

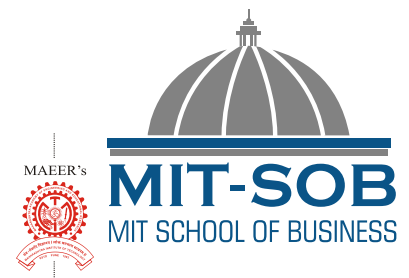
Post Graduate Diploma in Management (PGDM)

2 years full time program

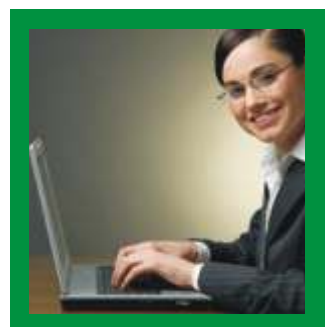
Approved by A.I.C.T.E.

- PGDM - Marketing
- PGDM - Finance

- PGDM - HR
- PGDM



2009



The Visionaries



Prof. Dr. Vishwanath D. Karad

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

In the year 1983, a group of inspired men took up the gauntlet to establish Maharashtra Academy of Engineering Education and Research (MAEER) in Pune. Driven by a dream and a desire ignited by a quest to provide quality education in the fields of Engineering and Technology, they deftly integrated the unique blend of science, spirituality and values propounded by our saints and philosophers to create an institution par excellence. Today, MAEER's institutions in Pune represent quality, character, academic innovation and excellence.

The name of MIT Group of Institutions has transcended the regional and national frontiers spreading its reputation globally, which is in evidence from the ever increasing presence of overseas students.

MIT-SOB salutes these flag bearers whose dedication, commitment and diligence has manifested itself into excellence in execution. Their quest for quality resulted in creation of high end infrastructure and education designed to transform our students to be worthy citizens of the world, thus bringing laurels to our country.



Adv. Bhaskar E. Avhad

Lawyer,
President, MAEER, Pune

Vision & Mission

The MIT School of Business has a vision of being in the forefront of providing cutting edge management education across the globe. With committed and competent faculty and strong industrial interface, MIT-SOB stays ahead in its endeavor to deliver knowledge to empower the leaders of tomorrow.

We believe in creating a vibrant and stronger India through management 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'

**"Think big, think fast, think ahead.
Ideas are no one's monopoly"
-Dhirubhai Ambani**





Rahul Vishwanath Karad
OPM, Harvard Business School, Mass, USA,
Executive Director



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



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

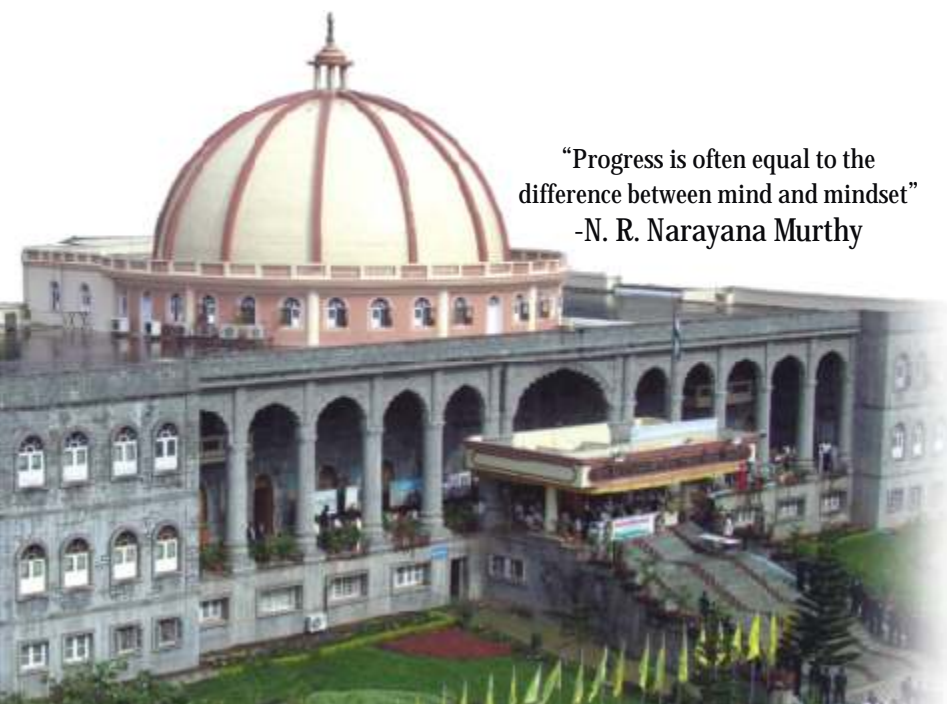
It is with immense pleasure, we welcome you to MIT School of Business (MIT-SOB) Pune, a premier institute under the umbrella of MIT Group of Institutions, comprising of 54 Institutions and over 45000 students from India and abroad. The group, known for imparting education par excellence, has positioned itself in the niche category of exclusive institutions offering education from school level to post graduate level spread across Maharashtra. MIT-SOB has adopted the unique Case Study based learning model pioneered by the “Ivy League” Harvard Business School. This practical and interactive pedagogy requires a high level of participation by both students and faculty. This unique model prepares students to come face to face with real life challenges by enabling them an opportunity to seek workable solutions. The exclusivity of this model is characterized by a process of continuous learning and assessment.

Ever increasing options available to the students as regards the choice of business programs have been spurred by growing avenues for a rewarding career. Thus, the present scenario entails a prudent and a considered choice of a business school, which becomes a basic requisite to enable such important career decisions. This aspect gets reinforced by the mushroom growth of a plethora of business schools, thus creating conflict and ambiguity. At such cross roads, the decision must be based on objective assessment leading to a choice of an institute that emphasizes on:

- Value based education
- Exclusive and contemporary syllabi
- Exemplary placement support
- High quality infrastructure

MIT-SOB is one such institute which meets the stringent quality criteria spelt out above. It fills us with pride to acknowledge that many of our alumni have carved themselves a distinguished and purposeful career in the field of business management thus holding the MIT-SOB flag aloft with pride and élan.

The eminence, standard and stature of any institute can be gauged by the quality of infrastructural support provided to its students. MIT-SOB,



“Progress is often equal to the
difference between mind and mindset”
-N. R. Narayana Murthy

The Thought Leaders

being an integral part of MIT Group of Institutions, has a legacy to emulate in this regard. In tune with the MIT ethos, MIT School of Business can claim with confidence that its infrastructure is comparable to the best in the industry. The campus, spread over 65 acres of greenery, with aesthetically designed well ventilated classrooms, technologically updated computer labs, fully stocked libraries, wi-fi internet connectivity throughout the campus along with amenities like wide open parking spaces, multi-cuisine canteens, well marked study spaces etc. enables a conducive environment for learning.

The basic purpose of any college is to provide quality education. This is what the students are here for and this is what MIT-SOB aims to provide. For this, MIT-SOB employs one of the most accepted pedagogies worldwide, the Case Study Method. Originally designed by Harvard Business School, and increasingly adopted by management institutes worldwide, MIT-SOB follows the 'Case Study Method' for practical case-based teaching. It has been established that this method inculcates practical, true-to-life experiences that prepare a young business student to face the challenges akin to reality.

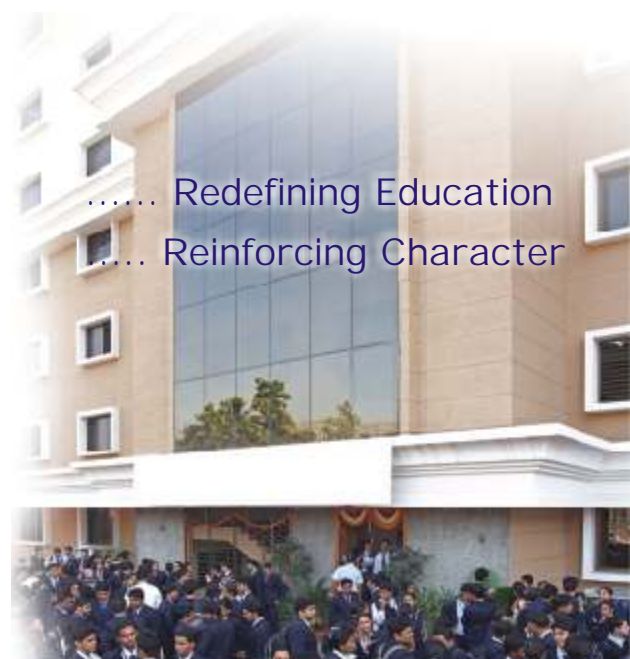
To imbibe this teaching methodology, MIT-SOB has an experienced faculty of merit. The faculty members consist of committed academicians and industrial experts with impeccable teaching and leadership qualities. The faculty members are a dedicated group of professionals. MIT-SOB also avails the services of a number of visiting lecturers on a regular basis and invites a good number of eminent guest speakers throughout the semesters for an enhanced learning experience.

The World Peace Centre in the MIT campus is the seat of value based education to enrich the lives of the students. With an aim to providing something beyond curriculum education, different programmes are held here to imbibe the importance of culture and moral values in one's life. Felicitation functions of saintly people, lectures and discourses on subjects like religion and spiritualism by people of great wisdom, yoga and other activities of moral enhancement are continuously hosted by the World Peace Centre for providing value-based and value added learning experience.

The purpose of education is to provide a platform which facilitates career growth and personal enhancement. The ultimate aim is to identify and pursue a career that enables a person to achieve glittering success and a satisfying career. Such a glorious start to a career can be given only an educational institute which has values embedded in it. MIT-SOB, thus is the choice of the connoisseur with an eye for detail and desire for excellence.

MIT-SOB has an independent 'Placement Division', to take care of the student aspirations and serve as an excellent interface between the institute and the corporate world. This division works with diligence and care to ensure proper guidance and careful selection at the beginning of their career as one wrong move can have an irreversible and at times indelible impact on the careers of the students. Our placement division operates with utmost commitment to add wings to their dreams by enabling the "First Flight" into the corporate world.

Dear students and parents, as you get to know more about this institution through interactions with the counselling staff and your visit to the campus, you will realize that MIT-SOB is your B-School of choice for your all round education and enrichment so as to enable you to reach the envisaged career goals.



MIT-SOB evolved as an integral part of MAEER'S MIT Group of Institutions, and owes its creation to its illustrious founder, Dr. Vishwanth D Karad. The MIT Group is known for its quality education and development of core values under the able guidance and patronage of its eminent, visionary and dynamic educationist founder. In tandem with the above ethos, MIT-SOB, has taken upon itself the challenge of focusing on developing quality with character by integrating an innovative syllabi, based on sound business practices with a vision aimed at developing managerial skills of the youth through its Post Graduate Diploma in Management (PGDM) program.

MIT-SOB Learning Model - 100% Case Based Learning

The challenge of today's world is not just managing. To inculcate the nuances of tackling adverse business situations, there is a need to design a system of pedagogy which strengthens these inherent skills. The young manager of today needs to be prepared to address a large gamut of problems by acquiring a skill set that can evolve a solution and take all possible contingencies into account. A top notch business school like MIT-SOB recognizes such needs and has constantly upgraded its curriculum to keep pace with the changing times.

At MIT-SOB, we have adopted a syllabus that meets the contemporary challenges thrown up by the industry to meet the ever changing aspirations. Case study method of teaching is one of the means pioneered by the famed Harvard Business School that has been adopted as a distinct method of pedagogy. The orientation program shifts from traditional education to student centric learning. The responsibility for learning is now on students with faculty playing the role of facilitator/catalyst. With Harvard Business School as our role model, MIT-SOB is truly poised for a great leap. By implementing the HBS pedagogy, MIT-SOB has begun its journey towards its goal of adorning a respectable position amongst the top notch business schools by 2012, in tune with our vision for the future.

The teaching pattern heralds a sea change in the modalities of conduct and certain prerequisites of this program. Successful implementation of the above model would depend on key issues like:

- Punctuality and sincerity
- Time management and optimal utilization of available resources
- Active participation and advance preparation
- Originality in approach to problem solving
- Taking responsibility to participate in learning process

The orientation of the program shifts the focus from the traditional teacher oriented teaching to student focused learning, the major shift being the transfer of responsibility for learning to students with the faculty being a facilitator/catalyst. The new model adopts participative interactive learning with stress on case method of learning. The new model inculcates and encourages self learning rather than forced learning by faculty.



About MIT-SOB

MIT-SOB is one amongst the very few business schools in the country to adopt this unique 'Case Study Model' with experienced faculty mentored by Prof VG Narayanan from Harvard Business School.

In their two years at MIT-SOB, students study around 500 cases with detailed accounts of real-life business situations that cover every inch of the rich landscape of issues managers confront and get a chance to join with their classmates to test themselves against the realities in the world of business.

Efficacy of our teaching methodology and learning environment :-

- Enables students an exposure to deal with the dilemmas, decisions and complexities of real time business situations that managers confront day after day.
- Creates an environment that redefines understanding of success by shifting the focus from mere absorption of facts and theories to exercising leadership skills and team work to address real life problems. This system turns every student into a teacher and vice-versa. Our faculty guides them with skill to enable them to work with cohesion together to assess, analyze, interpret and decide conflicting data and points of view. This in turn enables and empowers them to respect varied views, accord a capability to prioritize goals, give them the choice exercising options and provide an opportunity to persuade and inspire others to think differently.
- Infuses confidence to be decisive in the face of ambiguity and uncertainty.
- Fosters leadership skills and encourages team work and collective spirit.
- Focuses on a continuous learning model and assessment compels students to be systematic in class preparation. Our academic model combines the strengths of a strong academic curriculum and solid theoretical foundation with practical business implementation skills.



MIT-SOB Learning Model (contd)

MIT-SOB learning model brings in fresh breath of life to instill greater meaning and understanding of the lessons of management.

Also used in combination are study groups, student clubs, simulations, fieldwork and other forms of teaching aimed at improving the richness of one's learning environment.

Thus, the case study methodology has a definite and distinct edge over the traditional model followed by others, since it is better designed to prepare students to be effective managers by strengthening their hands through practical learning and developing managerial skills from the very first day.

International Tour

Optional International tour is planned in order to provide a global exposure to the students. The main objective is to accord a broader perspective of the changing business environment, thereby enlarging the horizon of understanding. The tour will be at extra fee as decided by the management aimed at recovering minimum costs.



Post Graduate Diploma In Management (PGDM)

Dynamics of modern day business has become a major challenge to traditional management education. Today's needs compel a re-look at the concept of management education necessitating a constant review to keep pace with the winds of change. Such a challenge will entail continuous upgradation not only in terms of curriculum, but also of teaching methodologies, participation of students etc. MIT-SOB has remained in the forefront amongst the plethora of business schools on the strength of its unique academic curriculum and augmented by highly experienced and competent faculty. MIT-SOB has an ongoing program of "Curriculum Development" to meet the changing requirements of the industry with a view to evolve best possible ways for training future global leaders. We are one of the few B-Schools to introduce subjects like e-Banking, e-Commerce, Knowledge Management, Web Publicity, Cyber Laws etc.

Today's managers are expected to have a very broad knowledge base to enable them grasp the intricacies of complex business issues, understand the nuances of international markets, coupled with sharp analytical skills, innovative ideas and confidence. Meeting this challenge of change is made possible by instilling an ability to creatively integrate our academic curriculum in a right way, at the right time and in a right manner. Students need to develop skills to enhance superior performance which is made possible by a comprehensive combination of theory and practical application of business skills.

"Motivation is what gets you started. Habit is what gets you going." Our endeavor is not only to motivate, but to imbibe habits that keep you going and growing.

First Year:

The first year of PGDM Curriculum is divided into three parts

- Foundation course (Four weeks)
- Semester 1
- Semester 2

Foundation Course: One month Foundation Course is conducted in the beginning of the academic year. This aims at preparing the students to grasp the subjects covered during the entire program. This includes the following subjects, which are evaluated at the end of the Foundation Course.



Post Graduate Diploma In Management (PGDM)

Mandatory Courses:

- Business Environment, Current Affairs and Ethics
- Principles and Practices of Management
- Basics of Financial Management

Optional Subjects : Exempted if qualifying examination is passed.

- Financial Accounting
- Basic Concepts in Economics
- Basics in Computer and MS Office (MS Word, MS Excel and Power Point)
- Business Mathematics and Fundamentals of Statistics
- Written English

For the above optional subjects, examination will be conducted on arrival. The result will be announced within four to five days. All students securing 70% or more marks will get waiver for optional subjects. Those who get below 70% marks will have to pay Rs. 2000 per subject. Mandatory subjects for foundation program will have to be taken compulsorily by all students. No fees will be levied for mandatory subjects.



Semester Details

First and second semesters have compulsory subjects covering entire spectrum of management study. These subjects provide basic understanding of all management streams and functions that are necessary for a manager.

Semester I

Subject Name	Code	Marks
1. Accounting for Managers	101	100 mks.
2. Business Economics	102	100 mks.
3. Statistics & Research Methodology	103	100 mks.
4. Human Dynamics	104	100 mks.
5. Marketing Management	105	100 mks.
Total:		500 mks.

Semester II

Subject Name	Code	Marks
Business Information Systems	201	100 mks.
Financial Management	202	100 mks.
Operations Research	203	100 mks.
Production Management	204	100 mks.
Business Law	205	100 mks.
Total:		500 mks.



Summer Project

The students need to undergo summer training for a period of sixty days with industry. This project carries one full credit i.e. one hundred marks. It is the responsibility of the students to arrange the project in industry. However, placement cell provides full support.

Second Year

The third and fourth semesters run from July to October and from November to February (dates are subject to change) respectively.

A basket of approximately 80 subjects is created for Second year. This includes subjects from various streams like Marketing, Finance, Human Resource, International Business, Information Technology, Production / Operations Management etc. Each student is expected to complete minimum 10 credits over the period third and fourth semester to complete PGDM. Students need to opt for 5 subjects of their own choice and 5 from their respective course. Complementary subjects could be added to any specialization.

Students have full liberty to choose any subject and any combination of courses they want in the two semesters. However, a subject is offered depending on minimum subscription as mentioned in MIT-SOB Aid Memoire from time to time. The final certificate will not include a mention of any specialization unless at least five subjects belong to a single stream. The composition of the subjects under various streams would be revised by the management from time to time depending on the demands of corporate environment.



Different Courses Offered

PGDM Marketing	PGDM Finance	PGDM Human Resource	Supplimentary Subjects	Complementary Subjects
Retail Management	Financial Markets	Organisational Development	Supply Chain Management	Project Management
Rural Marketing	Introduction to life insurance	Labor Laws part 1	Internet Technology	Enterprenuership Management
Internet Marketing	Indirect Taxes	Wage Administration and Labor costing	Production Planning and Control	Management Control System
Industrial Marketing	Security Analysis and Portfolio Management	Industrial Relations and Trade Unions	Material Requirement Planning	Enterprise Resource Planning
Product & Brand Management	Strategic Cost Management	Human Resource Information System	Manufacturing Strategy	Quantitative Techniques
Services Marketing	Strategic Financial Management	Labour Law part II	World Class Manufacturing	Quality Management
Strategic Marketing	Derivative Markets	International HR	. net Technologies	
Sales and Distribution Management	Direct Taxes	Strategic Human Resource Management	Information Systems Audit:	
Travel & Tourism marketing	Treasury Management	Understanding the Theory and Design of Organizations	Software Testing:	
Export and Import management	Advanced Corporate Accounting	Performance Management	Productivity Softwares:	
International Marketing	Financial Services		Software engineering management.	
Marketing of financial services	Banking		IT Service Management:	
Relationship Management	Multinational Finance		Network Engineering:	
Public Relations and Event Management	Advanced Financial Management		E-Business systems	
Introduction to Mass Communication	Introduction to General Insurance		Information system project management	
Market Research	Risk Management		Information systems Security	
Promotion Management	Legal Aspects of Finance		Data Management Techniques.	
Advertising Management	Mergers and Acquisitions		IT Outsourcing and Vendor Management	
Media Management			Business intelligent systems	
Media Research			Oracle	
Print and Electronic Journalism				
Channel Management and Programming				
Country Risk Analysis and Regional Business Overview				

A student will be allowed to opt for any ten subjects out of the whole basket in 3rd and 4th semesters. Student would be allowed to opt for maximum 5 subjects in a given semester and one subject can be audited.

The additional or complementary subjects can be offered by the student under any course, however, he / she has to specify beforehand as to which subject of the three complementary offered should be considered for which course.

Assessment Pattern & Grading System

To encourage a continuous learning model, the weightage for class attendance, class participation, and surprise quizzes in the overall course grade has been increased to 50%.

Examinations would test students' understanding of course content, and their ability to make critical judgments rather than their ability to regurgitate class readings.

We have introduced relative grading scheme. Students in a class would be ranked based on the combined weighted average of the grades obtained in class participation, surprise quizzes, attendance, Presentation and Pre-announced written examination.

In a nutshell, the evaluation pattern will be as follows:

- | | |
|-----------------------------------------------------------------------------------------------|-------|
| a) Continuous evaluation
(Class participation, Assignment,
Case Solution, Presentation) | : 45% |
| b) Surprise Test | : 10% |
| c) Pre-announced In-class test | : 15% |
| d) Term-end Examination | : 30% |

Relative Grading System:

The student is assessed continuously throughout the semester by different means.

At the end of the semester, marks for all types of assessments are added by taking a weighted average.

The top 20% students secure 'A' grade, middle 70% 'B' grade and bottom 10% 'C' grade.

When a student obtains an incomplete 'D' grade for absence (as specified by MIT-SOB Aid Memoire) he/she will have to take the course again next year or will be given a make up project as specified in rule book. The relaxation is specified in the rule book only in case of emergencies like self hospitalization, unavoidable genuine difficulty etc.



Faculty Members

Sr. No.	Name (s) of the Teaching Faculty	Designation (Lecturer/ Asst. Professor/ Professor)	Qualifications with field of specialization		Specialization
			UG	PG	
1	Prof. (Gp Capt) D. P. Apte	Director & Professor	B. E.	MBA, M. Sc. (Aero), PGDMM, M. Sc. (Strategic), AMAeSI	Operations & Statistics
2	Prof. (Col.) N Ram Gopal	Professor & Deputy Director	B. Com.	PGDDM, MPM, EPLM, (IIM, Calcutta)	H. R.
3	Mr. Anand Apte	Professor	B. E.	MPM	H. R.
4	Prof. (Gp Capt) S. A. Jagdale	Professor	B.E.	M.Sc., MMS, M. Phil	Operations Management
5	Mr. B. Patnaik	Asst. Professor	B. Sc. (Hons.), B. Tech (Hons.)	MMS	Operations Management
6	Mrs. Shailashree Haridas	Asst. Professor	B A (Eco.)	MA (Eco.), PGDBM, MMM	International Business & Economics
7	Dr. Rajendra Bartakke	Asst. Professor	B. Sc.	M ScM.B.A. Mkt	Marketing
8	Mr Ashok Kurtkoti	Asst. Professor	B.E.	MMM	Marketing
9	Mr Sudhir Bhan	Asst. Professor	B Sc.	MCA	Systems
10	Mr. Avinash Deshpande	Asst. Professor	B. Sc	MBA	Marketing
11	Mr. Makarand Malave	Asst. Professor	B. A.	MBA	Systems
12	Mr. Nandkumar Chavan	Asst. Professor	B. Sc.	MBA, M.Phil	Marketing
13	Mr. Prabhakar Krishna	Asst. Professor	B.Com (Hons)	C. A.	Finance
14	Mr. Manoj Mehrotra	Asst. Professor	B Sc	PGDBA, PGDMSM	H. R.
15	Mr. Ravindra Chandratreya	Asst. Professor	B. Sc	MDBA	Operations & Logistics
16	Mr. Ashish Lal	Asst. Professor	B. Sc (Maths)	MBA- Mkt	Marketing



Faculty Members

17	Mr Sandeep Prabhu	Senior Lecturer	BE	MBA- Mkt & Fin	Marketing
18	Mr. Rajib Dhar	Senior Lecturer	B Com	MBA (HR, M. Phil)	H. R.
19	Mr. Gautam Sabnis	Senior Lecturer	B Com	MPM, DLL & LW	H. R.
20	Mrs. Anagha Gupte	Senior Lecturer	B. Sc.	M. Sc.	Statistics
21	Mr. Uttam Padwal	Lecturer	B Com	PGDBM MMS – Fin	Finance
22	Mr. Pramod Burkule	Lecturer	BA	MBA	Marketing
23	Mrs. Surekha Nayak	Lecturer	B Com	M Com	Finance
24	Mrs Vrinda Kirpekar	Lecturer	BA	MBA	International Business
25	Mr. Debashish Dutta	Lecturer	B Com	M Com, MBA DBA	H. R.
26	Mr. Sashikant Parasnisi	Lecturer	B. Sc.	M. Sc.	Operations
27	Mr Bidhan Datta	Lecturer	B. Sc.	MA (Economic), AMIE, MCA	Economics
28	Mrs. Pallavi Modak	Lecturer	B. Sc.	MBA	Marketing
29	Adv. Aparna Nashikkar	Lecturer	B. Com	LL.M.	Law
30	Mrs. Supriya Paigude	Lecturer	B. Com	MMS	H. R.
31	Mrs. Karuna Gole	Lecturer	B. Com	MBA (Marketing)	Marketing
32	Mrs. Preeti Telang	Lecturer	BA	MBA- HRM	H. R.
33	Mrs. Mansi Chaubey	Lecturer	B. Sc.	MCM, PGDCCA	Systems
34	Mrs. Madhavi M Rane	Lecturer	B. Sc.	M. Sc., B. Ed.,	Statistics & OR
35	Mrs. Poornima Bhurke	Lecturer	B.Ed.	Master in Literature	Business Communication
36	Mr. Manu T.S.	Lecturer	B.A.	M.B.A.	Marketing
37	Mr. Ratnadeep Gole	Lecturer	B. Com	MMS	Finance
38	Ms. Christina Joseph	Lecturer	B. Com	MBA	Marketing
39	Mrs. Kalyani Walimbe	Lecturer	B.A.	MPM	H. R.
40	Mr. Pradeep Sadarpatil	Lecturer	B. Pharma	MBA	Marketing
41	Mrs. Vanisree Ramantan	Lecturer	B.A.	M.A. (Soci.) & (Democ.)	Business Communication
42	Mrs. Dhrupa Bhatia	Lecturer	B.A.	MBA (HR)	H. R.
43	Mrs. Anjali Mote	Lecturer	B. Sc.	M.Sc., DCM & ADCSSAA	International Business
44	Ms. Meenakshi Gupta	Lecturer	B. Com	M. Com, MCM	Systems
45	Mrs. Vaishali Nisargard	Sr. Lecturer	B. E	MPM	HR
46	Dr. Bhupinder Chahal	Asst. Professor	B. Com	MBA, PhD.	Marketing
47	Ms. Pratibha L.	Lecturer	B. Com	MCA, M.Phil.	Systems

Admissions

Introduction:

Choices of Course: MIT-SOB offers Four different PGDM programs, viz:

PGDM Marketing

PGDM Finance

PGDM Human Resources

PGDM

MIT-SOB looks for competent candidates. Along with past academic performance, leadership, personal qualities, individual background and other interests are also considered. Candidates with industry exposure are preferred. Due to the academic rigor of the program, applicants are strongly encouraged to do self study in areas such as accounting, finance, economics, and statistics prior to entry.

Applicants must be able to speak, write, and comprehend English fluently.

A candidate may give choice of minimum one and maximum four courses in order of his/her preference (eg:- Write '1' in box against PGDM - Marketing if it is your first preference, Write '2' in box against PGDM - HR if it is your second preference '3' if PGDM Finance is your third preference and so on) while applying to the program. Allotment of course would depend upon candidate's performance at selection process, merit required for admission to particular courses, preference as mentioned by candidate and availability of seats in respective courses.



Application Requirements:

- A) Completed Bachelor's Degree in any discipline from a recognized University with minimum 50% marks (without rounding off).
- B) Candidates should submit MIT-SOB application along with copies of attested mark sheets of S.S.C, H.S.C, Graduation & 2 additional passport size colour photographs.
- C) Each candidate needs to have appeared for and successfully passed MIT-SOB Entrance Test (MET), Extempore Talk & Personal Interview.

For CAT/MAT & MH-CET Appeared Candidates Personal interview

Candidates having appeared for CAT / MAT and MH-CET, having obtained valid percentile/score (as specified by the institute), respective scorecard/copy of the same should be submitted. Such candidates need not appear for the MET and will have to appear for Extempore Talk and Personal Interview only (please note that IIMs, AIMA have no role in selection and admission process of the programme).

Language Fluency

Candidate should possess a good understanding of English language in listening, speaking, reading and writing for him/her to successfully contribute to his/her class, participate in group work and complete assignments.

Application Screening

MIT-SOB looks for competent candidates and each candidate is distinguished by a unique combination of academic background, leadership potential, co-curricular achievements and individual interests.

On receiving application from the candidate (refer application deadlines), it is carefully evaluated in order to understand the candidate's credentials , how can he/she contribute to the MIT-SOB community and how MIT-SOB can help him/her to meet his/her goals. We accept students who have a spirit of contribution and teamwork, as our students learn by contribution and sharing experiences from classmates with diverse backgrounds.



Admissions (Contd.)

MIT-SOB Entrance Test (MET):

MET is a computerised aptitude test for 100 marks and of 1-hour duration, comprising of following parts:

- a) Language Skills
- b) Numerical & Analytical Skills
- c) Logical Ability
- d) General Knowledge

Extempore Talk: The candidate shall be given a topic with 5 minutes of preparation time. He/She will be tested for characteristics such as confidence, emotional aspects, use of voice, language, appearance and gestures.

Personal Interview: Personal Interview will basically test the candidate's business awareness, overall personality, urge to learn and ability to work under stress.

Work Experience: MIT-SOB welcomes candidates possessing work experience (min. 2 years). Due weightage may be offered to such candidates in selection process. Weightage would depend upon nature of experience and is at the sole discretion of the management.

2009
INTAKE

DATES OF MET, Extempore Talk &
Personal Interview

*26th July 2009

* Selection process may be conducted on further dates, if vacancies exist



Reporting Time : 8.30 a.m. on the respective dates

MET : 9.30 a.m. followed by Extempore Talk and Personal Interview.

Application Fees:

Rs. 1,200/- by DD favouring 'MITSOB', payable at Pune or by cash (in person).

Application Checklist

Candidates desirous of applying to MIT School Of Business (in person or by post) are requested to carefully read and submit the following before doing so:

- a) Application form complete in clear and legible handwriting. Candidates requesting for an application form through post should mail their demand drafts in advance, mentioning, application for PGDM' in bold letters on the envelope. Application can also be downloaded from www.mitsob.com
- b) Mark sheets: Attested copies of mark-sheets at the S.S.C, H.S.C, Graduation, CAT/MAT/CET and, 2 additional passport size colour photographs, copy of a proof of identity, copy of work experience certificates (if any)

The candidate should apprise the Admissions Cell of any changes in his/her contact information mentioned in application. We will frequently e-mail on developments regarding application and hence recommend that all candidates mention correct e-mail address.

Contact Admissions office at: 020 - 32529174, 9922487669

Email- admissions@mitsob.com, pgdmsob@gmail.com



MIT-SOB Placements

The placement cell of any educational institution plays a key role in the career prospects of the student. A proactive and efficient placement cell ensures that every student gets a career opening suitable to his or her aptitude and ability.

Placement cell plays a key role right from summer internship and midterm projects, up to the final placement it undertakes various academic and non academic initiatives to empower the students to meet the increasingly competitive and challenging corporate requirement.

Networking with the alumni is also a vital link in facilitating excellent placements for the new pass-outs. Placement office maintains excellent networking with the institution's alumni and has been very successful in placing students in coveted jobs not just in the country, but also overseas.

The Placement Office is in constant touch with corporate HR departments to identify their requirements. Through seminars, conferences and one-to-one contacts it maintains an excellent interface between corporate and students throughout the year. It also plays a significant role in arranging summer projects that might prove advantageous to the students as they begin their actual professional careers.

The corporate placement scenario is very fluid and undergoes constant changes and which demand up gradations in the placement activities. Therefore, preparing the students to remain abreast with the latest trends is one of the most important activities of the placement office. To achieve the objective of preparing candidates, placement office plays the role of philosopher, trainer and guide for the potential managers and leaders. This activity involves preparing CVs, presentations on current topics, improving interview skills, personality development, guiding in overall conduct, are some of the crucial activities handled by the placement office. To that end, training is imparted through motivational films, audiovisuals, mock sessions, etc.

Placement Office aims at maintaining a strong relationship with the corporate like Daimler Chrysler, HCL, L&T InfoTech, Bell Ceramics, HDFC Bank, HCC, Finolex, Suzlon, TCS etc. This has helped the students being placed in key positions in such coveted organizations.



Overseas Placements



Arjun Gangarde
O.K. Foods Ltd. Nigeria
Package : 7 Lac (CTC)



Sandip Bhavsar
O.K. Foods Ltd. Nigeria
Package : 7 Lac (CTC)



Dushyantsingh Shekhawat
Atlanta Tourism & Cargo (Dubai)
Package : 16.80 Lac (CTC)



Shubhangi Modi
Matrix Cellular
Package : 6.71 Lac (CTC)



Neeraj Dasani
Matrix Cellular
Package : 6.71 Lac (CTC)



Rishabh Hora
SAB Miller
Package : 4.50 Lac (CTC)



Subhendu Sarkar
XL Dynamics
Package : 4.15 Lac (CTC)



Ratthaa Kadamb
Axis Bank
Package : 4.15 Lac (CTC)



MIT-SOB Placements



Swati Singh
Axis Bank

Package : 4.15 Lac (CTC)



Anurag Bhusari
I-Ziel Solutions

Package : 4 Lac (CTC)



Bharat Patki
Colgate Palmolive

Package : 3.80 Lac (CTC)



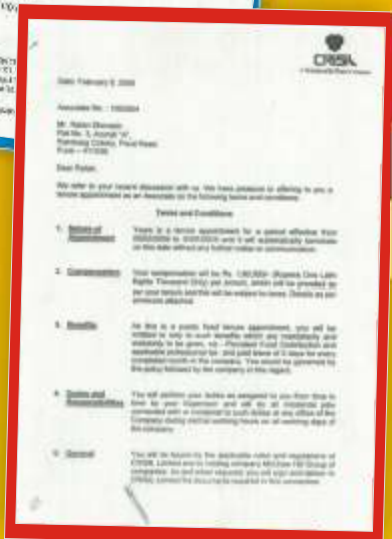
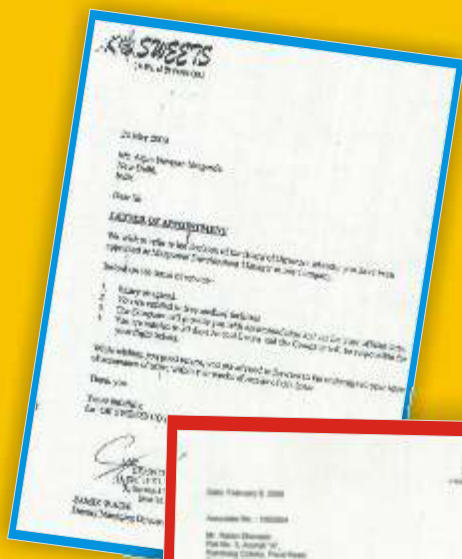
Shashiranjana Kumar
Redington

Package : 3.50 Lac (CTC)



Darshan Saxena
Xion India

Package : 3.50 Lac (CTC)



Some of our Corporate Recruiters

Accel FrontLine	DawnayDay AV	Kotak Commodities	Reliance Infocom
Adani Exports	Financial Techno	Kotak Life Insurance	Reliance Retail
Alfa Laval	Finolex Group	Kotak Mahindra	Shoppers' Stop
Amul	Finolex Cables	Asset Mngt Co.	Sundaram Paribas
APC	Gati Ltd	Kotak Mahindra Bank	Soft Cell
Asahi Glass India	GE Money	L&T Infotech	Syntel
Ascent Management	Genpact	Mahindra Engg	Spencers
Atul Auto Ltd	Godrej Appliances	Nihilent Technologies	Suzlon Energy Ltd
Akai	Godrej Hicare	Next Retail	Tata Technologies
BMC Software	HCL Ltd	OmniTech	Tata CMC Ltd.
Blue Star Ltd.	HDFC Insurance Life	OS2i	Thomas Cook
Bell Ceramics	Hexaware Technologies	OTIS	TCG Information
CalSoft	HSBC Software	Otis Elevator	TDKPL
Café Coffee Day	Hyatt International	Parry Ware Roca	Tech Mahindra
CashTech	Hypercity India	Piaggio Vehicles	Transparent Energy
Catalyst	IBM INDIA	Paysquare Consultants	System
Colgate Pamolive	ICICI Prudential	Piramyd	Times of India Group
ClickJobs	IDEA Cellular	Qatalys Software	Thermax India
Cipla Ltd	India Infoline	Technologies Ltd	Videocon Ltd.
CMA-CGM	Infobase	Raymonds	Yes Bank
DCA Infotech	Invest Mantra	Reliance General	Zensar Technologies
Deutsche Bank	IRIS	Insurance Co.	Zydus Cadila
Daimler Chrysler	Karvy Group	Reliance Capital	Zicom
Deloitte	Kirloskar Group	Reflexis	

And over 146 more...



Mandatory Disclosure

THE INSTITUTION

Name	:	MAEER's MIT School of Business
Address	:	Survey No.123, 5th Floor, 'Saraswati Vishwa Building', MIT Campus, Paud Road, Kothrud.
District	:	Pune
PIN	:	411038
State	:	Maharashtra
Ph No	:	020- 32900979, 30273601
Fax No.	:	020-25442770
Web site	:	www.mitsob.com
Admission Queries	:	admissions@mitsob.com

GOVERNANCE MEMBERS OF THE BOARD

Name	Designation
Hon. Shri. T. N. Seshan	Chairman- Ex-Chief Election Commissioner, Govt. Of India
Prof (Dr.) Vishwanath D. Karad	Member- Educationalist
Dr. Vijay Bhatkar	Member-Computer Scientist
Adv. Bhaskarrao Avhad	Member-Eminent Lawyer
Prof. H. M. Ganesh Rao	Member-Educationalist / Academician
Prof. Vijay S Rao	Member-Philosopher
Prof. Mangesh T. Karad	Member-Educationalist
Prof. Rahul V. Karad	Member-Educationalist
Regional Officer, WRC of AICTE	Ex-Officio Member
Nominee by AICTE	Member (Nominee of AICTE)
Industrialist/ Technologist/ Prof. (Gp.Capt.) D P Apte	Member (Nominee of State)
Nominee of State Government / DTE	Member Secretary-Director Member (DTE)



LOCAL MANAGING COMMITTEE

Name	Designation
Prof. (Dr.) Vishwanath D. Karad	President/ Chairman
Adv. Bhaskarrao Avhad	Eminent Lawyer
Prof. S. S. Darade (Patil)	Dean (MAEER, MIT)
Prof. Rahul V. Karad	Executive Director
Prof. (Gp.Capt.) D P Apte	Member Secretary
Prof. (Col.) N. Ram Gopal	Teaching Representative
Prof. Mrs. S. Haridas	Teaching Representative
Prof. R. M.Chandratreya	Non Teaching Representative

Frequency of the Board Meetings and Academic Advisory Body : Twice in a Year.



Mandatory Disclosure

Profile of the Director

Name : Prof. (Gp. Capt.) D. P. Apte

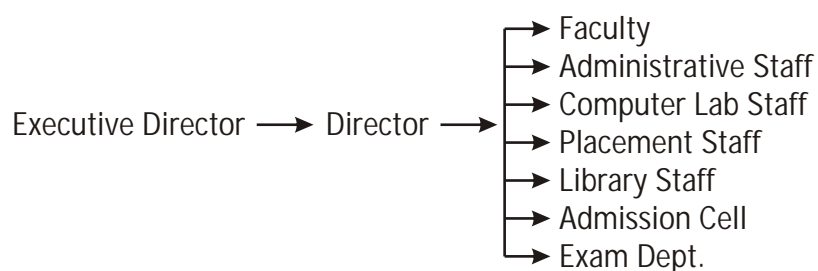
Qualification : B.E. (Mech), M. Sc (Aero) UK, MBA (Mktg),
M.Sc. (Strategies), AMAeSI, PGDIM, PGDMM.

Address : Flat No -5 Vastushree Apartment ,Sinhgad Road , Parvati
Vibhag, Pune. - 411030

Total Experience : 32 yrs. (Industry : 20 yrs, Teaching: 12 yrs)

Age : 55 yrs

Organizational chart and processes



Names of the programmes (full time) approved by AICTE:

PGDM (Post Graduate Diploma in Management) Academic Year 2009-2010.

Approved Vide Letter no. Fno. 2009-2010/10/MS-PGDM/012 Dated 09 July 2009.

Course	Intake
PGDM Marketing	60
PGDM- HR	60
PGDM Finance	60
PGDM	60

PGDM (Post Graduate Diploma in Management) Academic Year 2008-2009

Name	Post Graduate Diploma in Management (PGDM)
No of Seats: PGDM A.Y. 2008-10	400
1. PGDM - Marketing	78
2. PGDM - Finance	101
3. PGDM - HR	75
4. PGDM - Marketing Communication	19
5. PGDM - International Business	54
6. PGDM - Operations, Logistics, Systems	28
7. PGDM	45
Duration	2 years (Full Time)



Programmes

4. Cut-off Marks for Admission during the last two years	a) Year 2008-2009	1) Aptitude Test, Extempore Talk & Interview Out of 200.
		1) Marketing 105/200 2) Marketing Communication 100/200 3) International Business 97/200 4) Finance - 100/200 5) HRM 95/200 6) Operation & Logistic & Sys 90/200 7) PGP General 90/200
		2) Extempore Talk & Interview : 100. (For MAT/ CAT/CET Scores)
		1) Marketing 70/100 2) Marketing Communication 67/100 3) International Business 65/100 4) Finance - 67 /100 5) HRM 65/100 6) Operation & Logistic & Sys 60/100 7) PGP General 60/100
	b) Year 2007-2008	1) Aptitude Test, Extempore Talk & Interview: 90/200. 2) Extempore Talk & Interview : 55/100.(For MAT/ CAT/CET Scores)
5. Fee		Rs. 2,00,000.00 p.a (Batch 2008-2009)
6. Placement Facilities		Yes
7. Campus Placement in last 2 years		Lacs Per Annum.
a) Year 2008-2009 No of Students Placed - 185	Maximum Salary	6.71 L. P.A.
	Average Salary	2.86 L. P.A.
	Minimum Salary	1.80 L. P.A.
b) Year 2007-2008 No of Students Placed - 331	Maximum Salary	12.20 L. P.A.
	Average Salary	3.30 L. P.A.
	Minimum Salary	1.50 L.P.A.



FACULTY

Number of faculty members:

Faculty	Number
Permanent Faculty	47
Visiting Faculty	40
Adjunct Faculty	-
Guest Faculty	-
Total	87

Number of faculty employed and left during the last three years

Year	Faculty Employed	Number
2008-2009	16	10
2007-2008	10	06
2006-2007	08	15

Whether student assessment of faculty is in force. Yes (Through Students Feed-back Form)

Fee Structure

Details of fee, as approved by MAEER Trust for the Institution.

Course	Total Fees
PGDM 2008-2010	2,00,000/- p.a
PGDM 2009-2011	2,75,000 p.a

Time schedule for payment of fees for the entire programme (Batch 2009-11):

- Ist Installment: Rs 75,000, payable within 7 days from date of declaration of result of selection process.
- IInd and Final Installment:- Rs 2,00,000, payable before 30th September 2009.

Estimated cost of Boarding and Lodging in Hostels: Rs.60,000/- p.a.

Number of students admitted under various categories each year in the last two years.

- August 2008 Intake: 400
- August 2007 Intake : 699

Number of applications received during last two years:

- 2006-2007 : 1393
- 2007-2008 : 2107
- 2008-2009 : 1511

Student Clubs

The MIT-SOB has a total of ten clubs operating under the stewardship of the student community. Multifaceted activities organized by the students through these clubs, include talks by distinguished speakers from the corporate sector, conferences, seminars, treks/trips, industrial visits, in house magazine 'Akriti', intercollegiate competitions i.e. quizzes, paper competitions, social awareness programmes etc. to enrich the campus life by creating a pulsating and invigorating environment designed to empower the student talent.

BUSINESS CLUB

MITEX aims at understanding the importance of resource. A resource that is renewable and can compensate for the absence of the other resources, which can easily be transported, stored and retrieved. Club aims at creating an awareness focused at highlighting the importance of resource and using various techniques to convert these resources for economic gain through the practical activities like Mock Stock, Currency Trading, Brand Guru etc.

IT CLUB

The primary aim of the IT club is to create the awareness of changing current trends in IT industry amongst the students. Different programs are organized by the club like inter collegiate IT Fest (Power Tech), UML Program, SAP R/3. The club will be undertaking workshops in the future on SPSS Program, cyber security etc.

HR CLUB

Its mission is to develop and educate leaders who will be the harbingers of change in their respective organizations and companies by effectively harnessing human capital. The aim is to explore a range of issues involving a cross section of business & organizational strategy change management, HR transformation, building and maintaining high - performance in organizations.

OPERATION CLUB

Operation club is designed with the purpose of bringing to focus the growing importance of operations in various fields of business covering a vast spectrum of activities. The club's commitment is to impart knowledge and information in this vast field through constant industrial interaction. It is the endeavor of the club to bring the growing career opportunities in this field to the notice of our student community.

FINANCE CLUB

Endeavor of 'Savoir-faire' - the Finance Club, is to deliver value addition to its members in terms of enhanced knowledge, which runs beyond curriculum. We recognize change as an essential process



Pune - The Knowledge City

This epithet most aptly describes the city of Pune. Pune certainly has the highest density of educational institutions compared to any other city in India, right from schools, colleges, professional courses such as engineering, medicine, pharmacy, information technology, and institutes for specialized higher education.

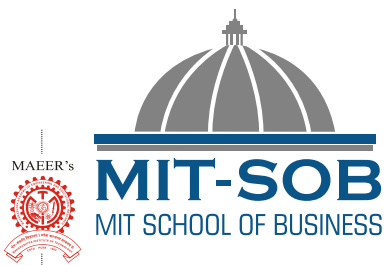
Pune has always been a blessed city. Nature has blessed it with an equitable and salubrious climate, surrounded by hills and spread out on the banks of multiple rivers. Geographically, it is well connected to the rest of the country, and very near to the commercial capital of India Mumbai. Historically too, Pune has seen it all. Warriors and visionary kings, freedom fighters, patriots, saints, social reformers, able administrators, educationists... name them, and Pune has seen them during its lifetime.

Today, Pune is a prosperous and thriving industrial and business city. The IT industry has a huge presence. Some of the best known IT companies have set up establishments in and around Pune. Other industries like automobile, engineering, poultry, agro-based industries and corporate offices of business giants are present in Pune. A thriving middle and upper middle class, and a high density of quality educational institutions have made Pune the preferred city of many.

Pune has a rich cultural heritage. The social life is a blend of tradition and modernity. There is a prevalent culture of fitness and sports, which is in line with the fitness conscious generation of today.

Rarely does one find a city that juxtaposes traditional education and contemporary education in such a perfect blend. MIT School of Business (MIT-SOB), Pune is a major educational institute in this city that provides traditional value based education with contemporary teaching methodologies, making it a preferred institution for postgraduate business programmes.





MIT School of Business, Pune, India

MIT Campus, Off Paud Road, Kothrud, Pune - 411038

Tel: (Administrative Office) : 020-32900979 / 30273601

(Admissions Office) : 020-32529174, 09922487669

Email: admissions@mitsob.com, Website : www.mitsob.com, pgdmsob@gmail.com