



MAEER's

ESTD : 2004

**MIT-SOM COLLEGE | PUNE | INDIA**

AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY • College ID : PU/PN/BBA,BCA,BFT/208/2004

★★ Accredited by NAAC with 'A' Grade (CGPA - 3.37 out of 4) ★★

*INDIA TODAY, THE WORLD TOMORROW...*

2016 - 2017

**BBA**

**BBA  
(CA)**

**BBA  
(IB)**



## WHAT IS BBA?

Full time three year programme in Bachelor of Business Administration affiliated to Savitribai Phule Pune University.

## WHY BBA?

The course design ensures that the students are motivated and analytical in their approach. The program develops skills that are inherent in Business Executives, Managers and Entrepreneurs.

## WHAT AFTER BBA?

A postgraduate degree in MBA. Students can also pursue an Academic Program in Foreign universities. The preferred programs are MBA, MS (Marketing or Finance) and MS (Entrepreneurship). For this, MIT-SOM college organizes seminars and guest lectures giving them an insight into career progression abroad. Necessary support is provided to the students.

## WHY BBA IN MITSOM COLLEGE?

- Business English Certificate (BEC) Program in collaboration with University of Cambridge
- Business Simulation Course in collaboration with Capstone, iBizzsim.com and www.marketplace.com
- Regular lectures conducted by an ideal combination of faculties from the Industry as well as from Academics
- Series of Guest lectures and seminars for students during the entire course
- All five specializations viz Marketing, Finance, HRM, Service Sector Management, Agribusiness Management to TYBBA students *(Subject to availability of seats)*
- Aptitude Test for SYBBA students which helps in choosing specialization for Third Year
- Business Exposure** - Visits to industries like Volkswagen, Ecoman, Coca Cola to understand practical aspects of Business
- Research Project** – As a part of Research Methodology subject( though not mentioned in syllabus), students are encouraged to complete a project which crystallizes their concepts related to Market research, Consumer Behavior, Consumer Satisfaction, Brand Loyalty and so on.
- Specialization Project** –Third year students also complete a project on a topic from Specialization of their choice. Students can also do Live Projects.
- Holistic development through series of lectures and short term courses on Yoga, Art of Living, National Integration etc.
- Certificate courses like Foreign Language, Personality Development, Media Management, Investment Banking, Contemporary HR etc.



**INTAKE: 240 SEATS**  
**DURATION**  
**3-YEAR FULL TIME**

First Year (F.Y.)			Second Year (S.Y.)			Third Year (T.Y.)		
SEMESTER I	101	Business Organization & Systems	SEMESTER III	301	Personality Development	SEMESTER V	501	Supply Chain & logistics Management
	102	Business Communication Skills		302	Business Ethics		502	Entrepreneurship Development
	103	Business Accounting		303	Human Resource Management & Organizational Behavior		503	Business Laws
	104	Business Economics (Micro)		304	Management Accounting		504	Research Methodology (Tools & Analysis)
	105	Business Mathematics		305	Business Economic (Macro)		505	Specialization -I
	106	Business Demography & Environmental Studies		306	IT in Management		506	Specialization-II
SEMESTER II	201	Principles of Management	SEMESTER IV	401	Production & Operations Management	SEMESTER VI	601	Business Planning & Project Management
	202	Principles of Marketing		402	Industrial Relations & Labour Laws		602	Event Management
	203	Principles of Finance		403	Business Taxation		603	Management Control Systems
	204	Basics of Cost Accounting		404	International Business		604	E-Commerce
	205	Business Statistics		405	Management Information Systems		605	Specialization - Part III
	206	Business Informatics		406	Business Exposure (Field Visits)		606	Specialization - Part IV

In the Third Year, a student has to select one of the specializations, subject to availability of seats. Specializations available are:  
 1) Finance 2) Marketing 3) Human Resource Management 4) Service Sector Management 5) Agri Business Management

( Note: For detailed syllabi please refer University of Pune Website)



### WHAT IS BBA - CA?

Full time three year programme in Bachelor of Business Administration – Computer Applications affiliated to Savitribai Phule Pune University.

### WHY BBA - CA?

In view of the growing demand of IT professionals in the area of Computer Application, a course like BBA-CA is need of the hour, where students can apply computer science principles to solve problems produced by the interface between business and technology. In the modern professional world, the BBA-CA programme has become an important preparatory level graduate course after completing class 12, especially in the context of the IT industry.

### WHAT AFTER BBA - CA?

After successful completion of this 3-year BBA-CA course, students are getting placed in good organizations however a number of students also opt for higher education. Obvious choice after BBA-CA is opting for Post Graduation (MCA/MBA). Joining as Management Trainee/Executive Trainee in any of the following sectors:

**IT Companies | Consultancy | KPO  
Banking and many more**



**INTAKE: 240 SEATS  
DURATION  
3-YEAR FULL TIME**

### WHY BBA-CA IN MITSOM COLLEGE?

- Business English Certificate (BEC) Program in collaboration with University of Cambridge
- Business Simulation Course in collaboration with Capstone, iBizsim.com and www.marketplace.com
- Regular lectures conducted by an ideal combination of faculties from the Industry as well as from Academics
- Series of Guest lectures and seminars for students in all the three years
- Certification courses like C, Personality Development in association with Seed Infotech & Oracle certification in association with Unique Solution.
- Projects in Vb, C++, .net, Java.
- Holistic development through series of lectures and short term courses on Yoga, Art of Living, National Integration etc.

First Year (F.Y.)			Second Year (S.Y.)			Third Year (T.Y.)		
SEMESTER I	101	Modern Operating Environment & MS Office	SEMESTER III	301	Relational Database Management Systems	SEMESTER V	501	Java Programming
	102	Financial Accounting		302	Data Structures using C		502	Web Technologies
	103	Prog. Principal & Algorithms		303	Operating System Concepts		503	Dot Net Programming
	104	Business Communication		304	Business Mathematics		504	Object Oriented Software Engg.
	105	Principles of Management		305	Software Engineering		505	Software Project – I [Based on C++ / VB Technology]
	106	Laboratory Course – I [Based on Paper No. 101 & 102]		306	Laboratory Course – III [Based on Paper No. 301 & 302 ]		506	Laboratory Course – V [Based on Paper No. 501 & 502 ]
First Year (F.Y.)			Second Year (S.Y.)			Third Year (T.Y.)		
SEMESTER II	201	Procedure Oriented Prog. using C	SEMESTER IV	401	OOP's using C++	SEMESTER VI	601	Advanced Web Technologies
	202	Data Base Management System		402	Programming in Visual Basic		602	Advanced Java
	203	Organizational Behavior		403	Computer Networking		603	Recent Trends in IT
	204	Computer Applications in Statistics		404	Enterprise Resource Planning		604	Software Testing
	205	E-Commerce Concepts		405	Human Resource Management		605	Software Project – II [Java / Dot net Technology]
	206	Laboratory Course – II [Based on Paper No. 201 & 202]		406	Laboratory Course – IV [Based on Paper No. 401 & 402]		606	Laboratory Course – VI [Based on Paper No. 601 & 602 ]

( Note: For detailed syllabi please refer University of Pune Website)



## WHY BBA - IB IN MITSOM COLLEGE?

- Business English Certificate (BEC) Program in collaboration with University of Cambridge
- Business Simulation Course in collaboration with Capstone, iBizsim.com and www.marketplace.com
- Regular lectures conducted by an ideal combination of faculties from the Industry as well as from Academics
- Series of Guest lectures and seminars for students in all the three years
- Business Exposure visits with special focus area to various industries like, JNPT Port, Volkswagen, WTC-Mumbai etc.
- Research Project - as a part of research methodology subject third year students are encouraged to complete a project which crystallizes their concepts related to International Business
- Holistic development through series of lectures and short term courses on Yoga, Art of Living, National Integration etc.
- Certificate courses like Port Logistics Management, EXIM procedure to bridge the knowledge gap of industry requirements and academia

## WHAT IS BBA - IB?

Full time three year programme in Bachelor of Business Administration – International Business affiliated to Savitribai Phule Pune University.

## WHY BBA - IB?

During the last two decades the world has witnessed a sea change in the International trade practices, processes and behavior. In broader terms, International business strives for achieving the foreign trade objectives of a country by integrating the export and import practices of various trading partners/countries. With the emergence of WTO (World Trade Organization) in 1999 the International trade practices have been standardized and member countries have agreed to come under a broader network with some common rule and trade codes of conduct. Since various Trading partners/countries are involved in the complex trade activities, a lot of complexities arise during the whole process.

## WHAT AFTER BBA - IB?

International Business management is one such career course that offers ample scope for career in International and Transnational corporations. Candidates after completing the course may search for jobs available in the Export companies, Public sector houses, International banks and companies having subsidiaries in other countries. Most of the companies offer handsome salary packages along with other lucrative facilities.



**INTAKE: 240 SEATS**  
**DURATION**  
**3-YEAR FULL TIME**

First Year (F.Y.)		Second Year (S.Y.)		Third Year (S.Y.)	
SEMESTER I	101	Indian Business Environment	SEMESTER III	301	International Business Environment
	102	Communication Skills and P.D.		302	Production & Operations Management
	103	Micro Economic Analysis		303	International Economics
	104	Business Accounting		304	International Marketing
	105	Principles and Practices Of Management		305	Foreign Language - Paper I (Asian - Chinese, Japanese) (European - German, French & Spanish)
	106	Business Mathematics		306	Management Accounting
SEMESTER II	201	Cost Accounting	SEMESTER IV	401	Foreign Exchange Operations
	202	Elements of HRM		402	International Business in Service Sector
	203	Macro Economic Analysis		403	International Agricultural Business
	204	Principles of Marketing		404	Business Taxation
	205	Business Statistics		405	Foreign Language - Paper II(Asian - Chinese, Japanese) (European - German, French and Spanish)
	206	IT in Business Operations		406	Business Exposure
First Year (F.Y.)		Second Year (S.Y.)		Third Year (T.Y.)	
SEMESTER I	501	Business Ethics	SEMESTER VI	601	Export Import Procedure
	502	Business Law		602	International Business Law
	503	International Relations		603	Study of Global Economies
	504	International Banking and Finance		604	International Project Management
	505	Business Reporting and Analysis		605	Supply Chain and Logistics Management
	506	E-Commerce		606	Research Methodology( 50 Marks) & Project (50 Marks)

( Note: For detailed syllabi please refer University of Pune Website)

# HIGHLIGHTS OF MIT-SOM COLLEGE

- MIT-SOM College BBA has been ranked 13th at all level and number 1 in pune by www.mbauniverse.com.
- Value based Education System
- Excellent Infrastructure & fully equipped Gym & other Sports facilities
- Experienced In-house and Industry based Visiting faculty
- e-Campus
- Well equipped and automated Library with linkage to online journals (EBSCO) & N-list
- Extensive industry interface
- State-of-the-Art-Computer Lab with latest Softwares
- Regular Guest Lectures and Seminars
- Technical and profession-oriented courses
- Focused programs like Yoga & Mental Health, Art of Living, Happy Thoughts allowing students to pursue the goals of comprehensive learning.
- Hands-on experience and practical knowledge offered to students, which they can apply in their jobs
- Various clubs like Adventure & Trekking, Photography , Research, Creative & Social Activity , Dance & Music , Entrepreneur , Bits , Business, Ethics, Patriotic, Enthusia , Moral , Media etc.
- International Study Tours
- MOU with International Universities from UK, USA and Australia
- Intercollegiate Events
- Training imparted to students for employment in the International Business Environment
- Excellent opportunities for further studies in the best Institutes in India and Abroad
- Live Projects
- MOU with IT Industry & IT Trainers like Seed Infotech, Fandsindia, etc.
- Initiating Pre- Placement activities & 100% Placement Assistance

## UNIVERSITY RANK HOLDERS FROM MIT-SOM COLLEGE



### BBA



Archana Jhamtani  
2nd rank (2008)



Amit Biswas  
5th rank (2008)



Preeti Mahajan  
2nd rank (2009)



Ayushi Sahu  
5th rank (2010)



Poudel Aastha (FS)  
7th Rank (2011)



Jewel Kumar Roy  
5th Rank (2012)



Lature Ashwini  
9th Rank (2012)



Sikhi Pranali  
10th Rank (2012)



Benecia Raj  
2nd Rank (2013)

### BCA



Poonam Bhadane  
2nd rank (2008)



Anant Iyer  
4th rank (2008)



Aarsh Johri  
1st rank (2009)



Sanket Naik  
5th rank (2009)



Madhura Sheth  
5th rank (2009)



Gujar Vedika N  
5th Rank (2011)



Sonia Bhagwat  
1st Rank (2012)



Jadhav Shubhangi  
3rd Rank (2012)

### BBM - IB



Sana Nabi  
1st rank (2008)



Sohoni Dhingra  
2nd rank (2008)



Roma Abhyankar  
2nd rank (2009)



Mohit Baheti  
3rd rank (2009)



Aashisha Shah  
4th rank (2009)



Nirav Suratwala  
1st rank (2010)



Sanghi Sanket  
2nd Rank (2011)



Parekh Twinkle  
3rd Rank (2011)



Srushti Bodana  
4th Rank (2012)



Gosal Kanwaljit  
Kaur G.  
6th Rank (2012)



Gokhale Manasi  
8th Rank (2012)



Divya Rane  
5th Rank (2013)

May 2015 UOP Exam Result BBA - 93.22% IBCA - 72% IBBM (IB) - 88.75%

### Excellent Placement Record



Jaydeep Sheth  
Cognizant



Priyanka Kulkarni  
South Indian Bank



Salil Oak  
NITOR



Krishna Chandak  
IMRB



Niranjan Adhikari  
Wipro Tech.



Prajakta Devadikar  
BNY Mellon



Payal Nerker  
TCS



Sumantha Banavara  
Godrej



Mayur Chawda  
Syntel



Angela Trikey  
I Gate Patni

### Our Recruiters



### Over 150 International Students

MITSOM College, a truly global institution, with above 2500 students from across the country and over 150 students from countries like Korea, Nigeria, Nepal, Afghanistan, Iran, Bangladesh, Mongolia, Maldives, China etc.

### International MOU's & Collaborations



MIT-SOM College was established in the year 2004, under the aegis of Maharashtra Academy of Engineering and Educational Research (MAEER's), Pune. The principal objective of this college is to provide undergraduate education in professional courses like Business Administration, International Business, Computer Applications. All the courses are approved by Govt. of Maharashtra and affiliated to Savitribai Phule Pune University. These programs have become very popular and accepted as professional undergraduate courses. MIT-SOM College provides excellent opportunities for further studies in the best institutes in India and abroad.

## 2015-16 ACTIVITIES



## ★ MITSOM COLLEGE ★ ENTRANCE TEST ★

(MCET) SCHEDULE FOR  
ACADEMIC YEAR 2016-17

CITY	DATE OF MCET
Pune	20-May-16
Lucknow	23-May-16
Rajkot	23-May-16
Ahmedabad	23-May-16
Indore	23-May-16
Bhopal	23-May-16
Surat	23-May-16
Raipur	24-May-16
Guwahati	24-May-16
Patna	25-May-16
Jaipur	25-May-16
Delhi	25-May-16

### HOW TO APPLY:

Application form can be obtained from MIT-SOM College Office for Rs. 500/- or can be filled online through website [www.mitsomcollege.com](http://www.mitsomcollege.com) with the online payment for Rs. 500/- through Credit Cards, Debit Cards or Net Banking.

### ELIGIBILITY:

HSC (10+2) with 40% marks in any discipline and English as a compulsory subject. (12th Std. appearing students also can apply)



**MAEER's MIT-SOM College, Pune India**

S.No.123, Saraswati vishwa building, 'A' wing, 5th floor, MIT campus, Paud Road,

Kothrud, Pune - 411 038 | India | Fax - +91-20-25442770 | [admissions@mitsomcollege.com](mailto:admissions@mitsomcollege.com)

**Apply Online - [www.mitsomcollege.com](http://www.mitsomcollege.com)**

**For Admission contact: 08380023808, 08380023809**

For Counseling & Free Coaching classes of Entrance Exam Contact:020-32311064 / 32311065  
[admissions@mitsomcollege.com](mailto:admissions@mitsomcollege.com)