



PGDM AT IIBR 23rd
Post Graduation Diploma in Management BATCH
Two years full-time course
IN ASSOCIATION WITH IBM
Approved by AICTE, Govt of India
& Promoted by MCCA



**ENSURING
EMPLOYABILITY
WITH GLOBAL
EDUCATION**



The image shows a large, semi-transparent logo for ASMITA (Asia's largest regional industrial chamber - MCCIA) overlaid on a photograph of a modern building with a glass facade. The logo text is arranged in five lines: 'ASM'S 34 YEAR', 'LEGACY IN', 'PROFESSIONAL', 'MANAGEMENT', and 'EDUCATION'.

ASM'S 34 YEAR LEGACY IN PROFESSIONAL MANAGEMENT EDUCATION

- Promoted by Asia's largest regional industrial chamber - MCCIA.
- PGDM program in association with IBM.
- The only B-School in India to provide HBX CORE Certification (an initiative by Harvard Business School).
- International industrial internship programs, student exchange programs, overseas tours etc.
- Highly-trained, expert faculty from India & abroad, who partake in major national & international seminars & conferences, faculty exchange programs, collaborative research, provide training to industry personnel etc.
- Visiting faculty include professors from top foreign universities & stalwarts from leading corporate houses, who guide and mentor students.

- Summer school programs & joint degree from reputed institutes abroad.
- Varied & experienced faculty drawn from various industries/ domains, government departments, & consultancies from India & abroad.
- Tie-ups with industries for designing of syllabus, internships & subsequent placement support.
- Provision of laptops & residential facility to students.



World-class Infrastructure



High-tech computer labs
Well-stocked libraries
Spacious classrooms
Conference rooms



World-class auditorium
Recreation equipments
Multi-cuisine canteen
Hostel facility available

PARTNERS/ COLLABORATIONS

Tie-ups with leading institutes from around the world bring with them the culture & socio-economic knowledge of the markets of developed & developing countries.

HBX
CORE | X

1st Business School in India
to provide **HBX CORE** certification
(A Harvard Business School initiative)

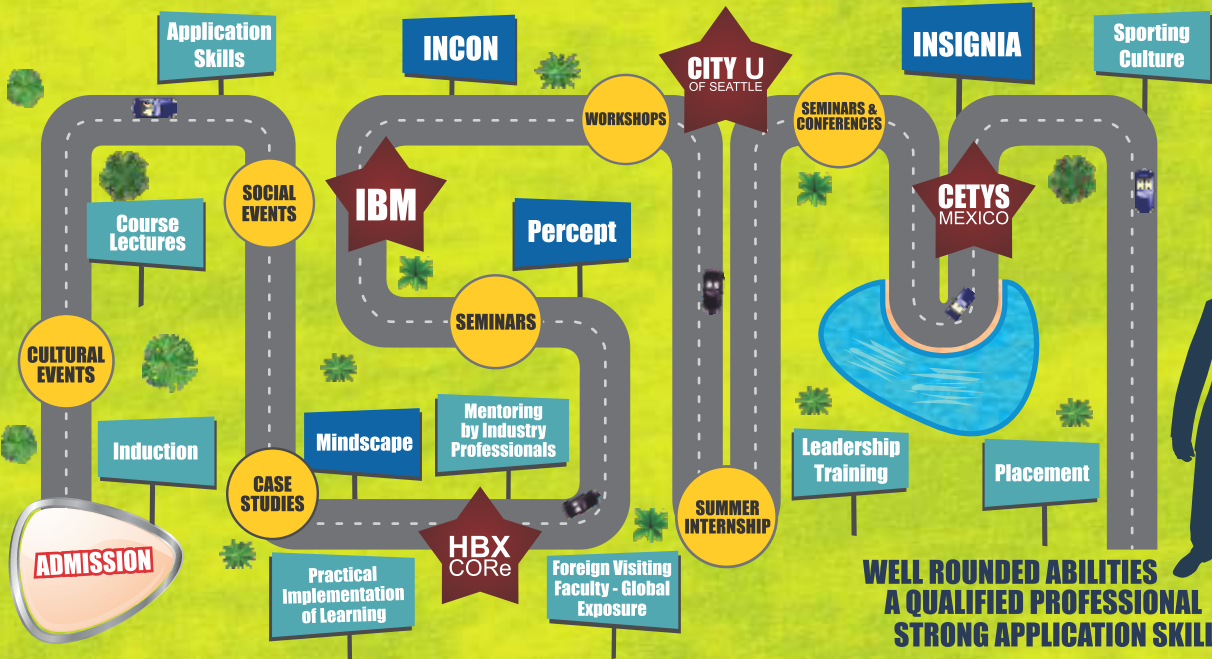



CETYS
UNIVERSIDAD
Mexico

CityU
of Seattle

WCCIA





**WELL ROUNDED ABILITIES
A QUALIFIED PROFESSIONAL
STRONG APPLICATION SKILLS**



PGDM IN BUSINESS ANALYTICS & BIG DATA JOINT PROGRAM WITH IBM

2 Years Full-Time Approved by AICTE

THE BEST GETS BETTER

ASM's PGDM Program now gives you **Credential of Readiness from HBX & Harvard Business School** & business analytics training for your chosen specialization from **IBM** to make you an expert in your field.

PGDM BUSINESS ANALYTICS & BIG DATA
2 Year Full Time Course
In association with IBM



HBX | X
CORE
1st Business School in India
to provide **HBX CORE certification**
(A Harvard Business School initiative)



IBM
IBM Business Analytics Lab
Initiative of the Career Education Program
In collaboration with ASM Group Pune
CO-BRANDED | CO-DELIVERED
CO-DEVELOPED with ASM
IBM certification



EXCELLENT PLACEMENTS & CAREERS

ASM'S 360 DEGREE APPROACH TO EDUCATION

BUSINESS SKILLS

SOFT SKILLS



TECHNICAL SKILLS

PGDM BUSINESS ANALYTICS & BIG DATA

2 Year Full Time Course
In association with IBM

IBM



IBM Business Analytics Lab

Initiative of the Career Education Program

In collaboration with:
ASM Group, Pune



IBM | CO-BRANDED
CO-DELIVERED
CO-DEVELOPED

The PGDM curriculum delivered in association with IBM includes courses covering topics on Business Intelligence, Business Analytics, Predictive Analytics, Descriptive Analytics, Big Data Analytics, Social Media Analytics, Web Analytics, R Programming. The curriculum integrates knowledge and training on technical topics with business applications and functions, such as finance and marketing to understand analytics strategy and practice in organizations. Various analytics-related business electives allow students to focus on specific business areas. Student on completion of this course will be qualified to work as Analysts in various Business sectors.

THE IBM ADVANTAGE



LEARN FROM THE INDUSTRY EXPERTS IN THE FIELD OF BUSINESS ANALYTICS.



COURSE STRUCTURE SPECIFIC TO SPECIALIZATION CHOSEN.



WORK ON CUTTING EDGE BUSINESS ANALYTICS & BIG DATA TOOLS
WITH ACCESS TO IN CAMPUS IBM BUSINESS ANALYTICS LAB.



IBM SUBJECT EXPERTS TO MENTOR STUDENTS & DELIVER LECTURES.



ACCESS TO ONLINE KNOWLEDGE PORTAL (IBM DEVELOPER WORKS)
& REAL WORLD CASE STUDIES & SUCCESS STORIES.



PGDM JOINTLY AWARDED BY IBM.

TEACHING PEDAGOGY

ACTIVE LEARNING

COLLABORATIVE LEARNING

EXPERIENTIAL LEARNING

COMMUNITY BASED LEARNING

TEAM BASED LEARNING

ASSIGNMENTS

EVALUATION

CASE STUDIES

PROBLEM BASED LEARNING

PROGRAM MODULE IN ASSOCIATION WITH IBM

Foundation in Business Analytics

Modern Areas of Analytics - Industry Session

Foundation Course in Predictive Analytics

Descriptive Analytics using IBM Cognos BI

Foundation Course in Cognos Analytics

Big Data Analytics - Foundation Course

Industry Applications of Analytics

Big Data Analytics for Business Analysts

Foundation Course in Cognitive Analytics

Social Media Analytics

Web Analytics

R Programming

Why Business Analytics & Big Data?



56.4% GROWTH IN JOB OPPORTUNITIES IN MARKET RESEARCH AND ANALYTICS



ANALYTICS HAS PROVEN TO BE ONE OF THE MOST LUCRATIVE AND FASTEST GROWING INDUSTRIES



HIGHEST PAYING SECTORS IN THE INDUSTRY

CAREER OPPORTUNITIES IN RESEARCH & DATA ANALYTICS





**THE FIRST
B-SCHOOL IN INDIA
TO GIVE IVY LEAGUE
BUSINESS SCHOOL
EDUCATION**



1st Business School in India
to provide **HBX CORE certification**
(A Harvard Business School initiative)

Faculty from Harvard Business School HBX CORE Program

Harvard case-study method of learning

Interaction with HBX CORE students globally

Certificate from HBX CORE on successful completion.

Harvard Business School's Live Case Study taught by the expert faculty members of Harvard Business School.

PROGRAM MODULE

Business Analytics | Economics for Managers | Financial Accounting

CORE PROGRAM OVERVIEW

THREE COURSES



Professor
Jan Hammond

BUSINESS ANALYTICS:

Use statistical analysis to answer real business problems

- Summarizing Data
- Sampling & Estimation
- Hypothesis Testing
- Regression



Professor
Bharat Anand

ECONOMICS FOR MANAGERS:

Apply economic principles to business decision making

- Demand
- Suppliers & Cost
- Markets
- Competition & Differentiation



Professor
V.G. Narayanan

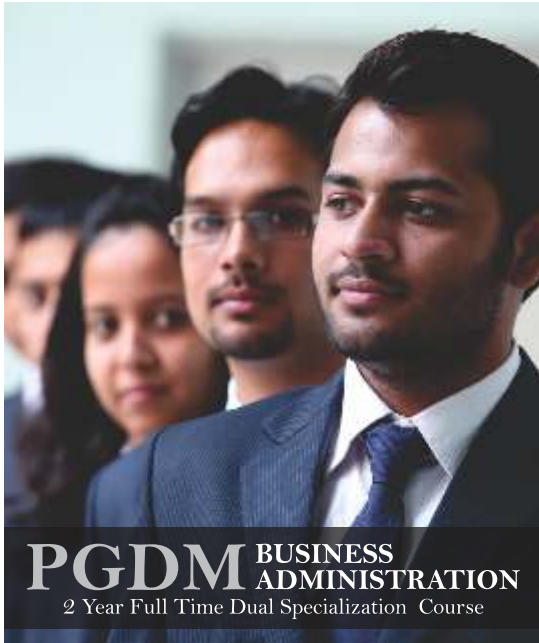
FINANCIAL ACCOUNTING:

Learn how to build & interpret financial statements

- Accounting Principles
- Financial Statements
- Financial Analysis
- Forecasting & Valuation

ONE FINAL EXAM

ON SUCCESSFUL COMPLETION OF THE PROGRAM PARTICIPANTS EARN THE CREDENTIAL OF READINESS FROM HBX & HARVARD BUSINESS SCHOOL



PGDM BUSINESS ADMINISTRATION
2 Year Full Time Dual Specialization Course

The students will have an opportunity to select any 2 Specializations out of the following:

- MARKETING MANAGEMENT
- FINANCIAL MANAGEMENT
- OPERATIONS MANAGEMENT
- HR MANAGEMENT
- INTERNATIONAL BUSINESS
- SUPPLY CHAIN MANAGEMENT & LOGISTICS



ASM'S GLOBAL EXPOSURE

- Overseas Tours
- International Student & Faculty Exchange Programs
- International Internships
- Foreign Faculty
- Industrial Interface





CityU
of Seattle

MBA
FROM USA

STUDENTS HAVE THE OPTION
OF TRANSFERRING CREDITS
IN THE SECOND YEAR TO
CITY UNIVERSITY OF SEATTLE
FOR THE MBA PROGRAM

Students apply for admission to the PGDM (Post Graduation Diploma in Management) course at ASM's Institute of International Business & Research (IIBR) for 1 year. They then complete the remaining course, as students of the MBA course at City University of Seattle for 9 months.

The benefit of this course is that the student studies at reputed universities in India & USA, & gains a valid MBA degree from a highly-ranked university in USA, at a financially economical rate.

DURATION OF THE COURSE (2 years):

ASM's Institute of International Business & Research (IIBR) - 1 year.

+

City University of Seattle - 9 months.

OVER 60 EVENTS A YEAR

Year round celebration of life is what it is all about at ASM. Our students actively participate in various academic, co-curricular, extra-curricular, industry based, cultural, & sports related competitions organized not only on campus but also at an intercollege level.



MINDSCAPE

A case study competition in which industry professionals compete with each other to provide the best solutions.



SEMINARS & WORKSHOPS

National & international seminars & workshops conducted by subject experts from the industry



INCON

An International Conference on Ongoing Research in Management & IT, in which academicians from the world over participate.



INSIGNIA

One of the biggest intercollegiate cultural competitions of Pune, in which colleges from all over the state take part.



PERCEPT

A case study competition held exclusively for the students of ASM

GROOMING FOR SUCCESS

The launch pad for grooming begins on Day One when students come to our campus, through an intensive induction schedule, by the end of which a student has designed a road map for the following years with the institute. Our Industry-Academia-Interface & activities are designed with a lot of consideration to make a student desirable to the industries, and they act as milestones on their journey towards their placements.

PLACEMENT CELL AT ASM

At the ASM Group of Institutes, we believe in imparting education that makes way for a successful career, and not just that, we make sure every student is already on the onset of their career while being a part of our institute. To ensure the right job suits the right candidate, our placement cell works round-the-clock to provide students with multiple such job opportunities. We provide students training to enhance their ground work techniques in CV development, language and diction corrections, body language and many other vital aspects. At the ASM Group of Institutes, we believe in transforming student into industry-ready professionals.

STUDENTS FACILITATED BY IBM CAREER CONNECT

200+
COMPANIES
VISIT OUR
CAMPUS FOR
RECRUITMENT
EVERY YEAR

SOME OF OUR RECRUITERS



DR. R. R. PACHPANDE
— SCHOLARSHIP —

CELEBRATING THE FIRST BATCH WITH



**TO APPLY/
FURTHER
DETAILS
STUDENTS
MAY CONTACT**

+91 9422009207/09/10/12
scholarship@asmedu.org
www.asmgrou.edu.in



DEVJANI ROY
JP Morgan Chase
(Chicago, Illinois, USA)

"The two years at ASM's IIBR, have been a real learning experience & helped me in many ways. Made me industry ready. All thanks to the IIBR Director & faculty members, for the excellent guidance in shaping our careers. IIBR does not believe in teaching students with only bookish knowledge, rather, it enforces students to do their best through their participation & creativity. Remember 'If you have the will, the rest will follow' always keeps it burning."



CHETANYA SINGH
Head - Corporate Relations
COGEF Group Maputo,
(Kuala Lumpur, Malaysia)

"Esteemed teachers at ASM's IIBR, thanks for enriching my knowledge & skills, it has been vital in helping me establish myself in the corporate world with ease. It would not have been possible without the support which I got from the faculty members of the institute, my batchmates, & the ever inspiring Director. The high level of education & practical training imparted throughout the course to handle management challenges & situations helped me not only to get the best knowledge but also the best campus placement."



KULSHEKHAR KUMAR
Corporate General Manager,
S.J Logistics (India) Pvt. Ltd.
(Mumbai, India)

"ASM's IIBR is in synergy with the industry requirements. I would like to convey my regards & thanks to IIBR for the help it provided in my placement. I also appreciate the efforts of our placement team for the coordination & help in calling so many reputed companies to our campus which helped our batch get an exciting new start as a fresher. Thank you ASM's IIBR!"



BURHAN UDDIN M M KARIM
CEO,
MEBS Container Lines
(Bangladesh)

"ASM's Institute of International Business & Research prepared me for my role in the corporate world. The institute focuses on using the lecture rooms as a laboratory for experiential learning, & encourages students to understand the complexities of the tough corporate world. This is achieved with the regular industrial exposure & live case studies while completing the program. I built a strong & solid foundation at IIBR. I got an opportunity to work with few of the biggest companies."



VIPUL SINGHAL

Sourcing Specialist - Logistics,
GE India Industries Pvt. Ltd.
(Pune, India)

"I took admission in ASM's IIBR, & I feel blessed. I chose this institute because it is AICTE approved & ranked amongst the top B-Schools in Pune. Today I am proud of my decision. Every possible care has been taken while designing the infrastructure of the institute to make it conducive for the teaching-learning process. Spacious class rooms equipped with LCD projectors & audio systems, a well-maintained library & information center, Wi-Fi availability, cafeteria, auditorium & amphitheater are some of the important features of this college."



VISHAL SINHA

Manager,
Kotak Mahindra Bank Ltd.
(New Delhi)

"This intensive training is oriented towards business realities. It has helped me in my day-to-day tasks as a manager, such as reflection & the capacity to take a step back, allowing us to gain a bigger picture of the solutions needed by a company. Internationalization, the emergence of new markets have & will upset our ways of working. The IIBR-PGDM brings a strong basis to face challenges that await us."



TAPAS DEY

Area Sales Manager,
Bestseller
(Ahmedabad, India)

"The curriculum of the PGDM programme was really exciting & challenging at the same time. The new teaching environment with the all the modern facilities was very attractive as well. The professors' academic & professional experience was really inspiring. The different activities organized by IIBR were much appreciated by the students."



JITENDRA UPADHYAY

Dpty. Mgr. - Business Solutions,
Vodafone India
(Pune, Maharashtra)

"IIBR does not believe in treating its students with just bookish knowledge, rather, it enforces students to do their best through their ability & creativity. My experience at IIBR has been awesome. The faculty members & management are ever-encouraging, & my peers are ambitious & enthusiastic providing me with the right environment to learn."

TO BE
THE BEST
YOU NEED TO
LEARN FROM
THE BEST

Education • Research • Consultancy







ASM'S INSTITUTE OF INTERNATIONAL BUSINESS & RESEARCH (IIBR)

Approved by AICTE & Promoted in association with Maharashtra Chamber of Commerce, Industries & Agriculture

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