

e-empowered Management and Business Administration
eMBA and eMBA-Finance (Banking & Insurance)


PARICHAY 2013
Placement Brochure

**HANDLE
CAREFULLY.
CONTENTS
SHARP.**

MET

THE MET LEAGUE OF COLLEGES
MET
AS SHARP AS YOU CAN GET

OUR FAITH

न चौर हार्यम् नच राज हार्यम् ।
न भातृभाज्यम् नच भारकारी ।।
व्यये कृते वर्धते एव नित्यम् ।
विद्याधनं सर्वधन प्रधानम् ।।

Knowledge can neither be stolen by a thief,
nor snatched by a king.
It is indivisible unlike ancestral property,
it never burdens the bearer,
it multiplies manifold when offered to others.
Knowledge is the supreme form of wealth.

OUR VISION

To shape professionals, to conquer the present and the future challenges
to the socio economic fabric of our society, by institutionalising search,
development, research and dissemination of relevant knowledge
through structured learning systems.

OUR MISSION

To evolve, develop and deliver dynamic learning systems
to equip professionals with conscience and commitment
to excellence and courage to face business challenges.

CONTENTS

MET League of Colleges	1
From the Chairman's Desk	2
MET AMDC	4
Advantage MET	5
What gives us the Edge	6
Key Celebrity Alumni/Media Speak/Students Speak	9
MET goes to New York via UN (ECOSOC)	10
eMBA: The Sharpening Process	11
eMBA Syllabus	13
eMBA-Finance (Banking and Insurance)	15
eMBA-Finance (Banking and Insurance) Syllabus	16
Sharp Awards for Sharp Students	17
The Management Perspective	18
Student Profiles - eMBA (Marketing)	20
Student Profiles - eMBA (Finance)	42
Student Profiles - eMBA (Operations)	58
Student Profiles - eMBA (HR)	60
Student Profiles - eMBA (Systems)	67
Student Profiles - eMBA-Finance (Banking & Insurance)	69
Recruitment Form	78

MET LEAGUE OF COLLEGES



Just a stone's throw away from the Arabian Sea, is an institution that is creating waves. Because, it is quite simply, a cut above the rest. The MET League of Colleges is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education to make students sharp. Established in 1989, with a mission to redefine the system of education, Mumbai Educational Trust (MET) is a professionally managed, multi-disciplinary and multi-faceted oasis of knowledge. Its premiere educational institutes conduct university accredited and autonomous programmes. The grant of the ISO 9001:2008 certification is an acknowledgment of the institution's capability to deliver professional education that meets the highest standards of professionalism worldwide. All this, to help young professionals face the challenges of life. And make their mark in the corporate world.

It is MET's commitment to impart value-based education across all levels of society that has catapulted it to an NGO in Special Consultative Status with the United Nations (ECOSOC). The institution has today carved a niche for itself amongst the premiere educational institutes in the country. Located at Bandra Reclamation in the heart of Mumbai, India's financial powerhouse, and spread over 2,00,000 sq.ft., the institute has an enviable infrastructure that plays a pivotal role in imparting quality education.

Bhujbal Knowledge Centre, Mumbai

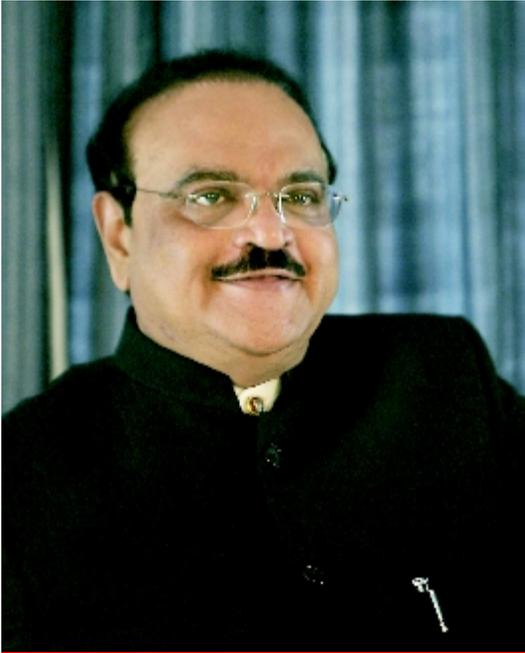
- Institute of Management
- Institute of Mass Media
- Asian Management Development Centre
- Centre for Insurance Training, Research & Development
- Institute of Pharmacy
- Institute of Medical Sciences
- Institute of Information Technology

- Institute of Computer Science
- Institute of Distance Learning
- Institute of Software Development and Research
- Institute of International Studies
- Institute of Alternative Careers
- Rishikul Vidyalyaya
- Knowledge Explorer - Publishing Division

Bhujbal Knowledge City, Nashik

- Institute of Management
- Institute of Pharmacy
- Institute of Engineering
- Institute of Technology (Polytechnic)
- Institute of Information Technology
- Institute of Distance Learning

FROM THE CHAIRMAN'S DESK



Chhagan Bhujbal
Chairman, Mumbai Educational Trust

**The whole purpose of education is
to turn mirrors into windows.**
- Sydney J. Harris

As our socialist-democratic-republic waltzes past the diamond jubilee mark, the global economies with their think-tanks, academicians, statesmen and core market players are constantly observing this journey. In spite of being the second most populous nation and the largest democracy, driven by 300 million GenNext youth, we may appear as a minor blip on the global economic radar. But, given the 8 - 9 per cent GDP growth rate, a mature democracy, a multi-tasking, flexi-mindset driven global workforce with the synergistic combination of sharp-nosed dynamic innovator/investor/entrepreneurial business barons, we have the potential to reach 'commanding heights', in the global scenario. We weathered the 2008 meltdown, through some astute fiscal policies and strong arm central banking interventions. But just as we seem to be gaining some momentum, rising prices, falling output and a yawning current account deficit seem to be dragging us into the long shadow cast by the Euro zone crisis. No wonder, there is a call for all hands to report to the battle stations!!

A closer scrutiny of our journey of six decades reveals that despite adversities and limitations, we have been able to develop pockets of affluence, not necessarily out of choice, but through the proactive dynamism of beneficiaries. And, undoubtedly, there are some common factors responsible for this phenomenon – the standard ingredients to success like: good access, abundance of relevant infrastructure and an investor friendly socio-political set-up. But the most critical single component has been that all such pockets have high levels of literacy, especially functional literacy. This single dominating factor stands out, when you compare Kerala to Goa or the metro cities of Delhi, Mumbai, Bangalore, Hyderabad and Chennai. Access to education from the primary to post-graduation levels, in all these areas, appears to be the critical differentiator, between the developed and developing/under-developed areas of the country.

Visionary leaders and statesmen have always emphasised on the value of education and meritocracy, in our country. Pandit Jawaharlal Nehru laid the foundation by establishing IITs/Institutes of Science/BARC/AIMS and many such schools of excellence, so as to help build a firm foundation for a knowledge society. In subsequent plans, increasing emphasis was given to primary and secondary education, to keep up with the ever expanding population. Now, there are 13.64 million students, in the about 200 universities and 30,000 colleges, across the country. The expenditure on education is expected to reach a 4 per cent plus in the 12th plan, achieving a growth rate exceeding 25 per cent per annum in higher education. While the Central government outlays have increased, private sector investments as well as the entry of the corporate sector is expected to achieve the target.

FROM THE CHAIRMAN'S DESK

In keeping with the motto of the high-powered commission, appointed for fulfilling statutory obligations, which says, 'Expansion, Inclusion and Excellence', there is an attempt to offer opportunities to all sections of the society, including the underprivileged. Thus more and more institutions are being promoted in the rural and remote areas, while allowing established institutions to broaden their base. The National Knowledge Commission in its report has suggested setting up of almost 3500 universities, both at the Central and State levels, which is a daunting task by all standards.

We at MET are conscious of the task at hand. Having established a premiere educational complex at Mumbai in the last two decades, we have moved consciously to Nashik, thus attempting to deliver excellence to the rural and remote areas. Our institutions offer programmes in the spheres of Engineering, Information Technology, Pharmacy, Management, Mass Media, as well as quality primary and secondary education, to shape professionals. We believe that varied classroom learning has to be proactively supplemented with a continuous dialogue and partnership with the industry and the marketplace. And this, we are trying to achieve, through e-empowered learning processes, extensive internship with the industry, case studies, scenario building, terrain appreciation, strategic response building exercises and experiential learning, thus consciously attempting to bridge the gap between knowledge and skills.

At MET, students are being trained to take on the challenge, at home and abroad, without being unduly burdened by the negativities encountered in performing the task, in the line of duty. They have to be wary of the pitfalls of public-private partnerships, the typical bottlenecks heightened by the oft agonising story of Indian logistics, the frequently powerless power system, the now surfacing menace of eco-socio-terrorism and, last but not the least, RTI empowered consumerism. They often surface as stark realities haunting the dynamic prime movers of our double-digit growth story.

The edge that all this gives the students is furthermore tempered by work-experience with an NGO, sharing the sensitivities of underprivileged sections of the society, thus making them complete human beings - sharp and sensitive. This has in fact inspired our students to take up voluntary work opportunities with UN ECOSOC in New York, resulting in earning global acclaim. The involvement with the MET SEVA project, for uplifting the tribals at Waliv and Nandgaon, as they struggle to eke out a meal-a-day, undoubtedly brings them closer to the 'litmus test' of Mahatma Gandhi, who urged us to help 'the most downtrodden/poorest.' We have no doubt that once exposed and sensitised to the sorrow of the poorest-of-the-poor, our committed professionals would work life-long, to reach out to them and help build an inclusive society.

We continue our process of sharing knowledge, for the enlightenment of GenNext, as we believe in the underlying journey, which reiterates what Allan Bloom says - **'Education is the movement from darkness to light.'**

Chhagan Bhujbal

Chairman

Mumbai Educational Trust



At MET Asian Management Development Centre (MET AMDC), students are treated as managers under training. Training is imparted round-the-clock, seven days a week. Projects and assignments are given utmost importance and students learn on the job. Application-oriented knowledge, garnered in the lecture halls, is applied to industry assignments. The faculty spares no effort to make the students razor sharp, so they make their mark in the corporate world. MET AMDC has a wi-fi campus with state-of-the-art AC classrooms. E-enabled libraries that dock approximately 40,000 books, 200 periodicals and 3,700 international online magazines and databases. Fully loaded information and technology centres with wi-fi connectivity, conference rooms equipped with the latest audio-visual facilities and learning aids to create a quasi-corporate ambience. A hi-tech convention centre for seminars and management workshops. Recreation areas to unwind. No effort has been spared to create an environment that encourages students to push the limits of their minds.

The MET Asian Management Development Centre offers e-empowered Management and Business Administration (eMBA) programmes:

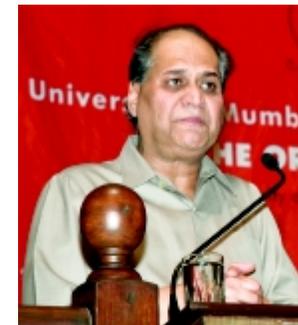
- **eMBA** (Specialisations in Marketing, Finance, HR, Operations, Systems and Digital Business Management)
- **eMBA-Finance** (Banking and Insurance)

ADVANTAGE MET

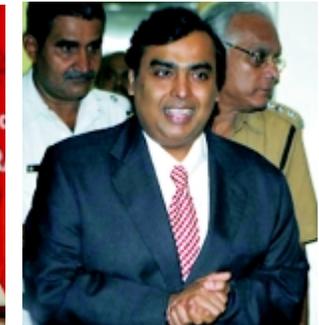
- MET is an NGO in Special Consultative Status with the UN (ECOSOC)
- MET has been ranked the 13th best B School in South Asia by Asia Inc.
- Ranked the 4th best B School in West India & the 13th best All India by DNA
- The 12th best private B School in India by CNBC TV18
- Ranked 'A++' grade B School by Business India
- Ranked in the 'A3' category B School in India by AIMA
- Global internship opportunities across USA, UK and China
- Freeship awards for meritorious students
- Excellent placement opportunities in India and abroad
- Superior intellectual capital armed with knowledge and experience
- Well networked with the best of corporate houses in India and abroad
- International interactions through the China Study Mission and the UN internship programme
- Sensitising the students towards social causes through programmes: Save Water, Project TRUTH, Vidya Shakti etc.
- Research focussed faculty with a cumulative experience of over 150 years
- The best state-of-the-art infrastructural facilities
- Strong alumni base of over 15,000 students
- Annual salary packages ranging from Rupees Five Lacs to Fifteen Lacs
- Global faculty
- Live management threshold
- International alliances with reputed B Schools
- Outstanding Indian/global industry interface
- Corporate Social Responsibility projects
- Enlightened interaction for urban-rural synergy
- Globalised learning delivered with the Indian ethos



In the service of the nation,
Her Excellency,
Smt. Pratibha Devisingh Patil
the former President of India,
dedicated the educational
complex of
MET Bhujbal Knowledge City,
Nashik



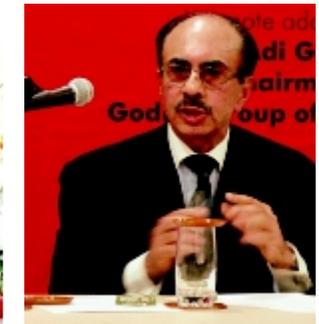
Rahul Bajaj,
Chairman - Bajaj Auto



Mukesh Ambani,
Chairman and MD, Reliance



J. Hari Narayan,
Chairman, IRDA



Adi Godrej,
Chairman - Godrej

WHAT GIVES US THE EDGE

International Internships: Eight consecutive batches of MET students have pursued internships with the UN (ECOSOC) Forum, New York, USA.

Sensitivity to Social Causes: The students and MET faculty are currently executing Project TRUTH (Total Rural Upliftment Through Holistic Care) in cooperation with the United Nation Department of Economic and Social Affairs (UN DESA). Students' involvement ensures development of social sensitivity towards problems of under development and poverty. It also helps understand the working of NGOs, who are now the focal point of wider issues of corporate governance.

CPM 9000: A competency acquisition evaluation programme that assesses the competencies acquired by the students and provides them with guidelines, for addressing their areas of weakness.

Competency Mapping: The in-house psychologist at MET maps the competencies of the students, in order to guide them in their academic pursuits.

MET Combat: Students participate and compete in an inter and intra-class debate competition on contemporary, controversial subjects. This sharpens their analytical, logical and oratory skills.

Grameen Expedition: Rural visits are organised through the MET Grameen Expedition. The aim of these trips is to encourage students to realise that fortune lies at the bottom of the pyramid. The students first visit industrial units in the interiors of a state e.g. in Maharashtra they visit Baramati, Jalna, Nashik, Ratnagiri and Ahmednagar.

Stormet: Operating through nine verticals, the Stormet groups, through discussions and in-house interaction/guest lectures, work towards knowledge enhancement.

Aarohan: The Launchpad involves interaction with stalwarts from the industry, analysis of management films and speed reading modules, assessment of their skills through tests and games and interaction between the trustees and the parents of the students, while Foundation is a programme that attempts to bring students from diverse backgrounds to an equitable level, in core competence areas.

MET on Wheels: A pioneering concept, where MET students visit organisations in various industrial sectors in the country, in order to study practical management system 'Know Thyself And Thy Country'. With a view to provide first hand experience of the industry and commercial workplaces, the institute arranges regular visits of students to select industrial and commercial undertakings. Every year mini Bharat Darshan tours are also arranged by the institute, covering major industrial and commercial growth centres in the North, South, East & West.

Management Consultancy Division: It offers Management Development Programmes, Executive Training, Research and multi-consultancy support, to corporate houses, such as Dun and Bradstreet, Nicholas Piramal, Mazgaon Dock Ltd., Ingenero Ltd., Goodlass Nerolac Paints Ltd., Merck Serono and Merck Chemicals in India, to name a few.

METCONNECT: A meeting of minds from the corporate, academic and student worlds. This interaction with the corporate houses serves as a forum for exchanging ideas in order to meet the requirements of the industry in India.

SIMPAT: The School for Indian Management Philosophy and Applied Technology. A project that



MET delegation visited the University of South Africa, as part of Mumbai University New Initiatives for Joint Action Now (MUNIJAN)



Dr. Narendra Jadhav, Member, Planning Commission, Government of India, addresses students at the Finance Meet



Mr. Suresh Mahalingam, Managing Director, Tata AIG Life, at MET during an Industry Academia interactive session



Dr. Vasant K Bunwaree, Minister of Labour, Industrial Relations and Employment, Republic of Mauritius at MET



High level delegates from the European Parliament visited MET for a round table meet in association with the Strategic Foresight Group



Mr. Paul A. Folmsbee, Consul General, USA, expressing his views at the session 'US-India Relations: leading into the new administration' at MET



Ms. Meera Mahadevia, leading industrialist, accessories fashion designer and a celebrity at MET for an interactive meet



Mr. Nandan Nilekani, Co-Chairman, Infosys, with MET management students during the TiE Summit

WHAT GIVES US THE EDGE



MET students with industry tycoon Mr. Mukesh Ambani



National leader Mr. Gulam Nabi Azad at MET Nashik with Mr. Chhagan Bhujbal, Chairman - MET and Mr. Samir Bhujbal, Trustee - MET



Erez Tsalik, SIT - Israel delivers his talk on 'Creating Innovating Organisation'



MET students and faculty in Shunde City, during the China Study Mission



Michelle Obama with MET Management student at the University of Mumbai



Mr. Pankaj Bhujbal, Trustee - MET felicitating winner of AIMA 37th National Competition for Young Managers, for which MET was the academic partner and venue host



Motivation Guru Dr. Peter Chew delivering a power packed session on 'How to be a winner'



MET eCell members during eWeek celebrations

returns to the roots of Indian management philosophy, SIMPAT makes yesterday's wisdom available to India's future managers and leaders.

Industry Interaction: Students get an opportunity to interact with the doyens of the industry, through platforms like CEO Speak and guest lectures.

BS EN Certification: The grant of the ISO 9001:2008 certification by LRQS is an acknowledgment of MET's capability to deliver professional education that meets the highest standards of professionalism worldwide.

MET Mission Project: MET has undertaken Jalshakti, a path-breaking initiative to promote water conservation among the urban community.

MET Kwhiz: 'MET Kwhiz – News Power Knowledge' was launched to offer MET management students a weekly platform to understand and analyse the major events of the preceding week. It helps to keep them updated with current events and their implications, attempting to chart a course for tomorrow as an answer to the events of today.

MET Placements: MET's Placement Department strives to achieve the right job fit that will be mutually beneficial. Thus the focus is completely on ensuring that students get placed in companies, where they fit in intellectually and culturally. Assertive, knowledgeable and global in their outlook, the MET alumni consistently add value to their organisations and have moved up the ranks faster. This has created an impact in the minds of the industry at large, thus making them prefer MET students.

Global Faculty: The course curriculum at MET ensures that the students graduate as global managers. The international borders are shrinking and the world is fast becoming one global village, it

is thus imperative that the students gain inputs from across the borders. We therefore invite global faculty to share their thoughts and experiences with the students. International experts from across various verticals including IT, Pharma, FMCG, Durables, Insurance, amongst others help the students gain a global perspective.

China Study Mission: Management students from the Mumbai and Nashik campus undertake China Study Mission. The team visits various factories and retail outlets in the cities of Shanghai, Hongkong, Shenzhen, Shunde and Zhongshan.

MET eCell: Designed to promote Invention and Entrepreneurship termed as 'Inventrepreneurship' at MET. MET eCell is a place for all to gel; where each one has something new to tell. The MET eCell regularly holds workshops, seminars and guest lectures by eminent entrepreneurs.

MET Vault: An in-house wall magazine, where Creativity meets Management. This monthly wall journal was launched to provide Management students with a platform to express their creative sides.

Metaphor: Metaphor is an in-house journal of the management students. The purpose of Metaphor, as the word suggests, is to motivate the students to reach out to the niche areas in the world of business and analyse the ground reality seeking an innovative and a path breaking approach. Given the dynamics of the market place and complexity, the students are challenged to adopt a bold approach in order to seek solutions. In this process, they are joined by the faculty and industry experts, who help them to strengthen their response.

MET Pedal: A Perspective Entrepreneurial Design and Application Lab is being set up to attract entrepreneurial talent both in-house and from the