

# INFORMATION BROCHURE

Stronger wings with golden aspirations



MANAGERIAL EXCELLENCE RESOURCE CENTRE'S

**MERC INSTITUTE OF MANAGEMENT**

Bhukum, Pune. Approved by AICTE, Affiliated to University of Pune and Recognized by Govt. of Maharashtra.



### OUR VISION:

To create Business Leaders in all segments of Corporate India, who are not only Global Professionals, but more importantly, great Human Beings



### OUR GOALS:

- Create a growing pool of managers who have completed a structured programme of study in key management functions
- Encourage talented people to enter the industry and enhance their managerial skills and broaden their knowledge.



### MERC Highlights

- Approved by the AICTE, New Delhi
- Well Researched & Industry endorsed course curriculum which helps students to be groomed for the corporate world from day one
- Cutting Edge Market oriented Specialization helping students get niche placements
- State-of-the-art infrastructure with over 2500 books & international journals in library coupled with Wi-fi Campus
- High exposure to corporate world through Industry Visits, Guest Sessions, Seminars & Internships
- Highly qualified Academic pool of faculty
- One of its kind experiential lab
- Excellent Placement record
- Laptop for all students



# MERC INSTITUTE OF MANAGEMENT

## Message From Founder President



India is on the move today. The 21st century belongs to this endeavour. The country will need professional managers who can deliver quality and add value to a business. We at MERC are committed to providing the best for our students by way of Infrastructure, Quality Faculty, Training and an enabling environment.

MERC was founded by a group of achievers who are passionate to provide excellence in management education and to give back something meaningful to society.

**PROF. M. N. NAVALE**

Founder President -  
Managerial Excellence Resource Centre (MERC)

Founder President -  
Sinhgad Technical Education Society (STES)

## Message From The Director



We are committed to providing quality inputs to our students, so as to prepare them for tomorrow's world driven by the need for managerial excellence in all aspects in business. We have mustered together finest resources so as to impart knowledge to our students and make them ready for a competency profile desired by businesses across sectors. Our advisory board members and intellectual capital consists of academicians who have commercial acumen and have excelled in their chosen field. We at MERC Institute of Management have taken up this challenging task by adopting 'Integrated Interactive Learning Approach for developing strengths in leadership, teamwork, problem-solving and skill in dealing with people. We are an upcoming Institute, so we would benefit immensely out of the suggestions of management practitioners. We invite the practicing managers to our campus to help us build the future India.

**Prof. Anand Palkar**  
Director

## From The Managing Trustee's Desk



MERC has been created to keep pace with rapid changing world and ever growing demand for management professional. MERC Institute of Management offers stimulating multi-faceted curriculum that cuts across all disciplines. It gives students the tangible and intangible tools needed to be self-dependent. This combination of academic rigor and cutting edge of "Real World" business expertise provides students with solid base of knowledge and practical know how.

**Dr. Apoorva Palkar**  
Managing Trustee & Advisor



## ABOUT MERC

Education is the base for economic growth as well as social transformation for any country. No country can achieve sustainable economic development without substantial investment in human capital. Education enriches people's understanding of themselves and the world. It improves the quality of their lives and leads to broad social benefits to individuals and society. Education raises people's productivity and creativity and promotes entrepreneurship and technological advances. In addition it plays a very crucial role in securing economic and social progress and improving income distribution.

Now comes the role of management education. When we talk about the management education, we are basically referring to the shaping up of the student to develop the competency and capability either as an

professional (to join and help an organization to grow) or as an entrepreneur (to establish and grow one's own organization). This capability does not necessarily always come from possessing a piece of paper whether called "degree" or "diploma" in Management, but also by means of developing the will & skill to contribute for Self reliance and self sustenance in nation building. There are a number of management institutions that have crafted their name in the world of education through its quality of education and infrastructure. Managerial Excellence Resource Centre (MERC) is one of the institute who is in the process of doing the same.

Managerial Excellence Resource Centre (MERC) is a young business school with dynamic potentialities which strives to empower students to excel in their careers. MERC enterprises to cultivate and cherish students'



talent by having eminent faculty members and best of infrastructure. MERC provides a rigorous, academic programme through effective educators who lead students to take responsibility for learning. MERC seeks to inculcate in students high standards of academic scholarship, integrity, leadership and responsible citizenship. MERC has been incorporated by committed professionals in the area of business education who are alumnus of reputed business schools and have work experience of over 16 years each. The main promoters are:

Eminent educationist, Prof. M. N. Navale, Founder President. He is also Founder President of Sinhgad Technical Education Society, that has 100 educational institutions under its fold. In last 14 years the Sinhgad group has spread over 8 campuses (located across Maharashtra)

Dr. Apoorva Palkar, Managing Trustee and Advisor of MERC Institute of Management, is a Doctorate in Marketing Management from University of Pune, with an academic experience of over 20 years in management education. Dr. Apoorva Palkar is also Member, Senate, University of Pune, President, Consortium of Management Education (COME), Secretary, Association of Management of MBA Institutes of Maharashtra (AMMI), Treasurer, Association of Indian Management Schools (AIMS) and Chairperson, ATMA Committee.

Mr. Anand Palkar, Director, is a management post graduate from Jamnalal Bajaj Institute of Management Studies and has experience of over 21 years of working in the corporate sector (including with ICICI for about 13 years).

MERC institute of Management also offers courses affiliated to University of Pune viz, Master in Business Administration (MBA), Master in Marketing Management (MMM) & Post Graduate Diploma in Management (PGDM) offering specializations in Marketing, Finance, HR, IT, Supply Chain Management, Operations & Systems and Agri Business Management.





IIM Alumni  
Who Mentor  
Our  
Students

- P VENKATESHWAR  
IIM-A Marketing & Human Resources
- SUJAY JOSHI  
IIM-A Finance
- SHANKAR JADHAV  
IIM-A Finance and Strategy
- DURBHA KRISHNA MOHAN  
IIM-A IT Marketing & Human resources
- KSR MURTHY  
IIM-A Marketing & Social Sector
- V P RAGHUNATHAN  
IIM- A IT & Entrepreneurship
- ASHWIN KHER  
IIM-A Marketing
- DR. SHANKARSHAN BASU  
IIM-A Finance
- DR. GANESH PRABHU  
IIM-A Strategic Management
- ANIL DHARMADHIKARI  
IIM-A Marketing
- PRATEEK CHATURVEDI  
IIM-C Startegy & Marketing
- ATUL GOPAL  
IIM-C Supply Chain Management
- PRASHANT JOSHI  
IIM-C General Management & Finance
- VIVEKANAND KULKARNI  
IIM-A Finance



## ACADEMIC ADVISORY BOARD

Prof. M. N. Navale

Founder President,  
MERC &  
Sinhgad Technical  
Education Society, Pune

Dr. Apoorva Palkar

Managing Trustee  
MBA(Marketing),  
Ph.D (University of Pune)

Dr. Uday Salunkhe

Group Director,  
Welingkar Institute of Management,  
Mumbai

Dr. Manoj Hastak

Chair-Marketing Management,  
American University,  
Washington, USA  
B.Sc. (BITS Pilani)  
PGDBM (IIM Ahmedabad)  
Ph.D. (Pennsylvania State  
University)

Dr. Prasad Naik

Chancellor's Fellow Professor  
of Management,  
University of California,  
Davis, USA  
B.Chem Engg (UDCT, Mumbai),  
PGDBM (IIM Kolkata),  
Ph.D (University of Florida, USA)

Prof. B Moradian

Professor at  
Jamnalal Bajaj Institute of  
Management Studies  
Advisor to Chairman, Zee Group.

Prof. Sydney Prabhu

Advisor Primlaks Group,  
London & Al-Rawhi Group,  
Middle East  
BA (Hons) Gold Medalist,  
MMS(JBIMS) University  
of Mumbai,

Dr. Uday Kelkar

Director (India Operations)  
NJS Consultants, Japan.  
B.E.(COEP,Pune)  
Ph.D (Virginia, USA),

## INDUSTRY ADVISORY BOARD

Mr. Bhushan Lawande

MD & CEO  
E-4 India Development Ltd.

Mr. Dhananjay Datar

CEO  
Impact Systems Inc.

Mr. Hemant Taware

COO  
The Mobile Store Ltd.

Mr. Narendra Vaze

Ex. Director  
Intel India

Mr. Naresh Mehta

Director, (Franchisee Business)  
Raymond Ltd.

Dr. Sanjay Chougule

Senior General Manager,  
ICICI Bank Ltd.

Mr. Prashant Joshi

CEO & MD (PBC)  
Deutsche Bank

Mr. Jayant Sabnis

COO, SOS India Ltd.







# PGDM SYLLABUS

## SECOND YEAR

### Specialization

#### SPECIALIZATION - HUMAN RESOURCE

##### Semester III

HR 301 Strategic Management & Control  
 HR 302 International Business &  
 Country risk analysis  
 HR 303 Emerging Trends in HR  
 HR 304 Industrial Relations  
 HR 305 Strategic Human Resource  
 HR 306 Summer Project report - Viva Voce

##### Skill Development

- Corporate Grooming Lab
- Case Study Development
- Papers and Articles Writing
- Enterprise Development Lab

##### Semester IV

HR 401 Labour Law - I & II  
 HR 402 Organization Development & Cross Cultural  
 Management  
 HR 403 Personal Effectiveness and Leadership  
 HR 404 Case Studies in IR  
 HR 405 Industry Project / Dissertation - Viva Voce

#### SPECIALIZATION - SUPPLY CHAIN & LOGISTICS

##### Semester III

SCL 301 Strategic Management & Control  
 SCL 302 International Business &  
 Country risk analysis  
 SCL 303 Inventory Management & MRP  
 SCL 304 Modeling Technique for Operations  
 SCL 305 Supply Chain Management  
 SCL 306 Summer Project report - Viva Voce

##### Skill Development

- Corporate Grooming lab
- Case study development
- Papers and articles writing
- Enterprise Development lab

##### Semester IV

SCL 401 Technology Management  
 SCL 402 Business Process Outsourcing  
 SCL 403 Case Studies in Operations  
 SCL 404 Industry Project / Dissertation - Viva Voce

#### SPECIALIZATION - INFORMATION TECHNOLOGY

##### Semester III

IT 301 Strategic Management & Control  
 IT 302 International Business &  
 Country risk analysis  
 IT 303 Software Technology  
 IT 304 Enterprise Resource Planning  
 IT 305 Technology Management  
 IT 306 Summer Project report

##### Skill Development

- Corporate Grooming lab15
- Case study development15
- Papers and articles writing10
- Enterprise development lab10

##### Semester IV

IT 401 Software Audit  
 IT 402 Software Projects  
 IT 403 Current trends in IT  
 IT 404 Industry Project / Dissertation - Viva Voce



# PGDM SYLLABUS

## SECOND YEAR

### Specialization

#### SPECIALIZATION - OPERATIONS & SYSTEMS

#### Semester III

- OS 301 Strategic Management & Control
- OS 302 International Business & Country risk analysis
- OS 303 Software Technology
- OS 304 World Class Manufacturing
- OS 305 Enterprise Resources & Planning
- OS 306 Summer Project report - Viva Voce

#### Skill Development

- Corporate Grooming lab
- Case study development
- Papers and articles writing
- Enterprise development lab

#### Semester IV

- OS 401 Quality Management, Project Management, Business Process Outsourcing
- OS 402 Supply Chain Management - Software
- OS 403 Technology Management
- OS 404 Industry Project / Dissertation - Viva Voce

#### SPECIALIZATION - AGRI - BUSINESS MANAGEMENT

#### Semester III

- ABM 301 Management of Agri Process Industries
- ABM 302 Post Harvest Technology and Management
- ABM 303 Supply chain Management and Logistics
- ABM 304 Trading and Retailing of Agri Products
- ABM 305 Management of Agri-Coperatives
- ABM 306 Fundamentals in Agri-Banking.
- ABM 307 Marketing of Agri Produce

#### Semester IV

- ABM 401 Cases in Rural Marketing
- ABM 402 Presentation On Special Assignment
- ABM 403 Agri-Enterpreneurship Module
- ABM 404 Project on Agri input and Farms Machinery
- ABM 405 Viva Voice on Assignment & Project





## The Nucleus of MERC



## REGULAR FACULTY

NAME	QUALIFICATION & EXPERIENCE	AREA OF SPECIALIZATION
	<u>FINANCIAL MANAGEMENT</u>	
Prof. Anand Palkar	B. Chem. Engg. (UDCT), MFM(JBIMS), 20 years industry experience in corporate finance, 3 years teaching	Financial Management, Strategic Management
Prof. Chandrasekhar Ghalsasi	B.Chem. Engg. (UDCT), MMS(SPJain InstMS Mumbai) 20 years experience in Corporate Finance of which 15 years with ICICI Bank, 3 years teaching	Project Finance, Banking, Advanced Financial Services
Mr. G. R. Phadke	M. Com, FICWA, 15 years of industrial experience in Finance & Costing, 2 years of teaching experience	Management Accounting, Management Control System, Financial management. Quantitative Techniques
Mr. Sujay Joshi	PGPM-IIM(A), 20 years experience in Industry at senior Management positions	Security Analysis and Portfolio Management.
Mr. Girish Narvane	BE, MMS (Mumbai University, 20 years in Corporate Finance)	Advanced Financial Management
Prof. N. Samudra	FCA, LLB 20 years experience in Audit & Corporate Training	Direct, Indirect Taxation, Legal aspect of Finance
Mr. L. R. Rahalkar	B.Com(Hons.), CAIIB, 31 years industry experience in banking & finance	Banking & financial institutions.
	<u>MARKETING MANAGEMENT</u>	
Dr. Apoorva Palkar	Ph.D.(Mgmt), 20 years experience in Teaching and Research	Marketing Management, Market Research. Consumer Behavior
Prof. P. Venkateshwar	B.E., PGDM(IIMA), 21 years experience in business & product development & marketing of financial products & education across school, management, international education, coaching & counseling, social sectors, research & training	Marketing, Finance, Human Resource
Dr. A. B. Rao	MA, LLB, PhD, Ex- Dir. IMED, Pune & IIMR, Delhi	Research Methodology, Market Research



## REGULAR FACULTY

NAME	QUALIFICATION & EXPERIENCE	AREA OF SPECIALIZATION
Mr. Anil Dharmadhikari	PGPM-IIM(A), 30 years of industry experience in Industrial Marketing	Marketing Management
Mr. Gautam Pherwani	Ex GM Sandvik Asia with 20 years of teaching experience.	International Marketing, Forex, Relationship Marketing
Mr. Vaibhav Sarade	MBA	Retail Operations, Retail Management & Retail Communication
Mr. Preetam Salvi	MBA	Retail Operations, Retail Management & Retail Communication
Mr. Ashutosh Deo	MMM, 2 Years of experience in marketing & research & 3 year of teaching experience	Marketing Management, Business Policies & Strategic Management
Mr. Saurav Suman	MBA, 4 years of industry experience in sales & marketing & 2 year of teaching experience	Marketing management, Consumer behaviour, Sales & distribution management
Mr. Pradeep Shimpale	B.Sc. (Agriculture), MBA	Marketing Management
	<u>HUMAN RESOURCE MANAGEMENT</u>	
Dr. S.W Deshpande	Ph.D., MA(Psychology) 35years in Teaching Ex.HOD of Dept. of Psychology University of Pune	HRM, Training and Development Organisation Behavior
Mr. Naval Lawande	MPM, 2 years industry experience in Human Resource & 5 years teaching experience	Strategic HR, Organisation Behavior, Business policies & strategic management
Ms. Arshi Khan	MPM, 2 Years of experience in Human Resource & 3 year of teaching experience	Organizational Behavior, Principles & Practices of Management, Industrial relations, HRM
Mr. Anil Mali	MBA, 6 months industry experience at Edelweiss Broking Ltd. and 2 years experience in teaching.	Training and Development
	<u>SUPPLY CHAIN MANAGEMENT &amp; IT</u>	
Dr. Rajgouda Patil	B.Com., MBA, Ph.D. 14 years of experience in industry and 2 years in teaching	Research and Technology
Prof. S. R. Phadke	BE(VJTI-Mumbai),MMS, 20 years of teaching and training experience	Quantitative Techniques

## VISITING FACULTY



Name	Qualification	Area of Specialization
■ Prof. Ashwin Kher	B.E.PGDBM IIM (A)	Marketing Management, Retail Management
■ Mr. Atul Gopal	PGDM, IIM-C	Distribution Management
■ Prof. Jairaj Padmnabhan	M.Sc. (Statistics)	Integrated Marketing Communication
■ Mr. Lawrence Fernandes	Certified NLP Trainer	Communication Skills
■ Mr. M. K. Gandhi	B.Tech., MBA	Materials & Logistics Management
■ Mr. Nishant Kolgaonkar	B.E., MBA	Human Resource Management
■ Mr. Prateek Chaturvedi	PGDM, IIM(C)	Strategic & Marketing Management
■ Mr. Ravi Kowadkar	BE(COEP-Pune),MMS	Sales Management, Distribution Management. Industrial Marketing
■ Mr. Sagar Narsian	BE. MMS (Welingkar Inst. Mumbai)	Virtual Marketing
■ Mr. Bhushan Lawande	B.Sc, LLB, PGDBM	Sales and Retail Management
■ Prof. Sydney Prabhu	Gold medalist graduate in Economics & Political Science (Mumbai University) & a Law graduate & MMS from JBIMS in Marketing Management.	Strategic Management
■ Ms. Radhika Ingale	Master in Mass Communication	Communication Skills
■ Prof. Jayant Oak	MA (Economics), MMS (Marketing), DTL, PGDCA(I)	Management Information System
■ Dr. Vidhya Bhalerao	M.Sc., Ph.D.	Communication Skills
■ Prof. Moradian	MMS (JBIMS), B.E. (Mech.) Mumbai Univ.,	Manufacturing, Operations Management
■ Ms. Mayura Amarkant	PGDM-Welingkar Inst. of Management	Communication Skills
■ Ms. Smriti Agashe	MMS-Mumbai University	General Management
■ Mr. Shantanu Chitgopkar	MMS Welingkar Inst.Management	Distribution and Logistic Management
■ Prof. Ashwin Kher	B.E., PGDBM IIM (A)	Marketing Management , Retail Management
■ Prof. Ganesh Prabhu	PGDRM, IIM(A)	Strategic Management
■ Dr. Sankarshan Basu	IIM(A)	Finance
■ Mr. Prateek Chaturvedi	PGDM, IIM(C)	Strategic & Marketing Management
■ Mr. Shankar Jadhav	IIT Mumbai, IIM(A)	Strategy Marketing &Finance
■ CA Priya Agashe	M.Com, FCA	Direct & Indirect Taxation



## ESTEEMED GUESTS ON OUR CAMPUS

GUEST FACULTY	DESIGNATION	TOPIC
• Prof. Lawrence	Management Expert	Ice Breakers
• Prof. Jairaj Padmanabhan	Communication Expert	Presentation Skills
• Prof. Marcel Parker	Chairman, IKYA Human Capital	Careers in Management
• Mr. Rajeev Deoras	Head-Wholesale Banking Dhanlakshmi Bank	Banking operations management
• Mr. Shaileshji Bramhachari	Chinmayanand Mission	Stress Management
• Mr. Sanjay Radhakrishnan	Vice president in HR-ICICI prudential	Careers Management
• Mr. Sudhir Sohoni	Head HR- Thermax LTD	Careers in energy Sector
• Mr. D. Deshmukh	GM in Marketing- Nath seeds	Rural marketing management
• Prof. Srinivas Shikarpurkar	Management Consultant	Managing Leadership
• Mr. Rajesh Jai Singh	Head-client Services-PubMatic India pvt ltd	Strategic Management
• Mr. Ashutosh Bhatt	Education consultant	Knowledge Management
• Mr. Dinesh Podval	Co-founder-Spark Plug	Mentorship programme
• Mr. Raamann Ahuja	VP & HR Business Partner Private	Expectation of Banking Sector
• Miss. Gauri Deshpande	HR-Bajaj Allianz General Insurance Co.Ltd	Employee Development
• Mr. Bharat Damani	CFO-Eco Axis	Business Plan Session
• Mr. Swapnil Shah	Branch Manager-MATA Securities	Capital Market
• Mr. Sanju Davis	Director-Fore Blanc	Placement Orientation
• Mr. Vishwanath Joshi		Preparing for MBA
• Dr. Deepak Shikarpurkar	Chairman, IT Sub-Committee, MCCIA, Pune	Management and IT
• Mr. Kishore Bhalerao	VP-HR, Persistent Ltd.	Corporate's Expectations from an MBA
• Mr. Mohan Nair	Director-Ensign Square Pvt. Ltd	Entrepreneurship
• Ms. Radhika Ingle	Education Consultant and Trainer	Team Work
• Mr. Prateek Chaturvedi	Management Educator	Leadership, Motivation, Team Spirit
• Mr. Radha Krishnan Pillai	Chairman, Chanakya Foundation	Strategic Leadership, Global Business

## Industry Experts



Mr. R. V. Krishnan  
MD, Business  
Development Bureau



Mr. Sachin Joglekar  
Senior. VP. HR  
ICICI Prudential



Mr. Jim Brandy  
CEO  
Deloitte & Touche

## ESTEEMED GUESTS ON OUR CAMPUS

GUEST FACULTY	DESIGNATION	TOPIC
• Ms.Monalisa	Management Educator	Communication Skills
• Ms.Keisha Lobo	Corporate Trainer	Team Building Remembering the Titans
• Mr.Vijay Deshpande	Executive Vice President, Graves Cotton	Mantra of Self Management
• Mr.Nishant Kolgaonkar	HR Advisor	Business Opportunities
• Mr.Vishal Khandelwal	Operations Head, Aditya Birla Retail	Myths & Reality about Organised Retail
• Mr. Aditya Athalye	Partner - Career Vidya Labs	Choosing a Management Career
• Mr.Dinesh Shendkar	Manager - Kotak Mahindra Bank	Future Prospects of Banking Industry
• Mr.Shashibhushan Singh	Manager - Popleys Group	Economic Analysis
• Mr.Manish Bansal	Director, Value Advisors	Capital Markets & Derivatives Products
• Mr. Jayraj Padmanabhan	Ex. Media Expert, Mudra Communication	Trend Spotting
• Mr. Praful Talera	Managing Director, Dynamic Logistics	Success Mantras
• Mr. V.J. Rao	GM HR, Suzlon Energy Ltd.	Expectation of industry from MBA
• Mr. Rajeev Deoras	Head Corporate Credit, Dhanlaxmi Bank	Perspectives in Banking
• Mr. Ashish Sanyal	MD, AMP Retail Services	Category Management
• Mr. Rajesh Katkar	Technical Head - Cummins India	Managing Multi Countries IT Projects
• Mr. Nishant Mishra	Pharma Sector	Marketing in New Economy
• Dr. M. R. Rao	Dean Emeritus, ISB Hyderabad	
• Mr. Sumedh Gupte	Regional Head - Business Standard	Business Management
• Alok Kumar	VP & MD	Key Note Speech
• Zeree Jehangirji	Manpower Consultant	Guest of Honour - Boundaryless HR
• Rajesh Kamath	Regional Head - Cerebrus	Kick Start of Your Dreams
• Santosh Kulthe	Head HR - Chemtall Rai	Boundaryless HR
• Indra Jaishy	GM HR - Planet M	Boundaryless HR
• Rahul Tungatkar	Regional Manager - Indusland Bank	Careers in Banking Sector

@ M E R C



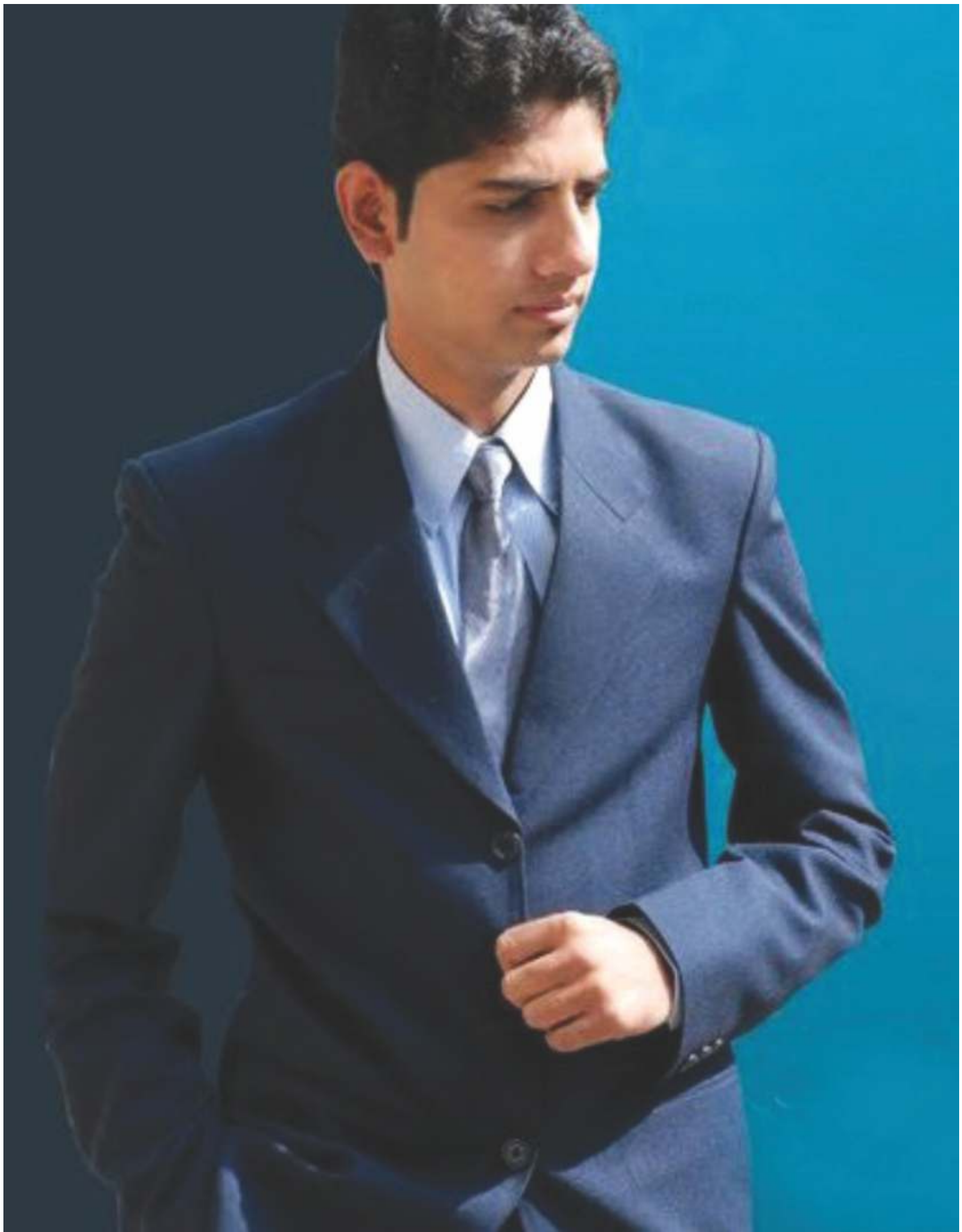
Mr. K. Upendra Rao  
CEO  
DNA Group



Mr. Vipul Jhaveri  
ED & COO,  
JM Financials



Mr. Vibhas Joshi  
Director,  
SAS R & D India



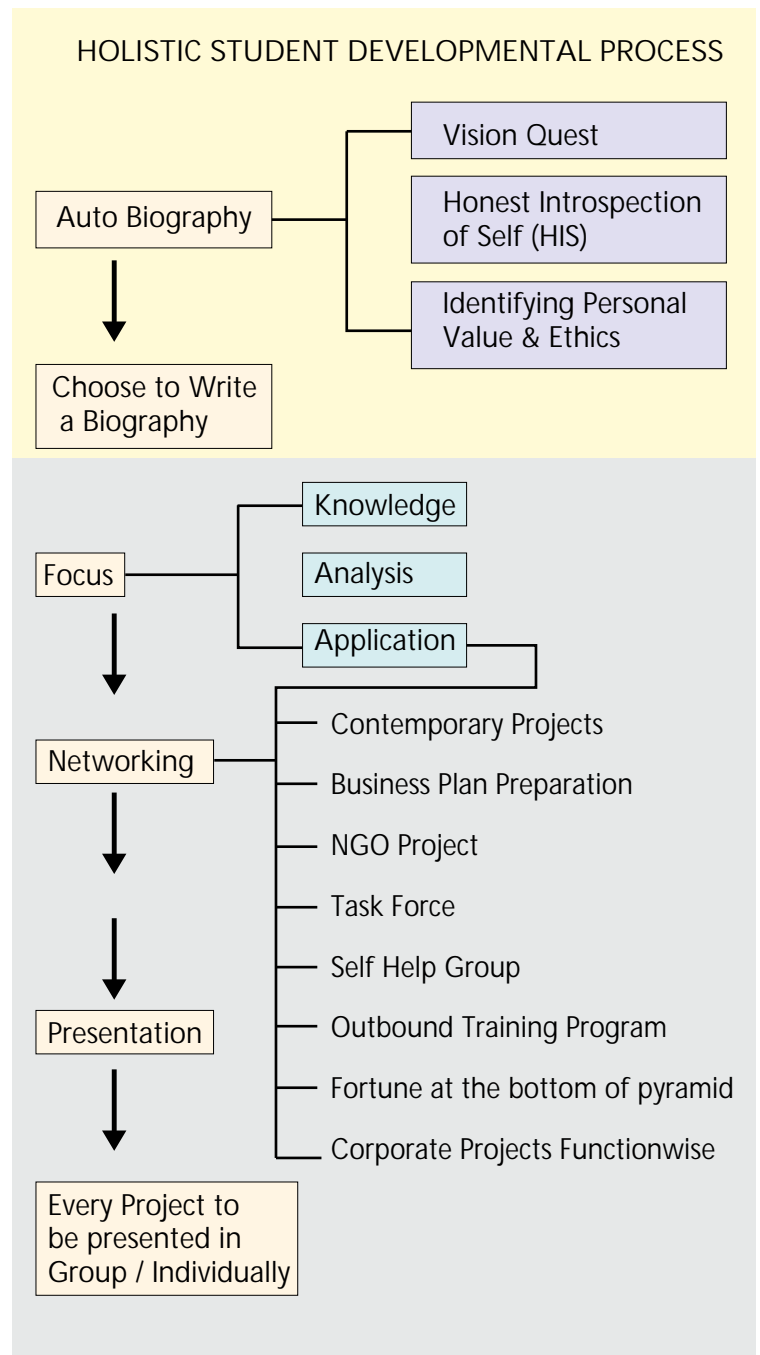
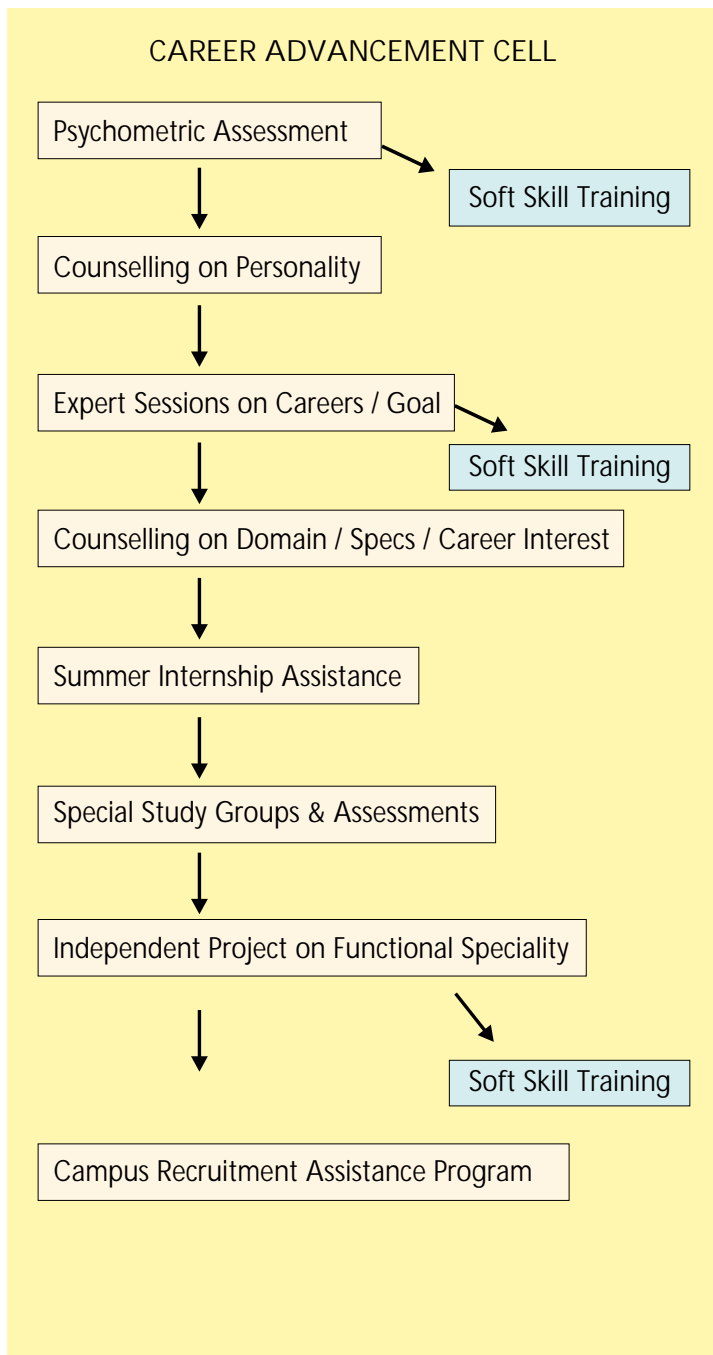


# TRAINING MODEL FLOW CHART

## OBJECTIVE OF THE PGDM PROGRAM

1. To make them understand the purpose of PGDM, which is preparing them for a journey called 'Life', from a myopic perspective of the student, 'Placement'. Whatever the objective of the student, MERC shall adhere to contributing towards the students life long learning process through these two years and beyond.
2. Mapping the PGDM program through frameworks which demonstrate: "How Attitude is paramount over Aptitude"

Orientation induction-One Week Common Induction Program for all the Students straddling them through essential competencies like Self Management, Time Management, Change Management, Team Building, Leadership Skills, Communication, Planning & Administration, Networking,







## PGDM TRAINING MODEL

As per the flow chart of the student career advancement cell

### CAREER POTENTIAL EVALUATION

{Working on their INTEREST-which is attitudinal, APTITUDE which is numerical/logic, critical reasoning driven and FUTURISTIC VALUE which is a mindset creation. Personality Assessment and Mapping Career}

As per the flow chart of holistic student developmental process

### Mandatory Individual Projects

Autobiography-through 'VISION QUEST'- 'Honest Introspection of Self (HIS)', "Identifying Personal Values & Ethics in Life"

Choose to write a Biography of anyone

### FOCUS

Focus has three dimensions, Knowing, Analysing and Applying.

### KNOWLEDGE

Basic Conceptual knowledge related to core PGDM subjects

"PGDM in a Box" inculcating the spirit to be able to solve anything/everything

Knowledge related to their Specialization

Experts have to deliver this, Guest Lectures, Seminars, Symposiums, Competitions, Workshops, Remedials.

Evaluation Standards---Examination Knowledge

### ANALYSIS

Here the students need to work on their Aptitude

English Mathematics and Reasoning

Working together on ACT (Art of Critical Thinking)

### APPLICATION

Case studies and Live Business plan, best way to understand the concepts

Biz plan-identify/shortlist a business idea and write a detailed business plan and then execute the same with support from industry professional including some VCs, Angel Investors...

Task force-Pick up a task from within the Institute because for whatever theory you learn the best learning ground or the best platform to apply and seek the experiential knowhow is through a laboratory and the best lab or the workshop is the institute you study in/work in.. ASSUME OWNERSHIP OF THE TASK..

NGO project-Contributing to the Local Community.. through the NGO nearby the Institute...

Independent project second year ground work to be done in first year-Like in IIMA....

Micro Finance Self Help Groups -Through the NGO & SHG projects, students understand and appreciate the purpose of a cause and the power of an organised community working towards a single minded goal.

### Outbound Training Programs

C. K. Pralhad's Fortune at the bottom of the pyramid - To Demonstrate the Kind of Projects Students should endeavour to take it up to grasp a holistic management learning experience.

Corporate projects across various functions viz., Marketing Finance Operations Human Resources Information Technology.

Contemporary projects as per the prevailing day to day economic, corporate, political and educational affairs. Visiting 10 companies each for project work.

### NETWORKING

"Networking is Knowing Understanding and Valuing each and everyone has an interdependent existence. Everyone is an unique Brand and has something Contributory to offer which with the sheer strength and



perseverance of Networking through Team Work needs to be Nurtured"

All the above projects are in groups thereby emphasizing the importance of working together in group to achieve a common objective.

#### PRESENTATION

"It is not what you know that matters, It is "how you Present" what you know that Matters";;;Emphasis on Four Ps-" Plan, Prepare, PRACTICE, Present"

Mother Tongue, English and Communication Skills.

#### BEST WAY GOING FORWARD

Some workshops on Grammar/Syntax and Semantics, Oratory and Written Skills enhancement--- A module of Written Analysis and Communication through caselets.

Each student Presents 5 Panchatantra / Ramayana / Mahabharatha / Akbar Birbal / Krishnadevaraya Tenaliraman / Zen Master Stories to start with. Underlying emphasis is Story telling is a powerful way to communicate themes/ideas/principles

Challenge is to make things interesting where the audience already knows everything.

Newspaper presentation-typically picking up the Editorial and Letters to Editorial page which covers diverse topics. Economic Times/Business Standard /Financial Times/Times of India Presentation

Every Project earmarked above shall have a detailed presentation either in Group or Individually. Thus through Presentation we intend bringing in the "Interconnectedness of the all these Projects also"

## COMPETENCY ENHANCEMENT ACTIVITIES

Review & Discussion on important Books:

- Built to Last.
- Blue Ocean Strategy
- In Search of Excellence

Comprehension of Economic Times articles

Comprehensive Objective test on:

- World Economy
- Indian Economy
- Industry

Economic Times Editorial Review

Survey and Research

- Socio-economic Research
- Company Survey

Case Study Related to Business Models

Basic Concept test with Respective Specialization

Case Study on different industries & companies

Discussion on Economic Concepts

Explanation of important happenings in the Group Discussions

Industry Analysis - Using Porter's Five Forces Model

Discussion on:

Full Comprehensive Interview

- Big Business Family in India  
- Their Story about how they Grew
- Reasons for Their Success.
- Insight into their Leadership.



**AIMS**

ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS



24th AIMS Annual Management  
Education Convention 2012

Innovate

M JPAT  
2012-13

## TEACHING PEDAGOGY

### CLASSROOMS SESSIONS :

At MERC, learning starts from day one. Through a fast paced and stimulating process, students learn fundamental concepts and techniques through lecturers and presentations developing the base for cases, projects and discussions on contemporary issues. Such discussions form an integral part of the learning process, which help the participants to develop assertiveness and sensitivity to other's viewpoint.

### CASE STUDIES :

Case Studies expose the students to real life business situations in a simulated environment. They help the participants to apply the theoretical knowledge base acquired through class lectures to Business situations. Students are encouraged to think laterally and provide competing viewpoint so as to promote creative decision-making.

### PRESENTATIONS :

With the objective to develop collective decision-making, group responsibilities and persuasive communication skills, students in the classrooms are often divided into groups. Each group is required to make presentations on assigned topic. Such an exercise is intended to improve the participant's ability to express their ideas clearly and convincingly, which is an essential part of corporate life.

### ROLE PLAY :

To impart a stimulated experience of real life business dynamics, students are encouraged to have "role play" on diverse managerial situations through games and exercises. These activities help build teams, improve motivation and communication amongst members.

### CONTINUOUS ASSESSMENT AND FEEDBACK :

Students are assessed throughout the semester & their performance monitored for all the activities. The feedback of all faculty members is taken every semester from the students and is later analyzed for improved learning and co-ordination among students and faculty. Besides, the faculty and the students work together as a team towards the overall improvement of both academic and non-academic affairs.

### SUMMER INTERNSHIP :

The curriculum at MERC includes 6-8 weeks of hands-on training with a reputed corporate. Past projects for students have included working on solving a real-life problem facing the corporate, sectoral studies and market research. The experience helps our students hone their skills and validate the theoretical concepts learnt in class; in exchange the corporate gets acquainted with the student's performance potential leading to pre-placement offer for the student.

### WINTER INTERNSHIP:

After the first semester it is mandatory that all the students get involved and complete a project on socio economic political /civic rights aspects within their hometown which shall essentially orient and expose the students that management education is beyond just corporate corridors and that it is all encompassing having the bandwidth to touch across all aspects of human life. The key idea of such a project is that as much as the students understand the issues/problems of their own locality, being the stakeholders of these issues, they shall also know the solutions to them. The objective is to expose them to come out with innovative out of the box well thought solutions which will surprise them and empower them in a way.



## A TYPICAL DAY'S SCHEDULE AT MERC IOM

TIME	DURATION	ACTIVITY
05.00 am	120 minutes	Self Study / Self Introspection / Silent Zone
07.00 am	60 minutes	exercises / obt / games -> Physical development
08.00 am	60 minutes	Newspaper Reading - 'Cultivating/inculcating Reading habits
09.00 am	30 minutes	Breakfast
09.30 -11.00 am	90 minutes	Regular Lectures
11.00 -12.30 pm	90 minutes	Regular Lectures
12.30 pm	60 minutes	Lunch
1.30 - 2.30 pm	60 minutes	Working on developing and nurturing your interests/hobbies
2.30 - 4.00 pm	90 minutes	Working on Mandatory Self Generating Projects
4.00 - 5.30 pm	90 minutes	Regular Lecture
5.30 - 6.00 pm	30 minutes	Recess Break
6.00 - 7.30 pm	60 minutes	Library Hour for preparation for the next day's Lecture as per Schedule(Mandatory Part of the PREVIEW as given in the Session Structure)
7.30 pm onwards		Students on their own(Their individual thinking working time)
9.00 pm		Dinner
10.00 pm		Hostel Closes

- Almost all the Saturdays shall be allocated for the Guest Lectures and Self Development activities which shall include Aptitude(English,Math and Reasoning) & Attitude building through enhancing communication, English speaking, Time Management, Change Management, Leadership, Team Building, etc...
- Sunday is for the Entertainment and specifically allocating time for prescribed assignment

### A TYPICAL CLASS LECTURES STRUCTURE/FORMAT

A typical regular lecture shall have three parts Preview, Lesson and Review.

**PREVIEW**-Every lectures class content is clearly specified and defined. Students preparation based on the material suggested/prescribed for the following class shall become the Preview.

**LESSON**-Forms the day's actual class content which typically includes Learning Objectives, Theory content, examples/problems/case studies pertaining to the theory taught. based on the background and the case study/caselets/ which will be dealt with in the first 90 minutes of the class, the next 90 minutes shall be student driven.

**REVIEW**-In the next 90 minutes which constitutes the Review, the students in groups sometimes in solo as per the Faculty's discretion, shall present to the class their understanding of the inputs as prepared by them through the Preview and as taught by the Faculty in the first 90 minutes. The Best Student Group Presentation shall be preserved for the Archives. It is imperative that the faculty shall also be in alignment to whatever is prescribed as per the schedule.



## ACADEMIC PROGRAM FOR STUDENTS

### HR MEET ON “CRAFTING THE FUTURE OF HR”

9<sup>th</sup> October 2010

Design is the fundamental soul of a human-made creation that ends up expressing itself in successive outer layers of the product or service. In this perspective MERC organized a Seminar on “Crafting the future of HR”



TOPIC	SPEAKER	DESIGNATION
Inaugural Address	Mr. R. V Krishnan	MD, Business Development Bureau
Keynote Address	Mr. Prashant Joshi	MD & Country Head(PBC), Deutsche Bank
New ROI: A Return on Intangibles	Mr. Vipul Jhaveri	ED & COO, JM Financials
Partner or Guardian: HR's Challenge in Balancing Value & Values	Mr. Vinay Oswal Mr. Souman Biswas	Director, NAFARI Head HR, Magneti Marelli
Changing technology: Opportunities thereof from HR perspective	Mr. Gowdra	MD & CEO, Parkway Projects
A New Paradigm Shift for HR: Human Resource to Human Capital Management	Mr. Vilas Ravande	Asst. GM, Bank of Maharashtra
Leveraging Diversity for Competitive Advantage: An Insight into Automobile Industry	Mr. Milind Tamhankar	Director (Sales), Magna Steyr India Pvt. Ltd
Future of HR in a Global Context	Mr. Suhas Surdi	CEO, Minilec



## ACADEMIC SYMPOSIUM FOR FACULTY

### FDP ON "APPLICATION OF HRD INSTRUMENTS & SIMULATION EXERCISES"

22<sup>nd</sup> - 23<sup>rd</sup> October 2010

#### OBJECTIVES OF THE WORKSHOP:

1. To familiarize the faculty of management institutes and the HR Personnel with the psychometric background of the HRD instruments.
2. To train the participants in applications of some recognized and well- tried HR instruments to meet the challenges of tomorrow.
3. To train the participants in designing customized tool to meet the needs of the changing times.
4. To train the participants in designing some simulated exercises and use them in the training programme to gain insight into the psychological world of the participants.



#### RESOURCE PERSONS:

1. Dr. Indira Parikh: Presently Founder President FLAME, Ex Dean - IIM, Ahmedabad.
2. Professor A. M Dolke: Formerly, Deputy Director, Institute of Banking Personnel and Selection (IBPS) Mumbai and Presently Director, Behavioral Science Centre, Mumbai.
3. Professor P.R Poduval: Director, Mind-Care Management Institute, Kochin.
4. Dr. S. W. Deshpande: Formerly Professor and Head, Behavioral Sciences Yashada and presently a Behavioral Scientist.
5. Dr. P. H. Lodhi: Former Head Department of Psychology, University of Pune and a renowned psychometrician.





## ACADEMIC SYMPOSIUM FOR FACULTY

### FDP ON "SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT"

20<sup>th</sup> - 21<sup>st</sup> January 2011

TOPIC	SPEAKER	DESIGNATION
Efficient Market, Behavioral Aspects Thought process of great investors Valuation of Business Analysis of Business with live data	Prof. Manish Bansal	Founder Value advisors - Consultancy in Business Valuation
Fundamental analysis & relatedness to Technical analysis Case studies and live demonstration Portfolio Management	Prof. Sujay Joshi	Advisor -Corporate Finance



## NATIONAL ACADEMIC CONFERENCE

### NATIONAL CONFERENCE ON "MANAGERIAL EXCELLENCE IN THE 21<sup>ST</sup> CENTURY"

11<sup>th</sup> - 13<sup>th</sup> February 2011

#### CONFERENCE HIGHLIGHTS:

- Eminent personalities, from industry as well as academia shared their thoughts on the theme and its relevance for the future.
- The conference had feature of panel discussion Expert talks and Paper presentation.
- The conference provided a common platform for industry, Academia, Government, Universities, Technical Education Councils and other professional bodies to come together for deliberation and interaction.
- Full text papers presented at the conference have been published in the form of proceedings in "B-Shastra International Journal of Management" (A Research Journal of MERC Institute of Management) which is a publication with ISSN number.

#### REFEREE PANEL :

- Dr. Apoorva Palkar (Director, Singhad Institute of Management & Computer Application)
- Dr. Manoj Hastak (Chair-Marketing Management, American University)
- Dr. Prasad Naik (Chancellor's Fellow, University of California)
- Dr. S. U. Gawade (Head Researcher Centre, Singhad Institute of Management)
- Dr. S. D. Zagde (Associate Professor, Garware College of Commerce)
- Dr. S. W. Deshpande (Behavioural Scientist)
- Dr. P. H. Lodhi (Psychometrician)
- Dr. Vishwanath Lele (Vice President - HR, Deepak Nitrite Ltd.)

### B-SHASTRA: BUSINESS PLAN COMPETITION

30<sup>th</sup> September 2011

With the same value MERC institute of management which has combination of academic rigor and cutting edge real world business expertise organized a Business Plan Competition (B-Shastra) with the objective of encouraging the students with the matchless creativity.

This competition was mainly organized to give the required pace to the students innovative thought process. B-Shastra was a Business Plan Competition, where students evolved creative and commercially sustainable plans in developing world through innovative business plan.

Eminent panel of judges was there to evaluate these plans. The B-Shastra was sponsored by Business Development Bureau (India) Pvt. Ltd. Co-sponsored by J K Helene Curtis limited.





## ACADEMIC SEMINAR FOR STUDENTS

### SEMINAR ON : "HIGHER AMBITIONS"

15<sup>th</sup> October 2011



SPEAKER	DESIGNATION
Dr. Sanjay Chowgule	Sr. General Manager - ICICI Bank
Panel I : Should Organizations choose between People and Profits?	
Capt. Anil Dhankher (Managing Director- Huntsmen & Barrons)	
Mr. Devanand Shenoy (General Manager - Reliance Retail)	
Mr. Vishal Kukreja (Sr. Vice President & Zonal Head-Dhanlaxmi Bank)	
Dr. Sanjay Chowgule (Sr. General Manager - ICICI Bank) - Moderator	
Session I :	Business Integration and Ambition : The Way Forward Mr. Aditya Shastri (Head, Films - RPSG, Saregama)
Session II :	Leadership Traits, Competencies and Ambition Mr. Sudhir Soundalgekar (President (Projects) - Shoppers Stop)
Session III :	Developing a Future Leader : Issues and Challenges Mr. K. D. Dotiwalla (Vice President, Sales - Godrej Consumer Products Ltd)
Session IV :	Are Business Schools Creating Higher-Ambition Leaders? Mr. Rohit Lalwani (Corporate Trainer)

# LAUNCH OF CENTRE OF EXCELLENCE

## CENTRE OF EXCELLENCE

21<sup>st</sup> January 2012



Merc Institute of Management launched the "CENTRE OF EXCELLENCE"  
The details of the launch are as follows:

TOPIC	SPEAKER	DESIGNATION
"Excellence in Operations Management"	Dr. L S Murty	Professor (Production & Operations)IIMB
"Excellence: Internal & External"	Dr. Pradeep Deshpande	Professor Emeritus University of Louisville
"Excellence in Strategic Finance"	Dr. Sankarshan Basu	Professor (Finance & Control) IIMB
"There are no speed limits on the road to excellence"	Panel Discussion: Dr. L S Murty, Mr. Atul Gopal, Dr. Sankarshan Basu, Mr. Sharad Pustake, Mr. Naresh Mehta, Mr. Sujay Joshi, Dr. Apoorva Palkar (Moderator)	
"Excellence in Strategic Management"	Dr. Krishna Kumar	Professor (Strategy) IIM - Lucknow



## ACADEMIC CONFERENCE FOR STUDENTS

### HUMAN RESOURCE CONFERENCE ON " BOUNDARYLESS HR"

20<sup>th</sup> October 2012

"Life belongs to the living and he who lives must be prepared for changes"

Panel of Speakers:

Mr. Zeree Heerjee, Ex Godrej Soaps, CEO. Manpower Consultants,  
Mr. Alok Kumar, MD&VP, Sears Holding India,  
Mr. Santhosh M. Kolte, Head HR, Chemtall Rai ,  
Mr. Rajesh Kamath, Cerebrus Consultants,  
Mr. Shantanu Chitkopkar, CEO, Profoods,  
Mr. Indra Jaishi GM HR, Planet M.







## SUMMER INTERNSHIP

The students are required to prepare and submit a report on the project work to the relevant company. These projects are undertaken at the end of second semester during the months of May-July and are of eight weeks duration. Summer training is a major component of the learning process at our Institute. Every student is required to undergo summer training for 8-10 weeks with an organization. On successful completion of the training, a student is required to make a report which is evaluated by the panel members of University of Pune for promotion to the second year.

The objectives of the summer training are:

1. To provide an opportunity to the students to work in professional environment and apply concepts and techniques to a real-life problem/situation,
2. To develop awareness among the students about organizations, their problems and prospects,
3. To develop individual skills towards time bound resolution of problems by actual participation,
4. To enable students to learn about their strengths / weaknesses, and their value to the organization,
5. To provide an opportunity to the students to understand possible career options, and organizations to interact with and understand the students for eventual future placement.

A student is required to submit a written report on the work done during the training, to the Institute. Normally, summer training is expected to start in May and be over by the second week of July.

Pepsi Pool Placement process in progress @ MERC



# PLACEMENT

## FINAL PLACEMENT :

The batch of 2011-13 with a strength of 69 students is gearing up to face the challenge and demands of the campus recruitment process. 20% of the students have work experience which complements the managerial skills imbibed by them in the institute. The batch is a perfect mix of youth and experience, which is what, makes it unique.

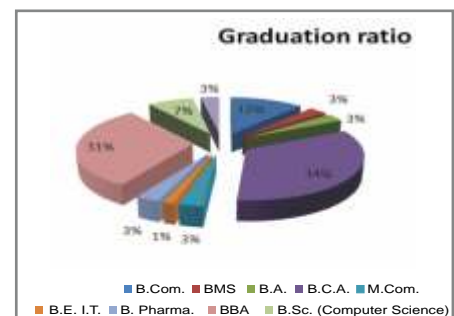
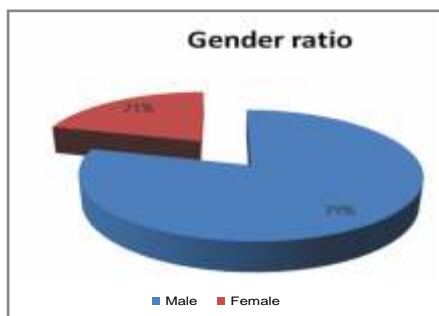
## PRE PLACEMENT TALK :

The Pre-Placement Talk has been the standard practice to facilitate interaction between the industry and the students. The organizations participating in the placement process are requested to make a brief presentation about themselves, the opportunities and prospects ahead for the aspirants along with the detailed job description for the positions they wish to recruit for.

## CURRICULUM VITAE :

The institute has a standard format for applying to various organizations. However, in case the organization has a format of its own, it should be sent in advance to facilitate the process. The CVs of the students can be provided either in the institute's standard format or the specified format as per the organization's rules.

## STUDENTS' PROFILE



## STUDENTS' SPEAK

“

Throughout the two years course there was emphasis on qualities such team work and leadership which helped me get myself placed in a fantastic company like PepsiCo . It introduced me to faculties such as Prof AnandPalkar, who were successful individuals from their own fields, who helped me to set my own goal in life.

MALINI KASHYAP  
PGDM Batch- 2010-12

“

MERC is like a family and I feel lucky of being part of it. The combination of experienced Professors and friendly environment helps you in giving your best. Working with a reputed No. 1 research company like AC Nielsen is always like a dream come true for any fresher and credit goes to MERC giving me such matchless platform in the begging of my career.

DEEPAK BAJAJ  
PGDM Batch- 2010-12

”

 Mahindra Satyam



# CORPORATE PARTNERS WHO RECRUIT OUR STUDENTS (PARTIAL LIST)

- Vodafone
- Castrol
- Persistent Systems
- Mahindra 2 wheelers
- Mahindra Navistar
- Kraft foods
- Deutsche bank
- Bharti Walmart
- Britannia
- Pepsi
- Piaggio
- Raymond
- Yamaha Motors
- Reliance industries
- Yes bank
- HP
- Venkys
- Shoppers' Stop
- AC Nielsen
- IDBI Federal
- Forbes marshal
- Syntel
- Godrej
- Edulab
- Haier
- Habib Animatos
- Rex baby products
- Versatile Corporate Advisory Co. Ltd.
- Hindalco
- Konnet
- Prolife
- Atyassa consulting
- NAFARI
- Lifecycle
- Kirloskars Bros.
- Kohler
- Pepsico
- Fritolay
- Innoventive Industries





## BEYOND ACADEMICS

### MENTOR - MENTEE PROGRAMME :

Learning process demands updating the knowledge and understanding it under proper direction and guidance and therefore individual attention assumes importance. We at MERC believe the maxim and have mentors for students. Ten students are allotted to each Mentor specified and qualified to provide the necessary directions, guidance, motivation and updating to monitor the development of students both in academics and beyond academics. This module has been found very useful tool in taking students to a different level with more confidence and a positive and rational attitude.

### EXPERIENTIAL LAB :

AT MERC, we believe in learning through live projects. For this we have created one 'Experiential Lab' where we bring in live projects directly from the industry. Companies ask students to work for them on projects aimed at helping in strategic decision making. Students come across various hard-core realities of corporate world that make them ready to counter effectively when they join industry after course completion. We provide the students with sufficient support in terms of Guidance from Core Faculty members and use of resources available at Institute.

### OUTBOUND TRAINING PROGRAMS

Outbound Training Programs (OBT) is "the use of the experiences in the outbound for the education and development of the whole person. Direct Experiences of the OBT programs helps individuals to stretch levels beyond their inherent potential". The Goals of OBT are understanding self, others, environment and their interdependency. The students through realization of their stretched inherent potential also appreciate the importance of every other individual as they understand each other and every individual is endowed with certain specific unique strengths which are contributory to the larger organizational goals. When individuals are imposed with adversity they invariably stretch beyond their own capability to reach/outdo the activity. The OBT programs work on the basic premise that "when we are close to the nature we are our natural self" and work and enjoy whatever we do without any pressures.

### PSYCHOMETRIC LAB :

Individual personality assessment is carried out using a set of Psychometric Tests. Individual Counselling is carried out by counselors & professional Psychologists to enable students to make more informed decisions about their career and area of specialization. This exercise also helps the students in self assessment & to build the aspired corporate personality. Psychometric Tests administered to evaluate the personality traits include: FIRO-B, MBTI, BDI, SCT, Tolerance to Change, ART

Objectives of the activity are:

1. Identify the strengths & weakness of the individual students.
2. Guide the students on Overall Personality Development.
3. Utilize student's strengths and align it with their ambitions.
4. Facilitate recruiters by providing the student's Personality Traits.
5. Aid in refinement of student's Career Objectives.

### INDUSTRIAL VISIT :

We at MERC believe that it imperative to ensure development of required relevant skill sets to work in a global environment as such peeping into corporate world has been a necessity of the designed curriculum. A tie up arrangement is in place to have industrial visits to take the view of corporate practices and expectations in vogue. Diverse industries along with the interface of the concerned experts to widen the horizon of vision of the budding managers. These visits also help us in understanding and bridging the gap between corporate expectations and academic inputs.



*Life  
@  
MERC*





Life @ MERC



## ADMISSION PROCESS

### IMPORTANT DOCUMENTS:

(To be Submitted with Admission Form)

- Entrance Test result (CAT / XAT / MAT / ATMA / CMAT)
- Graduation Mark list & Certificate
- HSC Mark List
- SSC Mark List
- Gap Certificate (if required)
- Two colour photographs

\*Students who fail to provide the above listed statutory documents along with the application form will be rejected. No queries will be entertained in this regard which may please be noted.

### PROCESS OF ADMISSIONS :

Admission Test → Apply with Scores → Micro Presentation → Writing Skills Test → Case Study Analysis → Personal Interview

### CRITERIA:

Graduation 10 marks	H.S.C (05 Marks) & S.S.C (05 Marks)
50% & above- 06 Marks	50% & above - 03 Marks
60% & above - 08 Marks	60% & above - 04 Marks
70% & above - 10 Marks	70% & above - 05 Marks

Students whose name appear in the Merit list need to pay an upfront fee of Rs.50,000 within 15 days of the declaration of the Merit List to confirm their admission and facilitate the process of bank finance if required. The balance amount of fees should be paid within 30 days from the date of depositing the upfront fee of Rs. 50000/-

\* Refund Policy: As per AICTE Rules in existence

### HOW TO APPLY :

Aspirants desirous of applying for the programme need to purchase the prospectus by paying an amount of Rs.950/- by cash or D.D. in the name of MERC Institute of Management payable at Pune. Please ensure to collect the receipt. Make sure to write your name, contact number and programme on the reverse of the D.D.

For any queries, you can send your mail to [info@merc.edu.in](mailto:info@merc.edu.in)

or call Admission Cell

8805004420, 8805004430, 7350083355, 7350091133

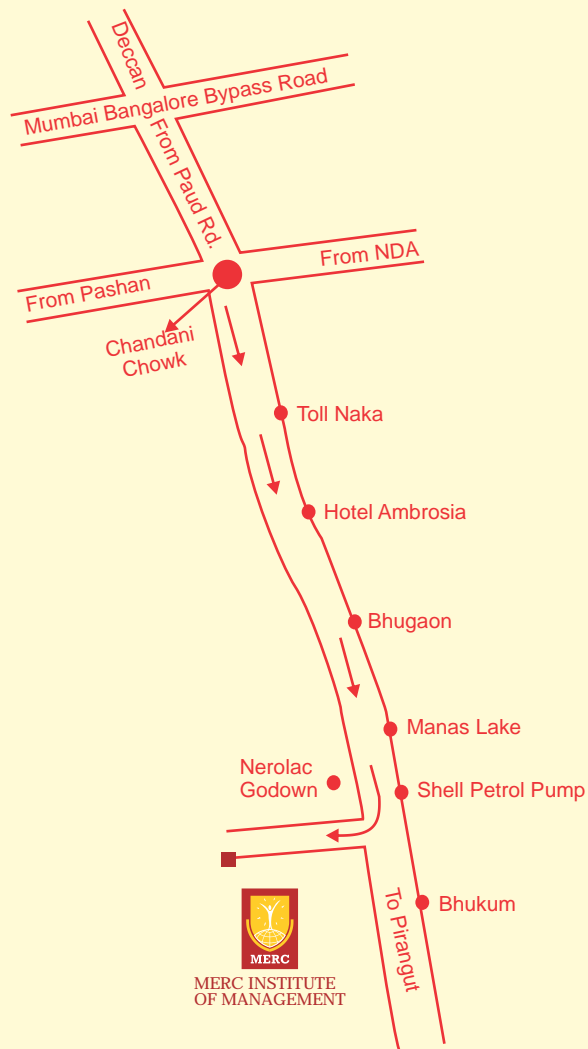
167, Bhukum, Paud Road, Near Manas Lake, Pune- 412115.

*Welcome  
to  
MERC*



Rs. 950/-

## Location Map



MANAGERIAL EXCELLENCE RESOURCE CENTRE'S

## MERC INSTITUTE OF MANAGEMENT

167, Bhukum, Paud Road, Near Manas Lake, Pune- 412115

Mob. : 9623445635 / 36

URL: [www.merc.edu.in](http://www.merc.edu.in)