

MAESTRO'S QUALITY

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 2014-16



Case Study Method

@ **MITSOB...**

Creating

Leaders of
Change!

Creating a
Platform that
up-lifts

Your career

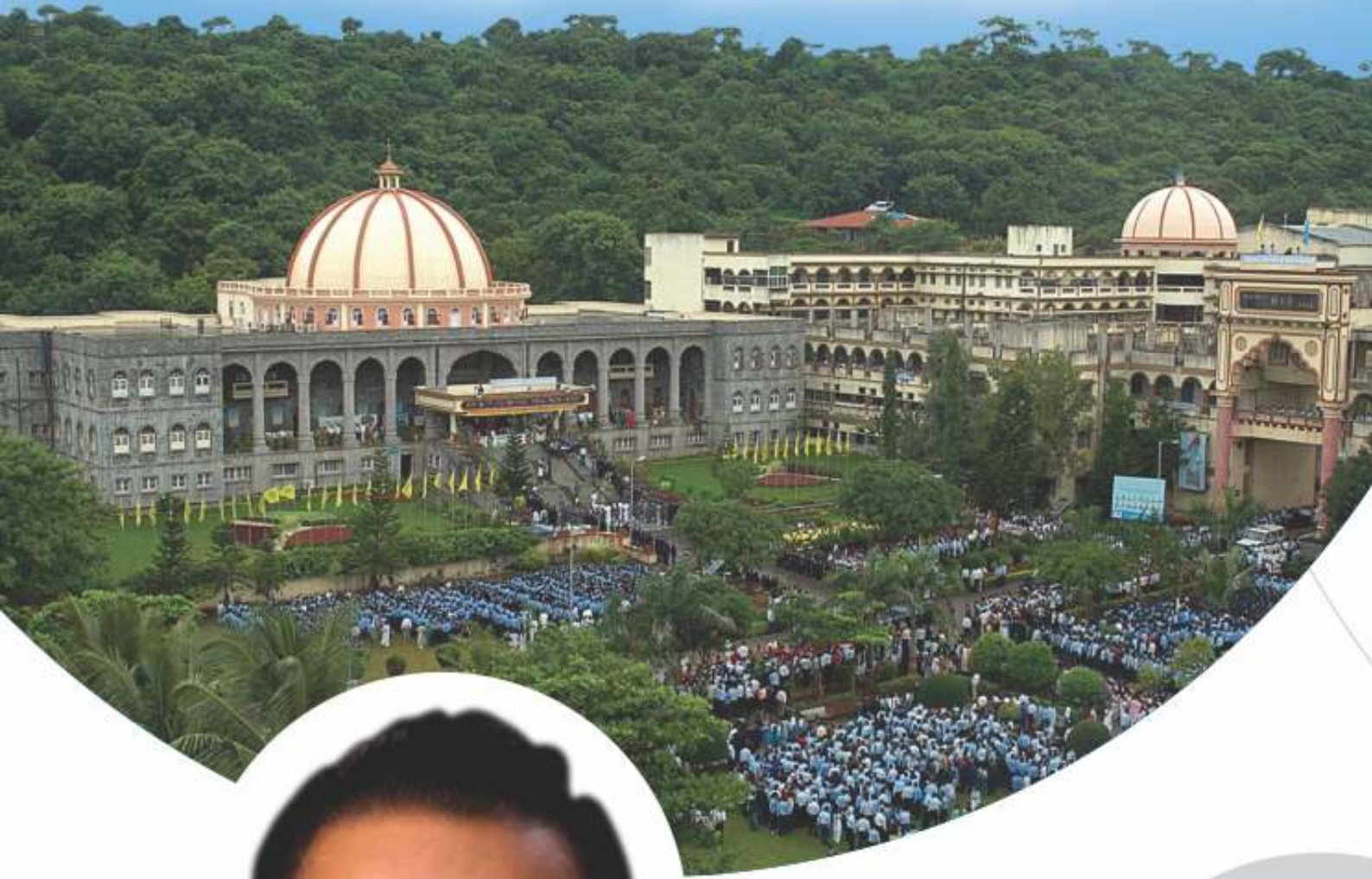


Often a student is baffled in taking the right decision about his career path after completing the degree course. Industry scenario is changing drastically and theoretical knowledge alone is not sufficient to survive in the global competitive environment. We not only guide you to climb the success ladder but also mentor you to achieve great heights in the corporate world.

MITSOB helps in identifying the inner qualities of students and explore it to achieve excellence in their career. If you have ambition to enhance your skills and achieve great heights then MITSOB can be a sensible choice one can make to fulfill your academic expectations. At MITSOB, one can find the unique combination of excellent academic approach combined with industrial skills.

MAEER'S MIT has a history of producing the innovative talent contributing across the nation. Whether it comes to implementation, up-gradation or execution of skills MITSOB students never take the back stage, they always shine. We create platforms that encourage the talent.





Foreword by Our **Founder**

The Maharashtra Academy of Engineering Education and Research (MAEER), was established (1983) as a society and trust with the sole aim of creating and developing professional education facilities to train the aspiring young generation and thus provide dedicated, ambitious and skilled professionals to serve the society and the nation at large.

MAEER believes that "The union of Science and Spirituality alone will bring Harmony and Peace to Humanity" as said by Swami Vivekananda. The vision of the founders of MAEER is to create a "Centre of Excellence in the field of Education and Research." Since its inception, MAEER has been striving for the betterment of the society through value based education system. With over 54,000 students across varied disciplines under its umbrella, it has achieved tremendous success in a short span of time and reflects excellence in the fields of Engineering, Medicine, Research, Management, Design, Primary and Secondary Education, Peace Studies, Environment and Pollution control and also towards promoting Human Values and attaining the ultimate goal of World Peace. We forayed into management education in the year 1987. Over the last 30 years, MAEER has provided students with very high quality of education along with a disciplined and philosophical approach to life. On one hand, education at MAEER readies students for a highly competitive world, and on the other hand, it trains them for a pursuit of satisfaction and peace of mind through understanding the very purpose of our existence. This unique balance gives our students successful careers combined with a satisfying life.

Prof. Dr. Vishwanath D. Karad.

Founder, Executive President and Managing Trustee.
MAEER's MIT Group of Institutions, Pune

HORIZON



Where the **Possibilities** are **endless.**

Founded in 1983 with the proposition of meeting the need for a centre for scientific and educational research and engineering training, MAEER's MIT went on to pioneer private higher education in Maharashtra and revolutionized the concept of imparting education. Along with imparting quality higher education, MAEER has promoted a unique blend of science and spirituality.

With 63 institutions delivering KG to PG education to more than 54000 students at any given point of time, this multi campus, multi disciplinary venerated institute weaves a mosaic of integrity, commitment and dedication. Contributing to the industrial and economic growth of the society and our nation for over two decades, MAEER's MIT has helped realize the dreams and aspirations of lakhs of students.

SUCCESS MANTRA

Why Study at MIT Group of Institutions

30 Glorious Years of Excellence in Education

MAEER's MIT Group of Institutions, Pune, India was founded in 1983 by visionary educationist **Prof. Dr. Vishwanath D. Karad**. Today 30 years later, it is a multi-discipline, multi-locational centre of excellence with over 63 institutes in 7 campuses imparting value based education to over 54000 students with 2 State Private Universities.

- Emphasis on imparting Value-based education from KG to PG level.
- Well-experienced, full-time in house faculty to develop cutting-edge knowledge.
- Excellent infrastructure, e-campus, e-library and digital university concept.
- Leading Academic and Corporate personalities are members of the Academic Advisory Council.
- Customized curriculum designed in collaboration with industry experts.
- Academic and placement tie-ups with national and multi-national corporate and industrial giants



INFORMATION TECHNOLOGY



ENGINEERING



PHARMACY



MARINE ENGINEERING



DESIGNING SCHOOL



MIT SCHOOL OF GOVERNMENT



IB SCHOOL



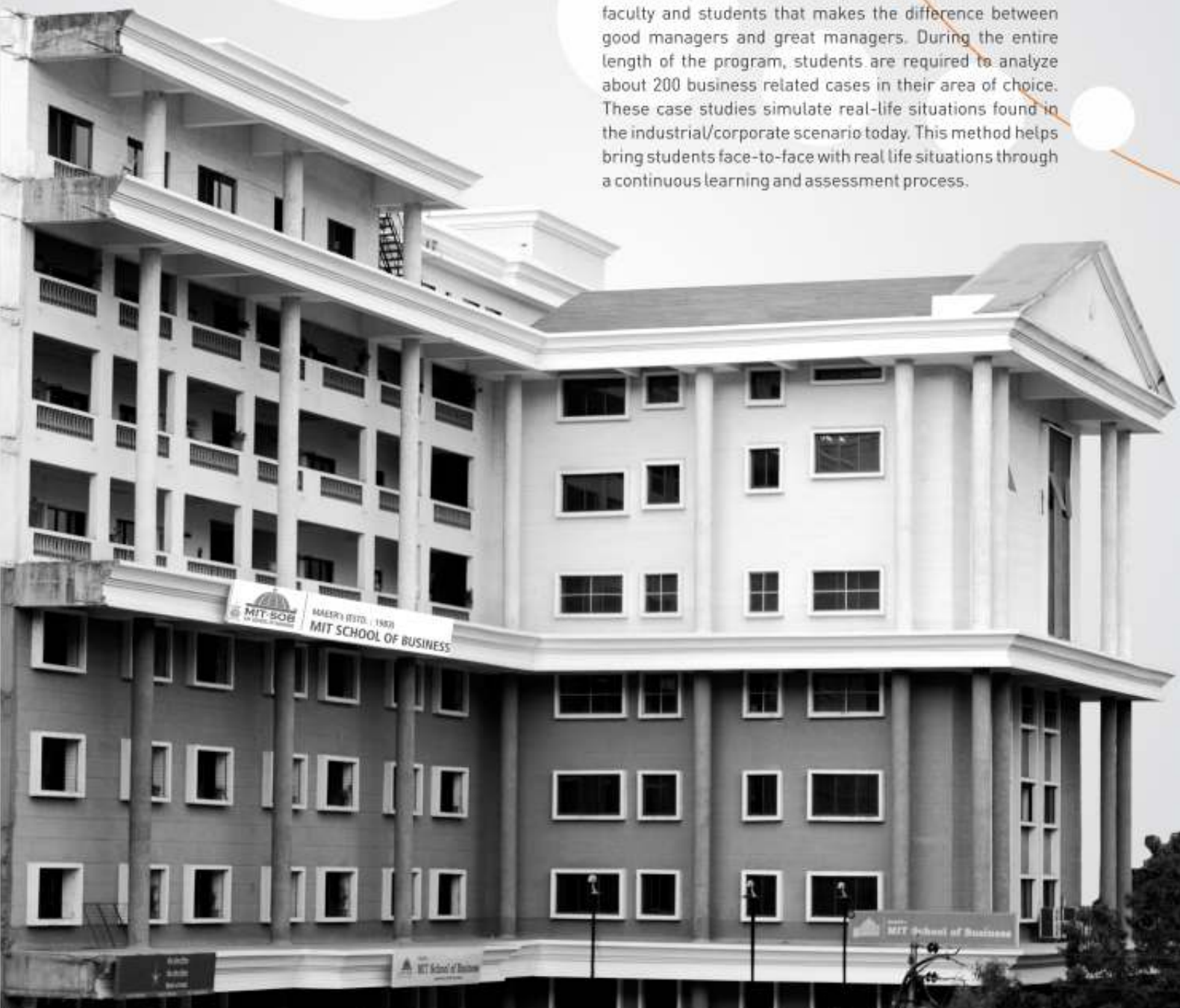
MEDICINE



BUSINESS

Inspiring out of the box thinking

MIT-SOB is an institute under the umbrella of MIT Group of Institutions, Pune, comprising of 63 Institutions & over 54,000 students from India & other countries. MIT Group has been imparting high quality value based management education for over 30 years. MIT-SOB is involved in imparting post graduate level cutting edge management education. **Since the year 2005, MIT-SOB has adopted the 'Case Based' Learning Method, pioneered by Harvard Business School.** This is a practical and interactive methodology that requires high level of participation by faculty and students that makes the difference between good managers and great managers. During the entire length of the program, students are required to analyze about 200 business related cases in their area of choice. These case studies simulate real-life situations found in the industrial/corporate scenario today. This method helps bring students face-to-face with real life situations through a continuous learning and assessment process.



MIT-SOB offers specialization in:
Marketing | Finance | Human Resource | PGDM

Message from the Executive Director

"It is the broadening of your thinking process that will teach you to succeed even in unlikely situations."

The British came to India to trade in spices. As traders, they witnessed the fall of the powerful Mughals and the disintegration of Marathas. They immediately stepped in as rulers. With industrial revolution they shifted to import of cotton and export of fabric and other industrial goods. Thus, a handful of British became the political and economic masters of a large subcontinent with a rich civilization.

To us as Indians, this is a sad story of misfortune. To a global student of management, this is a case study for understanding how to see different opportunities in a fluid political and economic situation.

At MITSOB, you will find a forum for open discussions on all business issues. You will feel encouraged to examine typical as well as atypical solutions to every problem. It is this broadening of the thinking process that will teach you to succeed even in unlikely situations.

I feel great pleasure in welcoming young and inquisitive minds to the scintillating environment at MITSOB and look forward to see several more success stories to spring from the platform that we have created with great interest and hard work.

Rahul Vishwanath Karad
DBA, Cardiff Business School, UK,
OPM Harvard Business School,
Mass, USA, Executive Director,
MITSOB





**RIGHT PLACE,
RIGHT TIME**

From the **Director's Desk**

"If you are ready for two exciting years which can propel you way ahead of others, MIT-SOB is the place for you."

Management is a vast subject. It concerns everything and everybody. Therefore, nothing is really out of bounds for a management student. Our challenge is to keep the students focused on their niche subjects and at the same time ensure wide exposure to business aspects all over the world.

An excellent infrastructure and faculty shoulder this responsibility with great competence. The case-study model first effectively used by Harvard Business School gets students involved into the nitty-gritty of their subject as well as makes them aware of various factors that affect business decisions. MITSOB students analyze and discuss over 200 real-life business situations in the course of two years. This helps the students to sharpen analytical, logical, creative as well as integrated thinking.

An eminent faculty brings our students face to face with thinking patterns of academic and industry leaders. The permanent Faculty keeps an intellectually invigorating atmosphere alive with continuous inputs, while students sharpen their capabilities with challenging assignments and valuable guidance from faculty. If you are ready for two exciting years which can propel you way ahead of others, we at MITSOB are ready to take you through the journey.



Prof. (Gp Capt) D.P. Apte
B.E. (Mech), M.Sc (Aero) UK,
MBA (Mktg), M.Sc. (Strategies),
AMAE SI, PGDIM, PGDMM
Director, MITSOB

EVERYTHING STARTS FROM YOU ...

From the Associate Director's Desk



Prof. (Col) N. Ramgopal
B.Com, SDDM, PGDHR&PM, PDGIHL,
MPM, EPLM, (IIM, Calcutta)
Associate Director, MITSOB

"To move the world ... we must move first, At MITSOB we intend to be your catalyst"

At MIT School of Business, we firmly believe that a journey must have a destination. It is our endeavor to enable those who opt for our program to make this journey to the desired destination viable and possible. We intend to create an environment that invites change because change is inspiration. Opting for a professionally managed PGDM program having association with the Case based method pioneered by Harvard Business School is the first step for those who wish to see a change in themselves.

Our strong academic curriculum, backed by extensive value addition programs with a focus on personality development create an ambience to those who seek intellectual elevation. The growing acknowledgment by the environment is a testimony of this. I extend a warm welcome to students looking forward to a challenging program and a bright career.



BREAKING BARRIERS

Mentors Opinion

"Here the focus shifts from a traditional classroom lecture to a student-centric method."

It is indeed a pleasure to work with MITSOB and successfully implement the case study model initiated by the Harvard Business School. Here the focus shifts from a traditional classroom lecture to a student centric method. The responsibility for learning is put on students with faculty playing the role of facilitator/catalyst. This model adopts participative interactive learning with stress on real-life business cases to be solved.

Such a method has seen miraculous results. Student involvement in studies multiplies many folds. Unimaginable lateral learning is achieved in a short span. At the end of two years, students are ready for the industry. Our placement figures are the best proof of the success of our approach



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



Advisory Board **Taking Mitsob To The Next Level...**

Our Advisory Board consists of seasoned industry professionals from diverse sectors who are partnered in our growth and success. It gives us an independent/unbiased feedback and suggestions and initiatives required to be undertaken to improve quality, enhance Mitsob's image in an effort to elevate Mitsob to the next level.



Dr. Kalyani Gandhi is currently Chairperson of Grievance Redressal Board at Infosys Ltd., both for their domestic and global operations for the past five years. Dr.Gandhi was Chairperson and Professor of NS Raghavan Centre for Entrepreneurial Learning (NSRCEL) at the Indian Institute of Management Bangalore (IIMB). She retired from IIMB in 2008 after nearly three decades of teaching, training and research. A Graduate (Honors) in Psychology from Ruparel College, Bombay, she obtained her Masters in Industrial Psychology from Gujarat University. She did her Masters in Educational Psychology and Doctorate in Labour Studies from Rutgers University, State University of New Jersey, USA. She is a Human Resources Management specialist.

Dr. Kalyani Gandhi, Chairperson of Grievance Redressal Board at Infosys Ltd.



Ramchandra Rao is currently the Executive Director at Indo Schottle Auto Parts Pvt Ltd and has earlier served as CEO & Joint Managing Director at Hindustran Composites Limited, Executive Director at Eaton Corporation and Sr VP and SBU Head at Kirloskar Oil Engines Ltd.

Mr. Ramachandra Rao, Executive Director (Automotive) Eaton, Industrial Systems Pvt. Ltd.



An M.Tech in Mechanical Engg from I.I.T Bombay, **Mr Kamlesh Pande** has held coveted positions at Thermax Ltd, Mahindra & Mahindra, Tata Consulting. Currently, he is the Chief Consultant at Forbes Marshall Ltd Pune. Mr Pande also serves as an Honorary Professor at the Govt College Of Engg, Pune and as visiting faculty at Institute Of Armament Technology, Tata Management Training Centre, Symbiosis and National Institute Of Construction Management & Research (NICMAR).

Mr. Kamlesh Pande, Ex-Vice President, Thermax, Chief Consultant, Forbes Marshal



Atul Bapat is a transparent and committed entrepreneur with strong logical approach and high level of integrity. He has the passion of making positive difference to organisations and individuals. He is founder member and CEO of CATS Academy India Pvt. Ltd. Mr Bapat carries with him 23 years of professional experience in reputed multinationals such as Mercedes-Benz, Bosch and SKF. He has successfully completed more than 30 Executive Coaching assignments working closely with top executives in industry. Under his guidance, CATS Academy has successfully completed several assignments in HR with Indian and MNC organisations covering HR policy formulation, salary restructuring, PMS etc. CATS Academy has successfully assessed more than 600 employees at various hierarchical levels from different industries in India and Bangladesh.

Mr. Atul Bapat, CEO, CATS Academy



Suresh Balsubramani is Senior Principal (Life-Sciences) for Vistrian Inc, a California based manufacturing intelligence solutions company. After spending many years in biology and chemistry businesses, multi-functional assignments and diverse geographies, Suresh Balsubramani now consults with pharmaceutical companies helping them incorporate manufacturing intelligence and analytics solutions that improve traceability and design quality into its products.

Mr. Suresh Balsubramani, Former President (Operations) Medreich Sterilab Ltd.



Mr Milind Kulkarni completed his B.E (Hons.), PDDM (IIM-Ahmedabad) and current serves as Chief Risk Officer at Societe Generale India. Societe Generale is a French multinational banking and financial services company headquartered in Paris.

Mr Kulkarni carries with him over 25 years of experience in Banking of which he has worked with Export-Import Bank of India for over ten years.

Mr. Milind Kulkarni, Director(Corporate & Credit Group), Societe Generale

100% PLACEMENT SUPPORT

Where impossible situations become **Great Opportunities**

Why MIT-SOB ?

- AICTE approved 2 - year full time programs with contemporary syllabi
- Case based learning to hone your skills on managerial decision making in practical situations
- Highly competent and experienced faculty and eminent visiting faculty from industry for specialized subjects
- Pioneer of corporate mentorship programme fostering industrial tie-ups
- Industry interaction activities like guest lectures, seminars, conferences, industrial visits, group discussions etc.
- Modern infrastructure with internet and audiovisual facilities in classrooms
- Global exposure with an optional International study tour for every batch
- 100% placement assistance and personalised guidance
- A strong network of nearly 1500 alumni throughout the world
- Over ten clubs like Business Club, Rupantar Club, HR Club, Cultural Club, Finance Club and others to empower students' talents.



Global Exposure:

Observation and Examination Expand the perspective and enhance the learning



Finatics is the Training arm provides training in Financial Modeling, Business Valuation, Project Management, Finance & Accounting, IFRS, Credit Analysis Excel.

The Program aims to provide participants with knowledge & skill set to read, understand & analyze financial Statement, other financial information & reports both for reporting to investors & also for internal use for decision making.



Joint Certification program with NSE:

MIT-SOB has signed MOU with **National Stock Exchange (NSE)** for conduct of joint certificate program on capital market. This practical training provides an edge to all our students to pursue their career in capital market.



MIT-SOB signed MOU with CRISIL for Indian Placement Reporting Standard (IPRS)



Confederation of Indian Industry

Member with CII



MIT-SOB signed MOU with Cattolica University

NLP

Neuro Linguistic Programming (NLP) group formed under PMI Pune chapter meets at MITSOB every Saturday for last four years along with NLP professionals with the objective 'to assist each other... in every possible way... to enhance the skills & effectiveness... of NLP & Huna practice... so as to reach out... to maximum number of people... without distinction of age... sex... language... nationality... or socio-economic status'.



“ I think that our fundamental belief is that for us growth is a way of life and we have to grow at all times. ”

Mukesh Ambani
CEO, Reliance Industries Ltd

How are we ranked?

- In A++ Category by Business India B-School Survey 2013
- Amongst Top 25 B-Schools in India in terms of 'National Average Salary' by Go Getter (Go-Air In-flight magazine) 2013 Survey.
- In AA Category by Career 360 B-School Survey 2013
- Amongst top 50 B-Schools in India by www.Mbauniverse.com Survey 2013
- 36th in India and 1st for best in 'Curriculum & Pedagogy' - Mba by Choice.com Survey 2012-13.
- Within top 50 Institute for 'Placement Performance' by Business Today Survey 2013
- Amongst top 100 B-schools in India and 27th in Western region by Business World Survey 2013
- Amongst Top 50 B-schools of Excellence in India by Competition Success Review (CSR-GHRDC) Survey 2013

Where Impossible situations become Great Opportunities

MIT School of Business has a vision of being at the forefront of providing cutting-edge business education. With committed and competent faculty and strong industrial interface, MITSOB stays ahead in its endeavor to deliver knowledge to empower the leaders of tomorrow. We believe in creating a vibrant and stronger India through business knowledge that will propel our nation to empower the globe. We believe in the ability of individuals and we believe in realizing a common dream.

A Dream to Lead... A Dream to Succeed



“ There are concerns as well as awareness due to the stringency in regulations. Quality and compliance is a continuous process. It is certainly important for the industry to focus on ensuring there are robust systems in place for compliance. ”

Kiran Mazumdar Shaw
Chairman & MD, Biocon Ltd

SUCCESS IS A PROCESS

Things that lead
to success...



Strengthening Youth



A Tour Through MIT-SOB

Infrastructure

You get the Vibes of your Surroundings and it rubs off on you.

MITSOB, being apart of MAEER's MIT Group of Institutions, can claim that it has among the best infrastructure that any institution can provide.

The Saraswati Vishwa building 'B'

at MIT campus, that houses MITSOB, having a spread over 95,000 sq. ft of space, with state-of-the art classrooms, computer labs, libraries and top notch facilities.

The Campus

itself is located at Paud Road, Kothrud, in the prime area of Pune and yet away from the city's hustle and bustle. The campus is beautifully designed and is spread across acres of green land.

The Computer Lab

at MITSOB houses the latest Pentium workstations networked with two servers.

The Central library

and reading hall is spread over 800 sq meter and consists of more than 6000 titles of books and over 18,000 books on diverse management subjects. Moreover, it has over 60 National and International Journals for reference. It also has a huge reading room for students for discussion. Besides local networking, each student has round the clock access to an online database (EBSCO and J-gate) containing over 1000 international journals and periodicals. Every student has his own laptop (issued by the Institute). Students have 24-hour free internet access through Wi-Fi facility. In addition to this, the e-campus at MIT, Pune with 6000 computers is directly linked with MITSOB network with a dedicated lease line internet connection with a highspeed bandwidth. There is also a facility for online teaching and practical.



“ At the end of the day you have to keep emotions away. ”

Lakshmi Mittal
Chairman & CEO, Arcelor Mittal



**Theory +
Practical Exposure
= Excellence**



At MITSOB, we strive to provide a contemporary curriculum to meet challenges that the corporate world throws up. PGDM at MITSOB is designed to train students to become excellent managers and high-level decision-makers with broad strategic vision. This program views management as an integrated process and helps students develop a global view and respond effectively to the changes in economic, technological, cultural and political environments. To keep our students abreast with the latest in the industry, MITSOB undertakes "Curriculum Development Program", a continuous process for updating the syllabi.

Post Graduate Diploma in Management

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

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:

- Financial Accounting (FC-1)
- Basic concepts of Economics (FC-2)
- 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:

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

An online examination would be conducted on completion of Module 2.

A student must pass the Foundation Course (Module 1&2) by obtaining at least 40% marks in every subject to be able to attend the 2nd year of the PGDM course.



Attendance Criteria

For PGDM course, 100% attendance is expected. Please do not understand this as a binding or restriction, but as your commitment to the program for which your parents have paid fees. In case that a student's attendance falls below 90% in any subject, irrespective of the reason/s, he/she will be awarded 'D' grade (Fail grade) in that subject/s. There are few exceptions where a specific limit of absence for particular reasons are permitted. These are clearly stated in aide-memoire that you will receive on joining the course. In case of a 'D' grade, student will have to repeat that subject again by attending the entire lectures and re-appearing for the term end exam. This rule is applicable for the entire programme. These rules are intended to develop you as a professional with 100% commitment. Since the continuous assessment has 70% weight, it would not be possible for student with 'D' grade only to repeat the backlog exams.

Please feel free to have any clarification on our attendance policy with the Director or Associate Director.

Semester I and Semester II

The first and second semesters have subjects covering the entire spectrum of management and are compulsory for all students.

Semester I

Subject Name	Marks
Accounting for Managers	100
Business Economics	100
Statistics and Research Methodology	100
Human Dynamics	100
Marketing Management	100
Business Communication	50
	550

Semester II

Subject Name	Marks
Financial Management	100
Operations Research	100
Production Management	100
Business Law	100
Business policy & Strategic Mgt	100
Written Analysis and Communication	100
Market Research (½ Credit)	50
	650



LEARNING THROUGH



“ I come to the office each morning and stay for long hours doing what has to be done to the best of my ability. And when you've done the best you can, you can't do any better. ”

Ratan Tata
Chairman Emeritus, TATA Group



EXPERIENCE

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]

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

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

Complementary Subject

Project Management
Quality Management
Quantitative Techniques
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 [1/2 Credit]
Neuro-Linguistic Programming [½ Credit]
Micro Finance





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 mentorship 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.

Assessment Pattern

Grading Pattern for PGDM courses at MITSOB

Grades Awarded: MIT School Of Business follows the pattern of awarding relative grades to each student for each subject. The grading pattern is as follows:-

- a) A+ Grade : The top 10 percent of students in each subject are awarded 'A+' grade.
- b) A' Grade : The next 20 percent students in each subject are awarded 'A' grade.
- c) B+ Grade : The next 20 percent students in each subject are awarded 'B+' grade.
- d) B' Grade : The next 40 percent students in each subject are awarded 'B' grade.
- e) C' Grade: 'C' Grade is awarded to a student who figures in the bottom 10% in any subject.

Note: Please feel free to obtain clarification if any on the above system from the Director or Associate Director



“Think big, think fast, think ahead. Ideas are no one's monopoly”

Dhirubhai Ambani
Founder, Reliance Industries Ltd

Pushing the envelope

Global Exposure (International Study Tour)

An international tour is planned with a view to give exposure to global corporate environment. Visits to reputed international companies, face to face meetings and interaction with prominent people in those companies arranged. This tour is optional and charged extra with a view to recover cost.

Outbound Induction Program

To enable newly inducted students to get to know each other, develop rapport and imbibe the qualities of team work, cohesiveness and develop leadership qualities, we conduct a unique 'two day Outbound Program' within the first couple of weeks of commencement of the fresh batch. The program is specialized and is conducted by experts to ensure that desired inputs are maximized.

Personality Development

The best management student is the one who can carry himself with confidence that is strengthened by a strong foundation of theoretical knowledge and backed by excellent soft skills. In order to enable our students to succeed, we have a special segment focused on developing and enhancing soft skills. In addition, a special module is conducted to fine-tune English language to enhance the quality of expression. Courses in foreign language are also conducted to enhance their expressive skills.



Welcome Mitsobians!!!



Induction Ceremony

31st Batch of PGDM (2013-2015)
01 July 2013

Set in the backdrop of the imposing Swami Vivekanda Auditorium, the Inaugural program launching the 31st Batch of PGDM was held on 01 July 2013. The function was unique as it has set the tone for commencement of the two year program with pervasive enthusiasm as the auditorium was filled with beaming newly joined students dressed impeccably in their formals. The Guest of honours for the day were Shri. Mr. Vijay K. Aggarwal Ex. CEO & Director, Reliance InfrateL, Mr. Allen Sequeira Ex. Group Advisor, HRM – Mahindra, Padmashree Milind Kamble Chairman DICCI and Mr. Ritesh Sahu (MITSOB Alumni) Director – Client Service Nielsen India.

The students and the guests were welcomed by our Director, Prof (Gp. Capt.) D.P. Apte. The event witnessed enlightening speeches by the guests of honour. Each one of them shared their experiences with the students. The event also witnessed the inauguration of the Alumni Association. The event also witnessed the inauguration of the MITSOB Journal and Academic planner.

The program was an excellent blend of intellectual exposure coupled with wisdom filtered through long years of experience and understanding of business, management and human values.



MARCOM 2013 - Marketing Meet

"Marketing Strategies for Sustainable Competitive Advantage"



As part of its ongoing process to ensure constant improvement in our academic process, the concept of Marketing Meet was envisaged to draw students away from academic inputs and replicate the same with experience and practical & incisive insights from industry experts.

In keeping with this tradition, a two day Marketing Meet – "MARCOM 2013" was organized on 26th & 27th Sept 2013.

Invitees

Mr. Robin Banerjee – Managing Director, Caprihans India Ltd Pune.

Mr. Saurabh Sharma, Director, Think Careers India

Mr. Ashish Deshpande, Director Elephant Design

Guest of Honor- Mr. Biju Nambiar, Marketing Head, Geo Expansion, Western Region, IBM.



The major areas of marketing addressed by the meet are:

- Strategies for Segmentation, Targeting and Positioning.
- Issues relation to 4 P's and 4C's while formulating strategies.
- Importance of relating product with customer.
- Competitive pressures in Pharma , B to B, Product Design and Analytics.
- Price convergence, quality and product design.
- Impact of customer characteristics in strategy, design and development.
- Effect of dynamic and fluctuating demand and supply.
- Efficacy of Promotion and Branding in relation to deliverable competencies.
- Product diversification, innovation and quality.
- Efficacy of integrating concepts of market based view and resource based view as part of evolution of marketing strategy.



UTKARSHA 2013



UTKARSHA 2013 was organized on 24th September, 2013 at MITSOB Campus. The event consisted of competitions like Debate (Vaak Yuddha), Business Quiz (Prashnottari) and Cultural talent (Sanskritik-Singing and Mimickry) and focused on final year graduation students who would be undertaking further studies in business education. The event received excellent participation from 35 teams across Pune.



“Credibility depends on your track record, whether it's an individual or a corporate or a government.”

Rahul Bajaj
Chairman, Bajaj Group

Directorate General Resettlement (DGR)

sponsored courses for Armed Forces

The Directorate General Resettlement (DGR) is an Inter Service organization that functions directly under the Department of Ex-Servicemen Welfare in the Ministry of Defence, Govt. of India. It is the endeavour of DGR to provide opportunities for reorientation to personnel of Defence Services who are on the verge of retiring or have just retired, to train and acquire additional skills and facilitate their resettlement through a second career in the Corporate. MIT School of Business was selected by DGR to conduct two Certificate Courses for Defence Services personnel. Our institution was one amongst very few established institutions in Western India that was selected to undertake such courses. In fact, it was the only one in Pune to have been granted such courses. The following courses were conducted:

Name of Course	For Whom	Duration
Certificate Course in Supply Chain Management	Junior and Non-Commissioned Officers	16 Weeks
Certificate Course in Retail Management	Commissioned Officers	12 Weeks



MARKETING MEET, HR MEET & FINANCE MEET

MITSOB, PUNE has always endeavoured to achieve the right mix of corporate and classroom knowledge for its students. The belief is in focussing on practical knowledge rather than only bookish knowledge. In keeping with this tradition, for the third consecutive year, Marketing Meet, HR Meet and Finance Meet were organized for two days each. These events envisage an exchange of thoughts and viewpoints between renowned corporate speakers and the students. Additionally, such Meets provide excellent exposure to the latest in the industry and also enrich students' knowledge through the expertise and experience of our esteemed guests.

IMPERIUM Young would be managers from various cities in the country gathered at MIT School of Business for the 5th National Level B-School Event-IMPERIUM 2013. The event included 7 brainstorming exercises like MITSOB Power Pack (Case Analysis), MAX SPIN (Business Plan), Neuron Twister (Business Quiz), Ad-Hung-Over (Ad Making), Trade Encounters (Stock Exchange Game), Battle of the Nations (World Bank Proposals) and The Duke's Caliber (Best Manager).

An attempt was made to bring some innovation in the competitions & also to add new brainstorming competitions in this mega event. Accordingly, this year the Ad making competition had a new theme of preparing an ad for intangible products like a food chain restaurant, along with audio-video campaign and most important along with the budget. A most important innovation this year was the introduction of a new event called "Battle of the Nations". In this event the teams were given a list of developing countries on the spot. In all totally 75 teams participated in this mega event making it a grand success for the 5th consecutive time.



Faculty at MIT-SOB

THINKERS

INNOVATORS

TEACHERS

MITSOB has 44 full time faculty with good blend of PhD's and industry experience. Our faculty is the heart of the institution. These individuals are some of the brightest minds in their fields of study, and with their vast experience in teaching, research and service, they create a truly unique experience for MITSOB students. The faculty is enriched by visitors from other leading management schools and industry. This infusion of new teaching and scholarly talents adds freshness and vitality to the MITSOB community. For more details on faculty visit www.mitsob.net

Life at MITSOB is an enriching and educating experience that prepares an extensive and rich base for a successful management career. MITSOB has excellent infrastructure facilities and is equipped with all educational support facilities.

Enriching
Educative
Inspiring
Active



Alone
We Can Do So
Little
Together
We Can Do So
Much



Life at MIT-SOB

Club activities are student driven and explore the creativity and managerial skills of the students.

Business Club

The club aims at creating awareness focused at highlighting the importance of resources and using various techniques to convert these resources for economic gain through practical activities like mock stock, currency trading, brand guru, etc.

Finance Club

Endeavour of 'Savoir-faire'- the finance club, is to deliver value addition to its members in terms of enhanced knowledge, which runs beyond curriculum.

Editorial Club

The Editorial Club has been created with the purpose of providing a medium for enhancing the writing and presenting skills of students. It also helps to improve general knowledge as well as understanding of economic/industrial situations within and outside the country. This knowledge enables students to be better equipped for placement activity.

Vimarsh Club

Vimarsh Club was started to encourage the participation in intercollegiate events. The participation in these event helps the students to experience corporate exposure and thus channelize and prepare themselves for the future challenges. Many students have earned honors to the institute through participation in such events & competitions.

Sports Club

This club believes that in order to succeed, one must share and gain the experience of team spirit and cohesion from the challenges of play field. It conducts a variety of sports events through out the year to include inter division and inter batch competitions in cricket, volleyball, table tennis, badminton, basketball etc.



Beyond the Classrooms

EXTRA CURRICULAR ACTIVITIES

Phoenix Club

Phoenix Club was started so as to create a platform for students to express their ideas, thoughts the applicability of the corporate world. At Phoenix we follow the principle of "all for one & one for all" and we consider it our responsibility to do everything we can to foster the talent of our colleagues.

Rupantar Club

Rupantar... ekprayas! is an effort to transform the world of our dreams into reality. To bring about change from old to new, sorrow to bliss, and from today to better tomorrow.



Inspiron 2013: HR Meet

'Inspiron 2013' our Annual HR Meet was held on 14th and 15th November 2013. The theme of Inspiron **"Sustainability and Engagement Through Human Resources"**

Inspiron was addressed by industry experts from five distinctly different domains. Mr D. Nimbalkar, VP (HR) Kirtoskar Brothers Ltd, Mr Alan Sequeira, Advisor Mahindra & Mahindra Group, Mrs A Kaulgud, Mgt Consultant, Mr A. Mishra, VP (HR) Ultratech Cement, Mrs R. Krishna, VP-HR KPIT Cummins, Mr M Jadhav, CEO Selectigence.

The Inspiron topics dealt by speakers brought in a refreshing variety as they dealt in areas such as Challenges to the Indian industry specially in HR, in the present economic conditions, path way for careers for young management graduates in National and International markets (Classroom to Corporates), including HR activities followed at established business houses like Tata's. Further coming up areas like social media and the importance of this especially in the near future was communicated. Subsequently, information technology and manufacturing industrial sectors including their HR related requirements and challenges were discussed."

Inspiron saw an enthusiastic response which was evident during the vibrant question answer session that followed.



Placements

Deserve what you desire

One of the critical things about case methodology is that at the end of the day, we always work towards a solution - not what is going on here? However, what are you going to do about it?

MIT-SOB as an institute aims to groom students to be able to take up responsible positions in the corporate world. Towards this goal, in addition to academics, special grooming efforts are taken periodically to imbibe strong leadership qualities and to equip students with skill sets such as personality development, effective communication confidence building, handling of group discussion and interviews as well as corporate etiquettes and manners.

MIT-SOB makes an all-out effort to ensure that maximum opportunities from best possible companies are made available to students. Selection of candidates is the prerogative of respective companies and educational institutions like MIT-SOB can neither exercise any say in the actual selection process conducted by respective companies, nor influence it in any manner in favour of any student.

Preparing them for the challenge:

What is important and needs to be noted is that, being selected or placed through these opportunities is entirely the responsibility of individual student. We at MIT-SOB understand the current requirements and prepare our students with the necessary skills by creating the professional environment. Making them used to the latest technology, exposing them to new strategies and providing them with high-class training prepare them for the up-coming challenges.

Students need to be updated with current affairs, practice themselves for the aptitude tests and develop their individual abilities to communicate fluently and effectively. Such qualities cannot be passed on through classroom sessions but have to be acquired by students themselves. Openings will come by for students who single-mindedly practice and persevere towards this goal.

MITSOB - CRISIL Tie Up For Placement Audit & Validation

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.





Recruiters Feedback

At MITSOB, Placement activity is not just providing job to students or candidates to the Companies but we see to it that our students get a platform to excel in the core fields and the companies get good Professionals who are highly qualified and well versed with the corporate atmosphere.

We are proud that this is the experience of our valuable recruiters, Some of their comments below can say the rest.....

Nihilent Technologies



"A great management institution embedded with excellent spiritual values and outstanding learning environment. Truly a great B-School to groom up as a Leader for today and Tomorrow".

Aditya Kardekar
Nihilent Technologies

GTC Industries Limited



"It was a pleasure visiting the campus of MIT for recruitment of Management Trainees. The system of the college and cooperation we got from the placement committee and student coordinators during the campus selection process was excellent. The Quality of students is very good and their learning and implementation skills are outstanding. Candidates have pleasing personality which makes them most acceptable in the corporate world."

Mr. Milap Chand
Sr. Manager – HRD



Phoenix Mecano (India) Ltd.

As a regular recruiter at your college, we are extremely happy with the overall service that is being provided. We are happy with the quality of students & MIT Institute would always be our first preference for campus drive.

Ankita Joshi
Manager HR



Evosys

We are associated with MITSOB for the last 2 years. We are very happy and satisfied with the quality of students that we get from MIT. The response from the Placement office is also tremendous. They coordinate very well and make the overall recruitment process a good experience. We would like to visit MIT and we are sure that we will keep on getting good resources from MIT in future too.

On behalf of Evosys I wish the MIT team all the very best.

Nidhi Sharma
Manager HR-Evosys



Some of the **Guest Speakers** we have invited are:

- **Shri. Sudhir V. Sohoni**
Founder Director - Purple HR Consulting
Topic : HR strategies in an organization
- **Dr. Ujjal Bhattacharjee**
Human Resources Director - GKN Sinter Metals Pvt. Ltd.
Topic : HR as a part of companies strategic planning
- **Mr. C. Kulkarni**
Sr. General Manager - Mahindra Navistar
Topic : Strategic approach for developing and entering new market segment in automobile sector
- **Mr. Malay Shah**
Sr. Principal Consultant - Infosys Management Consulting Service
Topic : Role of consultants in creating sustainable business practices through strategy formulation
- **Mr. Debashish Mitra,**
Director, Sales & Marketing, Mercedes Benz, India
Guest of Honor : 30th Batch, Induction Program
- **Mr. Sukumar Shah**
Director Operations - KSPG Automotive Pvt. Ltd
Topic : Challenges in evolving strategy for effective supply chain in auto components
- **Mr. Sanjay Inamdar**
Vice President - FRR Forex
Topic: Significance of standardization & productization
- **Mr. Rajendra Vaidya**
Managing Director - Remunance Systems Pvt. Ltd.
Topic : Strategic approach towards brand building as sustainable competitive advantage

And many more...

Mr. R R Deshpande, CEO of Kirloskar Oil Engines Ltd. | **Mr. Eiran Wolfman**, Tax Director, Deloitte | **Mr. Andrew Cohen**, Spiritual Teacher, Cultural Visionary & Founder, Enlighten Next | **Mr Suresh Balsubramni**, President Medreich.Ltd. | **Mr. Paul Harlington**, Head of strategic procurement for TUI Travel Plc, UK | **Mr. Ankit Khare**, Asst. Vice President, Unipro Education Pvt. Ltd.

Few of Our **Esteemed Alumni** :

- **Mr. Ritesh Sahu (Batch 2003-05)**
Director Client Service,
Nielsen
- **Mr. Neeraj Kapoor (Batch 2003-05)**
Associate Vice President
IDFC AMC
- **Mr. Saurabh Shah (Batch 2005-07)**
Manager - Talent Acquisition,
FOTON Motors Manufacturing India Pvt. Ltd.
- **Mr. Ishan Kumar (Batch 2007-09)**
Sr. Manager (Online Partner Management)
PAYBACK
- **Mr. Monu Dubey (Batch 2007-09)**
Regional Manager (Western Region)
Emkor Solutions Ltd
- **Mr. Hemant Golechha (Batch 2003-05)**
Practice Head,
Progressive Digital Media Pvt. Ltd.

First Generation Entrepreneurs :

- **Mr. Anurag Bhusari (Batch 2007-09)**
Director, ORCASYS
- **Mr. Vikas Khatri (Batch 2007-09)**
Managing Director, Prabhu Packagers
- **Mr. Subhendu Sarkar (Batch 2007-09)**
Founder CEO, We Fix & Care

For enquiries on Placements, Contact
Mr. Manoj Mehrotra, Head (Placements) at 9922427590

Alumni Speak...



..... "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 (Batch 2011-13)
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 (Batch 2011-13)
Iplace USA



"MIT-SOB 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 (Batch 2011-13)
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 (Batch 2010-12)
Colgate Palmolive



"MIT-SOB provided me the platform to show me the right path towards my career and achieve my goals"

If you're trying to achieve, there will be roadblocks. I've had them; everybody has had them. But to overcome those roadblocks, "MIT-SOB and Our Professors" were always there to provide a thrust for not to giving up. MIT-SOB provided me the platform to show me the right path towards my career and achieve my goals.

Pratik Sharma (Batch 2011-13)
Evosys, India



"For SUCCESS, ATTITUDE is equally important as ABILITY."

Thanks to MIT-SOB for shaping up my attitude in the right direction. I am obliged to all professors and mentors for guiding me and especially to placement cell for giving me a platform to prove my capabilities.

Sugata Kar (Batch 2010-12)
Evosys, Dubai



... "Every great dream begins with a dreamer" ...

I am really grateful to MIT-SOB for being such a perfect place that offers the best possible grounding for the path you are about to take. Thanks a lot for such a wonderful experience that exposed me to the world of management and enhanced my skills of being a perfect marketing person.

I am thankful to all the talented teachers who shaped up my personality and my potential to make me an efficient executive. I am indeed grateful to MIT-SOB for being such a perfect place.

Himanshu Joshi (Batch 2011-13)
Time Legend Travels & Tours Pvt. Ltd., Sudan (Africa)



"Learning various management aspects and exchanging views has helped me in enhancing my personality"

The case based pedagogy followed in the college has actually helped me in understanding different business situations and has increased my situation handling capacity. Placement cell of college has always helped in understanding and identifying different opportunities in industry. Thanks for giving me an opportunity of being a part of this MIT-SOB

Sudhanshu Khandelwal (Batch 2010-12)
Asain Paints

Admissions

MITSOB aims at attracting students 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 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 2013/MAT [Sept 2013 onwards]/CMAT [Sept. 2013 onwards]/XAT 2014/ATMA [Dec. 2013 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)	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

25th October 2013
 22nd November 2013
 6th & 20th December 2013
 19th January 2014
 9th & 23rd February 2014
 9th & 23rd March 2014
 6th & 20th April 2014
 4th & 18th May 2014
 8th June 2014

Proposed Selection process centers outside Maharashtra:

Nagpur, Bhopal, Indore, Ahmedabad, Delhi, Bangalore, Kolkata, Jaipur, Lucknow, Patna, Panaji, Guwahati

Details about selection process at above centers will be announced on www.mitsob.net in due course of time.

Fees

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

Contact Admissions Office at: **9922487669, 9922487671, 8605003969**

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

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



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



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



Programmes of our Associate institutions

MAEER's MACS College

Undergraduate Degree Programmes

Bachelor of Art (BA)
 Bachelor of Commerce (B.Com.)
 Bachelor of Computer Science (B.Sc.- Computer. Science.)

Post graduate Degree Programmes

Master of Computer Applications
 (M.C.A.) under Science stream
 Master of Computer Applications
 (M.C.A.) under Commerce stream
 Master of Journalism & Mass Communication (M.J.M.C.)
 Msc [Computer Science]

Postgraduate Diploma Programmes

Postgraduate Diploma in International Business
 (P.G.D.I.B.)

Certificate Programmes

Certificate Course in Foreign Language
 Certificate Course in Bio-Informatics
www.macscollege.com

MITSOM College

BBA - Bachelor of Business Administration
BCA - Bachelor of Computer Applications
BBM(IB)- Bachelor of Business Management
 (International Business)
MCA (Commerce) - Master of Computer Applications
www.mitsomcollege.com



BHARATIYA CHHATRA SANSAD

Bharatiya Chhatra Sansad is a non-political platform to sensitize the youth to enter into good politics. It is an extension of MIT School of Government. We strongly believe that the assumption that all the political parties are corrupt is wrong. The wrong perception towards the political parties will not take us ahead. We require committed, educated and sincere youth in political life. If we have good leadership, it will give us good governance which will facilitate effective democracy.

GLIMPSES OF THE 1st BHARATIYA CHHATRA SANSAD (12th-14th January 2011)



GLIMPSES OF THE 2nd BHARATIYA CHHATRA SANSAD (10th-12th January 2012)



GLIMPSES OF THE 3rd BHARATIYA CHHATRA SANSAD (10th-12th January 2013)



REGISTRATIONS OPEN FOR 4th BHARATIYA CHHATRA SANSAD (10th-12th January 2014)

info@bharatiyachhatrasansad.org | www.bharatiyachhatrasansad.org | www.mitsog.org

Eminent Speakers at the 4th Bharatiya Chhatra Sansad

10th, 11th, 12th JANUARY 2014



Ahmad Alhindawi



Akhilesh Yadav



Anil Gupta



Anoushka Shankar



Arjun Rampal



Aung San Suu Kyi



Bhaiyyuji Maharaj



Bobby Jindal



Dada J. P. Vasvani



Daniel Radcliffe



Dilip Walse-Patil



Edward Miliband



Javed Akhtar



Jitendra Singh



Jyotiraditya Scindia



Kapil Sibal



M. J. Akbar



Mahesh Bhatt



Malala Yousafzai



Morari Bapu



Naveen Patnaik



Nisha Biswal



Prakash Jha



Priya Dutt



Rajeev Chandrasekhar



Rishang Keishing



Ronjan Sodhi



Sachin Pilot



Saroj Pandey



Shailja Kant Misra



Shazia Ilmi



Shekhar Suman



Subramanian Swamy



Sri M



Sri Sri Ravi Shankar



Sudheendra Kulkarni



Sunita Narain



Supriya Sule



Swaminathan Gurumurthy



Vayalar Ravi



Venkaiah Naidu



Venugopal Dhoot



Yogendra Yadav



Uma Bharati

INSPIRING YOUTH, STRENGTHENING DEMOCRACY

Above mentioned names are the probable eminent dignitaries, including - young parliamentarians, senior political leaders & bureaucrats, media & film personalities, well known academicians, social workers & activists and corporate leaders. They will either attend the inaugural / valedictory sessions or express their views in the sessions. Most of them have consented to participate in the summit while others confirmations are in process.

info@bharatiyachhatrasansad.org | www.bharatiyachhatrasansad.org | www.mitsog.org

MIT GROUP OF INSTITUTION'S
Bharat Asmita National Awards



The thought behind the awards

Every society needs role models who can become the pivot of inspiration for that society. It is therefore important that individuals who reach the pinnacle in different vocations are brought to the limelight and their achievements recognised by the society. The Bharat Asmita National Awards were conceptualized in 2005 to recognise extraordinary achievements of individuals in our society whose examples can fire the youth to look beyond ordinary ideas and goals, and thus, take the society towards extraordinary progress. The Bharat Asmita National Awards, which were first constituted in 2005, are now being held under the aegis of Bharat Asmita Foundation. Under the chairmanship of Mr. Rahul V. Karad, Bharat Asmita Foundation also organizes the Bharatiya Chhatra Sansad & other programs for promotion of democracy.

CATEGORIES OF AWARD :

Bharat Asmita Acharya Shreshtha Best Teacher in Management	Bharat Asmita Jana Pratinidhi Shreshtha Best Young Exponent of Parliamentary Practices	Bharat Asmita Jana Jagaran Shreshtha Best use of Mass Media / NGO	Bharat Asmita Jana Jagaran Shreshtha Best Use of Acting / Direction	Bharat Asmita Jana Jagaran Shreshtha Best use of Lyrics / Music / Singing
Bharat Asmita Vigyan Tantragyan Shreshtha	Bharat Asmita Jeevan Gaurav Puraskar Special Award For Life Time Achievement			

2005	Shri. Dayanidhi Maran Former Union Minister	Dr. Jaiprakash Narayan Founder Loksatta	Dr. M. Ram Mohan Rao Dean I.S.B. Hyderabad	Late Shrikant Jichkar Former M.P.
2006	Shri. Navin Jindal M.P.	Ms. Barkha Dutt NDTV	Dr. Anil Gupta I.I.M. Ahmedabad	Shri R. R. Patil Home Minister, Maharashtra
2007	Shri. Jyotiraditya Scindia M.P.	Dr. Shekhar Gupta Indian Express	Dr. Prakash Apte Former Director, I.I.M. Bangalore	Shri Navin Patnaik Chief Minister, Orissa
2008	Shri .B. J. Panda M.P.	Shri Rajdeep Sardesai CNN-IBN- 7	Dr. Bakul Dholakia Former Director, I.I.M. Ahmedabad	Dr. Raman Singh Chief Minister, Chhatisgarh
2009	Smt. Bhavana Gawali Member of Parliament, (L.S.)	Smt. Aruna Roy, Shri Nikhil Dey and Shri Shankar Singh Founders, Mazdoor Kisan Shakti Sangathan	Prof. Shekhar Chaudhari Director, I.I.M, Calcutta	1) Shri. G. Madhavan Nair led team of ISRO for Chandrayan - 1 2) Dr. Anil Kakodkar Chairman, AEC
2010	Shri. Deepender Singh Hooda Member of Parliament, (L.S.) Dr Jabbar Patel Renowned Film Director & Producer	Shri. P. Sainath Rural editor, The Hindu Padma Vibhushan Gulzar Renowned Lyricist, Film Director	Prof. Ajit Rangnekar Dean, I.S.B. Hyderabad	Padma Vibhushan Shri. Narayana Murthy & Padmashree Smt. Sudha Murthy
2011	Shri. Anurag Singh Thakur MP Lok Sabha Ms. Mallika Sarabhai Renowned Artist- theatre, television, film, writing and publishing	Shri. Gurucharan Das Author	Shri. Ashutosh Gowariker Director, actor, writer and producer	Prof. Pankaj Chandra Professor and the Director of IIM, Bangalore
2012	Shri. Jayant Chaudhary Mp, Lok Sabha Prof. S. Parsuraman Director, Tata Institute of Social Sciences	Shri. Siddhartha Basu Chairman & Managing Director, Big Synergy Media Ltd.	Shri. Pawan Kumar Chamling Chief Minister of Sikkim Bharat Asmita Vigyaan -Tantragyaan Shreshtha [Best Use of Science & Technology through Innovation] - Prof. Samir K. Brahmachari Secretary, DSIR & Director General, CSIR	
2013	Dr. Ashok Tanwar Member of Parliament, Lok Sabha	Shri. Chetan Bhagat Acclaimed Author	Shri. Javed Akhtar Acclaimed Poet, Lyricist and Scriptwriter Member of Parliament, Rajya Sabha	Dr. Devi Singh Director, Indian Institute of Management, Lucknow

PUNE Knowledge capital of Maharashtra

Pune also known as Poona, is the eighth largest metropolis in India and the second largest in the state of Maharashtra. Pune city is the administrative headquarters of Pune district and was once the centre of power of the Maratha Empire. Pune is the cultural capital of Maharashtra. The city is now also known for its Research Institutes, Information technology (IT) and Educational, Management, Training institutes that attract migrants, students and Professionals not only from India but also students from South east Asia, Middle East and African countries. As per the 2011 Census of India estimate, the population of the Pune urban agglomeration is to peg around 5,049,968.

Culture: Pune is said to be the cultural capital of the state of Maharashtra. It epitomises Marathi culture, which lays emphasis on education, arts and crafts, music, and theatre. Its Ganesh festival originally started by Bal Gangadhar Tilak is today is celebrated with great devotion, pomp and splendour. Pune culture reflects a blend of traditions with modernity, along with hosting classical shows

Economy: As one of the largest cities in India, and as a result of its many colleges and universities, Pune is emerging as a prominent location for IT and manufacturing companies to expand. Pune has the seventh largest metropolitan economy and the sixth highest per capita income in the country. The automotive sector is prominent in Pune. Automotive companies like Tata Motors, Mahindra & Mahindra, Mercedes Benz, Force Motors, Kinetic Motors have set ups in Pune.

The Hinjawadi IT Park (officially called the Rajeev Gandhi IT Park) is a project being started by MIDC to house the IT sector in Pune. When completed, the Hinjawadi IT Park is expected to have an area of about 2,800 acres (11 km²). The estimated investment in the project is Rs 600 billion (US\$9.2 billion).

Major Tourist Attractions

Shaniwar Wada: Shaniwar Wada was the palace of the great rulers Peshwa Dynasty in Pune. The structure was built by the Peshwa Baji Rao in 1730. Shaniwar Wada stands testimony to the Maratha culture and its architectural design shows influences of Mughal style and features of Maratha artistic styles too.

Dagadusheth Halwai Ganapati Temple: The temple was founded in 1893 by Dagadusheth Halwai, a sweetmart seller who became a wealthy businessman. Halwai had lost his son the previous year, and at the request of his guru created murtis (image of a deity) of Ganesha and Dattatreya.

Raja Dinkar Kelkar Museum: Raja Dinakar Kelkar Museum is located at the busy Bajirao Road in the heart of the Pune city. This museum displays a variety of artefacts which showcases the vastness and diversity of culture of the country and people. It is a museum which is worth a visit.

Saras Baug: Saras Baug constructed by Nanasahab Peshwa is located against the scenic background of Parvati Hills. The imposing garden is a popular relaxation spot and is exquisite with elegant fountains and lush green lawns. The garden houses a renowned Ganesh temple constructed in 1774 by Madhav Rao Peshwa.

Parvati Hill : Parvati hill is a picturesque spot perched atop Pune city. Parvati Hill Temple, believed to be built during the 17th century, is an important Hindu religious destination here. It enshrines the idols of Goddess Parvati, Lord Ganesha, Lord Vishu, Devateshwar and Lord Karthikeya. This temple was solely used for the prayers by the Peshwa rulers in bygone era & was only later opened to the public.

Osho Ashram : Ashram of Bhagwan Rajneesh (Osho Ashram), in a 32 acre beautiful campus, is in Koregaon Park area of Pune. The ashram is a prime attraction for tourists who are followers of

Bhagwan Rajneesh ideologies & preaching. It is a resort for Meditation and Yoga.

Vishrambaug Wada: Vishrambaug Wada is a fine mansion situated at central Pune's Thorale Bajirao Road, was the luxurious residence of Peshwa Bajirao II, the last Peshwa of Maratha confederacy, in early nineteenth century. This structure is famous for its fine entrance and the balcony with carved woodwork.

Bund Garden: Bund garden in Pune is a place filled with nature's beauty in abundance & scenically located on the banks of the rivers of Mula and Mutha. The Bund Garden was constructed by Sir Janshedji with an aim to provide water to the poor for farming. It is also an ideal place for visitors looking for some calm & peace away from busy city life.

Cuisine

Sorghum and Pearl millet are the main ingredients of traditional Pune food. Specialties include Misal Pav, Puran Poli (a dessert bread), Pithla bhakri, Bhel-puri and Pav Bhaji. Mastani is a speciality of the city. Vada Pav, Misal Pav, Poha, Daabeli and Bhel Puri are common and famous street foods. Being a Metropolitan city, Pune also boasts a wide variety of restaurants, serving cuisines from all over the world.

Research Institutes

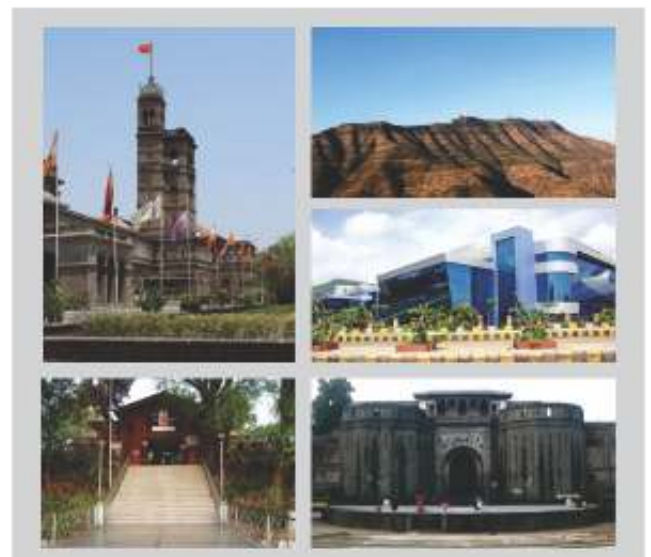
Pune is also home to some of India's important research institutes. Some of the major research centres are:

- National Chemical Laboratory (NCL)
- Indian Institute of Science Education and Research, Pune (IISER, Pune)
- Inter-university Centre for Astronomy & Astrophysics (IUCCA)
- Centre for Development of Advanced Computing (C-DAC)
- National Institute of Virology (NIV)
- Automotive Research Association of India (ARAI)
- Indian Institute of Tropical Meteorology (IITM)
- National Informatics Centre (NIC)
- Armament Research Development Establishment (ARDE)
- High Energy Materials Research Laboratory (HEMRL)
- Bhandarkar Oriental Research Institute (BORI)
- National AIDS Research Centre (NARI)
- Army Institute of Technology (AIT)

Transport

Pune is well connected by Air, Road and Railway services to major cities in the country.

We have attempted to present a brief glimpse about the city, whereas Pune has a lot more to offer. MIT School Of Business welcomes you to Pune and wishes you a safe stay and fruitful learning experience.





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Disclaimer: The information given in this catalogue is indicative and is subject to change for betterment of the program.