

e-empowered Management and Business Administration - eMBA



**SHARP  
MIND  
LEADS**



विद्याधनं सर्वधनं प्रधानम् ।

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

## OUR FAITH

na caaḥḥaḥayanaḥnaca rajaḥayanaḥ |  
na Baat Baajyanaḥnaca Baar karl ||  
vyayaḥ | tovalat oeva inaḥyanaḥ |  
ivaḥAanaḥSavaḥAana PaḥAanaḥ ||

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 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.

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# 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. 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 that they make their mark in the corporate world. No effort has been spared, to create an environment that encourages students, to push the limits of their minds. All this, to help young professionals face the challenges of life. And make their mark in the corporate world.

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

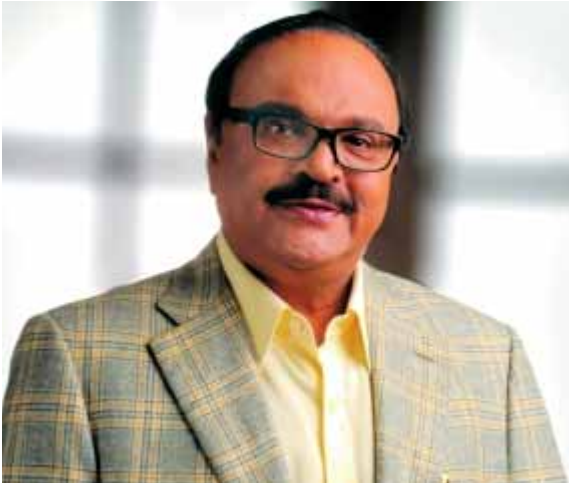
## **Bhujbal Knowledge City, Govardhan, Nashik**

- Institute of Architecture and Interior Designing

## **Bhujbal Knowledge City, Adgaon, Nashik**

- Institute of Management
- Institute of Pharmacy
- Institute of Engineering
- Institute of Technology (Polytechnic)
- Institute of Information Technology
- Institute of D. Pharmacy

At MET, over four thousand students and faculty are involved in delivering unique learning systems, through ultra modern infrastructure and academic rigour. MET Institutes are ISO certified, with affiliations to the University of Mumbai, Directorate of Technical Education, All India Council of Technical Education, MSBTE, Pharmacy Council of India, C-DAC - Ministry of Communications and Information Technology, The Chartered Insurance Institute (CII), London, Michigan State University, East Lancing, and Tianjin University, China, Hawaii University in participation with the University of Mumbai. MET also has strategic institutional collaborations with the Association of Chartered Certified Accountants (ACCA), UK, Sprott Shaw College, British Columbia, Canada, Mountbatten Institute, UK, Edith Cowan University, Australia, the Global School of Management for alliances with various Universities in Australia, Canada and ICE Creative Excellence Pvt. Ltd. (Founded by Balaji Telefilms Ltd.)



**Chhagan Bhujbal**

Hon. Founder Chairman, Mumbai Educational Trust

## ***Empowering Institutions for a Learning Society***

- John F. Kennedy

As we completed the seven decade of our Independence, we hold our head high with pride for achieving the unique distinction of being the largest democracy in the world. There are many other achievements to our credit - the fifth largest economic power, the second largest user of mobile phones, as well as the largest number of youth engaged in educational pursuits, to name a few. Besides setting up hundreds of universities and thousands of institutions of higher learning, we are gradually approaching the superpower status in academic pursuits as well. Indian academia is occupying a place of honour in universities abroad, as we uphold the sobriquet of a 'Learning Society'.

The credit for achieving this milestone seemingly appears to be delicately balanced between the state and private sector institutions. Education being a subject in the Concurrent List of the Indian Constitution; both the state and central government have been dynamically engaged in building a credible and inclusive value chain. We had to achieve this transformation of a generation from information → knowledge → wisdom through the tools shaping literacy → proficiency → excellence skills, while institutionalizing the learning-teaching pedagogy. We have achieved this through a vibrant public policy shaped by an open dialogue between the regulators and the stakeholders of education, both working tirelessly for the benefit of society.

However, the challenge of skilling five hundred million Indians in the next decade is a daunting task. It is rightly said that tomorrow's challenges cannot be met with yesterday's tools. We have to work tirelessly for liberating the educational institutions from the shackles of statutes and habit, while upholding the meritocracy and equal opportunity norms to deliver excellence for global competency building. With the advent of Internet Of Things (IOT), digital technologies and Artificial Intelligence (AI), it is imperative that we need to work towards building and sustaining world class institutions, offering state-of-the-art STEM (Science, Technology, Engineering & Mathematics) and Management inputs with the Indian value system. This is only possible through liberalising and unshackling credible institutions of learning.

Thus empowered, one can hope to shape the youth with the right attitude and innovation to reach the commanding heights in the global arena.

**Chhagan Bhujbal**

Hon. Founder Chairman  
Mumbai Educational Trust

# MET AMDC



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 62,000 books, 140 periodicals and 3,000 international online magazines, journals 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, Human Resources, Digital Business Management)
- **eMBA-Finance (BFSI)** - Banking, Financial Services and Insurance
- **eMBA-Finance - ACCA (UK)**, in collaboration with the Association of Chartered Certificate Accountants (ACCA), UK

**Digital Business Management** - In order to meet the growing challenges of the digitalized business, eMBA is now offering a unique specialization in 'Digital Business Management'. This encompasses new frontier of innovative business models, e-commerce, social media management and its effect on futuristic business management.

**eMBA: Global Business Management** - MET has concluded MOUs with the following institutions for International collaborations, academic exchange and apprenticeship/internship opportunities:

- a. Sprott Shaw College, British Columbia, Canada
- b. Pacific Link College, British Columbia, Canada
- c. Mountbatten Institute, UK
- d. Global School of Management and Questkonnnect Australia, TAFE Queensland / Monash University
- e. Association of Chartered Certified Accountants (ACCA), UK
- f. Chartered Insurance Institute (The CII), London

These work opportunities under the MET programme will be offered on completion of the third certificate at MET's AMDC and will involve hands on global work experience to the students while delivery of academic inputs over the decades. The period of internship will vary from six months to one year depending upon mutual comfort level. Thus, at the end of the exposure the students will receive MET AMDC Certification as well as the Global Management Certification from International Institution. They will get exposure at University of British Columbia as a part of their programme at British Columbia, Canada.

# eMBA: INTERNATIONAL EXPOSURE

A Unique opportunity for career in Global Business at MET (Option after Certificate III)

MET provides a unique career opportunity in Global Business Management with work exposure in Canada, USA, UK and Australia. MET has collaborated with various institutions to launch a new vertical eMBA – Global Business Management which is a four certificate campus based programme. It will offer a unique combination of learnings from core management verticals like Marketing, Finance and HR as well as in depth study of business management practices in Marketing, HR, Supply Chain, etc. with Global perspective.

## The Dual Credential Program

Under the Global Business Management – the dual certification courses are offered with various colleges/institutions from Canada, Australia, USA and UK. Students complete 3 certificates at MET and complete last certificate in the chosen country for global exposure.



## Brief about the Global Collaborations

∞ **Canada** – We have tie-up with Sprott Shaw College as well as Pacific Link College, British Columbia, Canada for the programme with internship. They have the business knowledge and rich experience derived from the worldwide presence, coupled with MET's education experience of over two decades that meets international standards, will launch you in the global arena. The program will allow students to be enrolled in both colleges simultaneously and receive credentials from both. This programme is recognised across Canada as well as in other NAFTA countries and will equip students with industry-standard skills in fast growing sectors.

This tie-up provides relevant skills that enable graduates to find meaningful jobs in high-growth industries since 1903; Sprott Shaw College and Pacific Link College is one of the largest colleges in British Columbia. There are more than 5000 students currently studying in different campuses with approx. 800 international students from 40 different countries.

∞ **USA/Australia** – Through the collaboration with Global Schools of Management an opportunity to join various courses by London School of Business and Finance with internship in USA or Australia are available to students of MET under the eMBA-Global Business Management programme. Students will get certificate from London School of Business and Finance with paid internship in the chosen country.

∞ **UK** – MET has tie-up with Mountbatten Institute for the one year PGC Program with internship in London/New York. Under this students will get exposure in top MNCs like – UBS, Barclays, Bank of America etc. while studying at Mountbatten Institute in London/New York tie ups.

## Key Features of the Canada Program\*

- ∞ 8 months study in Canada after 3 certificates at MET
- ∞ 8 months internship in Canada

# ADVANTAGE MET

- MET Institute of Management recognised as 'The 25 Best Institutions for Higher Education 2017' by TKR\*
- PGDM (e-Biz.) wins the Indian B School Specialisation Award '13 by Discovery Education Media
- Ranked 4th Best in Advertising & PR categories and 9th Best Post Graduate Media School All India by the Edutainment Awards 2017
- Ranked 4th Best Marketing Communication & Advertising Management School (All India) and 4th Regional Best Media School (West) by The Edutainment Show 2015
- MET is a Ph.D. Research Centre of University of Mumbai & Savitribai Phule Pune University in Management, Engineering and Pharmacy
- MET is an approved Training Partner of the National Skill Development Corporation
- MET has the best e-enabled state of the art infrastructural facilities
- Focus on delivery of lifelong learning skills to build critical professional competencies
- Futuristic e-driven pedagogy and modules deliver e-commerce, IT and digital skills
- Global internship opportunities across USA, UK, China and Dubai
- Strong alumni base of over 15,000 students
- Freeship awards for meritorious students
- Excellent placement opportunities in India & overseas
- Superior intellectual capital armed with knowledge and experience
- Well-networked with the best of corporate in India and abroad
- Global faculty and international knowledge sharing modules
- Sensitising the students towards social causes through MET Seva CSR programmes
- In participation with the Mumbai University, MET has association with the Tianjin University, China and Hawaii University
- MET is an Authorised Training Partner for CCRA, joint certification by AIWMI & NISM
- International alliance with the Michigan State University
- Unique partnership with the Chartered Insurance Institute, London
- MET and ACCA (UK) have collaborated to launch eMBA Finance - ACCA (UK)
- MET has an academic understanding with Sprott Shaw College & Pacific Link College, British Columbia, Canada and the Mountbatten Institute, UK
- MET has an MoU with Global School of Management for academic alliances with leading universities and institutes from UK, USA, Canada, Singapore and with Questkonnnect, Australia
- MET has an Institutional linkage with Edith Cowan University, Australia
- MET BKC, Nashik is the Nodal Centre under RETC for State of Maharashtra, a project of IIT Chennai
- Research at MET BKC, Nashik is funded by DST, Govt. of India in quality parameters in MSME's for productivity improvement
- MET BKC, Nashik is the Recognised Centre under NMEICT, a project of MHRD, Govt. of India
- MRV is recognised as 'Future 50 Schools Shaping Success' by Univariety and Fortune Publication
- MRV has been ranked as a Top Emerging School in Mumbai for International Curriculum (IB/ IGCSE ) by Times School Survey 2017
- MRV is ranked No. 1 All India in the pre-school category (for Academic Reputation) and No.1 in Maharashtra under the Top International Parameter (for Co-Curricular Activities) by EducationToday.co



Shri Pranab Mukherjee  
Former President of India



Smt. Pratibha Devisingh Patil  
Former President of India



Mukesh Ambani  
Chairman & MD, Reliance



Adi Godrej  
Chairman, Godrej



J. Hari Narayan  
Former Chairman, IRDA



Rahul Bajaj  
Chairman, Bajaj Auto



Graduating batch at the recently held MET Annual Convocation Ceremony

# MET GOES TO NEW YORK VIA UN (ECOSOC)

Any appreciation you get for your efforts is a reward. But when the United Nations handpicks you to implement a project, it is an international pat on the back! MET faculty and students are actively involved in Project TRUTH, an initiative for holistic development of tribals at Waliv in the Thane District. The project has been supported by the United Nations and as a token of the special efforts put in, the UN (ECOSOC) granted MET Special Consultative Status in May 2003, making it the only educational institution to have been conferred this rare honour. MET students also pursue their summer and winter internships at the United Nations.



“We cannot live without the students from Mumbai Educational Trust. In celebration of the 60th Anniversary of the United Nations, it is a great partnership established with MET. The NGO Section of Department of Economic and Social Affairs and the students from MET are a perfect team. It is great to have their contribution to the work that the UN is doing.”

**Dr. Hanifa Mezoui,**  
Chief, NGO Section, DESA, UN



## UN (ECOSOC) AMR Innovation Fair (Asia)

The UN (ECOSOC) Regional Annual Ministerial Review (AMR) Innovation Fair (Asia) was hosted by MET. This prestigious event was an initiative of NGO DESA - UN (ECOSOC). United Nations aims to eradicate poverty, to this end NGOs and Corporate Houses suggested innovative methods. On this occasion, MET and UN jointly instituted 4 innovation awards. The awards were for the best innovation in poverty eradication and promotion of health. The UN delegation was led by Dr. Hanifa Mezoui, Chief, NGO Section, DESA, UN, who spoke on the Role of Public/Private Partnership in eradication of poverty and hunger.

## UN CENTRE OF EXCELLENCE

The UN Global Annual Ministerial Review was held at Geneva, where MET was invited by the UN to showcase all its innovative efforts towards poverty eradication and promotion of health. The UN Secretary General, Mr. Ban Ki-moon was extremely appreciative of MET's efforts. At this prestigious event MET was declared to be the official Global Training Centre for specialised training in achieving the Millennium Development Goals laid down by the UN.

## MET RECEIVES THE GLOBAL AICESIS MDG AWARD

The honour was bestowed at Rome, Italy

MET received the globally coveted AICESIS MDG award at a glittering ceremony in Rome, Italy. MET was chosen from amongst entries from many countries to be given the prestigious AICESIS MDG award for the exemplary work in the field of education and consistent efforts to serve the cause of the socially disadvantaged.

## UNAO & GLOBAL DIALOGUE FOUNDATION CONFERS THE 'UNITY IN DIVERSITY CAMPUS AWARD' ON MET

MET Institute of Management was presented the Unity in Diversity award by Dr. Hanifa Mezoui, Senior Advisor, United Nations Alliance of Civilizations (UNAO) and Peter Gorgievski, CEO, Global Dialogue Foundation.



# LIFE AT MET



Mr. K. Sankaranarayanan, then Maharashtra Governor, unveiled the statues of Mahatma Jyotirao Phule and Smt. Savitribai Phule at MET with Mr. Chhagan Bhujbal, Chairman, MET, Mr. Pankaj Bhujbal and Mr. Samir Bhujbal, Trustees, MET



MET signed MoU with Edith Cowan University, Australia for an institutional linkage, following which an Australian delegation visited MET



MET students & faculty delegation at The Chartered Insurance Institute, London on an educational tour



MET hosted the zonal round of the AIMA 43rd National Competition for Young Managers



Former New Zealand Cricket Team Captain, Mr. Stephen Fleming visited MET. He addressed the audience on team building, leadership and winning in the competitive scenario



MET presented the Credit Summit India 2017 in partnership with AIWMI and NISM



MET in association with AIWMI and NISM organised a corporate awareness conference for banking industry and aspiring professionals



Former President of India, Hon'ble (Late) Dr. A.P.J. Abdul Kalam with MET students at the knowledge expedition



With a view to connecting the theoretical knowledge gained with the practical application to the real world, the entire batch of eMBA-Insurance visited London for a week



METCONNECT Dubai was organised with an aim to network with corporate houses in Dubai keeping placements in the focus



As a part of MUNIJAN, a delegation of 12 members from South Africa visited MET. The feasibility of undertaking joint research projects was discussed.



MET and the Association of Chartered Certified Accountants (ACCA), UK have signed an MoU to provide world's best learnings in the field of Finance, Management and Accounting



Mr. Chhagan Bhujbal, Chairman, MET with Dr. Buhler, Dean, MSU & Dr. Karim Maredia, Head, Global Agri-Business-MSU, for a global mission partnership between MET & Michigan State University



Mr. Matthew John David Hancock, British Conservative Politician & Parliamentary Under Secretary of State for Further Education, along with a academia delegation visited MET



'Slavery' - Book written by Mahatma Jyotirao Phule in 1873, dedicated to American struggle against Slavery & Racism, being presented to the US President - Barack Obama by Mr. Chhagan Bhujbal, Chairman - MET



MET students with the tycoon Ratan Tata at the Asia Business Responsibility Summit



Mr. Pankaj Bhujbal, Trustee - MET, felicitating Ma Jianbioo, President, Tianjin University of Technology, China



MET Seva is the dedicated cell for social outreach programmes wherein help is rendered to the under privileged strata of society with students' involvement



A 16 member UNISA delegation comprising of the Dean, faculty, students belonging to multi disciplines visited MET for a global ideas exchange programme



MET conducted the 3<sup>rd</sup> HR Meet - MET SYNERGY in which professionals from renowned corporates like Ogilvy, Denstu, Big Synergy etc participated.

# eMBA: THE SHARPENING PROCESS

Orientation (Aarohan)	(360 Hrs. Class Work + Field Work)	(400 Hrs. Class Work + Field Work)	Summer Internship with the Industry	(400 Hrs. Class Work + Field Work)	(200 Hrs. Class Work + Field Work)	(1360 Hrs. Class Work + Field Work)
	<b>Certificate I</b> Introduction to e-Business Management and Administration	<b>Certificate II</b> Advanced e-Business Management and Administration		<b>Certificate III</b> Strategic e-Marketing / Finance / HR / Digital Business Management	<b>Certificate IV</b> Crossing the Corporate Threshold	<b>eMBA Certification</b>
<ul style="list-style-type: none"> <li>∞Launchpad (Induction)</li> <li>∞HeartTalk (Hitguj)</li> <li>∞Outbound training (Anubhav)</li> </ul>	<ul style="list-style-type: none"> <li>∞Foundation course</li> <li>∞Competency mapping</li> <li>∞MET Combat (Class debates)</li> <li>∞Foreign language</li> <li>∞Principles &amp; practices of conventional management</li> <li>∞Disciplines integrated with e-commerce &amp; business insights</li> </ul>	<p>Advanced management competencies developed through knowledge inputs in business analysis for risk management &amp; decision making for profit maximisation &amp; growth empowered by:</p> <ul style="list-style-type: none"> <li>∞ Workshops &amp; Seminars</li> <li>∞ Industry Projects</li> <li>∞ MET on Wheels</li> <li>∞ Foreign Language Acquisition</li> </ul>	<p>At the end of the second certificate the students are at liberty to engage in industry internship to gain valuable practical experience. This lays the foundation for the final placements.</p>	<p>Enhanced through e-Business solutions facilitated by:</p> <ul style="list-style-type: none"> <li>∞ Electives</li> <li>∞ Rural Expedition</li> <li>∞ CEO Speak (Interaction with industry heads)</li> <li>∞ Math Hour</li> <li>∞ China Mission</li> <li>∞ Marketing Summit</li> <li>∞ Finance Meet</li> </ul>	<p>Strategic industry academia learning partnership, through research projects and assignments based industry internship. Strengthened by alumni networking, high end workshops, facilitating suitable placement opportunities.</p>	<p>Successful completion of credits, earned through the four certificate modules, makes the candidate eligible to receive e-empowered Management and Business Administration (eMBA) certification after putting in prescribed hours of inputs.</p>

# eMBA: THE SHARPENING PROCESS

## Orientation (Anubhuti)

**Launchpad:** An intensive induction programme is held prior to the commencement of regular classes for the students. Batteries of projects, presentations and case studies, followed by a slew of psychometric tests are administered to measure a student's mental and emotional mindset. In addition, students are made conversant with management styles and trained in corporate etiquette. Launchpad is followed by HeartTalk (Hitguj), a forum for open interaction between parents and MET faculty. The induction culminates in Outbound Training (Anubhav) that allows the students to bond through outdoor management games.

## Placement Focus

In order to achieve high level of professional excellence in every certificate, special inputs are given on value proposition, aptitude test, GD & PI.

This continuous improvement process enables the students to get a competitive edge in seeking opportunity in the industry for live projects, summer placement and executive placements.

Industry linkage is further strengthened, by facilitating the students to take up live projects from the industry as well as summer placements (8 weeks), by helping them to cross the corporate threshold.

## Certificate I: Introduction to e-Business Management and Administration

From the very first day, the emphasis is on seeking out knowledge – a sharpening tool like no other! During this foundation course, students are encouraged to ask questions and analyse data through various methods available. An in-house psychologist, based on the students academic pursuit, aligns their competencies to industry needs.

## Certificate II: Advanced e-Business Management and Administration

Students are encouraged to participate in workshops, seminars and class debates, solve case studies, learn foreign languages and pursue live industry projects. In addition to the regular curriculum, project work is assigned to students, which is aimed at creating resourcefulness and enhancing networking skills.

## Certificate III: Strategic e-Marketing / Finance / HR / Digital Business Management

At this stage, students choose their area of specialisation. This module involves highly specialised learning, targeted at bringing students on par with the standards set by the industry. Senior professionals deliver specially designed participatory modules as 'Electives'. This encourages application-based learning. Additional courses in Entrepreneurial Management and Project Design and Management help students learn the art of quality time management. In addition, industry projects are also undertaken by students.

## Certificate IV: Crossing the Corporate Threshold

During this module our students cross the final threshold into corporate management, through a broad based participative placement programme.

**Industry Orientation (Parichay):** Assistance is provided for industry placement.

**Alma Mater (Alumni Interface):** MET Alumni Cell maintains a constant rapport with the alumni. Every possible support in terms of research, consultancy or lateral placement is offered to the alumnus.



Management games during 'Anubhav'

**Summer Internship:** To get a feel of corporate life, students are required to compulsorily take up summer internship with an organisation. An internship may last for eight weeks, It gives students a chance to experience the real corporate work environment. Management techniques learnt in the classrooms are applied to actual projects in the industry – a great way to enhance managerial skills. Prior to the summer internship, the students undergo a Summer Preparatory Module, in order to sharpen their perspective towards the upcoming assignment.

# THE INDUSTRY PERSPECTIVE



Prof. (Dr.) Vijay Page  
Director General, MET IOM

## A BEACON OF TRANSFORMATIONAL LEADERSHIP

**“If you want something new, you have to stop doing something old.”**

**-Peter Drucker**

Management education as pioneered by the US B-schools and blossomed by the hallowed schools at home, has continued to contribute to the dynamism of the Indian industry, business and prime employment scenario. MBA is no longer “THE APPRENTICE” as pilloried by the establishment but is now being perceived as the change agent in the public and private sectors as well. Like the sphinx, many have emerged as victors from the fire walk and continued their march regardless, to the Corner Room with aplomb and grace. Barring aberrations, the MBA's have kept pace with the ever rising competency bar and complex business scenario to pull their weight to take the Indian economy beyond the two trillion USD mark. Amen!

However Post liberalization, beyond the fourth wave which lifted us to be an IT services super power, we are now in the cusp of the fifth wave – IOT (Internet Of Things). These waves, which are now a universal phenomenon, have pitchforked us into an era on mass uncertainty. As the global realpolitik drives us into an era of stagflation, the markets at home and abroad seem to be threatening to plunge us into an era of darkness. As the political uncertainties in the Middle East continue to push the fuel prices upwards, the falling rupee and weak exports are leading to the widening trade deficit thereby adversely affecting the fiscal deficit at home. It is this “Perfect Storm” which further unleashes THE VUCA syndrome.

Welcome to the world of business education where the B schools are striving to keep up with the pace of change in industry and business so as to shape the MBAs to take the challenges of the turbulent market place. The technological advance of the IOT driven industry has resulted in twenty four hour business and news cycles. The instantaneous on demand access to knowledge challenged through the social networking and blogs breeds hostile environment in business. This demands a significant shift in the mindset and learning process of the young professionals as they seek the MBA experience to success. Therefore, the rigour and pedagogy at the B schools has necessitated almost a paradigm shift and retooling so as to develop and refine lateral thinking and coordination capabilities.

To meet the “The Perfect Storm” halfway we at the B-schools are trying to incorporate the latest ebusiness tools, business analytics, business simulation games, as well as global strategic inputs to help them appreciate the challenges of a boundaryless world. By exposing them to the courses in ethics, EG, SQ, experiential learning, team working, entrepreneurial inputs, design thinking etc. there is an effort to build a high competency professional through the holistic learning process. There is a greater emphasis now on students taking live projects both in industry as well as social sectors, as they come up with bits and pieces of live data bits which then need to be put together for the B-schools. It is this highly interesting and engaging method now labelled as “RAW CASE STUDY” approach by the elite, which is involving students to assemble and scan vast amounts of material to build, analyse and evolve business and social solutions applicable to demystify and wade through the seen and the unseen storms.

# THE INDUSTRY PERSPECTIVE

Thus the B-schools are shaping the MBA's to help industry achieve transformation beyond the iron clad business models to shape dynamic organizations evolving solutions more like writing notes to unheard melodies. This is the principal challenge of the times resulting in emergence of the Transformational Leaders building Apple, Amazon, Microsoft, Tesla in the west and Infosys, HCL, HDFC, Paytm, Ola etc. at home. Undoubtedly they are all seeking for that spark, the change agent who will bash along the road untrodden. As these leaders build teams to embark on the voyage of uncertainty, the MBA fits the bill as the expendable volunteer.

We have no doubt that the MBA will emerge as the BEACON of the transformational leadership driving the dynamic organizations to sustainable and highly rewarding future. As Coco Chanel, puts it the MBA BEACON will plunge headlong since...

"Success is often achieved by those who don't know that failure is inevitable".

**Prof. (Dr.) Vijay Page**

Director General

MET Institute of Management

# eMBA: SYLLABUS

## Foundation Course

- Introduction to Accounts • Introduction to Quantitative Technique • Leadership Module • IT for Management

### CERTIFICATE I

#### Introduction to e-Business Management and Administration (360 Hrs. Class Work + Field Work)

- Contemporary Management • Managerial Economics • Marketing Management • Organisational Behaviour • Fiscal & Cost Accounting • Statistics for Management
- Service Operations • Business Ethics, Corporate Governance & Corporate Social Responsibility • Introduction to e-Commerce

### CERTIFICATE II

#### Advanced e-Business Management and Administration (400 Hrs. Class Work + Field Work)

- Legal Aspects of Business • Human Resource Management • Management Accounting • Economic Environment of Business • Research Methodology
- Advanced e-Commerce • Operations Research • Financial Markets and Its Regulations (Optional-Finance) • Analysis of Financial Statements (Optional - Finance)
- Consumer Buyer Behaviour (Optional- Marketing) • Integrated Marketing Communication (Optional- Marketing) • Introduction to Digital Business Management (Optional - Marketing) • Human Resource Audit & Planning (Optional- Human Resources) • Compensation & Benefits (Optional - Human Resources)
- Life Management • Placement Preparatory Module

### CERTIFICATE III

#### Strategic e-Marketing / Finance / Digital Business Management / Human Resource

(400 Hrs. Class Work + Field Work) Core Subjects: • Strategic Management • Project Management • Environment Management & Sustainable Development

Marketing	Finance	Digital Business Management	Human Resource
<ul style="list-style-type: none"> <li>• Product or Brand Management</li> <li>• Quantitative Models in Marketing</li> <li>• Sales &amp; Distribution Management</li> <li>• Digital Business Management</li> <li>• Rural Marketing</li> <li>• Service Marketing</li> <li>• Placement Preparatory Module</li> </ul>	<ul style="list-style-type: none"> <li>• Mergers &amp; Acquisition</li> <li>• Taxation - Direct &amp; Indirect Taxes</li> <li>• Security Analysis &amp; Portfolio Management</li> <li>• Fixed Income / Debt Market</li> <li>• International Finance</li> <li>• Corporate Restructuring</li> <li>• Derivatives</li> <li>• Capital &amp; Bond Market</li> <li>• Placement Preparatory Module</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Media Revisit</li> <li>• Digital Branding &amp; Marketing Mix</li> <li>• Advance Search Engine Optimization</li> <li>• Advance e Customer Relationship Management</li> <li>• Mobile Marketing</li> <li>• IPTV, Mobile TV, DTH</li> <li>• Security &amp; Legal issues, Policies</li> <li>• Placement Preparatory Module</li> </ul>	<ul style="list-style-type: none"> <li>• Organisational Theories, Structure, Design</li> <li>• Labour Legislation</li> <li>• Industrial Relation &amp; Law</li> <li>• Competency &amp; Performance Management</li> <li>• Organisational Development</li> <li>• Training &amp; Development</li> </ul>

#### Electives

Marketing	Finance	Digital Business Management	Human Resource
<ul style="list-style-type: none"> <li>• Service Management and Business to Business Management</li> <li>• Retail Marketing</li> <li>• Rural Marketing</li> <li>• Qualitative Research</li> <li>• Consumer Insights</li> </ul>	<ul style="list-style-type: none"> <li>• Wealth Management</li> <li>• Banking and Insurance</li> <li>• Quantitative Models in Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Technologies</li> <li>• Advanced Analytics</li> <li>• Business Models &amp; Revenue Streams</li> <li>• Digital Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>• International HRM</li> <li>• Strategic HRM</li> <li>• Quantitative Models in HR</li> <li>• Interviewing Techniques</li> <li>• Human Resource Information System</li> </ul>

For sharpening quantitative skills and capabilities, relevant inputs will be offered.

## CERTIFICATE IV

### Crossing the Corporate Threshold (200 Hrs. Class Work + Field Work)

Under the guidance of eminent faculty and corporate executives, the students must prepare research projects and papers:

- Business Policy
- Digital Business Management 2.0 - Project
- International Business
- Entrepreneurship Management
- Management Control Systems

The above courses may be delivered in the modular fashion with emphasis on field work and the industry participatory project work.



### MET Social Leadership Initiative to clean-up a public utility

As part of the social initiatives of MET League of Colleges, Mumbai, sixty students actively promoted the campaign 'Clean Bandra, Green Bandra' at Bandra local station. The fortnight long campaign was planned and carefully executed by MET students under the guidance by faculty to achieve the maximum impact. The campaign was indeed successful, as highly motivated MET students were often joined by commuters in shouting slogans like 'Green India, Clean India', 'Thukne se kya failta hai, T.B. T.B. failta hai', 'Kachra kachra mat karo, Gandiji ko yaad karo' thus sharing the spirit of the mission.

All the participating students in this drive took the cleaning broom and swept the Bandra station platform with great enthusiasm. Its important to keep our neighborhood and public places clean, was the message. The entire campaign was supported by GRPF, the Superintendent and the Station Master, & staff of the Railways. 'The initiative of reaching the common man with the said mission, was accomplished as the people learnt the value. We hope that now with their self-driven participation, public utility places will look cleaner'.

# eMBA-Finance (BFSI)



MET is pleased to announce the professional programme e-empowered Management and Business Administration in Finance (eMBA-Finance) with dual specialisation in Banking, Financial Services and Insurance. We take pride in stating that we are a pioneering B-School, which offers this unique programme in response to the changes in the financial markets. There is tremendous scope for product development and value added services in the financial sector. Data service, call centre and security services have become the most important aspects of customer services. Banks have already entered the Insurance sector and Insurance companies are promoting banks. The financial services include stock broking, payment gateway, mutual funds, bonds and other instruments of finance with the integration of IT sector. Therefore it has become imperative for the MBA Finance students to specialise themselves in BFSI sector to enlarge the scope of acquiring skills, technical competency and placements.

We at MET put in efforts to cultivate a proper mind-set as a service sector personnel requires service orientation to ensure customer delight. Both the sectors i.e. Banking and Insurance are at commanding heights in the Indian economy. The core knowledge of the subject when combined with holistic Management skills and sound Finance inputs, would provide a professional par excellence, capable of shouldering responsibilities afforded by key positions in the field of BFSI.

The syllabus is quite exhaustive covering the role of RBI, Investments, Commercial and Cooperative Banking, International Finance, Credit and Debit cards, Risk Management and Reinsurance with the specialised training in the related software programmes as the IT has become the backbone of all services.

A unique feature of the programme is to prepare the students for practices in Business Ethics and Corporate Governance and higher financial regulations. The next decade is going to experience phenomenal growth in the career graph of Banking & Insurance professionals. MET has a unique mixture of young, dynamic, senior and highly experienced team of faculty members, who have the vision to impart world class critical inputs in the Banking, Financial Services and Insurance - BFSI.

- More than 100 students who have qualified in this Course are successfully working in Dubai insurance industry.
- Students who desire to take admission to eMBA-Finance (BFSI), may please tick the appropriate box on the Admission Form.
- The students who opt for eMBA-Finance (BFSI) and qualify in the merit list are eligible to take admission.
- Admission will be given on a first come first served basis till seats are available.

# eMBA-Finance (BFSI): SYLLABUS

## Foundation Course

- Introduction to Accounts • Introduction to Quantitative Techniques • Leadership Module • IT for Management

## CERTIFICATE I :

Introduction to e-Business Management and Administration (360 Hrs Class work + Field work)

- Contemporary Management • Managerial Economics • Marketing Management • Organisational Behaviour • Fiscal & Cost Accounting • Statistics for Management
- Operations Management • Business Ethics, Corporate Governance & Corporate Social Responsibility • Introduction to e-Commerce • Basics of Banking & Banking Laws
- Principles & Practice of Life & Non-Life Insurance

## CERTIFICATE II :

Advanced e-Business Management and Administration (400Hrs Class work + Field Work)

- Legal Aspects of Business • Human Resource Management • Management Accounting • Economic Environment of Business • Research Methodology • Advanced e-Commerce • Operations Research • Financial Markets and its Regulations • Analysis of Financial Statements • Life Management • Bank Lending • Life Insurance Underwriting & Fire Insurance

## CERTIFICATE III :

(400Hrs Class work + Field Work)

- Strategic Management • Mergers & Acquisition • Taxation - Direct & Indirect Taxes • Security Analysis and Portfolio Management • Fixed Income / Debt Market
- International Finance • Corporate Restructuring • Derivatives • Capital & Bond Market • Placement Preparatory Module • Wealth Management • Quantitative models in Finance • Life Skills • Changing Dimensions in Banking • Marine Cargo, Motor Insurance & Reinsurance

## CERTIFICATE IV :

(200Hrs Class work + Field Work)

- Business policy • International Business • Environment Management & Sustainable Development • Entrepreneurship Management • Management Control Systems
- Recovery Management & Advance Banking • Section I- Health & Miscellaneous Insurance, Section II- Engineering & Liability Insurance • Projects and Presentations

# PEDAGOGY & PERFORMANCE ASSESSMENT

## Four Certificates – Modular System

The teaching methodology adopted by the institute will consist of classroom sessions wherein students will be exposed to case studies, experiential learning, role play, scenario building as well as live industry projects. The emphasis will be on developing an understanding of the subject by the students, since they are expected to convert teaching into the application and execution mode. To facilitate this interactive learning process, they will be mentored and subdivided into learning groups or work teams, which will facilitate team working as well as collective learning. Their curriculum would include industry visits, rural visits, societal relief exposures besides industry internships. Students' participation in all these activities is compulsory.

Selected subjects like Principles of Management, Perspective Management, Strategic Management, etc. will be taught through the Case Study method. For all subjects, students are expected to come to the class well prepared and updated. Faculty may take surprise exams at any point in time during the certificate. During the study, students will be assessed subject wise, based on the weightages mentioned here.

Students are hereby informed that a module based examination will be conducted and those who miss the module or do not appear for the module end examination will have to repeat the module only in the next academic year. Thus there will be no re exams for absentees.

In case of failures in two or less than two subjects, students will be given a re-exam at the end of each certificate course. Failures in more than two subjects will have to repeat the entire certificate. There will be only one re-exam conducted.

## MET Brass Tacks

MET Brass Tack is a Business Management simulation game, which will hone the management skills of students and help them develop competencies, which the industry is looking for.

MET is one of the pioneering B-School in India to introduce this first-of-its-kind initiative, wherein at the end of each certificate and before the final certificate examinations, workshops would be conducted and would work as 'practicals' for the students, gauging on how strong their fundamentals are, and how effectively and efficiently they can apply them to practical situations.

## Credit Points Evaluation System

Every subject will be given a maximum of 1 point for its credit and minimum credit points required to clear the subject is 0.5. These points will be given on the basis of students' marks in the subject.

The certificates will be issued depending upon minimum 0.5 credit received in each subject for the certificate module. e.g. if maximum credit points are 11, minimum 5.5 credit points are required besides minimum 0.5 credit points in each subject.

Sr. No.	Parameter	Weightage
1	Final Exam	50
2	Projects	20
3	Oral Evaluation - Viva	15
4	Quiz, Class Participation and Continuous Assessment	15
	<b>Total</b>	<b>100</b>

## Attendance:

- ∞ Attendance norms to be fixed at minimum 80% per subject per certificate
- ∞ Students failing to meet the above norm will not to be permitted to appear for the exams
- ∞ All such students to repeat certificate

Sr. No.	Credit Points	Evaluation
1	0.70 and above	Passed with Distinction
2	0.60 to 0.69	Passed with First Class
3	0.50 to 0.59	Passed with Second Class
4	Less than 0.50	Fail

# SHARP MINDS AT LEADING COMPANIES

A K Capital Services Ltd.	e Serve International Ltd. (Citicorp)	Indiabulls Securities Ltd.	Raymonds
Abbott India Ltd.	eClerx	Indian Hotels, Resorts & Palaces	Reliance MediaWorks Ltd.
ABP News	Edelweiss Capital Ltd.	Indian Overseas bank	Royal Bank of Scotland
Accenture	Enam Financial Consultants Pvt. Ltd.	Jindal Iron & Steel	Sanofi Pharma
Aditya Birla Retail Ltd.	Ernst & Young	JP Morgan Chase	SRL Ranbaxy Ltd.
Air India	ESSAR Group	KPMG	Standard Chartered Bank
American Express Bank	Eureka Forbes Ltd.	L&T Infotech Ltd.	Star India Pvt. Ltd.
Aon Global Insurance Brokers	FactSet (UK)	Lodha Group	Stock Holding Corporation of India Ltd.
Arab Orient Insurance Company (Dubai)	Frost & Sullivan	Lowe Lintas	Syntel
Aranca	Future Media	Madison Communications Pvt. Ltd.	TAM Media
Asian Paints	GFK Mode Pvt. Ltd.	Maersk India Pvt. Ltd.	Tata Consultancy Services
BA Continuum Solutions	Gitanjali Group of Companies	Mahindra & Mahindra Ltd.	Tata Trent Ltd.
Bajaj Allianz General Insurance Co. Ltd.	Global Telesystems Ltd.	Marsh Insurance Ltd.	TCS BPS
Bank of Baroda	Godrej Industries Ltd.	Mastek	Thomas Cook (I) Ltd.
Barclays Wealth	Goodlass Nerolac Paints Ltd.	Mata Securities India Pvt. Ltd.	Times of India Group
Bharat Bijlee Ltd.	Grand Hyatt	McCann Erickson	Transparent Value
Bharat Serums & Vaccines Ltd.	Hansa Research Group	MF Global India Pvt Ltd.	UBM India
Birla Sunlife Distribution Co. Ltd.	HCL Infosystems Ltd.	Millward Brown	Universal Sompo General Insurance Ltd.
Blue Star Ltd.	HDFC Bank	Morgan Stanley Pvt. Ltd.	Videocon Industries Ltd.
Bombay Stock Exchange	HDFC Mutual Fund	Motilal Oswal	Zee Group
Bristol Mayor Squibb International Ltd.	Hindustan Coca Cola Marketing Co. Pvt. Ltd.	Motilal Oswal Securities Ltd.	
Camlin Ltd.	Hindustan Unilever Ltd.	NDTV	
Capgemini	Hover Automotive (Nissan)	Nicholas Piramal Ltd.	
Ceat Ltd.	Howden Insurance Ltd.	Nielsen India Pvt. Ltd.	
Citibank	HSBC	NSEIT	
CMIE	HT Music & Entertainment Co.	Oberoi Hotels	
CRISIL	ICICI Bank Ltd.	Pantaloon Retail Ltd.	
Dabur India Ltd.	ICICI Lombard General Life Insurance Co. Ltd.	Pepsico India Holdings Pvt. Ltd.	
Darashaw Ltd.	ICICI Prudential Life Insurance Co. Ltd.	Percept Advertising Ltd.	
Datamatics Staffing Services	ICICI Securities Ltd.	Percept Holdings Pvt. Ltd.	
Deloitte.	IDBI Bank	Perfetti Van Melle India Pvt. Ltd.	
Deutsche Bank	IDBI Bank Ltd.	Pfizer Ltd.	
Development Bank of Singapore	IMRB International	Pidilite Industries Ltd.	
DraftFCB	India Infoline Ltd.	PricewaterhouseCoopers	

**MET Management Students Conquer the Mountbatten Institute, UK.**



**Four MET students joined Barclays & UBS as interns via the selection at Mountbatten Institute, UK to pursue the PG Certificate in Global Business Management.**

# DISTINGUISHED FACULTY

Core Faculty	Other Esteemed Faculty			
<b>Prof. J. G. Irani</b> BCom, MMS	<b>Prof. V. V. Naik</b> BE (Mechanical), MS (US)	<b>Prof. Bipin Vengsarkar</b> MSc, MMS	<b>Prof. Birender Sahani</b> CFA, ACA, MRICS	<b>Prof. Pratik Gandhi</b> BE, MBA
<b>Prof. Minouti Naik</b> BA, MA	<b>Prof. Rajeev Gupte</b> BPharm, MMS	<b>Prof. A. Arolkar</b> BCom, LLB, ACS, FCA	<b>Prof. Deepak Sonpar</b> BMA, MMS	<b>Prof. Jayesh Kirange</b> BE, FRM, CFA L3
<b>Prof. Milind Joshi</b> B.Com, M.Com	<b>Prof. Nitin Kulkarni</b> BE, PGDBA, MFM	<b>Prof. Ravindra Jadhav</b> BA, MMS	<b>Prof. Mayur Varandani</b> MBA	<b>Prof. Naveen Rohatgi</b> CA, CS, CMA, MBA
<b>Prof. Shobha Tawade</b> BA, MA	<b>Prof. Vijay Paradkar</b> BE, MMS	<b>Prof. Anant Ambdekar</b> BCom, LLB, ACS	<b>Prof. Pranay Shetty</b> MBA	<b>Prof. Nikhil Rao</b> B.E (ETX),MMS
<b>Prof. Ritu Uppal</b> B.Ed, MET - CA	<b>Prof. P. V. Kamat</b> BA (Economics), MA (PMIR), LLB	<b>Prof. Ajay Chaubal</b> BE, MMS	<b>Prof. Madhusudan Sohani</b> MSc, MBA, DCM.DORM, MIMA	<b>Prof. Arun Nabar</b> BE (Mechanical), PGDHRL
<b>Prof. Manasee Sawant</b> MA, MET - CA	<b>Prof. Shobhana Vora</b> MCom, DMS, MPhil	<b>Prof. Vaibhav Banjan</b> BCom, CFA,FCA, CISA (USA), CMA	<b>Prof. Chirag Sheth</b> MBA	<b>Prof. Sanjay Ved</b> BCom
<b>Prof. Sulakshana Rathod</b> BSc CS, MET - CA	<b>Prof. Amit Sharma</b> BMS, MCom	<b>Dr. M.P Rege</b> IES	<b>Prof. Yash Doshi</b> BE, MBA, FTP, PHD	<b>Prof. Maanesh Vasudev</b> MMS
<b>Prof. Manojkumar Paithankar</b> MSc, MIM	<b>Prof. S. L. Chopde</b> BSc, PGDBA, MA, MPhil, DISM	<b>Prof. Ajitabh Dutta</b> MMS	<b>Prof. Suraj Bhadsavle</b> MBA	<b>Prof. Nitin Chikhale</b> BCom, ICWA
<b>Prof. Machhindra Chavan</b> Bcom, MFM	<b>Prof. Amit Oak</b> BA (Economics), MBA, PHD (Marketing)	<b>Dr. Rajan Padwal</b> MA, PHD	<b>Prof. Anita Chouhan</b> BSc, B.Ed, PGDM	<b>Prof. Shalini Kakkar</b> MSc, PGDBA
<b>Prof. Nitin Patil</b> Bcom, MIM	<b>Prof. Satvinder Madhok</b> M.S	<b>Prof. Simran Mistry</b> BE, MHRDM	<b>Prof. Samir Sheth</b> Bcom, CA, CPA	<b>Prof. P. Shrivastava</b> MBA (Fin)
<b>Prof. Rajesh Dharap</b> MCom, MFM	<b>Prof. Jairaj Kochavara</b> BA, MA, DBM, DTD	<b>Prof. Ved Sirdeshpande</b> BE, MMS	<b>Prof. Padmakar Bhole</b> BE, ME, PGDMS	<b>Prof. Eknath Birari</b> Bsc, CAIIB
	<b>Prof. Nilesh Kulkarni</b> BE, MMS	<b>Prof. Jitendra Kanaojia</b> BSc, PGDM	<b>Prof. Seema Korgaonkar</b> C.A	<b>Prof. Rahul Ingle</b> PGDM
	<b>Prof. Jignesh Sanghvi</b> Masters (MMS)	<b>Prof. Asha Gala</b> M.A (Economics)	<b>Prof. Vinay Prabhu</b> M.A	<b>Prof. Janak Shah</b> PGDM
	<b>Prof. Nirav Damani</b> BE (EXTTC), MBA (Mkt)	<b>Prof. Yogesh Naik</b> PhD, Mphil, Ms, PGDBM, BE	<b>Prof. Shashank Tilak</b> B Tech , CS, CT	<b>Prof. Roque Shannon</b> BCom, MMS, MCom, Law (IPR),Hotel Mgmt, Airline Mgmt
	<b>Prof. Janak Shah</b> PGDM	<b>Prof. Madhavi Anavkar</b> BCom, MCom, DBM	<b>Prof. Ajay Raghavan</b> BE, MBA	

# KEY CELEBRITY ALUMNI



"My MBA degree helps in understanding the professional management approach in Bollywood. It helps me understand the strengths of 'John Abraham' - the brand and maximise my earnings. The MBA degree has given me a sense of worldly wisdom and empowers me to utilise my resources to the fullest."

**John Abraham, International Celebrity**



"I had the most memorable time studying at MET. The faculty was most helpful and guided me at every step in honing my core competencies. I thank all those who guided me for the wonderful experience. To the students I would like to narrate a few lines from Zen tradition: Those who keep their minds open to new concepts - those whose cups are always empty - will always move to higher levels of achievement and fulfilment."

**Tarun Katial, CEO, Reliance Broadcast Network Ltd.**



"The brilliant faculty and their passion to business motivated me to think 'out of the box'. People at MET are collectively a group of intellectual, outgoing, bright people that enjoy spending time together. It was a great source of inspiration & team work. During my campus days at MET, I worked with a variety of business cases & was exposed to many different industries. MET gave me the opportunity to work with top organisations in India & overseas. My learning curve at MET was steeper than expected."

**Gautam Gulati, COO, KIAH Lifestyle**

## STUDENTS SPEAK



MET eMBA programme has helped me understand, explore and realize the true potential within me. It has not only given me a corporate exposure but has also helped me develop my skills in all horizons. MET has made me more disciplined and helped me to grow not only professionally but holistically.

**Aditya Karkhanis, Transworld Group**



eMBA at MET empowered me to bolster in the corporate world. Various industry experts mentored me and made sure that I acquire what is required in the corporate world. eMBA program not only honed my decision making skills but also prepared me face corporate challenges.

**Rohit Pawar, Reliance Big Entertainment**



What is outstanding about eMBA at MET, is the blending of digital with the management discipline. Unique subjects like Human Resource Information System etc proved to be the force multiplier in my career during my tenure at MET and gave wings to my management dream.

**Arti Talreja, Aditya Birla Group**



**Ingrained in Sand - Yet of Diamond's worth  
My Alma Mater will stand - In heavens, on Earth!!**

Institutions play a pivotal role in institutionalising the set of values that set the context in your life, to fulfil the aspirations that you been dreaming of since childhood. That is what MET and the eMBA program has meant to me. The decision to choose the program has been instrumental in my success and who I am today. The kind of opportunities that I have got here are the ones that I have never dreamt. I owe heart felt reverence to MET for everything and all the positive changes in my life.

**Nitika Sharma, Deputy General Manager, Lodha Group**

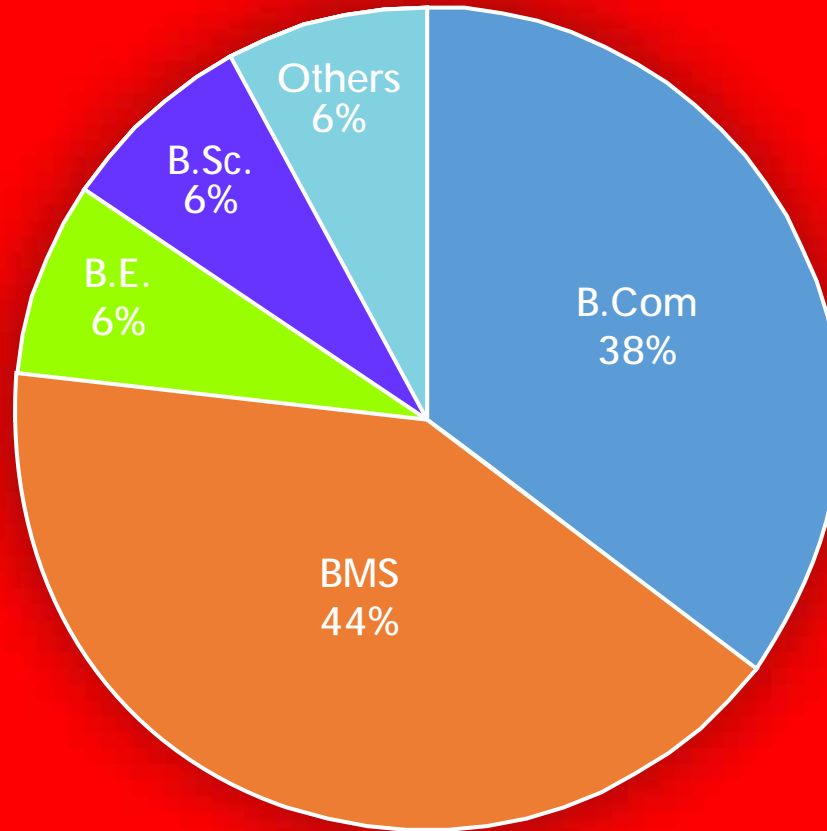


If we wouldn't have MET, we wouldn't be here. MET is where it began for us. Two years of MBA have been foundation to crucial years of career ahead. We encourage all the future aspirants to make good use of their time academically, interacting with professors and honing skills with extra curricular activities. We ourselves were part of Stormet, Entrepreneurship Cell and various inter collegiate events. You will meet new friends, future colleagues and some great faculty in these two years. We hope you make the best out of your time. These are crucial two years so invest each and every minute wisely & productively.

**Shrenik Gandhi and Mitesh Kothari, White Rivers Media Solutions**

# STUDENT PROFILES

## eMBA - Marketing



Bachelor's Degree	B.Com.	B.E.	B.Sc.	B.M.S.	Others	Total
No. of Students	6	1	1	7	1	16

# eMBA - Marketing



**Amit Kumar Maity**

23

B.Com (Banking and Insurance)

**Work Experience**

- 1) Engrave.in for 6 months
- 2) Charak Pharma for 14 months

**Summer Project**

Creation of an Artificial Intelligence tool (Chatbot) with Institute of Digital Marketing



**Aniket Patil**

23

B.M.S. (Finance)

**Work Experience**

Here Maps Pvt. Ltd. for 14 months

**Summer Project**

Creation of Artificial Intelligence tool (Chatbot) with Institute of Digital Marketing.



**Anshita Sahlot**

25

B.C.A.

**Work Experience**

1) Zeus Learning Pvt. Ltd. for 7 months

**Summer Project**

Creating awareness and critical analysis of Search Engine Optimization with White Rivers Media Pvt. Ltd.



**Brett D'mello**

22

B.M.S. (Marketing)

**Summer Project**

Enhancing the efficiency and progress of broking firms with Cogmat Pvt. Ltd.



### Janice Martis

24

B.M.M. (Advertising)

#### Work Experience

Cox & Kings Ltd. for 17 months

#### Summer Project

Secondary Competitive Research and Brand Building Campaigns through Digital Media with Jio Studios



### Kedar Desai

22

B.M.S. (Finance)

#### Summer Project

Enhancing the company efficiency & brand through Web Development & Web Maintenance with White Rivers Media Pvt. Ltd.



### Krunal Vora

23

B.Com, M.Com

#### Work Experience

- 1) HTC for 6 months
- 2) Apps Daily Solutions. PVT. LTD. for 4 months

#### Summer Project

Core Marketing and Market Research to generate manpower from different regions of India and to collaborate with small manpower agencies with Soundlines Group



### Pankti Sidhpura

23

B.M.M.

#### Work Experience

12 months at Pioneer Publicity Pvt. Ltd.

#### Summer Project

Budget Branding and Promotions through celebrities and Social Media marketing with SR store (Clothing industry)



**Saily Deorukhkar**

22

B.M.M.

**Summer Project**

Developing and enhancing Company's productivity and profitability through Digital Initiatives with Quantastic Marketing Pvt. Ltd.



**Shikha Jethwani**

24

B.M.S. (Marketing)

**Work Experience**

- 1) Coconut Media Box for 12 months
- 2) Mondial IT Consultants Private Limited for 6 months

**Summer Project**

A Study on Creating Brand Awareness & Communicating Brand Digitally – With Special Reference to Food & Beverage (F&B) Industry with Xovak Digital India Pvt Ltd



**Shreya Jain**

24

B.Com

**Summer Project**

Research and Analysis of Consumer Buying Behaviour Pattern and Developing a Business Model of Pride Of Cows Milk - With Special Reference to Fast Moving Consumer Goods with Parag Milk Foods Ltd.



**Shruti Khetwani**

22

B.Com (Accounting and Finance)

**Summer Project**

Marketing strategies and Business communication for events through B2B clients with IAMAI.



**Sourav Prasad**

24

B.Com

**Summer Project**

Enhancing the brand awareness through marketing campaigns with Prasad Jeweller's Pvt.Ltd.



**Sukhman Kaur Sidhu**

22

B.E.I.T.

**Summer Project**

Strategizing Digital Marketing Initiatives in Food & Beverage Industry with Macaroni Media Co.



**Vinit Gupta**

22

B.F.M.

**Work Experience**

TCS for 6 months

**Summer Project**

Consumer buying behaviour & brand loyalty in consumer durable products with The Three Marketers



**Zalak Soni**

23

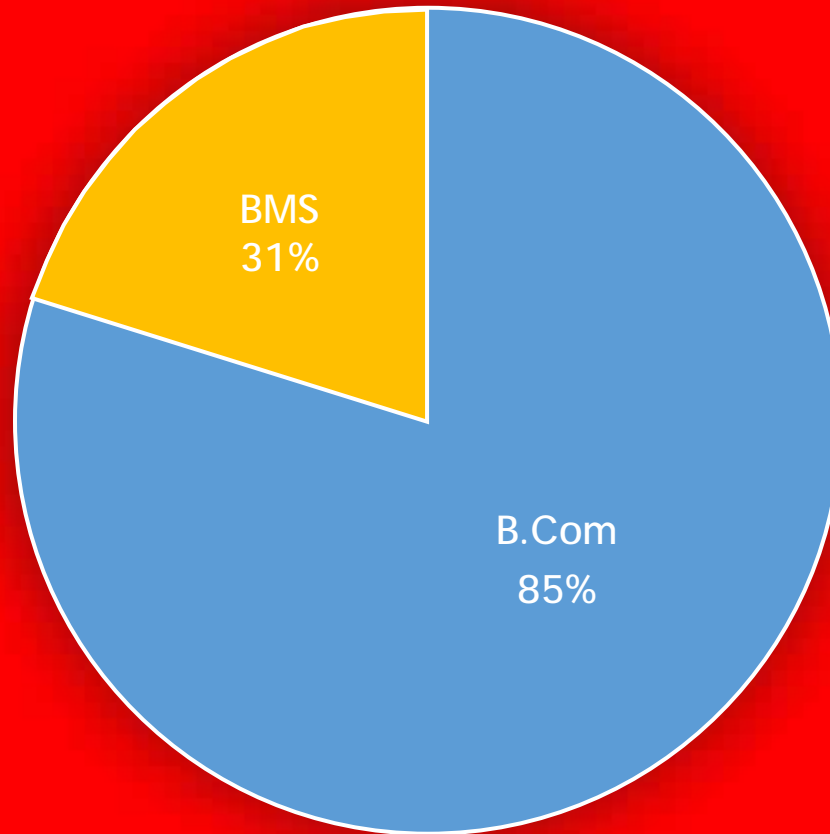
B.Com

**Summer Project**

Potential Opportunities with regards to B2B Business and Marketing with Special Reference to Entertainment Industry With Carnival Films Pvt. Ltd.

# STUDENT PROFILES

## eMBA - Finance



Bachelor's Degree	B.Com.	B.E.	B.Sc.	B.M.S.	Others	Total
No. of Students	11	0	0	2	0	13

eMBA - Finance



**Avesh Nagori**

24  
B.Com

**Summer Project**

Study of payment wallets with I general.



**Darshana Mistry**

23  
B.Com

**Summer Project**

Investment perception and selection behaviour towards Mutual funds with Stock Holding Corporation of India Ltd.



**M Suketh Shetty**

22  
B.Com

**Work Experience**

Pinnacle media for 7 months.

**Summer Project**

Analysis of the financial statement of telecom & IT sector for valuation with Edelweiss Securities Ltd.



**Nitiksha Doshi**

24  
B.Com, M.Com.

**Work Experience**

Kotak Mahindra Bank Pvt. Ltd. for 19 months.

**Summer Project**

Business strategy and sales model of PMS through IFA channel in Motilal Oswal Securities Ltd.



### **Prit Sakhidas**

21

B.Com (Accounting and Finance)

#### **Summer Project**

Audit analysis of inventory and process with Infinity Retail Ltd.

#### **Achievements**

1st Position in StockMind conducted by ICICI Direct.



### **Priyadarshini Kounder**

22

B.Com, M.Com.

#### **Summer Project**

Analysis of the financial statement of Real Estate sector for valuation with Radius Developers.



### **Raksha Mundhara**

22

B.M.S. (Finance)

#### **Summer Project**

Preparation of mutual fund oriented financial plan for a client's secure future, with Sykes and Rays Equities.

#### **Achievements**

State level gold medalist and best black belt in Filipino martial art-Eskrima.



**Rohit Chanana**

23

B.Com (Accounting and Finance)

**Work Experience**

Morgan Stanley Fund Services for 8 months.

**Summer Project**

Comprehensive study of Mahindra and Mahindra group to improve the relationship with Kotak Mahindra bank Ltd.



**Sameer Dawara**

23

B.Com

**Work Experience**

Shreejee Electronics for 18 months.

**Summer Project**

Study on the inventory management with Jayanti construction Pvt Ltd.



**Shalini Singh**

24

B.Com

**Work Experience**

1) Tanishq Titan Group of Industries for 12 months.

2) Intelenet Global Services Ltd. for 12 months.

**Summer Project**

Establishing a strong digital footprint in private sector bank with reference to HDFC Bank Ltd.

**Achievements**

Awarded Scholarship from Care Rating Company.



### Shilpi Singh

24

B.Com (Banking and Insurance)

#### Work Experience

- 1) Intelenet Global Services Limited for 24 months
- 2) Tech Mahindra Pvt. Ltd. for 12 months.

#### Summer Project

Critical analysis on the use of payment gateway in education sector with Kotak Mahindra Bank Ltd.

#### Achievements

- 1) Awarded Scholarship from Care Rating Company.
- 2) Awarded Star performer for best customer service in Tech Mahindra for the year 2015.



### Shreya Mehta

22

B.Com (Banking and Insurance)

#### Work Experience

Accenture Services Private Limited for 11 months.

#### Summer Project

Establishing a strong digital footprint in private sector bank with HDFC Bank Ltd.



### Vatsal Nayak

21

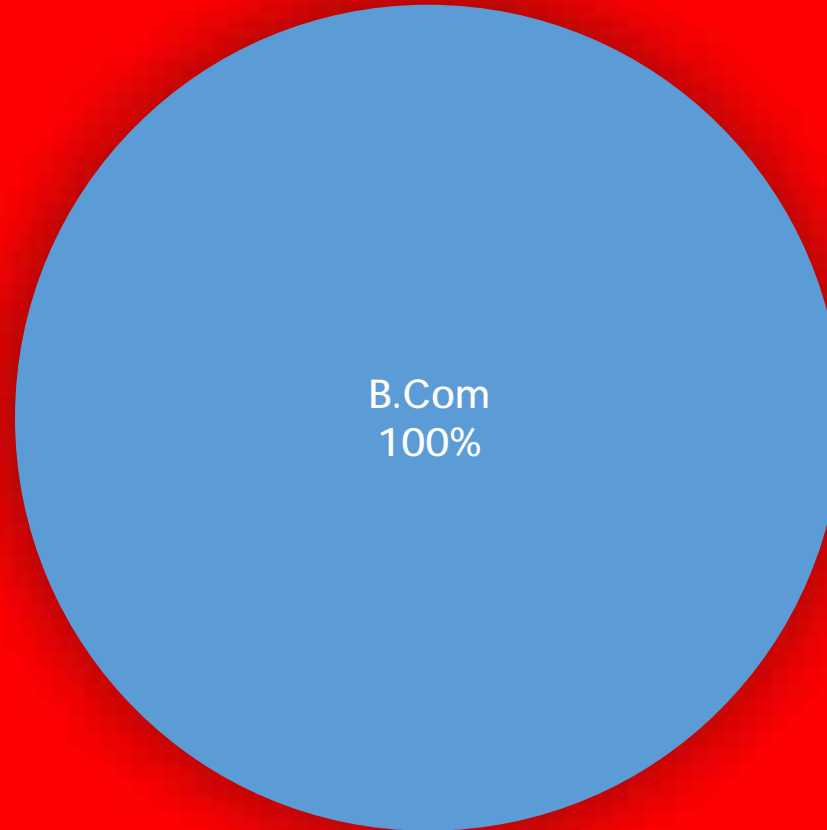
B.M.S. (Marketing)

#### Summer Project

Enhancing of Mutual Funds through IFA channel with NJ India Invest Pvt. Ltd.

# STUDENT PROFILES

## eMBA - Human Resources



Bachelor's Degree	B.Com.	B.E.	B.Sc.	B.M.S.	Others	Total
No. of Students	1	0	0	0	0	1

# eMBA - Human Resources



**Pooja Surana**

22

B.Com. (B.B.I.)

**Summer Project**

Study of enhancing company efficiency by revamping PMS, based on best practices of companies like (EY, Deloitte, GE) in the Industry with Alkem Laboratories Ltd.



Bhujbal Knowledge Centre, Mumbai



Bhujbal Knowledge City, Nashik

**MET Asian Management Development Centre  
Bhujbal Knowledge Centre**

Bandra Reclamation, Bandra (W), Mumbai 400 050.

Tel: (+ 91 22) 26440080, 39554222/37/69 | Telefax: (+91 22) 2644 0086

Toll free: 1800 22 0234 | email: [somplacement@met.edu](mailto:somplacement@met.edu) | [www.met.edu](http://www.met.edu)

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