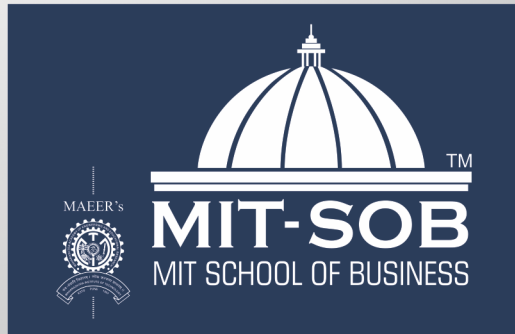


MAEER's (Estd:1983)

MIT SCHOOL OF BUSINESS | PUNE | INDIA



Post Graduate Diploma
In Management
(2 Year Full-Time Programs
Approved by A.I.C.T.E)

PGDM

Prospectus 2015-17



Rankings

- A++ Category by Business India B-School Survey 2013
- Among Top 25 B-Schools in India in terms of 'National Average Salary' by Go Getter (Go-Air In-flight magazine) 2013 Survey.
- AA Category by Career 360 B-School Survey 2013
- Among top 50 B-Schools in India by www.Mbauniverse.com Survey 2013
- 36th, PAN India and ranked 1st for best in 'Curriculum & Pedagogy'- MBA by Choice.com Survey 2012-13.
- In top 50 Institute for 'Placement Performance' by Business Today Survey 2013
- Among Top 50 B- schools of Excellence in India by Competition Success Review (CSR-GHRDC) Survey 2013

Case Study Method
Creating @ MITSOB...
Leaders for
CHANGE!

www.mitsob.net

Foreword by our Founder



On the one hand, education at MAEER prepares the students **for a highly competitive world**, while on the other, it trains them for a pursuit of **peace of mind through understanding** the very **purpose of our existence.**

Prof. Dr. Vishwanath D. Karad
Founder, Executive President and Managing Trustee
MAEER's MIT Group of Institutions, Pune

Message from the Executive Director

It is the **Broadening** of your **Thinking Process** that will teach you to succeed even in unlikely situations

Rahul Vishwanath Karad
Vice President
MAEER's MIT Group of Institutions, Pune.



Mentors Opinion

This model adopts **Participative Interactive Learning** with stress on real-life business cases to be solved

Prof. V. G. Narayanan
Harvard Business School Mass. (USA)
Mentor (Academics) MITSOB



From the Director's Desk

Here the focus shifts from a traditional classroom lecture to a **Student-Centric Method.**

Prof. (Gp Capt) D.P. Apte
Director, MITSOB



Post Graduate Diploma in Management

PEDAGOGY

Teaching is what makes the difference

PGDM at MITSOB is designed to train students to become excellent managers and high level decision-makers with broad strategic vision. MITSOB has successfully implemented the Case Study Method pioneered by Harvard Business School (HBS), USA to impart practical, case based education that makes the difference between good managers and great managers. This methodology is implemented under the mentor ship of Prof. V. G. Narayanan of HBS who regularly monitors its implementation through frequent visits and video conferencing.

The program is delivered by competent and experienced faculty with a strong industry interface. During the entire length of the program, students are required to analyze about 200 business related case studies. These case studies simulate real-life situations found in the industrial/corporate scenario today.

Highlights of Case Study Methodology:

- An opportunity to acquire conceptual as well as contextual knowledge.
- Emphasis on student participation.
- Continuous learning and assessment through class participation, quizzes, surprise tests and class exercises.
- Creating a solid theoretical foundation for practical implementation of business skills.

MITSOB offers 2 year full-time PGDM programs in four functional areas

MARKETING
(Intake : 120 seats)

FINANCE
(Intake : 120 seats)

HUMAN RESOURCE
(Intake : 60 seats)

MANAGEMENT
(Intake : 60 seats)

PGDM Course Details

At a Glance

Duration 2 years, full-time

The PGDM programme commences with the Foundation Course.

Core Curriculum- First Year

Compulsory foundation course followed by two semesters of compulsory subjects covering all functional areas of management.

Summer Internship

Mandatory industry training between first and second year.

Specialization Courses - Second Year

A basket of about 60 subjects is offered from which a student has to select subjects so as to make 10 full credits that would enable him/her to qualify for PGDM.

First Year

The first year of PGDM curriculum is divided into three segments

- Foundation Course
- Semester I
- Semester II

Certificate Program In Entrepreneurship Development related to New Enterprise Creation & Family Business at Entrepreneurship Development Institute (EDI), Ahmedabad

Certificate course In Derivatives conducted by National Stock Exchange
Mandatory Placement Enhancement Programs
Financial (Excel based modelling) program 'Finatics' and Business Analytics

Foundation Course

The foundation course intends to prepare students to grasp the subjects covered during the entire programme. It is divided into two modules i.e Module 1 and Module 2.

Module 1 would be of two weeks duration and comprise of following subjects:

- a) Financial Accounting (FC-1)
- b) Basic concepts of Economics (FC-2)
- c) Basic Mathematics and Fundamentals of Statistics (FC-3)

At the end of Module 1, an online exam would be conducted for above subjects.

Module 2 which would be of four weeks duration would commence immediately after Module 1 and comprise of the following subjects:

- a) Business Ethics and Corporate Governance (FC-4)
- b) Principles & Practices of Management (FC-5)
- c) MS Office (FC-6)
- d) Practice Presentations by students (FC-7)



Semester I

Subject Name

Accounting for Managers
Business Economics
Statistics and Research Methodology
Human Dynamics
Marketing Management
Business Communication

Semester II

Subject Name

Financial Management
Operations Research
Production Management
Business Law
Business policy & Strategic Mgt
Written Analysis and Communication
Market Research (½ Credit)

Summer Internship

Nothing trains and prepares an individual like hands-on experience. It is with this view that the students need to undergo summer internship for a period of 60 days in the industry. This project is equivalent to one full credit. Placement cell provides support and assistance, wherever necessary.

Second Year

The second year offers more number of electives than most B-schools in India, ensuring flexibility that a student never makes a compromise with his desired area of pursuit. In the third and fourth semesters, a basket of about 60 subjects is created.

- Each student is expected to complete minimum 10 full credits over the period of third and fourth semesters to complete PGDM
- Students need to opt for a minimum of five full credits from their respective program.
- Complementary subjects could be added to any course.
- A subject is offered depending on minimum subscription as mentioned in MITSOB Aide-memoire.
- The composition of subjects under various programs would be revised by the management from time-to-time depending upon the demands of corporate environment.

SUBJECT BASKET (Range of subjects offered in IInd year)

MARKETING PROGRAM

Strategic Business Management
International Marketing
Sales & Distribution Management
Advertising & Media Planning
Marketing Research
Rural Marketing (1/2 Credit)
Public Relations & Event Management (1/2 Credit)
B To B Marketing
Relation Management
Franchising & Retail Management
Country Risk Analysis (1/2 Credit)
Brand Management (1/2 Credit)
Service Marketing
Product Management (1/2 Credit)
Marketing (1/2 Credit)

FINANCE

Direct Taxes
Security Analysis & Portfolio Management
Banking
Financial Services (1/2 Credit)
Derivatives & Risk Management

Treasury Management
Financial Markets (1/2 Credit)
Indirect Taxes
Strategic Cost Management
Multinational Finance
Strategic Financial Management
Merchant Banking (1/2 Credit)
Venture Capital (1/2 Credit)
Life & General Insurance

HUMAN RESOURCE MANAGEMENT PROGRAM

Performance Management
Training And Development
Strategic Human Resource Management
Human Resource Administration
Labor Costing & Compensation Management
Organizational Behaviour- Compulsory For
HR Specialisation Students. Others
Optional
Labor Law
Human Resource Information System

Industrial Relations And Trade Unions
International Hr (1/2 Credit)
Organizational Development

COMPLEMENTARY SUBJECTS

Project Management
Quality Management
Business Analytics
Management Control System
Organizational Behaviour
Mergers & Acquisitions
Entrepreneurship Development
Enterprise Resource Planning
Supply Chain Management
Production Planning Control
Manufacturing Strategies
International Business Management (1/2 Credit)
Cross Cultural Management (½ Credit)
Neuro Linguistic Programming (½ Credit)
Micro Finance



PLACEMENTS

Mitsob has consistently achieved the highest placement (both in terms of number and CTC among sister institutes in MIT with over 100 students of MITSOB already placed and continuing. Moreover, we stand among few b-schools in India whose placements are audited by CRISIL under the CRISIL-IIM (A) IPRS (Indian Placement Review System) ensuring transparency and credibility in Placement reporting. Please feel free to have a discussion with our Placement Head, Mr Manoj Mehrotra @ 9922427590 on the same.

MITSOB -CRISIL Tie Up For Placement Audit & Validation - A process jointly initiated by CRISIL in Association where IIM, Ahmedabad for Independent placement audit and evolution. In order to enable greater transparency and credibility, MIT School of Business has signed an MOU with CRISIL for independent placement audit and validation. This ranking will reflect the authenticity and provide an objective input to students and parents thereby giving a true picture.



..... **“At MIT SOB I became what I thought about... Leading Corporate World”**

To be successful in life what you need is education, not literacy and degrees. The two most important days in your life are the day you are born and the day you find out why. The journey of a thousand miles starts with a single step, the first step @ MIT-SOB. They inspire you, they entertain you, and you end up learning a ton even when you don't know it. At MIT-SOB you study great teachers... you will learn much more from their caring and hard work than from their style.

Swapnil Shimpi,
Elcome Marine Services Pvt Ltd., Dubai



“As a MITsobian, I feel my refined personality is the result of the quality of education “

As a MITsobian, I feel my refined personality is the result of the quality of education and the personal one on one care and support I have received from the faculty. Today I am more academically and culturally aware given the opportunities of self development furnished with at MIT. I am amazed to still have retained relationship with my faculties and the long standing friendships that have come along my way in the due course.

Nidhi Chaulkar,
Iplace USA



“MIT-SOB has made me reinvent myself”

MIT-SOB has made me reinvent myself, has converted the rawness in me and molded me into a finished product ready to face the corporate world. Personalized guidance, experienced faculty, customized curriculum, Strong Placement support, importance of professionalism, extracurricular activities, are the commanding features of this institution.

Rahul Gulabani,
Panchshil Realty



“Knowledge is immortal, only updated and not outdated.”

I am greatly thankful to my Director, Associate Director, Academic Process Head and Professors for always making the classroom sessions more and more challenging. As these sessions have helped me understand the management concepts in the best possible manner. I am also thankful to the Placement Cell as they have always been like a guiding force when it comes to identifying Industry opportunities.

Ayon Moitra,
Colgate Palmolive

Placement for year 2012-13 and 2013-14		
	2012-13	2013-14
Percentage of students placed	65.48%	84%
Average salary offered per annum (in Rs. lakhs)	3.48	4.10
Maximum salary offered per annum (in Rs. Lakhs)	7.63	8.67

ADMISSIONS

MITSOB aims at attracting students who are not just good at academics, but are good team players and have excelled in extra-curricular activities, as such students are most likely to respond well to our teaching method. We firmly believe that a well rounded personality is very much essential for success in a highly competitive corporate environment.

Eligibility

Bachelor's degree (any stream) from a recognized University with 50% marks (without rounding off). Students in final year of graduation may also apply.

Student must appear at either CAT 2014/MAT (Sept 2014 onwards)/CMAT (Sept. 2014 onwards)/XAT 2015/ATMA (Dec. 2014 onwards/MS-CET) and obtain a valid score while applying.

Admissions

Applying at MIT School Of Business

Applying Online

You can apply online by visiting www.mitsob.net and pay application fees (Rs 900/-) through Credit/Debit Card/Net banking OR

Applying Offline

You can print application from admissions page on www.mitsob.net and send it to us with attested copies of:

- Copies of SSC, HSC and Graduation mark sheets (upto 2nd yr where result of final year exam is awaited). Please note that scanned/illegible documents are not acceptable.
- Copy of latest CAT/MAT/CMAT/XAT/ATMA/CET scorecard.
- Your Photo-ID (eg:- Driving License, PAN Card, Passport, College I-Card)

You may also purchase application form and brochure directly from institute's office in cash (Rs. 900/-) and submit it along with necessary documents.

Selection Process

Each candidate will have to appear for Extempore talk (with essay writing) and Personal Interview conducted by the institute. Each candidate would be assessed out of 100 marks as follows:

Component	Weight
A) *Aptitude Test (Based on Scores of CAT/MAT/CMAT/XAT/ATMA/MAH-CET)	30%
B) Extempore Talk (with written 300 words essay)	23%
C) Personal Interview	26%
D) Past Academic Record	16%
C) Work Experience	5%

*Aptitude test will not be conducted separately by the institute

Dates for conduct of selection process at Pune

- 8th & 22nd November 2014
- 6th & 20th December 2014
- 17th January 2015
- 7th & 21st February 2015
- 7th & 21st March 2015
- 11th & 25th April 2015
- 9th & 23rd May 2015
- 13th & 27th June 2015

Proposed Selection process centers outside Maharashtra:

Nagpur, Bhopal, Indore, Ahmedabad, Delhi, Bangalore, Kolkata, Jaipur, Lucknow, Patna, Goa, Guwahati, Dehradun, Shilong.

For further details please visit : www.mitsob.net

Fees

2,75,000 per annum (Payable in installments)

Contact Admissions Office at:
9922487669, 9922487671, 8605003969

Email: pgdmsob@gmail.com, learning@mitsob.net

Connect with us on



Find us on Facebook

www.facebook.com/MITSOB.PGDM



<http://www.mbauniverse.com/>



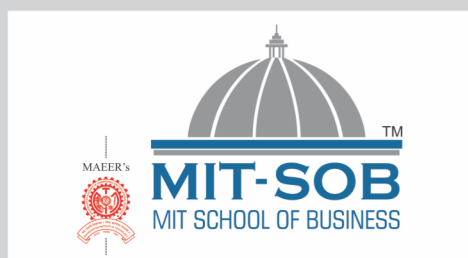
<http://www.pagalguys.com/>



<http://www.shiksha.com/>



<http://www.htcampus.com/>



MAEER's

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