



**BHARATI VIDYAPEETH  
(DEEMED TO BE UNIVERSITY), PUNE (INDIA)  
Institute of Management &  
Entrepreneurship Development**



**Erandwane, Pune - 38.**

- ★ Accredited with 'A+' Grade (2017) by NAAC ★
- ★ **Category-I** University Status by UGC ★
- ★ 'A' Grade University Status by MHRD, Govt. of India ★

**Ranked in Top '50' Business Schools in India by NIRF, MHRD, Govt. of India**



Student's Handbook  
**MBA**  
**2018-19**



## Institutions of Bharati Vidyapeeth Bharati Vidyapeeth (Deemed to be University) Pune, India

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- ★ **Category-I** University Status by UGC ★
- ★ 'A' Grade University Status by MHRD, Govt. of India ★
- ★ Accredited (2004) & Reaccredited (2011) with 'A' Grade by NAAC ★
- ★ NIRF Ranking - **66** ★



### Constituent Institutions

- Medical College, Pune (with School of Optometry, School of Audiology and Speech Language Pathology and Centre for Health Management and Research, Pune) • Medical College & Hospital, Sangli • Dental College & Hospital, Pune • Dental College & Hospital, Navi Mumbai • Dental College & Hospital, Sangli • College of Ayurved, Pune • Homoeopathic Medical College, Pune • College of Nursing, Pune • College of Nursing, Sangli • College of Nursing, Navi Mumbai • College of Engineering, Pune • College of Architecture, Pune • Poona College of Pharmacy, Pune • Institute of Management & Entrepreneurship Development, Pune • Institute of Management and Research, New Delhi • Abhijit Kadam Institute of Management & Social Sciences, Solapur • Institute of Management, Kolhapur • Institute of Management and Rural Dev. Administration, Sangli • Yashwantrao Mohite Institute of Management, Karad • Institute of Hotel Management & Catering Technology, Pune • Yashwantrao Mohite College of Arts, Science and Commerce, Pune (with School of Performing Arts) • New Law College, Pune • College of Physical Education, Pune • Social Sciences Centre, Pune (Social Work) • Institute of Environment Education and Research, Pune • Interactive Research School for Health Affairs, Pune • Rajiv Gandhi Institute of Information Technology and Bio-Technology, Pune • Yashwantrao Chavan Institute of Social Science Studies & Research, Pune • Research and Development Centre in Pharmaceutical Sciences and Applied Chemistry, Pune.

### Bharati Vidyapeeth – Higher Education (Institutions Affiliated to other Universities)

- College of Engineering for Women, Pune • College of Fine Arts, Pune • Kala Mahavidyalaya, Pune • Jawaharlal Nehru Institute of Technology (Polytechnic), Pune • Institute of Pharmacy (Polytechnic), Pune • School of Photography, Pune • College of Engineering, Lavale, Pune • Institute of Management Studies & Research, Navi Mumbai • Institute of Management and Master of Computer Application and Information Technology, Navi Mumbai • College of Engineering, Navi Mumbai • College of Architecture and School of Designing and Decoration, Navi Mumbai • College of Pharmacy, Navi Mumbai • Institute of Pharmacy (Poly), Navi Mumbai • Institute of Technology (Poly), Navi Mumbai • Institute of Hotel and Tourism Management, Navi Mumbai • College of Engineering, New Delhi • Institute of Computer Application and Management, New Delhi • College of Pharmacy, Kolhapur • New Law College, Kolhapur • College of Engineering, Kolhapur • Dr. Patangrao Kadam Arts, Science & Commerce College (Jr., Sr., and P.G.), Sangli • Matoshri Bayabai Shripatrao Kadam Kanya Mahavidyalaya (Jr. & Sr.) Kadegaon (Sangli) • New Law College, Sangli • Institute of Technology (Poly), Palus (Sangli) • Loknete Mohanrao Kadam College of Agriculture, Kadegaon (Sangli) • College of Horticulture, Kadegaon (Sangli) • Yashwantrao Chavan Law College, Karad

### School of Bharati Vidyapeeth

- Bal Viikas Mandir (Marathi Medium) – Erandwane, Pune – 38, Navi Mumbai, Solapur • Primary, Secondary Schools and Junior Colleges (Marathi Medium) at different places such as in Pune, Solapur, Raigad, Satara, Sangli, Kolhapur, Palghar and other places • Ravindranath Tagore School of Excellence, Pre-Primary and Primary Schools, Balewadi, Pune • Pre Primary, Primary, High Schools and Senior Secondary Schools (English Medium), Erandwane, Pune, Dhankawadi, Pune, Lohegaon, Pune, Navi Mumbai, Jawhar, Dist. Palghar, Vikramgad, Dist. Satara, Kolhapur, Vita, Dist. Sangli, Kadegaon, Dist. Sangli • Residential CBSC School (English Medium) Pachgani, Dist. Satara • Primary and Secondary Ashram Schools, Jawhar, Dist. Palghar • Industrial Training Institute for Girls, Kadegaon (Sangli).

**A legend who will live in our hearts forever.  
We salute him for changing the lives of millions through quality education.**



**Dr. Patangrao Kadam**  
**Founder : Bharti Vidyapeeth (1964)**  
**Chancellor : Bharati Vidyapeeth(Deemed to be University) 1996**

## MESSAGE FROM THE CHANCELLOR

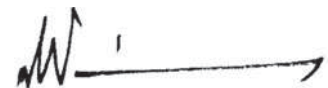


**Hon'ble Prof. Dr. Shivajirao Kadam  
Chancellor, Bharati Vidyapeeth  
(Deemed to be University), Pune**

Dear Students,

With honor and pride, I welcome you to be a proud member of the Bharati Vidyapeeth family which has a rich legacy of delivering quality education in various disciplines. IMED is a premier management institution has achieved great heights in keeping with its legacy. Today IMED is ranked among Top 50 Management Institutes in India by National Institutional Ranking Framework (NIRF) MHRD. Excellent infrastructure, experienced faculty, student centric teaching methods and proactive strategies for developing students professionally are the hallmarks of IMED. We, at Bharati Vidyapeeth University, are committed to provide you with excellent education and training in the field you selected for your study.

I congratulate the Director and the Faculty members for designing an excellent handbook which is informative and provides details about various academic and administrative systems at IMED. I assure you comfortable and fruitful stay at IMED.

A handwritten signature in black ink, consisting of a stylized 'S' followed by a horizontal line that ends in an arrowhead.

**Prof. Dr. Shivajirao Kadam**



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## MESSAGE FROM THE VICE CHANCELLOR

**Hon'ble Prof. Dr. Manikrao Salunkhe,  
Vice Chancellor,  
Bharati Vidyapeeth  
(Deemed to be University), Pune**



It is my pleasure to extend a warm welcome to all our students and like to assure you our support in your studies. As our students, you are a large and diverse group, reflecting wonderful regional character and diversity. We are all wholeheartedly committed to and focused on our core mission: "Social transformation through dynamic education"

BV(DU) is making its high-quality education more readily accessible to students and we are in continuous process of modernizing teaching learning infrastructure. The new and refurbished campuses are student friendly, well equipped with ICT tools like Lecture Capture, Video Conferencing and Darim e-studio.

The activities are planned in such a way that it encourages peer learning as well. We ensure that students from diverse background are well integrated into our system through various activities.

Campus activities are open to all students, regardless of location and mode of study. The activities include a wide range of beneficial and enjoyable offerings like career counselling, enhancing leadership skills, developing entrepreneurship abilities, sports and social activities. These activities and services add a great deal of value.

One of our indicators of success is quality through accreditation and recognition of our University and Institutions. Bharati Vidyapeeth Deemed University is reaccredited with "A+" grade by NAAC and IMED is ranked among top 50 B Schools in India.

Once again welcome to Bharati Vidyapeeth Family !!!

A handwritten signature in black ink, appearing to read 'Manikrao Salunkhe', written over a horizontal line.

**Prof. Dr. Manikrao Salunkhe**

## MESSAGE FROM THE PRO-VICE CHANCELLOR



**Hon'ble Dr. Vishwajeet Kadam  
Pro Vice Chancellor, Bharati Vidyapeeth  
(Deemed to be University), Pune  
Secretary, Bharati Vidyapeeth**

I welcome all the young budding managers and future entrepreneurs. Today corporate world needs industry ready students willing to accept new challenges on the field. To equip our students with necessary skills, IMED has integrated various skill development activities such as entrepreneurial and digital marketing skills in regular curriculum.

Keeping in view the changing requirement of professions and industries, we continuously update the courses and their syllabi. The curriculum and the co-curricular activities of IMED are appreciated by the corporates and academic leader. The ICT enabled teaching learning environment enables the student to excel in their respective fields.

You will be happy to know that the track record of achievements of our alumni is indeed commendable. Many of our students have proved their mettle and have established themselves successfully in different spheres of life.

International linkages of IMED with Linnaeus University, Sweden offer the unique exposure to the global happening in the field of management and computer application. International faculty delivers sessions to the students to keep them in-line with the latest trends in the domain.

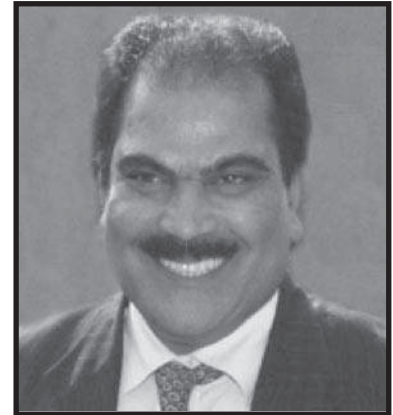
A handwritten signature in black ink, consisting of several fluid, overlapping strokes that form the name 'Vishwajeet Kadam'.

**Dr. Vishwajeet Kadam**

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## MESSAGE FROM THE DIRECTOR

**Dr. Sachin S. Vernekar**  
**Dean, FMS, BV(DU)**  
**Director, IMED, Pune**



**Dear Students,**

Companies world wide acknowledge the fact that having the right people coupled with the right skills, talents and expertise is vital not only for an organization's success but also to ensure its survival. And we at IMED see that we nurture and foster your skills and talents to make you job ready and also socially relevant.

Welcome you to IMED and I congratulate you wholeheartedly for taking the right decision in selecting IMED as your partner on your road to success. IMED as a constituent unit of Bharati Vidyapeeth (Deemed to be University) has constantly tried successfully to imbibe the right values and skills in our main stakeholders-you. It has been ranked in the top 50 B-Schools in India consistently for the last three years by NIRF, Ministry of HRD, Govt. Of India. Also IMED has been ranked in Top 10 in Western Maharashtra by Business and Management Chronicle.

IMED has highly qualified, industry experienced faculty who give you the right inputs necessary to would you in the right direction. It also has a rich library, excellent IT infrastructure and also a conducive environment to enable you to excel all round. Darim eStudio and Lecture capture tools empower you to apply and enhance your all round skills.

At IMED your learning not only happens in the classroom but outside also through strong linkages with Industry. Industry Visits, regular Alumni and Industry guests interaction, Soft skills enhancement sessions, Industry Internships, Live projects, Seminars, Workshops and Innovative teaching learning strategies like eLearning environment, MOOC's give you the edge to excel in the highly competitive and tough corporate life. All our endeavours are directed and implemented keeping you and only you in mind.

Once again welcome you to IMED and hope this e-Handbook will give you all the information and help empower you to a great corporate life ahead.

A handwritten signature in black ink, appearing to read 'Sachin S. Vernekar'.

**Dr. Sachin.S.Vernekar**

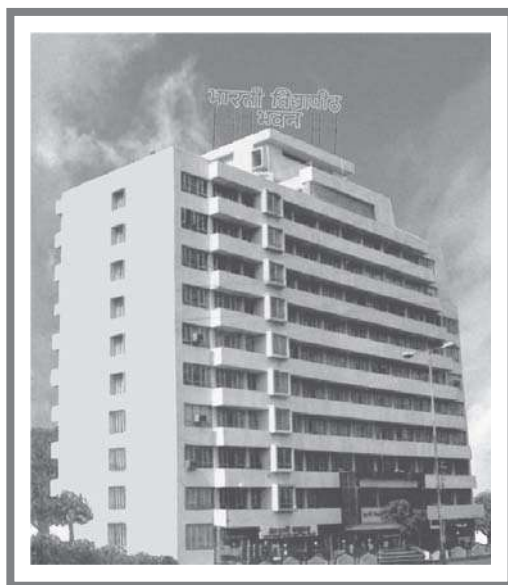
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## Bharati Vidyapeeth At a Glance



**Bharati Vidyapeeth**, the parent body of Bharati Vidyapeeth (Deemed to be University) Pune, was established in May, 1964 by Dr. Patangraoji Kadam with a clear objective of bringing about intellectual awakening and all round development of the young generation through dynamic education.

**Bharati Vidyapeeth** proudly boasts of having the privilege of 182 educational institutes of academic excellence under its wings, imparting education from pre-primary to research level. The credit for this spectacular achievement is due to the foresight and exceptional leadership of the founder Hon'ble Dr. Patangrao Kadam. Besides, the educational Institutes, Bharati Vidyapeeth is also successfully running Cooperative Bank, Cooperative Sugar Factory, Charitable Hospitals and Research Centres.

### **Bharati Vidyapeeth (Deemed to be University), Pune**

In recognition of its academic excellence, Govt. of India granted the status of "Deemed to be University" on 26" April, 1996 to a cluster of 12 institutions of Bharati Vidyapeeth. It is one of the few Universities which has under its umbrella diverse disciplines such as Management, Medicine, Law, Engineering, Science, Arts, Commerce, Pharmacy, Architecture and Social Work.

The academic and functional autonomy has empowered the University to be dynamic, innovative and progressive. The Association of Indian Universities has positioned it in the bracket of ten best universities in India and India Today has ranked it as one of the top 50 Universities in India. At present, there are 29 constituent units of higher learning under its fold.

# Ranking & Placements

Established by Bharati Vidyapeeth in 1978, "Institute of Management and Entrepreneurship Development" (IMED) is one of the premier Business Schools in Western part of India.

## INNOVATIVE PRACTICES

### MANAGEMENT & IT FORUM :

This forum ensures exposure of students to the practical and finer aspects of Management and Entrepreneurship.

### CCEE (CERTIFICATE COURSE IN EXECUTIVE EXCELLENCE) :

To meet requirements of the corporate world and to increase employability.

### INTERNATIONAL STUDENTS CELL :

This cell does the mentoring and gives support to foreign students

### ENTREPRENEURSHIP DEVELOPMENT CELL COUNSELING & FEEDBACK SYSTEM :

IMED has its own set of internal benchmarks for maintaining delivery of assured quality to its stakeholders. This is done through its unique 7- tier Counseling system and 5-Tier feedback system.

7-Tier Counseling system : Pre-Admission Counseling, Post- Admission Counseling, Counseling through PEDC, Counseling through mentoring, Counseling through profiling, Pre Summer training counseling and Post Summer Training counseling.

5-Tier feedback system : Open loop feedback system, Fortnightly academic progress report, CR report, Student Teacher Assessment Report ( STAR ) and Open sessions with Director.

**IMED Ranking**

- Ranked in top 50 B-Schools in India by NIRF, MHRD, Government of India.
- Business and Management Chronicle has ranked IMED, A+++ as one of the Best in Maharashtra and amongst the TOP 10 B-schools in Western India.
- Ranked among Top 10 B-schools in India in terms of "value for Money" by India Today
- Ranked as B-School in the premier Category by Education Post.
- "Best Management Institute Award in India for Innovation & Entrepreneurship Development" by ASSOCHAM
- "Best Management Institute Award in India for promoting Leadership & Industry Institute Partnership by ASSOCHAM

## About IMED, Pune

### Placement Highlights

**1**

**More than 92 % Placements**

**2**

**Highest Package Rs 54.08 Lakh  
(International)**

**3**

**Highest Package Rs 12.10 Lakh  
(Domestic)**

**4**

**Average Package Rs 6.5 Lakh**

**5**

**Companies Participate in Placement  
Drive every year : more than 150**

### PLACEMENTS AT A GLANCE (MORE THAN 150 COMPANIES PARTICIPATE IN PLACEMENTS)

#### Corporate Resource Centre:

IMED has a well established Placement Cell called Corporate Resource Centre which has under its fold a gambit of activities like Corporate day, Certificate Course of Executive Excellence aimed at enhancing employment opportunities for students. The Cell has been consciously working towards bridging the gap that exists between Industry and academia as well as administering all the placement activities. It also gives the necessary guidelines to the students to decide the career path by counseling, guiding, motivating and mentoring.

### Infrastructural Facilities

IMED has splendid layout on sprawling four acres of land with 'state-of-the-art' infrastructural & instructional facilities. As a constituent of Bharati Vidyapeeth Deemed University, IMED contributes in its own ways to the philosophy, vision and mission of Bharati Vidyapeeth University i.e. "Be a World-Class University and a Global Resource in Innovative University Education for Ever-better World" and "Social Transformation Through Dynamic Education" respectively.

The team led by Dr. Sachin S. Vernekar, IMED could achieve the success under the able guidance of the founder Hon'ble Dr. Patangraoji Kadam, Pro-Chancellor, Dr. Shivajiraoji Kadam, Secretary Dr. Vishwajeet Kadam and Dr. Manikrao Salunkhe At IMED, the students, faculty and management share team oriented common goals that are intellectually stimulating. Besides training young professionals to meet the challenges of globalization, we at IMED develop entrepreneurial skills in our students. Value addition lies at the core of our teaching curriculum and the syllabus is updated with the feedback from industry and is comparable with curriculum of leading national and international level institutes to retain edge in academics.

# Unique Features



Hon'ble Dr. Shivajirao Kadam, Vice Chancellor Bharati Vidyapeeth Deemed University, Pune being felicitated by Prof. Roald Hoffmann, USA (Nobel Laureate)



Hon'ble Dr. Vishwajeet Kadam, Secretary, Bharati Vidyapeeth, Pune felicitating Mr. Umesh Bhapkar, CIO, TATA Technologies at Entrepreneurs Meet (PRIDE)



Dignitaries on the Dias Dr. Sachin S. Vernekar- Director IMED and Dean FMS BVU, Dr. Manikrao Salunkhe, Mr. Balanarayan G.- General Manager HR from TCS, on the occasion of Signing MOU with TCS

## VISION

“Be a global leader in Innovative Management and Information Technology Education”

## MISSION

“Enable advancement of professionalism by adopting latest educational systems for delivery of Management and Information Technology Education”.

## QUALITY POLICY

1. State of the art Infrastructural and Instructional facilities
2. Global Benchmarking
3. HR Synergy
4. Consistent Value enhancement
5. Continuous motivation and nurturing creativity

## FACULTY

The faculty members of the Institute are dedicated professionals with academic excellence and rich industrial experience. They submit themselves to a rigorous, open and continuous process of appraisals and feedback from the students. They contribute to national/ international journals and collaborate with a broad range of agencies to develop and execute research/consultancy projects.

## INFORMATION RESOURCE CENTER

More than 460 computers of the latest configuration, the computer center is professionally managed & has latest support equipments. In addition to the general software it also has – a corporate database and SPSS. The center integrates itself with the rest of the world with leased line connection of speed of 70 MBPS & Wi-Fi.

## KNOWLEDGE RESOURCE CENTER

Library is equipped with digital system and audio visual facilities. IMED has membership of British Council of India. Ebsco IEEE & JGAT (online Journals) are part of digital library

Library Books	- 74019	Library Periodicals	- 174
International Journals	- 35	National Journals	- 94
E-Journals & Database	- 4107	E-Resources (Digital)	- 631

# Unique Features



Dr Sachin Vernekar with Vice Chancellor of Linnaeus University, Sweden Dr Peter Annorson



Students of Masters in Innovation Management with Dr.Sachin S. Vernekar during and after the session on Frugal Innovation, Linnaeus University, Sweden



Dr Sachin Vernekar, Dean FMS BVU and Director IMED receiving Best Management Institute Award conferred on IMED by ASSOCHAM at the hands of Honble Governor of Gujarat Shri O P Kohli.



Consulate General of The Islamic Republic of Iran, Mr. Masood E. Khaleghi visited IMED. during his visit to IMED .Mr. Masood interacted with Irani students studying in Erandawane Campus of Bharati Vidyapeeth .

## Glimpses of Industry Institute Partnership Summit 2017





# Unique Features



Hon'ble Dr. A.P.J. Abdul Kalam, Former President of India being presented Journal of the Institute by Dr. Sachin S. Vernekar, Dean FMS, BVU & Director, IMED, Pune



Mr. Kapil Dev Interacting with Director and Students

## FOREIGN LANGUAGE

Students are given a unique opportunity to learn Foreign Language either French or German to enable them to meet challenges while working with MNCs and facilitating their cross-cultural relations thus enhancing their employability.

## AUDITORIUM

The campus has state-of-the-art Auditorium with more than 500 seating capacity.

## MEDICAL FACILITY

In addition to the in-house Doctor at campus, the Institute has tieup with Bharati Hospital for any emergency.

## IN - HOUSE BANKING

Bharati Sahakari Bank Ltd. provides banking facility within the campus

## SPORTS

Sports facilities such as a cricket, Basketball, Volley ball, Badminton and indoor games like Table Tennis, Carom, Chess are provided at campus. Dunkyard, a national inter collegiate basketball tournament is organized every year.

## HOSTEL (Home Away From Home)

Surrounded by ample open space and green garden, there is a separate hostel for Girls and Boys within the premises Security provision is available 24 hours including dedicated Mess facility and Wi-Fi facility.



Students Enjoying Basketball tournament

# Unique Features

## MANAGEMENT / FACULTY DEVELOPMENT PROGRAMME

The institute organizes faculty and Staff Development programme each year with participation from faculty members from various parts of the country. The FDP is conducted to develop innovative teaching learning skills which are used to improvise the teaching pedagogy.

IMED has collaborated with Value Varsity to offer MDP's to corporate at all levels.



Dr Sachin Vernekar, Dean-FMS and Director-IMED receiving memento from A Board Member of Curtin University at 2nd International Conference organized by BVU, IMED in collaboration with Curtin University, Miri, Malaysia held at Miri, Malaysia

## PUBLICATIONS

1. **IMED JMSR** : This is a biannual peer reviewed journal having ISSN No. 09758429. Leading Institutes in India subscribes to this journal which includes original research papers from authors globally.
2. **PUBLISHED PAPERS**: The faculty members of IMED have about 300 published papers to their credit. They have brought out a number of books on management subjects.
3. **IMED NEWS**: In house quarterly Newsletter highlighting the activities and events conducted by the institute.
4. **IMED Reflections** : Reflection can be known as another initiative made by IMED in order to enhance the skills and capacities among the students. It is an opportunity provide by IMED to express students ideas and opinions.



Alumni of MBA 1989-91 batch along with Dr. Sachin S. Vernekar Dean, FMS BVDU, Director IMED and student volunteers on the occasion of Alumni Reunion 1991 Batch.

## INTERNATIONAL STUDENT CELL

IMED has global representation of students from 18 countries who have chosen IMED as their destination for learning .

## CORPORATE RESOURCE CENTER

Corporate Resource Centre (CRC) organizes corporate training, consultancy for industrial houses, besides providing summer and final placement for the students.



From left to right **Mr. Tarun Malaviya**, Founder & CEO, Mithi Software Technologies, **Mr. Shaji Varghese**, G.M, PNB Housing Finance Ltd., **Kavita Kulkarni**, Head HR, President, Infosys, NHRD, **Shomendra Roy**, Vice President and Head Talent Acquisition Manufacturing, Reliance Industries Limited, **Ms. Soumi Alphons**, Head-HR, SAS Research and Development, **Mr. Madhusudan Mainkar**, Head-Marketing, BVG Life Sciences Ltd. being felicitated by **Dr. Hemant Darbari** , Director, C-DAC Dr. Sachin Vernekar ( Dean FMS BVU and Director,IMED)

## Alumni Speaks & Unique Events

### Alumni Speak



Whenever I am making new strides in my career, I always remember my Alma Mater IMED with gratitude. It gave me a strong foundation of management concepts that come very handy in my corporate life.

**Mr. Ahmed Zackaria**

Executive Vice President & Zonal Head - Branch Banking  
IndusInd Bank,



I feel the kind of exposure we got from our Institute was phenomenal. The exposure was not only limited to the boundaries of our country but was global too which helped us realize how world is running business. Guest faculty and guest lectures gave us very good insight. All I can say is that the Institute gave us third eye to see how world is moving and where we can position ourselves globally.

**Mr. Siddharth Sapolia**

Business Executive & Story Teller, IBM



Being associated with IMED is a matter of pride for me, more so as I have been associated with it from the formative years. Being overseas, it is difficult to visit the Institute and meet students and faculty but the Alumni Association initiative of the Institute is really commendable and it keeps me in touch with Institute's activities.

**Mr. Amit Suxena,**

Vice President & Head of Applications- South East Asia and South Asia Growth  
Economies at Oracle, Singapore

The institute organizes unique events through students which run parallel with ongoing academics to cultivate their skills and fine tune the students to meet any future challenge.

#### **CORPORATE DAY / SOFT SKILLS DEVELOPMENT**

: Industry experts are invited to share their experience and deliver Guest lectures to the students on contemporary issues.

**MANAGEMENT FORUMS / CLUB** : The Forum activities are organized throughout the year wherein students are given platform to showcase their talents.

The Events also include Quiz, Simulations, Case Studies, etc

**C-googly** : An annual Inter Collegiate Competition in Information Technology

#### **NATIONAL / INTERNATIONAL CONFERENCE:**

Every year various departments conduct workshops and seminars for Academicians and the corporates. The event apart from being a great success helps in building Industry Institute Interface.

**OZONE DAY:** Organized to highlight social and environmental issues.

## Unique Events

**EXPRESSIONS** : An annual International Cultural and management fest that provides the necessary platform to students for showcasing their talent

**DUNKYARD** : An intercollegiate Basketball Tournament held at National Level

**M.D.P/F.D.P:** Various management development and faculty development programmes are organized throughout the year.

**SAHYOG (ALUMNI MEET)** : Institute organises Alumni Meet on regular basis as a leverage to enhance industry institute tie ups and careers progression of current students

**INDUSTRY INSTITUTE PARTNERSHIP SUMMIT (IIPS)** : Where in we felicitate corporate leaders and build the platform for exchange between industry and institutes

**ENTREPRENEURS MEET (PRIDE)** : Where Entrepreneurs from all over the Country are felicitated.

**FOREIGN STUDENT MEET** : It is gathering of foreign students for cultural exchange, feel at home and skill enhancement.

**NATIONAL/INTERNATIONAL SEMINARS AND CONFERENCES** : Every year various departments at IMED conduct seminars and conferences.

**IMED GEMS** : IMED Students compete in intracollegiate festival including various curricular activities, management games, debates, sports, etc.



Mr Pradip M Namjoshi, CFO NKB Technovations being felicitated at the hands of Dr. Sachin S. Vernekar, Dean FMS BVDU, Director IMED



Students attending the Finance seminar

### NATIONAL / INTERNATIONAL TIE-UPS & LINKAGES

IMED has more than 90 MOU/LOUs signed with Industry & International Universities like LNU (Sweden), IUBAT (Bangladesh), Computer Society of India, National Society for Education & Training, Pune Management Association, NHRD Network, IQSPL Higher Education Forum, AMDISA, National Stock Exchange, National School of Leadership, All India Management Association, Association of Indian Management Schools, Confederation of Indian Industries, Maratha Chambers of Commerce Industries and Agriculture, National Institute of Personnel Management, Indian Institute of Materials Management, Institute of Directors, Institute of Marketing & Management



## CODE OF CONDUCT

### 1. RAGGING IS A CRIMINAL OFFENCE

As per Supreme court judgment any student found indulging in ragging will be rusticated from the university and would face criminal charges.

### 2. DISCIPLINE

- [a] The Institute attaches utmost importance to integrity of students in conducting themselves in a manner befitting responsible business executives / entrepreneurs.
- [b] Disciplinary action for misconduct shall include imposition of fine/declaring disqualification for award of medals, prizes and scholarships/ deprivation of placement opportunities/ suspension/ expulsion from the Programme.
- [c] Cell phones should be strictly switched off in class/auditorium/Library/Computer Lab.
- [d] **Only two wheelers are allowed for parking in the allotted areas. Four wheeler be parked in the authorised parking.**
- [e] **Dress Code : Dress code should be strictly followed as follows :**

#### Dress Code (For Students)

Boys	Girls
<b>Do's</b>	<b>(Do's)</b>
Blazer, Formal Shirts, Formal Trouser and Formal Shoes	Blazer, Formal Shirts, Formal Trouser and Formal Shoes
<b>Dont's</b>	<b>Dont's</b>
T-Shirts , Sports Shoes, Slippers/Floaters	T-Shirts , Sports Shoes

**\*Students must wear their blazer and formal dress code everyday and for every special occasion.**

- [f] In case of any kind of violence on the part of the student, he/she shall be expelled from the Institute

### 3. Unfair PRACTICE IN EXAMINATIONS

Students shall not resort to any unfair practices in examinations, failing which they will be expelled from the exam

### 4. ATTENDANCE

- [a] Regular and punctual attendance ( 100%) in all academic activities organized for the students is an essential requirement. Online attendance will be maintained from Day 1.



- [b] Students are not eligible to appear for Internal Exams and to fill University Examination Form if he/ she does not achieve 75% attendance.
- [c] Students are not eligible for Placements if he/ she does not achieve 80% attendance.

## 5. GENERAL CONDUCT

- [a] All students admitted to various courses will be expected to attend all classes as per their timetable.
- [b] Any damage to the property of the Institute will invite penalty & Disciplinary action by the discipline committee.
- [c] No students will loiter in the premises. They will conduct themselves in a dignified manner at all times within and outside the institute.
- [d] Students will make full use of Library/Labs and reading material facilities to update their knowledge in various subjects, broaden their horizon and develop analytical skills.
- [e] **Any form of indiscipline in the form of disregard for instructions given by faculty members and authorities, rude behaviour, damage to institute's property, using unfair means in class tests and examinations will be viewed very seriously. Such students will be considered for exemplary punishments including expulsion from the institute.**
- [f] Students will actively participate in Workshops, Guest Lectures, Seminars, Management Development Programmes planned for them. They will observe timings decided for such occasions and strive to derive maximum benefits. Students shall be liable for disciplinary action (including fines as applicable) in case of non participation.
- [g] No student will leave station without obtaining written approval from concerned class coordinators in advance.
- [h] Students nominated/selected for the Off Campus activities such as participation in Sports/Management Festivals/Study tours etc. will behave themselves in a dignified and disciplinary manner. They will strictly follow/ abide by the instructions of concerned Faculty Coordinator / Authorised Personnel of such outside organisation. They will observe dress code and timing for all such events.
- [i] Any grievance from the students will be dealt and settled at the Disciplinary Committee level as far as possible, otherwise committee to put the matter at the Director's level.
- [j] Please note: You are under electronic surveillance in the campus (CCTV)

## KNOWLEDGE RESOURCE CENTRE (KRC)

	<b>Library Collection</b>	
<b>1</b>	<b>Library Books</b>	
1.1	Total Volumes	75368
1.2	Titles	10547
1.3	Text Books	64821
1.4	Reference Books	11148
<b>2</b>	<b>E Books</b>	125
<b>3</b>	<b>Library Periodicals</b>	175
3.1	International Journals	19
3.2	National Journals	110
3.3	Magazines	46
<b>4</b>	<b>E Journals</b>	30
<b>5</b>	<b>News Papers</b>	18
<b>6</b>	<b>Journal Bound Volumes</b>	720
<b>7</b>	<b>E Resources (Digital)</b>	
7.1	Online Journals / Databases	03
7.2	J-Gate, Social and Management Science	01
7.3	Pro-Quest-Management Collection	01
7.4	IEEE- All Society Periodical Package (ASPP)	01
<b>8</b>	<b>CD / DVDs</b>	591
<b>9</b>	<b>Library Software</b>	SOL 2.0
<b>10</b>	<b>No. of PCs in Digital Library</b>	60
<b>11</b>	<b>Ph.D Thesis</b>	107

### I) THE LIBRARY RULES ARE AS BELOW :

- [1] The student will be provided with two library cards.
- [2] A late fee will be charged for each working day after the specified due date is over.
- [3] If the student does not return the books/ even after three months, he/she will loose the right of borrowing books until he/she returns the book(s) and clear the dues.
- [4] Loss of books should be reported immediately in writing to the Librarian, replacement charge and fine must be paid immediately.
- [5] Borrowers should pay double the cost of the book, PLUS FINE if they fail to replace the book.
- [6] Books will be issued/returned from 8.00 a.m. to 5.30p.m. on all working days  
(Saturday 9 a.m. to 1.00 p.m.)  
Reading room timing 9.00am to 4.00pm

- [7] Students are informed to submit their identify cards while entering into the various sections of the Central Library.
- [8] Ear Marking on pages of Book, marking or writing on the pages with ink/Pencil/ highlighter, tearing or taking out of Pages etc, will amount to damage of the Book, unless the borrower point out any type of damage, if any, at the time of borrowing the book, he/ she shall be liable to replace the book or pay its double price.
- [9] Students and Staff should deposit their Bags / Purse / Books etc. with the Security Staff at the entrance of Library. They will be permitted to carry note books and white papers only Into the library.
- [10] Books and Journal are to be borrowed in person.
- [11] Students are advised not to misplace the books on the racks from its original position.
- [12] Production of "NO DUES CERTIFICATE" from the library is essential for obtaining the hall ticket for appearing examination.
- [13] Strict silence should be maintained in the Library. No discussion in any case would be allowed.
- [14] Library Books are issued only for 7 days but may be recalled earlier if urgently required by the Institute
- [15] Due date for returning of the Books should be followed otherwise late fee for delay will be charged.
- [16] Exchange of library cards is Strictly Prohibited as it is not transferable.
- [17] Books may be renewed on request provided enough copies are available in Library.
- [18] Rare periodicals and reference books will not be issued and therefore it should be used only in the library.

## II READING ROOM

- [1] Silence should be maintained in the reading room.
- [2] If a student is found misusing the reading room she/he may be disallowed to use the reading room facilities.
- [3] Reading room timing 9.00am to 4.00pm

## III AUDIO-VISUALS

The students may borrow video/audio cassettes, CDs, CD-ROMs, etc. to be used to the Institute during their free time.

- [1] Cassettes/CDs will be issued in the reading room account of the student (s). In case of any damage to the cassettes/CDs or the equipment, the student (s) who borrowed will have to compensate for the same. If the entire class used the cassettes/CDs, all the students in the class who are present on that particular day will have to share the costs involved.
- [2] Cassettes/CDs etc. cannot be taken home. In case of non-compliance, the student will have to pay a fine which will be decided by the Director

## INFORMATION RESOURCE CENTER (IRC)

### Summary of ICT Resources

Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune has state of the art ICT facilities for teaching and learning. Dedicated team of ICT experts looks after the overall maintenance and upgradation department.

### Summary of ICT Resources Available at IMED

- **Hardware**
  - Desktop Computers : 388
  - Laptops : 52
  - Printers : 28
  - Scanners : 05
  - Projectors : 29
- **Software**
  - + **System Software :-**
    - MS Windows 2012 Enterprise Server English OLP NL AE (Paper Lic.)
    - MS Windows 2012 OLP NL AE User.
    - MS Windows 7
    - Cyberoam
  - + **Application Software :**
    - Rational Suit Enterprises
    - ACEN Educational Tech Interactive Language Lab Software
    - DarimeStudio
    - Raptivity.
- **Networking**
  - Routers / Switches : 28
  - Access Points : 12
- **Internet**
- **Primary: Tata Lease line 70 Mbps**
- **Backup : Airtel Hotspot.**
- **Computer Labs : 8**
  - First Floor : 03
  - Second Floor : 02.
  - Fourth Floor : 03

### ICT Services

- **Administration**
  - Attendance Management System(Indigenously Developed)
  - Document Management System(Indigenously Developed)
  - Vigilance System / CCTV

- **Academics**

- ERP for Academics:PureStudy
- Smart Boards
- Online Feedback System(Indigenously Developed)
- Online Testing System(Indigenously Developed)
- E-Learning Environment (Indigenously Developed)
- Online Information Resource Center(Indigenously Developed)
- Language Laboratory
- WiFi Facility in the Institute Premises, Boys and Girls Hostels
- Cyber security

**E-Resources**

- **Online Digital Subscriptions (Library)**

- IEEE
- Proquest
- J-Gate
- DELNET
- British Library
- National Knowledge Network
- E-Books : 125
- E-Journals : 29

- **Offline Digital Resources**

- CDs/DVDs : 591

**E-Content Development Facilities**

- **Darim eStudio**

- eStudio is an easy-to-use, real-time 'lecture capture' and content production software that lets users create visually impacting videos for marketing, employee training, educational contents, and enhance videoconferences for presentations in a few simple steps.
- It converts live presentation instantly into a dynamic video lesson without investing extra time.

- **Raptivity**

- It enables developer to create instructionally sound, customized and tractable Adobe Flash interactions quickly and easily without flash programming.
- It is helpful to trainers, educators and subject matter experts to create true learning outcome with meaningful interactivity.
- Raptivity is a scalable tool that makes learning both challenging and enjoyable.



- **Impartus Lecture Capturing System**

- Impartus is a video-based learning platform that enables educators to capture, edit, and distribute content.
- Students enjoy deeper understanding as they review classroom content at any time, from anywhere. Professors can flip classrooms and keep students engaged with contextually relevant content. And administrators can serve more students with existing resources while improving outcomes for all.

### **Server Room**

- Servers : AMS Server, DMS Server, Soul,
- Firewall: Cyberoam, Cisco Firewall
- Centralized Anti Virus System: Quick Heal
- Digital Video Recorder for real time surveillance

### **Software Development Cell**

- Attendance Management System
- Online Tests
- Book Keeping System for BVU.
- Automation of paper setting
- Feedback Module
- Fees Module
- Admission Module

The Information Resource Center of IMED has the required infrastructure to cater to the needs of the Students and Faculty. The Computer Center has been equipped with computer systems, printers, UPS systems and is fully air-conditioned. All official printouts can be taken in the main computer centre by obtaining necessary written permission from the concerned faculty member. All classrooms are equipped with LCD Projector.

### **DO S**

- (1) Please keep the Computer Center clean.
- (2) Ensure that the computers are started in the proper way and also shut down correctly.
- (3) Copy all your files into CDS/Pen drives in order to avoid any loss of data.
- (4) Keep on erasing your old files from the local/ network hard disks.
- (5) Please show your ID-Card to the Lab Attendant immediately after entering the centre and make necessary entry in the register also.
- (6) Switch off LCD Projector at the end of last lecture.

**DON'T S**

- (1) Do not erase or change names of the system files.
- (2) Do not shift any item of the computer. If there is any problem in the functioning of a particular computer, get in touch with the programmer of the computer center.
- (3) Do not bring your friends inside the Computer Center.
- (4) Do not bring any personal hardware item into the Computer Center. (5) Do not try to repair any item of the computer yourself.
- (6) Eatables, tea, coffee, etc. should not be brought inside the Computer Center. (7) Smoking/Drinking is strictly prohibited.
- (8) Bags are not allowed into the Computer Center.
- (9) In case of any damage or missing computer component, the student who last used the computer will have to bear the necessary costs.

**INTERNET SERVICE RULES:**

The Institute provides internet services as a privilege to students for their academic purposes. It is the responsibility of every student to have an email ID and submit the same to the person In-charge of the Computer Center. Important communications from time to time will be sent to students through email/Academic Information System (AIS). The Internet Service offered in the Institute is subject to the following conditions :

- (1) Staff looking after Internet browsing activities is not responsible for the loss of student internet hours due to such reasons like Power Failure, Link Failure, Holidays and when closed because of the priority of Management tasks and also for any student's personal problems.
- (2) However, these Internet hours lost may be compensated at the discretion of concerned staff against a request if the reasons cited are found to be genuine.
- (3) The Internet usage is purely for academic purpose. Those who abuse the facility will be fined upto Rs.1000/- and may even be debarred from use of computer facility. Serious computer crimes may lead to the concerned user being expelled from the Institute & will face legal action as well.

**IMED PROGRAMME**

Institute offers the following programmes :

**FULL TIME MASTERS PROGRAMMES:****MBA (Duration 2 Years):**

- General
- Human Resource

**MCA (Duration 3 Years)****Ph.D: Doctorate of Philosophy**

**Programme Structure MBA  
MBA & MBA HR Sem I**

Course Code	Semester – I	Credits	L/W	T or P/ W	UE	CE	Total Marks	Examination Pattern
101	Management Concepts & Applications	3	2	2	60	40	100	UE &CE
102	Managerial Economics	3	2	2	60	40	100	UE &CE
103	Financial & Management Accounting	4	3	2	60	40	100	UE &CE
104	Organizational Behaviour	3	2	2	60	40	100	UE &CE
105	Statistical Techniques	4	3	2	60	40	100	UE &CE
106	Legal Aspects of Business	3	2	2	60	40	100	UE &CE
107	Business Communication	3	2	2	60	40	100	UE &CE
108	Information Technology Skills for Managers	3	2	2	-	100	100	CE
See Groups	Open 1	2	1	2	-	50	50	CE
See Groups	Open 2	2	1	2	-	50	50	CE
	<b>Total No. of Credits</b>	<b>30</b>	<b>20</b>	<b>20</b>			<b>900</b>	<b>-</b>

Open Courses: Students can opt any two courses from the following

109	Soft Skills (Includes etiquettes, table manners, public speaking & presentation skills etc.)
110	Waste Management
111	Life Management Skills
112	Event Management
113	Social Media Management
114	Current Affairs
115	Data Analysis Using Software Tools (MS Excel/SPSS)
116	Supply Chain Management

**\*\* In addition to the above, Cyber Security is an Add on Course having 02 (TWO) credits may be offered by the Institute**

**MBA & MBA HR (G) SEM II**

Course Code	Semester – II	Credits	L/W	T or P/W	UE	CE	Total Marks	Examination Pattern
201	Marketing Management	3	2	2	60	40	100	UE &CE
202	Financial Management	3	2	2	60	40	100	UE &CE
203	Human Resource Management	3	2	2	60	40	100	UE &CE
204	International Business	3	2	2	60	40	100	UE &CE
205	Production & Operations Management	3	2	2	60	40	100	UE &CE
206	Research Methodology	3	2	2	60	40	100	UE &CE
207	Business Environment	3	2	2	60	40	100	UE &CE
208	Business Ethics & Corporate Governance	3	2	2	-	100	100	CE
See Group	Open 1	2	1	2	-	50	50	CE
See Group	Open 2	2	1	2	-	50	50	CE
	<b>Total No. Credits</b>	<b>28</b>	<b>18</b>	<b>20</b>			<b>900</b>	

Open Courses: Any two courses from the following

209	Soft Skills (that includes Logical reasoning & Aptitude tests, Interview techniques, Group Discussion etc.)
210	Introduction to Business Analytics
211	Data Analysis Using Software Tools (MS Excel/SPSS)
212	E-commerce Applications
213	Societal Concerns and NGO Operations
214	Foreign Language
215	Six Sigma
216	Enterprise Resource Planning (ERP)

## MBA (General) SEM III

Course Code	Semester – III	Credits	L/W	T or P/ W	UE	CE	Total Marks	Examination Pattern
301	Strategic Management	3	2	2	60	40	100	UE &CE
302	Operations Research	3	2	2	60	40	100	UE &CE
303	*Entrepreneurship Development	3	2	2	60	40	100	UE &CE
See groups	Specialization I - E-(i)	3	3	-	60	40	100	UE &CE
See groups	Specialization I - E-(ii)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(i)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(ii)	3	3	-	60	40	100	UE &CE
304	** Summer Internship	4	-	-	60	40	100	Viva – Voce & Report
305	Innovation, Technology & Change	3	2	2	-	100	100	CE
See Group	Management	2	1	2	-	50	50	CE
See Group	Open Elective1	2	1	2	-	50	50	CE
See Group	Open Elective 2	2	1	2	-	50	50	CE
See Group	Open Elective 3	2	1	2	-	50	50	CE
	Open Elective 4	36	24	16			1100	



**Open Courses: Any TWO COURSES from the specialization groups opted by the students**

Open Courses under Marketing Management		Open Courses under IT Management	
306	Digital Marketing	322	IT in BFSI Domain
307	Customer Relationship Management	323	Legal Aspects of IT & It Strategies
308	Marketing Research	324	Software Quality Standards & Process Documentation
309	Product & Brand Management	325	Cloud Computing
Open Courses under Financial Management		Open Courses under Production & Operations Management	
310	Corporate Taxation	326	Materials Management
311	Capital Market Operations	327	Maintenance Management
312	Financial Risk Management	328	World Class Manufacturing
313	Financial Statement Analysis	329	Business Process Re-engineering
Open Courses under Human Resource Management		Open Courses under Agribusiness Management	
314	Industrial Relations	330	Rural Banking
315	QMS & Innovation Management	331	Agriculture Marketing & Price Analysis
316	e-HRM	332	Commodity Market
317	Personal Relations & Corporate Communication	333	Indian Agriculture & World Trade Organisation
Open Courses under IB Management		Open Courses under Retail Management	
318	Global Logistics & Supply Chain Management	334	HRM in Retail
319	International Economics	335	Retail Stores and Operations
320	Currency, Derivatives & Risk Management	336	International Retailing
321	Global Strategic Management	337	Information Technology in Retailing

## MBA (General) SEM IV

Course Code	Semester – IV	Credits	L/W	T or P/ W	UE	CE	Total Marks	Examination Pattern
401	Project Management	3	2	2	60	40	100	UE &CE
See groups	Specialization I - E-(iii)	3	3	-	60	40	100	UE &CE
See groups	Specialization I - E-(iv)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(iii)	3	3	-	60	40	100	UE &CE
See groups	Specialization II - E-(iv)	3	3	-	60	40	100	UE &CE
402	Environment & Disaster Management	3	2	2	-	100	100	CE
See Group	Open 1	2	1	2	-	50	50	CE
See Group	Open 2	2	1	2	-	50	50	CE
See Group	Open 3	2	1	2	-	50	50	CE
See Group	Open 4	2	1	2	-	50	50	CE
	<b>Total No. Of Credits</b>	<b>26</b>	<b>20</b>	<b>12</b>			<b>800</b>	<b>-</b>

**Open Courses: Any TWO COURSES from the specialization groups opted by the students.**

Open Courses under Marketing Management		Open Courses under IT Management	
403	Strategic Marketing	419	Big Data Analysis
404	Retail Marketing	420	IT Infrastructure Management
405	Marketing of Financial Services	421	Technology Management & IT Services
406	Social Media Marketing	422	Lab on Oracle & Open Source Software
Open Courses under Financial Management		Open Courses under Production & Operations Management	
407	Management Control System	423	Negotiation Management
408	Indirect Taxes	424	Service Operations Management
409	Banking Operations	425	Environment , Health & Safety
410	Financial Modelling Using MS Excel	426	Quality Management Standards
Open Courses under Human Resource Management		Open Courses under Agribusiness Management	
411	Labour Welfare	427	Microfinance
412	Managerial Competencies & Career Development	428	Rural Entrepreneurship
413	HR Lab	429	Agriculture & Indian Economy
414	HR Analytics	430	Marketing of Agro Products
Open Courses under IB Management		Open Courses under Retail Management	
415	Global Business Environment	431	Contemporary Retail Management
416	Foreign Exchange Management	432	Retail Planning
417	International Marketing Research	433	Retail & Distribution Management
418	International Financial Management	434	Rural Retailing

## LIST OF ELECTIVE GROUPS

### Elective I: Marketing Management

<b>Sem III</b>	
Paper no.	Name of the Course
MK01	Consumer Behaviour
MK02	Services Marketing
<b>Sem IV</b>	
MK03	Sales & Distribution Management
MK04	Integrated Marketing Communication

### Elective II: Financial Management

<b>Sem III</b>	
Paper no.	Name of the Course
FN01	Investment Analysis & Portfolio Management
FN02	Management of Financial Services
<b>Sem IV</b>	
FN03	Corporate Finance
FN04	International Financial Management

### Elective III: Human Resource Management

<b>Sem III</b>	
Paper no.	Name of the Course
HR01	Training & Development
HR02	Labour Laws
<b>Sem IV</b>	
HR03	Personnel Cost & Compensation Management
HR04	Performance Management System

### Elective IV: International Business Management

<b>Sem III</b>	
Paper no.	Name of the Course
IB01	International Marketing
IB02	Export Import Policies, Procedures and Documentation
<b>Sem IV</b>	
IB03	International Finance
IB04	Global Business Strategies

**Elective IV: Production & Operations Management**

<b>Sem III</b>	
Paper no.	Name of the Course
PO01	Quality Management
PO02	Production Planning & Control
<b>Sem IV</b>	
PO03	Logistics & Supply Chain Management
PO04	Industrial Management

**MBA Syllabus w.e.f. 2016-17****Elective V: Information Technology Management**

<b>Sem III</b>	
Paper no.	Name of the Course
IT01	System Analysis & Design
IT02	Information System Security & Audit
<b>Sem IV</b>	
IT03	RDBMS with Oracle
IT04	Enterprise Business Applications

**Elective VI : Agribusiness Management**

<b>Sem III</b>	
Paper no.	Name of the Course
IT01	Rural Marketing
IT02	Supply Chain Management in Agribusiness
<b>Sem IV</b>	
IT03	Use of Technology in Agribusiness Management
IT04	Cooperatives Management

**Elective VI: Retail Management**

<b>Sem III</b>	
Paper no.	Name of the Course
RO01	Introduction to Retailing
RO02	Retail Management and Franchising
<b>Sem IV</b>	
RO03	Merchandising, Display Advertising
RO04	Supply Chain Management in Retailing

## MBA (HRM) SEM III

Course Code	Semester –III	Credits	L/W	T or P/ W	UE	CE	Total Marks	Examination Pattern
301	Strategic Management	3	2	2	60	40	100	UE & CE
302	Operations Research	3	2	2	60	40	100	UE & CE
303	Entrepreneurship Development	3	2	2	60	40	100	UE & CE
See group	Specialization I - E-(i):Training & Development	3		-	60		100	UE & CE
	Specialization I - E-(ii):Labour Laws	3	3	-	60	40	100	UE & CE
See Group	Specialization II - E-(i)	3	3	-	60	40	100	UE & CE
	Specialization II - E-(ii)	3	3	-	60	40	100	UE & CE
304	**Summer Internship	4	3	-	60	40	100	UE & CE Viva-voce and Report
305	Cross Cultural Issues & International HRM	3	-	2	-	40	100	CE
See Group	Open Elective 1	2	2	2	-	100	50	CE
	Open Elective 2	2	1	2	-	50	50	CE
	Open Elective 3	2	1	2	-	50	50	CE
	Open Elective 4	2	1	2	-	50	50	CE
	Total No. of Credits	36	1	16		50	1100	



Open Courses: Any TWO COURSES from the elective groups opted by them.

Open Courses under Marketing Management		Open Courses under IT Management	
306	Digital Marketing	322	IT in BFSI Domain
307	Customer Relationship Management	323	Legal Aspects of IT & IT Strategies
308	Marketing Research	324	Software Quality Standards & Process Documentation
309	Product & Brand Management	325	Cloud Computing For Managers
Open Courses under Financial Management		Open Courses under Production & Operations Management	
310	Corporate Taxation	326	Materials Management
311	Capital Market Operations	327	Maintenance Management
312	Financial Risk Management	328	World Class Manufacturing
313	Financial Statement Analysis	329	Business Process Re-engineering
Open Courses under Human Resource Management		Open Courses under Agribusiness Management	
314	Industrial Relations	330	Rural Banking
315	QMS & Innovation Mgt	331	Agriculture Marketing & Price Analysis
316	Behavioural Dynamics	332	Commodity Market
317	Personnel Relations & Corporate Communications	333	Indian Agriculture & World Trade Organisation
Open Courses under IB Management			
318	Global Logistics & Supply Chain Management		
319	International Economics		
320	Currency, Derivatives & Risk Management		
321	Global Strategic Management		

## MBA (HRM) SEM IV

Course Code	Semester – IV	Credits	L/W	T or P/ W	UE	CE	Total Marks	Examination Pattern
401	Project Management	3	2	2	60	40	100	UE & CE
See Group	Specialization I - E-(iii) Personnel Cost & Compensation Mgt.	3	3	-	60	40	100	UE & CE
	Specialization I - E-(iv) Performance Management System	3	3	-	60	40	100	UE & CE
See Group	Specialization II - E-(iii)	3	3	-	60	40	100	UE & CE
	Specialization II - E-(iv)	3	3	-	60	40	100	UE & CE
402	Environment & Disaster Management	3	2	2	-	100	100	CE
See Group	Open 1:	2	1	2	-	50	50	CE
See Group	Open 2:	2	1	2	-	50	50	CE
See Group	Open 3	2	1	2	-	50	50	CE
See Group	Open 4	2	1	2	-	50	50	CE
	Total	26	20	4			800	-

Open Courses: Any TWO COURSES from the elective groups opted by them..

Open Courses - Marketing Management		Open Courses - IT Management	
403	B2B Marketing	419	Big Data Analysis
404	Retail Marketing	420	IT Infrastructure Management
405	Marketing of Financial Services	421	Technology Management & IT Services
406	Social Media Marketing	422	Lab on Oracle & Open Source Software
Open Courses - Financial Management		Open Courses - Production & Operations Management	
407	Management Control System	423	Negotiation Management
408	Indirect Taxes	424	Service Operations Management
409	Banking Operations	425	Environment , Health & Safety
410	Financial Modelling Using MS Excel	426	Quality Management Standards
Open Courses - Human Resource Management		Open Courses under Agribusiness Management	
411	Managerial Competencies and Career Development	427	Microfinance
412	Labour Welfare	428	Rural Entrepreneurship
413	HR Lab	429	Agriculture & Indian Economy
414	HR Analytics	430	Marketing of Agro Products
Open Courses - IB Management			
415	Global Business Environment		
416	Foreign Exchange Management		
417	International Marketing Research		
418	Regulatory Aspects of International Business		

## LIST OF SPECIALIZATION - ELECTIVES

### Elective: Marketing Management

Sem III	
Code.	Name of the Course
MK01	Consumer Behaviour
MK02	Services Marketing
Sem IV	
MK03	Sales & Distribution Management
MK04	Integrated Marketing Communication

### Elective: Financial Management

Sem III	
Code.	Name of the Course
MK01	Investment Analysis & Portfolio Management
MK02	Management of Financial Services
Sem IV	
MK03	Corporate Finance
MK04	International Financial Management

### Elective: Human Resource Management

Sem III		CORE HR	
Code.	Name of the Course	Code.	Name of the Course
HR01	Training & Development	HR05	Human Resource Planning and Procurement
HR02	Labour Laws	HR06	HRD Instruments
Sem IV		Sem IV	
HR03	Personnel Cost & Compensation Mgt.	HR07	Negotiation and Counseling
HR04	Performance Management System	HR08	HR Audit

### Elective: International Business Management

Sem III	
Code.	Name of the Course
IB01	International Marketing
IB02	Export Import Policies, Procedures and Documentation
Sem IV	
IB03	International Finance
IB04	Global Business Strategies

**Elective: Production & Operations Management**

<b>Sem III</b>	
Code.	Name of the Course
PM01	Quality Management
PM02	Production Planning & Control
<b>Sem IV</b>	
PM03	Logistics & Supply Chain Management
PM04	Industrial Management

**Elective: Information Technology Management**

<b>Sem III</b>	
Code.	Name of the Course
PM01	Enterprise Business Applications
PM02	RDBMS with Oracle
<b>Sem IV</b>	
PM03	Information System Security & Audit
PM04	Software Project Management

**Elective: Agribusiness Management**

<b>Sem III</b>	
Code.	Name of the Course
PM01	Rural Marketing
PM02	Supply Chain Management in Agribusiness
<b>Sem IV</b>	
PM03	Use of Technology in Agribusiness Management
PM04	Cooperatives Management

## IMED TEACHING- LEARNING PEDAGOGY

(Dissemination of Information & knowledge)

It consists of two parts

### 1. TEACHING - LEARNING:

Very important academic activity through which the entire course content / syllabus is meaningfully explained through classroom lecture method, case study method, discussions etc Learning continues along with teaching. The Institute takes constant efforts in imparting teaching through simulations and experiences for valuable learning through the following modes....

- Seminars / Workshops
- Guest Lectures
- Library and Project work
- Book Reviews
- Role Plays
- Laboratory Assignments
- Industrial Visit and Field work
- Summer Training / Winter Projects & Internships. The institute conducts its Teaching - Learning activities through a well planned structure consisting of ...
- A well structured Time table
- Systematic Teaching Plans - indicates the distribution of topics / modules of syllabus to be taught, spread over the total lectures in a semester

### 2. EVALUATION :

Assessment / Evaluation forms an integral part of an academic institution. It is a tool for measuring personal progress, both individual and course goal. The academic performance evaluation system is viewed as a means to promote learning process and is designed to assess the ability of the student to apply knowledge for problem - solving and increasing organizational effectiveness

#### a. Continuous Internal Evaluation

Sr. No.	Criteria/ Parameter	Marks
1.	Class Participation / Attendance	05.0
2.	Internal Examination	
	Mid Term	12.5
	End Term	12.5
3.	Two Class Tests (2.5)	10.0
	Assignments / MOOCs (2.5)	
	Presentation / Projects (2.5)	
	Case Studies (2.5)	
	<b>TOTAL</b>	40.0

### IMED STUDENTS SUPPORT CELL

Sr.No	Department	Name of Staff Member		
1	Corporate Resource cell	Dr.Hemangi More.	TPO	9970187315
		Mr. Navalgund D. I	TPO	9881149661
		Dr. Sonali Dharmadhikari.		9850340617
		Dr. Sachin Ayarekar		9673996643
		Dr. Praveen Mane		9890756014
		Mr. Yogesh Gurav		9890896933
		Dr. R. V. Mahadik		9922755450
		Mrs. Latta More		8087548990
2	Examination Section	Dr.Vinod Ingawale	I/C Exam Section	9860594908
		Mr. P. G Shinde		9767694100
		Mr. D. G. Kadam		9923150759
		Mr. S. R. Jamdade		7887551647
3	Library	Miss. Mane S.V	Library	9371236191
		Mrs. Khanse Y.R		7755910090
4	Computer laboratory	Dr. Pramod Pawar	I/C Exam .Dept.	9689926752
		Mr.Rahul Lalbage	CSE	9823120407
		Mr. Tusha r Shinde	CSE	9011813040
5	Stundents Section	Mr.Sanjay Tangade	I/C Students Section	7798711007
		Mr.Sudhir Ghadge		9527891181
		Mr.Praveen Lohar		9923986042
6	Store & Inward Outward	Mr. Harun Mulani	I/C store & Inward/Outward	9673787861
		Mr. Pradip Kadam		9158808801
		Mr. Ashok Salunke		9767316703
7	Accounts & Finaance	Mr. Shrikant Deshmukh	Incharge	9158137475
		Mr. Swpnil Yadav		7900123343
		Mr. Rahul Patil		
8	Building & maintenance	Mr. Harun Mulani	Incharge	9673787861
		Mr. Manohar Mandake		9850666262
9	Any Other Problem &Help	Mr. Swapnil Thorat	P. R. O.	9881997999
		Mrs. Sandhya Gaikwad		9922411258
10	Counselling & Admission /Cell	Dr. Pravin Mane	Chairman Secretary	9890756014
		Mr. Rahul Manjre		9049366077
		Mr. Swapnil Thorat		9881997999
		Mrs. Neeta patil		7798767017
11	Placement	Dr.Hemangi More.	TPO	9970187315
		Mr. Navalgund D. I	TPO	9881149661
		Mrs. Lata B. More		8087548990



### Academic Calendar (2018-2019)

Date	Day	Activity/ Event	Responsibility
2nd July 2018	Monday	Commencement of the First term for MBA-I & II, MBAHR-I&II, MCA I and II lateral BBA,BCA II year.	Program Director/Coordinators, Class Coordinators.
2nd to 6th July 2018	Monday – Friday	Orientation Program for MBA/MBA HR I year, MCA Includes Guest sessions, institute information, Profiling I and industry visits.	Program Director/Coordinators, Class Coordinators to work out schedule of events for all Six days. CRC dept should schedule industry Visit./ DrNetaji Jadhav
5th July to 7th July 2018	Thur to Sat.	Orientation Program for MBA –II Gen and MBA-II HR	Program Director/Coordinators, Class Coordinators
6th and 7th July 2018	Friday – Saturday	MBA Summer Project Presentation and rough draft first approval by the Panel and Research Guide.	Program Director/ Faculty Class Coordinator
9th July 2018	Monday	Commencement of the First term for MCA II ,MCA III BBA,BCA III year. Appointment of CR's	Program Director/Coordinators, Class Coordinators.
11th July and 12th 2018	Wednesday and Thursday	BBA Summer Project Presentation and rough draft first approval by the Panel and Research Guide.	Program Director/ Faculty Class Coordinator
16th to 20th July 2018	Monday – Friday	Induction Program for BBA/BCA I year, Includes Guest sessions, institute information, Profiling I and industry visits.	Program Director/Coordinators, Class Coordinators to work out schedule of events for all Six days. CRC dept should schedule industry Visit./ DrNetaji Jadhav
4th August 2018	Tuesday	MCA- Welcome to Fresher's	Faculty Class Co-ordinators
3rd to 4th August 2018	Friday-Saturday	BBA/BCA and MBA – Welcome to Fresher's	Program coordinator and Faculty Class Coordinators Second year
6th August 2018	Monday	Final Placement Brochure submission	CRC DEPT
7th to 11th August 2018	Tuesday – Saturday	Class Test NO 1 for all programs	PROGRAM DIRECTOR, Class Coordinator, Program Coordinator, all subject teachers.
13th August 2018	Monday	Result of Test no 1 for all programs	Class Coordinator, all subject teachers.

Date	Day	Activity/ Event	Responsibility
15th August 2018	Wednesday	Independence Day	Dr. Netaji Jadhav/ All teaching and Non-teaching staff members
16th August 2018	Thursday	HR Professionals Meet	CRC Team
20th August 2018	Monday	Project Preparation	Class Co-ordinator
25th August 2018	Saturday	IIPS 2018	Dr. Hemangi More/ Mr. Deepak Navalgund and All PD, PC and FC
30th to 31st August 2018	Thursday-Friday	IMED GEMS	MrMahadik/Dr Vijay Phalke/ MsPallaviChopde/DrShahane/ Mr. Dingankar/ Mrs. Bharati Jadhav
1st September 2018	Saturday	SIP Presentation Competition MBA II Year	MrSachinAyrekar/DrDeepaliKadam and respective Coordinators and Mr Deepak Navalgund
10th to 15th September 2018	Monday – Saturday	Class Test NO 2 for all subjects	Program Director, Class Coordinator, Program Coordinator, all subject teachers.
15th September 2018	Saturday	International Students Meet	RajlakshmiWagh, BhartiYelikar/ MrShreyasDigankar
15th September 2018	Saturday	Ozone Day-Action Plan for Global Warming	Dr V Phalke, DrNetajiJadhav/MsSuchetaKanchi
17th September 2018	Monday	Result of Class Test no 2 for all subjects	Program Director, Class Coordinator, Program Coordinator, all subject teachers.
19th to 22nd September 2018	Wednesday – Saturday	Placement Week / Pre Placement Presentation.	CRC
22nd September 2018	Saturday	Project Competitions and Programming Competitions	Mr. S C Hembade
24th September to 29th September 2018	Monday – Saturday	Mid Term Examination	Class Coordinator, all subject teachers.
6th October 2018	Saturday	Alumni Meet- I	CRC
25th Oct. 2018 to 30th Oct 2018	Thur to Tues.	End Term Exam	Dr. Ingawale , Mr. R Mahadik and Exam Dept
29th Oct to 3rd Nov 2018	Monday	Practical exams for all programs	Program Director, Class Coordinator, Program Coordinator, all subject teachers.
31st Oct. 2018	Wednesday	Last Teaching Day	Program Director/Coordinators
3rd November 2018	Saturday	Submission of overall academic report and Internal Marks Submission for the term	Program Coordinators

**STUDENT HANDBOOK**

<b>Date</b>	<b>Day</b>	<b>Activity/ Event</b>	<b>Responsibility</b>
5th to 10th November 2018	Monday – Saturday	Diwali Vacation	Diwali Vacation
14th November 2018	Wednesday	University examinations Commencement	Exam dept.
12th December 2018	Tuesday	Commencement of term/classes for All Programs and Profiling II	Class Coordinator, Program Coordinator
31th December 2018	Monday	Road Safety Awareness greetings	Dr. V Phalke /Ms.PratimaGund/MrPromodKadam/ (compulsory for all faculty members)
5, 12 and 19 January 2019	All Saturdays	Sports Meet	Dr. Pravin Mane, Dr.Pramod Pawar, AnuradhaYesugude/MrsSonali Khurjekar/Mrs Bharati Jadhav/MsSweta Jogalekar/ Dr.Netaji
9th January 2019	Wednesday	Dr. Patangraoji Kadam National Elocution Competition	DrPramod Pawar/ DrPadlikar/ DrSachin Ayarekar/ Mr. U Desai/ Dr Vijay Phalke
15-18th January 2019	Tuesday – Friday	Test-1 ALL Programs	MBA/ MCA/BBA/ BCA PROGRAM DIRECTOR, Class Coordinator, Program Coordinator, all subject teachers.
21st January 2019	Monday	Test-1 result All Programs	MBA/ MCA/BBA/ BCA PROGRAM DIRECTOR, Class Coordinator, Program Coordinator, all subject teachers.
26 January 2019	Saturday	Republic Day celebration	DrNetajiJadhav / All Teaching and non teaching staff
1-2nd February 2019	Friday-Saturday	International Conference	Dr. Ingawale and Team
24th to 25th January	Thursday-Friday	International Management Fest / Expressions Cultural Program	Dr. Pravin Mane, Dr.Pramod Pawar, AnuradhaYesugude/Mrs.Sonali Khurjekar/Mrs Bharati Jadhav/MsSweta Jogalekar/ DrNetaji
28th January to 3rd February 2019	Tuesday-Monday	7 days NSS camp	NSS Committee – Dr. Jadhav/ Mr. Yadav/ Dr. Phalke
12-15th /02/2019	Tuesday – Friday	Test-2 ALL Programs	MBA/ MCA/BBA/ BCA PROGRAM DIRECTOR, Class Coordinator, Program Coordinator, all subject teachers.
15th February2019	Friday	National Seminar on HR	Dr. Pravin Mane, Dr. Mirji, Mr. Prabhat and Team

Date	Day	Activity/ Event	Responsibility
22nd February 2019	Friday	National Seminar on IT	Dr Mahajan and Team
25/2 – 02nd March 2019	Monday-Saturday	Midterm Written Examination (All Program)	Dr.Ingawale/ Mr. Mahadik/ Exam Dept.
2nd March 2019	Saturday	Alumni Meet – II	Dr. Hemangi More/Mr. Deepak Navalgund/ Mr. Pole
8th March 2019	Friday	Women's Day Celebration	Bharati Jadhav/ Sonia Sorte/ Yelikar/ Tarnekar
11th March 2019	Monday	Result of Mid Term Exam to be submitted to Exam Department for Website Uploading.	
1st April 2019 to 5th April 2019	Monday-Friday	End Term Online Examination (All program)	Dr.Ingawale/ Mr.Mahadik/ Exam Dept./CRC
06th April 2019	Thursday	Last teaching Day	Program Heads
8th April to 13th April 2019	Mon to Sat.	Practical Exams for all programs	All Faculty Members
10th April 2019	Wednesday	Submission of overall academic report for the term and Marks for submission to HO.	Program Director/ Faculty Class Coordinator
13th April 2019	Mon. and Tues.	Moderation of All programs	Incharge ALL PD's/PC/Faculty coordinators
15th April 2019 onwards	Mon. and Tues.	Moderation of All programs	Incharge ALL PD's/PC/Faculty coordinators
	Monday	University Examination	Exam department
26th April 2019	Friday	Foundation Day of BVDU	All Teaching and non teaching staff/ Students
1st May 2019	Wednesday	Summer Training Joining	CRC Department
10th May 2019	Friday	Foundation Day of Bharati Vidyapeeth	All Teaching and non teaching staff/ Students
1st July 2019	Monday	Reopening of Next Academic Year (2019-20) for all Programs	All Teaching and non teaching staff/ Students

- The Management and IT forum activities, Mentor-Mentee program, CES & Soft skills be focused and conducted as planned and communicated.
- All the members of teaching and non teaching staff shall participate in the flag hosting function/program organized on Republic day, Independence Day, Bharati Vidyapeeth (Deemed to be University) Foundation Day & Bharati Vidyapeeth Foundation Day.
- Due to some exigencies dates may be changed, which will be communicated if changed.

**Dr. Sachin Vernekar**  
Dean FMS, BV (DU)  
Director IMED

## WARNING NOTE

### RAGGING

Ragging in any form is strictly prohibited and the students are warned not to resort to any sort of such activities, which will result in rustication from campus besides attracting criminal proceedings and punishable according to Government of Maharashtra's Anti Ragging Ordinance of 1999. The Punishment is extent of two years rigorous imprisonment, fine of Rs. 10,000/-

### Anti Ragging Cell

Sr. No.	Name	Designation	Contact No.
1	Dr. Ajit More	Chairman	9822467809
2	Dr. Sonali Dharmadhikari	Member	9850340617
3	Dr. Sachin Ayarekar	Member	9673996643
4	Mr. R. V Mahadik	Member	9922755420
5	Mr. Yogesh Gurav	Member	9890658161
6	Mrs. Sonali Khurjekar	Member	9822603793
7	Dr. Hema Mirji	Member	9423035613
8	Mr. Nilesh Mate	Member	9371004044
9	Mrs. Ranpreet Kaur	Member	9730449505
10	Dr. Pravin Mane	Secretary	9890756014

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# IMED- 'Where Dreams Become Reality'



## Bharati Vidyapeeth (Deemed to be University), Pune, India Institute of Management and Entrepreneurship Development, Pune

Erandwane, Pune- 38. Maharashtra, India

Accredited with 'A+' Grade (3rd cycle) by NAAC, 'A' Grade University Status by MHRD, Govt. of India  
Accredited (2004) & Reaccredited (2011) with 'A' Grade by NAAC



**Ranked in Top 50 B-Schools in India by NIRF 2018, MHRD, Govt. of India**

### RANKING

- Ranked in Top 50 B-Schools in India by NIRF 2018, MHRD, Govt. of India
- Business and Management Chronicle has ranked IMED, A+++ as one of the Best in Maharashtra and amongst the TOP 10 B-schools in Western India.
- Recipient of Best Institute Award from ASSOCHAM for Promoting Leadership and Industry Institute Partnership
- Recipient of Best Management Institute Award from ASSOCHAM for Innovation and Entrepreneurship Development

**Dr. Sachin S. Vernekar**  
Dean FMS BVDU, Director, IMED

### PROGRAMMES

#### MBA

2 year full time programme Dual specialization : Marketing, Finance, HR, IT, IB, Banking & Insurance, Retail and Hospitality Management

#### MBA (HR)

#### MCA

(3 Year Full Time Programme)

#### MCA Lateral Entry

(2 Year Full Time Programme)

#### BBA and BCA

(3 Year Full Time Programme)

### History:

Established by Bharati Vidyapeeth in 1978, IMED is one of the Premier Business Schools in Western part of India.

### Salient Features :

- Faculty with rich Academic and Industrial experience.
- Wi-Fi enabled campus and well equipped Library.
- Industry Institute Interface through National / International Seminars, Workshops, MDPs, FDPs Corporate Day, Alumni Day and Industry visits
- Foreign students from 18 Nationalities.
- Holistic development of students through Management & IT Forum Soft Skills sessions, Corporate Day, CCEE, Foreign Language, International Management & Cultural Fest, Sports activities etc.

### Placements

- More than 92 % Placements
- Companies Participate in Placement Drive every year : more than 150
- Highest package : MBA 54.08 LPA (International) 12 .10 LPA (Domestic) / 6.5 LPA (Average Package)
- Highest package : MCA 48.00 LPA (International) / Rs 6 LPA (Average Domestic)



## INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

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**"Creating  
Successful  
Leaders and  
Entrepreneurs"**

