



Since 1983

ASM

Education • Research • Consultancy

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PREPARED FOR A
**GLOBAL
OUTLOOK**

MBA

MASTER OF
BUSINESS
ADMINISTRATION

SAVITRIBAI
PHULE
PUNE
UNIVERSITY

AMONGST THE
TOP 10
UNIVERSITIES
IN INDIA

Two years full-time course affiliated to Savitribai Phule Pune University/University of Mumbai & Approved by AICTE

**THE FIRST B-SCHOOL IN INDIA TO PARTNER WITH
HARVARD BUSINESS SCHOOL'S INITIATIVE HBX FOR THE CORE PROGRAM**

HBX
CORE | 

 **IBM Business Analytics Lab**
Initiative of the Career Education Program
 Collaboration with ASM Group Pune 

ASM'S 34 YEAR LEGACY IN PROFESSIONAL MANAGEMENT EDUCATION

- The first B-School in India to provide HBX CORE Certification (an initiative by Harvard Business School).
- Highly-trained, expert faculty from India & abroad, who partake in major national & international seminars & conferences, faculty exchange programs, collaborative research, provide training to industry personnel etc.
- Visiting faculty include professors from top foreign universities & stalwarts from leading corporate houses, who guide & mentor students.
- Summer school programs & joint degree from reputed institutes abroad.
- Varied & experienced faculty drawn from various industries/domains, government departments, & consultancies from India and abroad.
- Tie-ups with industries for designing of syllabus, internship & subsequent placement support.
- Provision of laptops & residential facility to students.

RANKED AMONGST THE TOP B-SCHOOLS

Ranked 1st in Pune by AIMA in consecutive years

Ranked amongst the top B-Schools in India by Business Barons

Ranked as A++ institute by Business Standard

Ranked amongst the top B-Schools by DSJ, The Week & Business Chronicle

Ranked amongst the top 5 B-Schools in Western Zone for IT education by Silicon India

WORLD-CLASS INFRASTRUCTURE



World-class auditorium | Recreation equipments
Multi-cuisine canteen | Hostel facility available

High-tech computer labs | Well-stocked libraries
Spacious classrooms | Conference rooms



PARTNERS/ COLLABORATIONS

Tie-ups with leading institutes from around the world bring with them the culture & socio-economic knowledge of the markets of developed & developing countries.

HBX
CORE | X

IBM
Business
Analytics
Lab

CETYS
UNIVERSIDAD
Mexico

CityU
of Seattle

ICCIA





TO BE A LEADER YOU NEED TO LEARN FROM A LEADER

MBA 27th BATCH
 MASTER IN BUSINESS ADMINISTRATION
 Two years full-time course affiliated to Savitribai Phule
 Pune University/University of Mumbai & Approved by AICTE

+ **HBX** | **X** **CORE**
 1st Business School in India
 to provide **HBX CORE** certification
 (A Harvard Business School initiative)

+ **IBM** **Business Analytics Lab**
 Institute of the Career Education Program
 In Collaboration with
 ASM Group, Pune
= **IBM certification in your chosen specialization**

= **BOOST TO CAREER**

A CUT ABOVE THE REST

ASM's MBA Program now gives you **Credential of Readiness from HBX & Harvard Business School** & business analytics training for your chosen specialization from **IBM** to make you an expert in your field.

ASM'S **360** DEGREE
 APPROACH TO EDUCATION





1st

ASM is the First B-School in India to offer the HBX CORE Program from Harvard Business School



HARVARD CASE-STUDY METHOD OF LEARNING



ON COMPLETION STUDENTS EARN CREDENTIALS FROM HBX CORE



INTERACTION WITH HBX CORE STUDENTS ACROSS THE GLOBE

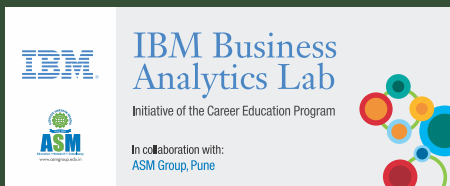
COURSES IN CORE

Business Analytics | Economics for Managers | Financial Accounting

ON SUCCESSFUL COMPLETION OF THE PROGRAM PARTICIPANTS EARN THE CREDENTIAL OF READINESS FROM HBX & HARVARD BUSINESS SCHOOL

CHOOSE YOUR SPECIALIZATION & GET BUSINESS ANALYTICS TRAINING BY THE EXPERTS

ADDITIONAL CERTIFICATION BY IBM



SHORT-TERM COURSE IN BUSINESS ANALYTICS AND BIG DATA

SPECIALIZATION-WISE COURSE DELIVERY For example: A student picking Financial Management will receive a Business Analytics & Big Data in Financial Management Certificate

CAREER OPPORTUNITIES

Niche analytics companies	Mobile service providers with analytics operations	Website with analytics operations	Banks with analytics operations
IT Company Units	Captive Units - 1	Captive Units - 2	Top league MNC Units

GROOMING FOR SUCCESS

The launch pad for grooming begins on Day One when students come to our campus, through an intensive induction schedule, by the end of which a student has designed a road map for the following years with the institute. Our Industry-Academia-Interface & activities are designed with a lot of consideration to make a student desirable to the industries, and they act as milestones on their journey towards their placements.

PLACEMENT CELL AT ASM

At the ASM Group of Institutes, we believe in imparting education that makes way for a successful career, and not just that, we make sure every student is already on the onset of their career while being a part of our institute. To ensure the right job suits the right candidate, our placement cell works round-the-clock to provide students with multiple such job opportunities. We provide students training to enhance their ground work techniques in CV development, language and diction corrections, body language and many other vital aspects. At the ASM Group of Institutes, we believe in transforming student into industry-ready professionals.

STUDENTS FACILITATED BY IBM CAREER CONNECT

200+ COMPANIES
VISIT OUR CAMPUS FOR
RECRUITMENT EVERY YEAR

SOME OF OUR RECRUITERS



SPECIALIZATIONS

Marketing Management (MKT)
 Financial Management (FIN)
 Information Technology Management (IT)
 Operations Management (OPE)
 Human Resources Management (HR)
 International Business Management (IB)
 Supply Chain Management (SCM)
 Rural & Agribusiness Management (RABM)
 Family Business Management (FBM)
 Technology Management (TM)
 Banking & Insurance Management (BIM)
 Healthcare Management (HM)
 Entrepreneurship Development (ED)
 Services Management (SM)
 Retail Management (RM)
 Digital Media & Communication Marketing (MC)
 Tourism & Hospitality Management (THM)



ASM'S GLOBAL EXPOSURE

Overseas Tours
 International Student & Faculty Exchange Programs
 International Internships
 Foreign Faculty
 Industrial Interface



PUNE

MBA (ASM's IBMR)
 DTE Code: 6102

MBA (ASM's IPS)
 DTE Code: 6166

MUMBAI (THANE)

MMS (ASM's IMCOST)
 DTE Code: 3125

OVER 60 EVENTS A YEAR

Year round celebration of life is what it is all about at ASM. Our students actively participate in various academic, co-curricular, extra-curricular, industry based, cultural, & sports related competitions organized not only on campus but also at an intercollege level.



MINDSCAPE

A case study competition in which industry professionals compete with each other to provide the best solutions.



SEMINARS & WORKSHOPS

National & international seminars & workshops conducted by subject experts from the industry.



INCON

An International Conference on Ongoing Research in Management & IT, in which academicians from the world over participate.



INSIGNIA

One of the biggest intercollegiate cultural competitions of Pune, in which colleges from all over the state take part.



PERCEPT

A case study competition held exclusively for the students of ASM

WHY MBA AT ASM?



CERTIFICATION IN
ANALYTICS BY IBM



CERTIFICATION
COURSES BY
HBX CORe



A WIDE RANGE OF
EXTRACURRICULAR &
CO-CURRICULAR ACTIVITIES



APPROVED BY
AICTE, GOVT.
OF INDIA



AFFILIATED TO SAVITRIBAI
PHULE PUNE UNIVERSITY
& UNIVERSITY OF MUMBAI



ESTABLISHED
FOR OVER
33 YEARS



INTERNATIONAL
FACULTY



GLOBAL
TIE-UPS

EFFECTIVE MANAGERS WORKSHOP | APTITUDE & PSYCHOMETRIC TESTS
BUSINESS COMMUNICATION & SOFT SKILLS TRAINING
INDUSTRY VISITS | MENTORS FROM ALL AROUND THE WORLD

DR. R. R. PACHPANDE
— SCHOLARSHIP —

**TO APPLY/
FURTHER
DETAILS
STUDENTS
MAY CONTACT**

CELEBRATING THE FIRST BATCH WITH

HBX
CORe | **X**

IBM



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Analytics Lab

Initiative of the Career Education Program

In collaboration with:
ASM Group, Pune



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www.asmgrouppune.edu.in

INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR)

CHINCHWAD, PUNE

Permanently Affiliated to Savitribai Phule Pune University
& Approved by AICTE, Govt. of India

**INSTITUTE OF INTERNATIONAL
BUSINESS & RESEARCH (IIBR)**

PIMPRI, PUNE

Approved by AICTE, Govt. of India
& Promoted by MCCA

**INSTITUTE OF
PROFESSIONAL STUDIES (IPS)**

PIMPRI, PUNE

Affiliated to Savitribai Phule
Pune University & Approved by
AICTE, Govt. of India

**INSTITUTE OF MANAGEMENT
& COMPUTER STUDIES (IMCOST)**

THANE, MUMBAI

Affiliated to University of Mumbai &
Approved by AICTE, Govt. of India

**COLLEGE OF COMMERCE,
SCIENCE & INFORMATION
TECHNOLOGY (CSIT)**

CHINCHWAD, PUNE

Affiliated to
Savitribai Phule Pune University

**GEETAMATA ENGLISH
MEDIUM HIGH SCHOOL &
JUNIOR COLLEGE (GEMS)**

CHINCHWAD, PUNE

Recognised by Govt. of Maharashtra

**EMPROS
INTERNATIONAL SCHOOL**

CBSE Curriculum
CHINCHWAD, PUNE
BAVDHAN, PUNE
TALEGAON, PUNE



ASM GROUP OF INSTITUTES

27 Courses | 5 Campus | Presence in 2 Cities

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