

# PGDM

PROSPECTUS 2017 - 19

**Post Graduate Diploma  
in Management**

**2 years full time programmes.**

Approved by All India Council for Technical Education,  
Ministry HRD, Government of India

Case Study Method  
@ MITSOB

Creating  
Leaders for  
**CHANGE**

[www.mitsob.net](http://www.mitsob.net)





## Rankings:

- **Competition Success Review (CSR-GHRDC) B-School ranking 2015:** Ranked 9th for outstanding B-School of Excellence
- **Career 360 B-School survey:** All India ranked 54th, State ranking AAA
- **Go Getter (Go Air) B- School Placement Survey 2014 :** 24th for maximum placements
- **Business Standard:** Position in A5 category across the nation
- **MBA Universe B-School survey 2015:** Ranked 56th in all India ranking

## Academic Advisory Body

Name	Designation
<b>Prof. V. G. Narayanan</b>	Professor and Unit Head, Harvard Business School, USA
<b>Prof. Piyush Kumar Sinha</b>	Professor, Indian Institute of Management, Ahmedabad
<b>Prof. Sharad Sarin</b>	Professor, XLRI Jamshedpur
<b>Prof. Ajay Pandit</b>	Professor, Faculty of Management Studies, University of Delhi
<b>Mr. Unnikrishnan</b>	CEO – Thermax Ltd, Pune
<b>Dr. Kamlesh Pande</b>	Consultant, Forbes Marshal, Pune
<b>Mr. Manojit Acharya</b>	Executive Director, Demag Cranes & Components (I) Pvt. Ltd.
<b>Mr. Baljeet Singh</b>	Vice President (IT), Panchsheel Group
<b>Mr. Robin Banerjee</b>	Executive Director, Caprihans India Ltd.
<b>Mr. V. Kirpekar</b>	Founder and Director, Kirpekar Industries Ltd.

# Post Graduate Diploma in Management

## Pedagogy

### Teaching is what makes the difference

MIT-SOB has adopted participative interactive learning pedagogy widely in practice in top Business Schools in India and abroad. PGDM programme is unparalleled with a strong insistence on business cases for prospective managers with live discussion of real business situation as followed in Harvard Business School (HBS), Boston, United States of America (USA). The idea of shifting focus from a traditional classroom lecture to a student centric method has given miraculous results. Student's involvement in studies multiplies many folds. Unimaginable lateral learning is achieved in short span. At the end of two years, students are ready for the industry. Our placements figures are the best proof of the success of academic approach

## Highlights of PGDM Course :

- Opportunity to analyze 200+ cases on real life situations in corporate world
- Business simulation exercises
- Frequent industrial visits
- Summer Internship Programme
- Participation in various events and more than 10 clubs to nurture your passion
- Corporate Relation Cell driven by students
- Training and Placement Cell driven by students





**MARKETING**  
120 seats



**HUMAN RESOURCES**  
60 seats



**FINANCE**  
120 seats



**GENERAL MANAGEMENT**  
60 seats

PGDM course details

**At a glance:**

**Duration:** 2 years, full-time

The PGDM programme commences with the Foundation course.

The Foundation course intends to prepare students to grasp the subjects covered during the entire programme.

**FOUNDATION COURSE** – It is divided into two modules

**Module 1:**

It would comprise of following subjects:

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

**Module 2:**

It would comprise of following subjects:

- a) Business Ethics and Corporate Governance (FCM - 1)
- b) Principles and Practices of Management (FCM – 2)
- c) Basics in Computer & MS Office (FCM - 3)
- d) Practice Presentation by students (FCM - 4)

**Core Curriculum**

**1st year**

Mandatory foundation course, followed by two semesters of compulsory subjects that covers all the functional areas of management.



**Semester I**

**Subject Name**

- Accounting for Managers
- Business Economics
- Statistics and Research Methodology
- Human Resource Management
- Marketing Management
- Business English

**Semester II**

**Subject Name**

- Financial Management
- Operations Research
- Operations Management
- Business Law
- Business Policy & Strategic Management
- Communication in Business Environment
- Organizational Behaviour

**Value added subjects in first year :**

- **Aptitude Training**
- **Business News Analysis**
- **Know our India**
- **Sustainable Employment Strategies**

**Summer Internship Programme:**

Industrial training is mandatory after completion of first and second semester. Nothing trains and prepares an individual like hands-on experience. It is with this view that students need to undergo summer internship for a period of 8 weeks in the industry. This project is equivalent to one full credit. Placement cell provides complete support and assistance, wherever necessary.

**2nd year**

**Specialization courses:**

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

**Value added certificate programme (Optional):**

- Six-Sigma
- Certificate programme in Entrepreneurship Development is related to New Enterprise Creation and Family Business at Entrepreneurship Development Institute (EDI) – Ahmedabad
- Certificate course in Derivatives conducted by National Stock Exchange (NSE Mumbai)
- Financial (Excel based modeling) programme 'Finatics' and 'Business Analytics'
- Foreign Languages

## Specialization Courses

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

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

## SUBJECT BASKET



### Range of subjects offered in second year

#### MARKETING SPECIALIZATION

- Strategic Business Management
- Strategic Marketing
- International Marketing Management
- Sales and Distribution Management
- Advertising and Media Planning
- Marketing Research
- Rural Marketing (1/2 credit)
- Public Relations and Event Management (1/2 credit)
- B to B Marketing
- Relationship Management
- Franchising and Retail Management
- Product and Brand Management
- Services Marketing
- Digital Marketing and Social Media
- Promotion Management



#### HUMAN RESOURCES MANAGEMENT SPECIALIZATION

- Performance Management
- Training and Development
- Strategic Human Resource Management
- Human Resource Administration
- Labour Costing and Compensation Management
- Organizational Behaviour (Compulsory for HR Specialization students, others optional)
- Labour Law
- Human Resource Information System (HRIS)
- Industrial Relations and Trade Unions
- International HR (1/2 credit)
- Organizational Development



#### FINANCE SPECIALIZATION

- Direct Taxes
- Indirect Taxes
- Strategic Cost Management
- Security Analysis Portfolio Management
- Financial Services (1/2 credit)
- Derivatives and Risk Management
- Treasury Management
- Financial Markets (1/2 credit)
- Indirect Taxes
- Strategic Cost Management
- Multinational Finance
- Strategic Finance Management
- Merchant Banking (1/2 credit)
- Venture Capital (1/2 credit)
- Life and General Insurance
- Advanced Financial Management
- Banking and Financial Institutions



#### COMPLIMENTARY SUBJECTS

- Project Management
- Quality Management
- Business Analytics
- Management Control Systems
- Organizational Behaviour
- Mergers and Acquisitions
- Entrepreneurship Development
- Enterprise Resources Planning
- Supply Chain Management
- Production Planning Control
- International Business Management (1/2 credit)
- Neuro-linguistic Programming (1/2 credit)
- Micro Finance
- Cross cultural Management





MIT School of Business, Pune provides its students various avenues to build corporate relationships with industry experts thru our Corporate Relation Cell (CRC) and Placement Assistance Cell (PAC).

Our consistent track record of near to 100% placements year after year and the diversity of companies that recruit from MITSOB, Pune reflect to the quality of our student pool and the robustness of our curriculum

**Summer Internships**

Opportunities are provided to the students to gain corporate exposure for a period of 8-10 weeks, which helps them leverage their learning during final placements. This internship provides students with an opportunity to gain work experience in an area of concentration or interest while receiving credit towards their PGDM Program

**Final Placements**

As a final lap, students utilize all their learned skills and experience to covet a job in an organization, which they identify with and embark on their journey in the corporate world. The event takes place generally in November and stretches till April



**MITSOB – CRISIL Tie up for Placements Audit & Validation:**

The process is initiated by CRISIL for independent placement audit and evaluation. This association will reflect the authenticity and provide an objective input to students and parents there by, giving a true picture.



**Companies who visited MIT-SOB for Final Year Placements in 2015 -16**

- Bharti Axa
- Aditya Birla Retail
- Mahindra Finance
- Deloitte
- Tata Technologies
- Bajaj Electricals
- Bny Mellon
- India Bulls Finance
- HDFC
- Bajaj Corp
- Finserve
- Goel Ganga Group
- Datamatics
- Tata Teleservices
- Reliance Money
- Indiabulls Ventures
- Tech Mahindra
- Kotak Life
- E Health Card
- KPIT
- Proptiger
- ITC
- Tech Mahindra Growth Factories
- Axis Bank
- Capgemini
- Eaton Technologies
- TCIL
- Cybage
- Bridgestone Tbr
- EXL
- Zenith Management Consultants
- Sakal Media
- Wiseguys Reports
- Merino
- Reliable Labs
- Transperancy Market Research
- Vyakta
- Pure Chemicals
- Toro Cooling Systems Pvt. Ltd
- NDR
- Apar Industries Limited
- Searce
- Asian Paints
- Crisil
- Kelloggs
- L&T Infotech
- BNY Mellon
- Amul India
- Times Of India
- Godrej
- Nihilent
- Redington
- Syntel
- Akai
- Zensar Technologies
- Kirloskar
- Tata
- IBM
- Deutsche Bank
- Alfa Laval
- Reliance
- HDFC Bank
- Ge Money
- Colgate Palmolive
- Idea
- Otis
- Yes Bank

\*All companies are not included above due to space constraint.

PLACEMENT REPORT		2014 - 15	2015 - 16
PLACEMENT FOR YEAR 2014 – 15 & 2015 – 16	Percentage of students placed	85%	93%
	Average salary offered p.a.	4.80 Lakhs	4.90 Lakhs
	Maximum salary offered p.a.	8.67 Lakhs	12.38 Lakhs



## ADMISSION 2017 - 19

MITSOB aims at attracting students who are not only good at academics, but good at team skills, communication skills, have excelled in extracurricular activities. Such students are more likely to respond well to our teaching method. We firmly believe that well rounded personality is very much essential for success in highly competitive corporate environment.

### Eligibility:

Bachelor's Degree (any stream) from a recognized university with minimum 50% marks (without round off total). Student in final year of graduation may also apply.

Student must appear for at least one national level exam like CAT 2016, MAT - September, 2016 onwards, XAT 2017, CMAT 2017, MH-CET 2017 and / or ATMA December, 2016 onwards; with a valid score.

### Apply online:

You may apply online through our website [www.mitsob.net](http://www.mitsob.net)

**Application form fee of Rs.900/- can be paid by Credit Card / Debit Card / Net Banking.**

### Apply offline or in person:

You may download the application form from our website [www.mitsob.net](http://www.mitsob.net) and send it to us with the self attested copies SSC, HSC, Graduation or up to 2nd year if final year result is awaited. Please note that scanned or non-eligible documents will not be accepted. Copy of latest entrance exam score card and your Photo ID proof - Driving License / PAN Card / Passport / College ID proof.

You may also purchase the brochure and the application form from the Admission Cell MITSOB directly and submit all the above mentioned documents.

**Application form fee of Rs.900/- can be paid in cash only.**

## Selection Process at MIT-SOB

Aspiring candidate will be appearing for selection process as follows:

- 1) Essay writing - On any topic up to 200 words for 20 minutes.
- 2) Extempore - On any topic for up to 15 minutes.
- 3) Personal Interview

**Each aspirant would be assessed for 100 marks. The weightage is described in the table below:**

a) Entrance Exam score	30%
b) Essay writing and Extempore	23%
c) Personal Interview	26%
d) Past Academic record	16%
e) Work experience	5%

**We do not conduct Group Discussion like other B - Schools.**

## Dates of admission process at PUNE for the year 2017 - 19.

14th Jan / 21st Jan / 4th Feb / 18th Feb / 4th March / 18th March / 1st Apr / 15th Apr / 29th Apr / 13th May / 27th May / June from 1st to 10th June.

**Dates of admission process for OUTSIDE PUNE centers listed below for the year 2017 - 19 will be announced on our website ([www.mitsob.net](http://www.mitsob.net))**

Delhi, Chandigarh, Dehradun, Jaipur, Udaipur, Agra, Lucknow, Varanasi, Kolkata, Guwahati, Jamshedpur, Ranchi, Dhanbad, Patna, Raipur, Bhillai, Nagpur, Indore, Bhopal, Ahmedabad, Rajkot, Surat, Goa, Hyderabad, Bangalore, Chennai and Kochi.

For further details, please visit us on [www.mitsob.net](http://www.mitsob.net).

**Fee structure: Rs. 3,25,000/- per annum (Payable in instalments)**

Connect with us on: **9922487669 / 9922487671 / 8605003969**

Write your query on [pgdmsob@gmail.com](mailto:pgdmsob@gmail.com) or [mandar.phadnis@mitsob.net](mailto:mandar.phadnis@mitsob.net).

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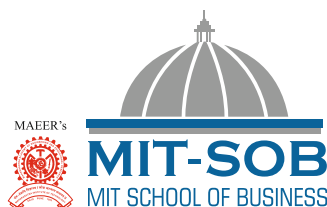
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## MAEER's MIT School of Business, Pune, India

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