Kotak Mahindra bank and topic was „Market research on client requirement for banking products. He was selected in top 8 among 88 candidates all over India in summers 2015 PUMBA,

4] "BLITZKRIEG, A BUSINESS CASE STUDY COMPETITION"

Blitzkrieg, a Business Case Study competition was organized by Sinhagad Management College Pune under Sinhagad Karandak competitors. IMERT Team included 4 members Rasika Mhalaskar, Abhay Chavan, Amit Revande and Sumit Hendre, won Rs 10,000 cash prize and a trophy by defeating many renowned management colleges in Pune.

5] "MAVEN ADSELFIE2016"

MBA I year students, Mohsina Shaikh and Tushar Vasani represented IMERT at SP College Pune Maven events for Ad Selfie. They both advertised a selfie picture with the product Dulux Professional and won the Maven AdSelfie-2016 also grabbed the Winner's trophy, certificates and a tablet PC. Both the students were felicitated by the regional manager of Dulux professional.



Corporate Interface

HR CONCLAVE

MM's IMERT sponsored the HR conclave organized by Hindustan Times group-Pune Chapter held on 10th December 2015. MM's IMERT was the Education sponsor. The conclave represented a confluence of HR fraternity from corporate India. The event experienced presence and participation of 227 HR managers from various industries like I.T., Automobile, Auto ancillary, Construction, Hospitality and Pharma.



Strategic Partnerships

Membership at The Indus Entrepreneurs(TiE),Pune-

The Indus Entrepreneurs (TiE) is a global organization founded with the objective of fostering entrepreneurship. With 13,000 members, 3000 Charter members and 57 chapters, it operates in 14 countries. TiE is in the forefront in conducting numerous workshops and conducive programmes which support and incite these aspiring entrepreneurs. Some of these programmes include national and International competitions, meets, breakfast sessions with noted entrepreneurs, events and panel discussions.

Key Take-Aways for students/members associated with TiE-

professional expertise and assistance by having TiE Pune Chapter's Entrepreneur on Entrepreneurship cell's (IMERT's Entrepreneurship cell E-Conclave launched on 20th September 2014) advisory board.

- Enable student members participation in TiE programmes off campus.
- Obtain assistance in start-up/internship projects and start-up placements.
- Participate in Regional, National and International Business-Plan Competition.
- Support for students/members to be the next gen Entrepreneurs through TiE's Nurture, Network and Educate Initiative.



Associate of the Maharashtra Chamber Of Commerce, Industries and Agriculture(MCCIA),Pune

MCCIA one of the most active chambers of commerce in India and contributing to promoting number of Institutions in Pune, has been playing key role in accelerating the industrial and economic development in Pune. MCCIA has 30 different committees consisting of reputed experts, professionals and entrepreneurs and has been organizing educative events and symposium for members.

Take- aways for students-

- Participate in monthly activities including meets, workshops, seminars, courses, lectures, presentations of expert committees.
- Exposure to International Teams, Delegates and speakers covering wide range of topics.
- Insight into different sectors, and Interaction with leading industrialists and professionals to understand the latest developments in related industries there by equipping them to prepare themselves for their placements/career.
- Access to one of the finest Reference libraries and on-line data bases, Periodicals, Research reports, Directories and guides.



National Stock Exchange of India (NSE)

The NSE is a leading stock exchange covering various cities across the country. NSE has played a catalytic role in reforming the Indian security market in terms of micro structure market practices & trading volumes.

IMERT has signed a MOU with the NSE to offer NSE's certified capital market Professionals (NCCMP). The NCCMP of 100 hours duration is offered to IMERT students under this MOU. This programme significantly increases the placement opportunities for the students.



Admission Procedure

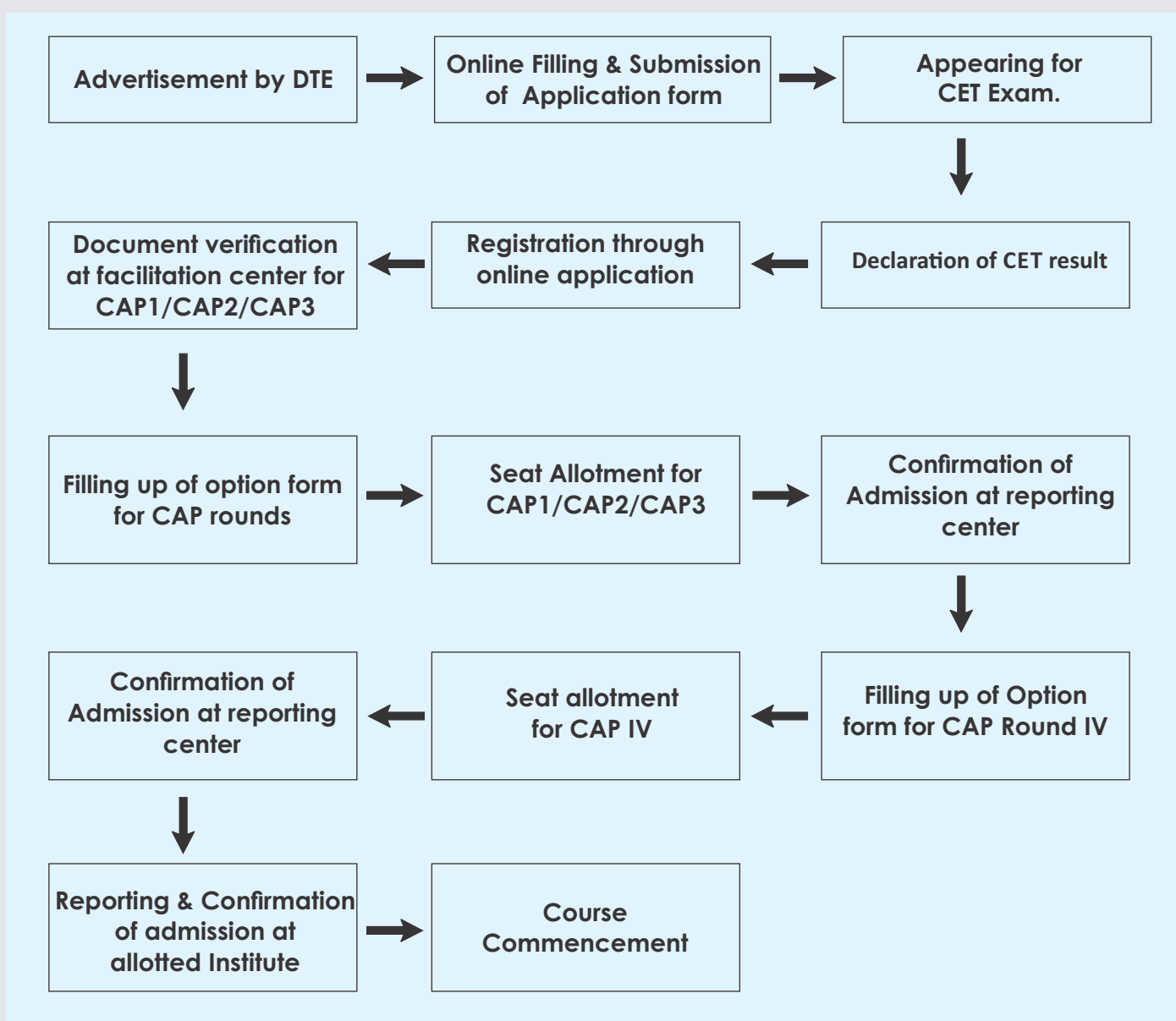
1.MBA admission-

All admissions in MBA are as per rules laid down by DTE – State of Maharashtra. Students are entitled to take admission on the basis of the eligibility criteria prescribed by the DTE as follows;

A) Bachelor's Degree with minimum 50% in case of open category students and minimum 45% in case of reserved category students.

B) Entrance Examination – Students are required to appear and qualify in entrance test prescribed by DTE from time to time. Normally the entrance Exams for this purpose includes CET (conducted by DTE Maharashtra), CAT, MAT, CMAT, XAT, ATMA & GMAT. The passing criteria for the examination is prescribed by the DTE from time to time. For detail admission process, cancellation of admission and documents to be submitted please visit www.dte.org.in.

FLOW CHART OF MBA ADMISSION PROCESS



Note: Cancellation and Refund policy : IMERT follows rules laid down by the DTE from time to time in order to deal with the cases of cancellation of admission.

Statutory Committees

Grievance Redressal Committee:

As per AICTE Notification dated 29th November 2012 and further in reference to Savitribai Phule Pune University's Circular dated 26th December 2012, the Institute has constituted Grievance Redressal Committee where by an aggrieved student or person shall send their representation for redressal of his/ her grievance.

Following are the members of the Grievance Redressal Committee,

Sr. No.	Name	Designation	Representing Committee As
1.	Dr. Shriram Nerlekar	Director , IMERT	Chairman
2.	Mr. S.N. Kadam	Registrar , Marathwada Mitra Mandal	Member
3.	Prof. Jitendra Bhandari	Associate Prof. , IMERT	Member
4.	Mr. Shailesh Mulay	Office Superintendent, IMERT	Secretary

Women Grievance Committee:

The guidelines contained in the judgment dt. 13.8.97 of the Hon. Supreme Court in Vishaka & others versus State of Rajasthan envisaged creation of an appropriate complaint mechanism in the employer organization including a Complaints Committee of the composition stipulated therein for speedy redress as of the complaint made by the victim.

As per the guidelines of Hon. Supreme Court in above mentioned case the Institute has constituted 'Women Grievance Committee' for speedy redressal of any complaint related to Sexual Harassment or Gender Discrimination and to curb any such incidence.

Following are the members of the Women Grievance Committee,

Sr. No.	Name	Designation	Representing Committee as
1.	Prof. Ruchira Tapre	Assistant Professor, IMERT	Secretary
2.	Prof. Pranjali Jadhav	Assistant Professor, IMERT	Teaching Staff
3.	Prof. Aparna Shastri	Assistant Professor, IMERT	Teaching Staff
4.	Mrs. Jayashree Pardeshi	Accountant, IMERT	Non-Teaching Staff
5.	Ms. Prajakta Awad	Student Representative	
6.	Ms. Prajakta Kale	Student Representative	

Anti-ragging Committee

Under the Maharashtra Prohibition of Ragging Act 1999, ragging within or outside the institute campus is strictly prohibited. Whomsoever directly or indirectly commits, participates in, abets or propagates ragging within or outside the institute campus shall on conviction , be punished with imprisonment for a term up to 2 years and or penalty which may extend to 10,000/- rupees. Any student convicted of an offence of ragging shall be dismissed from the institute and such student shall not be admitted in any other educational institution for a period of five years from the date of such dismissal. As per the guidelines of Maharashtra Prohibition of Ragging Act 1999 the Institute has constituted Anti-ragging Committee.

Following are the members of Anti-ragging Committee:

Sr. No.	Name	Designation	Representing Committee as
1.	Dr .Shriram Nerlekar	Director, IMERT	Chairman
2.	Prof. Aparna Shastri	Assistant Prof, IMERT	Secretary
3.	Prof. Jitendra Bhandari	Associate Prof., IMERT	Teaching Staff Representative
4.	Prof. Vivek Dighe	Assistant Prof, IMERT	Teaching Staff Representative
5.	Prof. Vinod Mohite	Assistant Prof, IMERT	Teaching Staff Representative
6.	Mrs. Jayashri Pardeshi	Accountant IMERT	Non-Teaching Staff Representative
7.	Miss. Mohsina Shaikh	-	Student Representative
8.	Mr. Pratik Iral	-	Student Representative
9.	Inspt. Hanumant Bhapkar	-	Member from Civil Services

Placements

Role of Training & Placement Cell

The Corporate Relation Cell works on various aspects in order to develop "Industry ready professionals". The Corporate Relation Cell 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 Corporate Relation Cell 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.

Top Recruiters at IMERT Campus

NOMURA	INDIA BULLS FINANCE	SERVICESENFACE SOLUTIONS
COGNIZANT	BHARTI AXA LIFE INSURANCE	KOTWAL FOODS PVT LTD
TECH MAHINDRA	CLUB MAHINDRA	MOVETECH CONVEYORS
DELLIOTE	INDIA BULLS DISTRIBUTION	SEARCH QUEST
GODREJ	HDFC LIFE	CAREER PLACE HR SERVICES
BHARAT FORGE	KOTAK SECURITIES	CHRYSALIS
ICICI PRUDENTIAL	GODREJ BOYCE MFG CO LTD	AMERICAN EXPRESS
HDFC BANK	AIRTEL	PAATHSHALA LEARNING
BANK OF NEWYORK MELLON	ING VYSYA BANK LTD	SOLUTIONS PVT LTD
LKP SECURITIES	RETURN ON WEB	E-ZEST SOLUTIONS
SYNTEL	EXULT CORP	UNICEF
VOFADFONE INDIA PVT. LTD	SACO FASTNERS, DUBAI	ESHAAN SYSTEMS
RELIGARE	POONA DIVISIONAL	BLOSSOM INDIA
ROYALE ENFILED	PRODUCTIVITY COUNCIL	NOCORD HEALTHCARE
TITAN	BE AEROSPACE	SAYAJI HOTELS
FASTTRACK	SPEAR LOGISTICS	RENFRO INDIA PVT LTD
PUMA RETAIL	JARO EDUCATION	MAERSK GLOBAL
RELIANCE TELECOMMUNICATION	SUPERIOR HYDRAULICS	PROFUNDE
MAX NEW LIFE INDIA LTD	COUNTRY CLUB	HDFC SECURITIES
BAJAJ CAPITAL	AARUSH SYSTEMS	SUNGUARDNAME OF THE
MOTHERS RECEIPE	SILVER JUBILEE MOTORS	COMPANY
DELMON SOLUTIONS	EUREKA FORBES	CYBAGE
IBM	HR REMEDY	MAGIC WORKS IT SOL PVT LTD
METRO GLOBAL BUSINESS	IIHT	AXIS SECURITIES LTD
SERVICES	NJ INVEST INDIA PVT LTD	TATA AIA LIFE
HITACHI	DATAMATO TECHNOLOGIES	PSB CREATIVE LAB PVT LTD
ZENSAR TECHNOLOGIES LTD	PVT. LTD	NSPL
XL DYNAMICS	RGPBS	VISHWASYA TECH PVT LTD
VODAFONE	MNC	ADFC PVT LTD
JUST DAIL	RECTOSELECT	EMCURE PHARMA
PANDIT AUTO	XENOPHONE	WESTERN INDIA FORGING
SANDVIK ASIA PVT LTD	BIZPORTO	SOFTENGER
HSBC BANK	ZENITH MANAGEMENT	STERLING HOLIDAYS
PPG ASIAN PAINTS	CONSULTANTS	WIDE BRIDGE CONSULTING
FUJITSU COSULTING INDIA	PROBYTES	SG ANALYTICS
ZF INDIA	EDUPLEX CONSULTANCY	DECCAN PUBLICATION
MARKETS AND MARKETS	SGS	ZEN CAREER COUNTERS
FINOLEXGALLAGHERMERCEDES	RAO IIT ACADEMY	SKS MICROFINANCE
BENZ INDIA LTD	WATERMELON MANAGEMENT	ARCHSYS

ALUMNI MEET

IMERT has a legacy of 20 years in the field of Management Education. The institute has got a huge alumni base. Alma matter of IMERT is representing the institute in the industry at higher positions. Many of them have established themselves as successful entrepreneurs as well. IMERT is always proud of its alma-matter and is very keen in having their constant interaction with the students and faculty members. IMERT also promotes active participation of its alumni in its endeavor towards academic excellence.

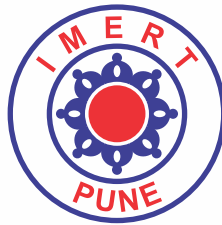
REMINISCENCE 21ST ALUMNI MEET, 5TH MARCH 2016.

Marathwada Mitra Mandal's IMERT & MMCOE - MBA Dept. had organized 21st Alumni Meet "Reminiscence" on Saturday, 5th March 2016 at IMERT Campus and Gokhale Institute.

David Haney, President SunGard Availability services was **Chief Guest** and **Mukesh Jain**, VP & Head; Nice Systems was **Guest of Honor**.



DTE CHOICE CODE	
SHIFT - I	610810110
SHIFT - II	610810120



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

Approved by AICTE, New Delhi and Affiliated to Savitribai Phule Pune University

302/A, Deccan Gymkhana, Pune- 411 004.

Ph.: 703 882 29 17 | 730 444 77 88

Email : admission@imertpune.in

Website : www.imertpune.in