



Dr. Vithalrao Vikhe Patil  
Foundation

Ahmednagar



Dr. Vithalrao Vikhe Patil Foundation's  
**INSTITUTE OF BUSINESS MANAGEMENT  
AND RURAL DEVELOPMENT**

**Best Institute Award** by SPPU, Pune  
**NAAC "A" GRADE** Accredited Institute

- Approved by AICTE, New Delhi, Govt. of Maharashtra
- Recognised U/S 2(f) & 12 (B) of UGC Act 1956, New Delhi
- Permanently affiliated to the SPPU, Pune.
- Recipient of the 21st Dewang Mehta B School Award for the Educational Leadership 2013

MANAGE TO LEAD WORLD WIDE

**MBA-MCA**

Ph.D. Research Center

**PROSPECTUS**

2019-2020



**LATE DR. VITHALRAO VIKHE PATIL**

**PADMSHREE AWARDEE**

**INSPIRATION**

## ➤ OUR FOUNDER

Worthy son of Late Dr. Vithalrao Vikhe Patil, a Leader of reckoning in Maharashtra State, Member of Parliament for over two decades took upon himself the arduous task of translating the dreams of his farther into concrete realities by meticulous, punctilious planning and by offering dynamic and programmatic leadership to the Society. He adopted a strategy to raise awareness amongst the small peasants and the rural poor, through spread of technical and non-technical education which we called it Social Transformation Through Education.

He was founder trustee of Dr. Vithalrao Vikhe Patil Foundation Ahmednagar, Pravara Institute of Research and Education in Natural and Social Science Pravarnagar, Dr. Vithalrao Vikhe Patil institute of Technology & Engineering, Pravaranagar, Dr. Vikhe Patil Foundation, Pune, Pravara Rural Medical Trust, Loni Pandit Jawaharlal Neharu Academy for performing Arts Pravaranagar, Pravara Co-Op. Dairy Society for Villages. Dr. Vikhe Patil Foundation, Nashik Center, Shirdi Sai Rural Institute Rahata Since 1997 and Managing trustee of Pravara Medical Trust Loni and Shirdi Sai Rural Institute Pravara.

He was Founder of Parner Co-operative Sugar Factory, Parner, Dist. Ahmednagar, Jagdamba Co-operative Sugar Factory Karjat Dist. Ahmednagar, Vridheshwar Co-operative Sugar Factory, Pathardi, Pravara Sahakari Bank Ltd., Loni.

The Government of India acknowledging his contribution to the sustainable development of Rural India conferred prestigious civilian award namely Padmabhushan 26th January 2010. Mahatma Phule Krishi Vidyapeeth Rahuri Awarded Honorary Degree of "Doctor of Science" on 29th Nov 2013 for his contribution in agriculture and science.

Late Dr. Balasaheb Vikhe Patil soon realized that financial freedom alone would not suffice to free his fellow farmers from decade of poverty and distress. He incepted many world class renowned institute and institutions that would ensure upliftment of the downtrodden to enable them to stand up and walk along other sections of society.

His notable contribution including the river interlink programme which watershed, irrigation, defence were widely acknowledge and appreciative. His commitment to the values and ethos of co-operative are reflected in his notable contribution to in every sphere of co-operative including banking, sugar industry dairy which have made a long lasting impact on lives of million poor farmers.

In fact, policy makers irrespective of their political affiliation had no hesitation whatsoever in obtaining his guidance and suggestions for farming policies especially regarding irrigation, co-operative and agriculture.



➤ **LATE DR. EKNATHRAO ALIAS  
BALASAHEB VIKHE PATIL**  
Padmabhushan - Awardee  
(10 April 1932 - 30 Dec. 2016)

# OUR FOUNDER



**Hon'ble**

**SHRI. RADHAKRISHNA  
EKNATHRAO VIKHE PATIL**

Executive Chairman & Trustee  
D.V.V.P. Foundation, Ahmednagar.  
Cabinet Minister of Housing, Maharashtra  
Legislative Assembly

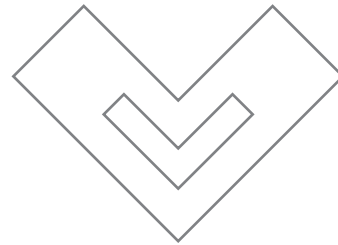
## ➤ MESSAGE FROM CHAIRMAN

Knowledge is the driving force in the rapidly changing globalized economy and social hub. Quantity and quality for specialized human resources determine their competence in the global market.

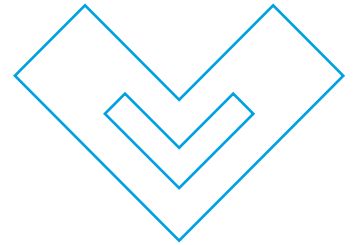
It is well recognized that the development of the global economy has increased chance for those nations with good grades of teaching. Education is a crucial determinate of human capital accumulation in the country and therefore, a source of economic growth. Management Education in India is at cross roads.

To cater this need, our D.V.V.P.'s Institute of Business Management and Rural Development provides a platform where training in management is blended with conceptual and practical exposure. We enlarge their vision, develop competency and skill, inculcate values and transform their personalities. We attempt to make our students' responsible corporate citizens.

I am glad to be a part with such esteemed educational institute, which is transforming student of rural location and serving the nation in this purpose.



## > FROM THE DESK OF THE SECRETARY GENERAL



Delivering quality education in Engineering, Pharmacy Medicine and Management have been a benchmark for Dr. Vithalrao Vikhe Patil Foundation established since 1982. We have maintained high academic standards and have successfully provided trained manpower to the industrial and service sector of the country since inception.

Our Institute of Business Management and Rural Development focus not only in education but also in the overall development of an individual. It is one of the pioneer institute in the jurisdiction of Savitribai Phule Pune University with best of the facilities. We believe in the power of quality education in illuminating the lives of millions.

We, at IBMRD have a curriculum blended with enough practical exposure and theoretical knowledge on similar lines with the AICTE norms. At the core of our philosophy lies this conviction that we must become versatile, and this dynamism is translated into the knowledge provided to our students.



**Lt. Gen. DR. B. SANDANANDA (Retd.)**  
AVSM, VSM  
MBBS, MD (Med.), (CH), DHA, NDC  
Secretary General,  
DVVP Foundation, Ahmednagar



➤ **PROF. DR. ARUN INGLE**

B.Sc., MBA, Ph.D. (Mgt. Science)  
Director, IBMRD  
Member BoS, HRM, &  
Former: Chairman, Knowledge  
Management, BoS, SPPU, Pune.

# D.V.V.P. FOUNDATION

## OUR PILLAR OF STRENGTH >

Dr. Vithalrao Vikhe Patil Foundation at Ahmednagar was established in the year 1982 is inspired by the vision of Padmashree Dr. Vithalrao Vikhe Patil, a worthy name in the history of co-operative sector in India. He was awarded "Padmashree", the distinguished title in appreciation of his life time work with co-operative movement honoured by the President of India, Dr. Rajendra Prasad in 1961. We are constantly delivering the best since our inception. The need of the hour is Excellence, not only in education but in overall development of an individual. In this endeavor our Foundation is always seeking the best talent from industry and the academics. We have a curriculum blended with enough practical exposure and theoretical knowledge. We believe in the power of quality education in illuminating the lives of millions. We strictly follow the AICTE norms in our entire endeavor of transforming the ordinary person to an extraordinary individual.

### > Vision

To promote and conduct, on its own education and research in co-operation, agriculture and rural development or assign the same to one or more Universities by funding chairs in those subjects there.

To initiate, encourage, undertake and carry on any projects aimed an integrated rural development and for all round development of human resources in rural areas.

To educate public opinion by publishing suitable literature and / or organizing exhibitions, conference seminars etc. in respect of economic, educational and culture problems in rural areas and to strive for resolving them by suitable ways and means and to carry culture activities.

### > Mission

To initiate, encourage and maintain educational institutions from Montessori school stage to post graduate college stage imparting education in the regional language, English and / or any other suitable language.

To initiate encourage and conduct industrial and/or vocational training institutions or centres. To initiate, support and maintain hospital to provide medical, surgical and maternity services including family planning, free of charge or at nominal rates to poor and deserving people.

To provide facilities for medical education and training by conducting medical college, nursing and midwifery classes, para medical courses, medical societies health clubs etc.

The objective & goal is primarily to educate and graduate rural youths to a mark of excellence to meet challenges that they have to face in the 21st century.

As we prepare for the next century, we are charged and entrusted with the noble duty of preparing the future citizens of the world, persons who are able to work and live in a global environment, who are able to address some of the most complex problems in the world, and who are able to use, analyse and interpret large amounts of information. Keeping this in mind, the vision of the DVVP foundation is: "To provide the finest environment for teaching, learning, research, innovation and character building".

## IBMRD.....Philosophy

### Vision

"To create an overall learning environment, where in ordinary people can do extraordinary things. "

To promote and conduct, on its own education and research in co-operation, agriculture and rural development.

To initiate, encourage, undertake and carry on any projects aimed at integrated rural development and for all round development of human resources in rural areas.

To acknowledge public opinion by publishing suitable literature and organizing exhibitions, conferences, seminars etc. in respects of economic, educational and cultural problems in rural areas and to strive for resolving them by suitable ways and mean and to organise culture activities.

### Mission

"To create wealth Creators"

The mission of the institute is to impart management training to young people to enable them to discharge responsibilities in the corporate world. The institute is committed to the goals of imparting qualities education, students placements & developing rural entrepreneurs.

## PROF. DR. ARUN INGLE

B.Sc., MBA, Ph.D. (Mgt. Science)  
 Director, IBMRD  
 Member BoS, HRM, &  
 Former: Chairman, Knowledge  
 Management, BoS, SPPU, Pune.



Prof. Dr. Arun Ingle, former Chairman & Member of HRM BoS - SPPU, Doctorate in Management Science and approved Director and Research Guide of Savitribai Phule Pune University is presently associated with Dr Vithalrao Vikhe Patil Foundation's Institute of Business Management and Rural Development, Ahmednagar. He has rich experience of 30 years pertaining to Industry and Academia in the capacity of Director. He had a brief stint with renowned Pharma companies like INdon Pharma, Concept Pharma, Hal, Novatrend etc. and well known educational institutes like BGPs - RSIMA, Dr. Vikhe Patil's PIREN- IBMA, JSPMs-JSIMR, Pune in the capacity of Director.

Prof. (Dr) Arun Ingle has rendered his services for sustainable development projects undertaken by NABARD Project for Rural Development. He has conducted various training programs for corporate like LIC, Aakashwani, Pharma Association etc. and suggested institutional Building Tools for overall development in education pattern.

He is an approved research guide for HRM, Marketing with SPP University Pune and Pravara Medical Trust (PIMS Deemed University). Presently 6 students awarded and 8 students are pursuing Ph.D under his guidance. He is also working as a Principal investigator for SPP University Pune research Projects, Prof. (Dr) Ingle has 3 UGC sponsored FDP's and 2 Director's Development programs on his credit as a Trainer respectively.

Prof. (Dr.) Arun Ingle is a Visionary Committee member, advisory committee member for various educational

institutes. His area of interest is marketing and human resource management.

He has visited foreign countries Logava, Logos, lisban (Portugal), Paris (France), Amsterdam (Netherlands) and Kathmandu (Nepal) and U.A.E. (Dubia) to Understand and emerging trends in excellence of management education.

Prof. (Dr.) Ingle shouldered important task like project preparation, expansion of capacity and Liasoning with competent authorities such as AICTE, DTE, Jt. Director, SP Pune University Pune and play an active role in MBA / MMS Association like AIMS (ATMA), AMMI (MBA) MAMI (MCA) Association.

He is associated as a member to various well known bodies like Trade Center, Mumbai (WTC), Indian Merchants Chamber, Mumbai (IMC), Maharashtra Chamber of Commerce and Trade, Mumbai (MCCT), Chamber of Marathwada Industries and Agriculture (CMIA), National Institute of Personal Management (NIPM) Association of Management Development Institution in South Asia, Hyderabad (AMDISa) and Indian Insinuate of training and Development (ISTD)

Under his dynamic leadership our Institute Dr. Vithalrao Vikhe Patil Foundation's Institute of Business Management and Rural Development, Ahmednagar won "Best Education leadership Award" from 'Dewang Mehta Business School Award' on 23rd Oct 2013 and Best Institute Award from SPPU Pune.

Dr. Arun Ingle (Director), awarded as a most Talented 50 Rural Marketing professional of India by CMO Asia.

# OUR INTELLECTUAL RESOURCES....FACULTY (MBA)

The Faculty at IBMRD is a blend of practitioners, scholars, executives and consultants bringing their extensive knowledge and experience to enlighten the students.



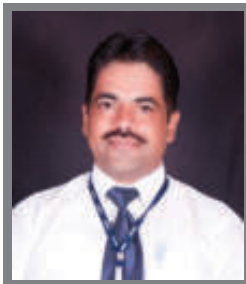
- Name and Designation : **Dr. Murari Sharma (Asso. Professor).**  
 Date of Birth : 10-10-1967  
 Educational Qualification : M.Com, M.Phil, Ph.D MPM & GDC&A  
 NET Qualified)  
 > Work Experience : Teaching 13 years Others: - 3Years (Industry)  
 Research 4 Years (Finance)  
 Specialization : Finance/HRM (**Finance Research Guide SPPU**)  
 E- Mail ID : murarigsharma@yahoo.com



- Name and Designation : **Mr. Saptaranjan Kadam (Asso. Professor).**  
 Date of Birth : 10-12-1977  
 Educational Qualification : B.Sc., MBA, (Pursuing Ph.D)  
 > Work Experience : Teaching 14 Years, Industry 2 Years  
 Other 2 Years.  
 Specialization : Human Resource Management  
 E- Mail ID : saptaranjan@gmail.com



- Name and Designation : **Dr. Pravin Suryawanshi (Asso. Professor).**  
 Date of Birth : 29-06-1975  
 > Educational Qualification : B.E., MBA, Ph.D (NET Qualified)  
 Work Experience : Teaching 14 Years, Industry 1 Years  
 Specialization : Marketing Management  
 E- Mail ID : pbsurya@gmail.com



- Name and Designation : **Dr. Rajendrasingh Pardeshi, (Asso. Professor).**  
 Date of Birth : 09-08-1969  
 Educational Qualification : DME, B.Com, MBA, Ph.D (NET Qualified)  
 > Work Experience : Teaching 12 Years, Industry 10 Years  
 Specialization : Marketing Management  
 E- Mail ID : kavirajthakur@yahoo.co.in



- Name and Designation : **Dr. Anil Khandare (Asso. Professor).**  
 Date of Birth : 10-06-1967  
 > Educational Qualification : B.Sc., MBA, Ph.D  
 Work Experience : Teaching 10 Years, Industry 17 Years  
 Specialization : Marketing Management  
 E- Mail ID : anil.khandare4@gmail.com



Name and Designation : **Mr. Ganesh Antre (Asst. Professor).**  
 Date of Birth : 24-08-1981  
 Educational Qualification : B.A. MBA, (Pursuing Ph.D)  
 > Work Experience : Teaching 10 years (Industry 5 Years)  
 Specialization : Marketing Management  
 E- Mail ID : ganeshantre@rediffmail.com



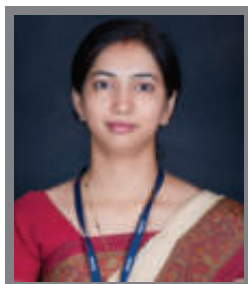
Name and Designation : **Dr. Vishwas Pendse (Asst. Professor).**  
 Date of Birth : 02-01-1980  
 Educational Qualification : B.E., MBA, (Mkt.& Fin.) Ph.D (NET Qualified)  
 > Work Experience : Teaching 10 years (Industry 5 Years)  
 Specialization : Marketing Management  
 E- Mail ID : vishwaspense80@gmail.com



Name and Designation : **Dr. Vithal Gadekar (Asst. Professor).**  
 Date of Birth : 04-07-1978  
 Educational Qualification : B.Sc., MBA, Ph.D  
 > Work Experience : Teaching 10 years (Industry 7 Years)  
 Specialization : Marketing Management  
 E- Mail ID : gadekar555@gmail.com



Name and Designation : **Mr. Saurav Dighe (Asst. Professor).**  
 Date of Birth : 01-06-1975  
 Educational Qualification : M.Sc, MBA  
 > Work Experience : Teaching 10 years  
 Specialization : Marketing Management & Human Resource Management  
 E- Mail ID : sauravdighe@gmail.com



Name and Designation : **Dr. Megha Jain (Asst. Professor).**  
 Date of Birth : 23-09-1986  
 Educational Qualification : MBA, M.Com, Ph.D  
 > Work Experience : Teaching 10 years  
 Specialization : Finance/ IBM  
 E- Mail ID : jainmegha239@gmail.com



Name and Designation : **Mr. Nachiket Deodhar (Asst. Professor).**  
 Date of Birth : 19-09-1985  
 Educational Qualification : MBA, M.Com, DTL (Pursuing Ph.D)  
 Work Experience : Teaching 9 Years, other 1 Year  
 Specialization : Finance  
 E- Mail ID : nachideodhar@gmail.com



Name and Designation : **Mr. Prasad Kajale (Asst. Professor).**  
 Date of Birth : 05-06-1983  
 Educational Qualification : BA, MBA (Pursuing Ph.D)  
 Work Experience : Teaching 5 Years, Industry 4 Years.  
 Specialization : Marketing  
 E- Mail ID : kajaleprasad@gmail.com

## VISITING FACULTIES

- **Mr. Kushal Vijan**, Chartered Accountant.
- **Dr. V.V. Rakhunde**, President , Garware Polymer Ltd., Aurangabad



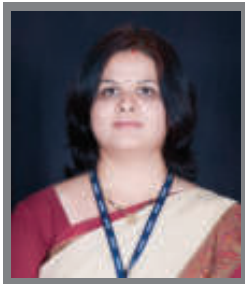
Name and Designation :  
 Date of Birth : 07-04-1984  
 Educational Qualification : B.Sc. , MCA (Pursuing Ph.D)  
 Work Experience : Teaching 9 years  
 Specialization : Computer Application  
 E- Mail ID : amol.ibmrd@gmail.com



Name and Designation :  
 Date of Birth : 25-10-1986  
 Educational Qualification : B.Sc, MCA  
 Work Experience : Teaching 8 Years, Industry 1 Years.  
 Specialization : Computer Application  
 E- Mail ID : bhagyashrimore25@gmail.com



Name and Designation :  
 Date of Birth : 29-11-1977  
 Educational Qualification : M.Sc (Elect), MCA  
 > Work Experience : Teaching 9 Years  
 Specialization : Computer Application  
 E- Mail ID : shubhangipotdar@rediffmail.com



Name and Designation :  
 Date of Birth : 21-06-1981  
 Educational Qualification : MCS, MCA, (Pursuing Ph.D)  
 > Work Experience : Teaching 11 Years,  
 Specialization : Computer Application  
 E- Mail ID : aprna.nisal@gmail.com



Name and Designation :  
 Date of Birth : 18-04-1982  
 > Educational Qualification : B.Sc., MCA,  
 Work Experience : Teaching 9 Years  
 Specialization : Computer Application  
 E- Mail ID : atul.ibmrd@gmail.com



Name and Designation :  
 Date of Birth : 13-03-1982  
 Educational Qualification : DME, BCA, MCA. M.Phil (CS) (Pursuing Ph.D)  
 > Work Experience : Teaching 8 Years  
 Specialization : Computer Application  
 E- Mail ID : rids.panchal@gmail.com



Name and Designation :  
 Date of Birth : 29-03-1986  
 > Educational Qualification : B.Sc, MCA (Pursuing Ph.D)  
 Work Experience : Teaching 8 Years  
 Specialization : Computer Application  
 E- Mail ID : rajsarode29@gmail.com



Name and Designation :  
 Date of Birth : 08-07-1990  
 Educational Qualification : BCA, MCA  
 > Work Experience : Teaching 5.5 years  
 Specialization : Computer Application  
 E- Mail ID : vrushali08@gamil.com



Name and Designation :  
 Date of Birth : 22-04-1990  
 Educational Qualification : BCA., MCA.  
 > Work Experience : Teaching 6 Years  
 Specialization : Computer Application  
 E- Mail ID : nirmal.snehal@gmail.com

## > LIBRARIN



Name and Designation : **Mr. Sandeep Mane (Librarian)**  
 Date of Birth : 23-05-1986  
 Educational Qualification : BA. B Lib, M Lib, NET/SET  
 > Work Experience : 10 Years  
 Specialization : Library Information Science  
 E- Mail ID : manesandeep1@gmail.com



## IBMRD'S INSIGHTS & ADMISSION

IBMRD is one of the pioneer management institute in Savitribai Phule Pune University. IBMRD boasts a highly qualified and competent core faculty of veteran academicians and experienced and qualified visiting faculty. It is fast emerging as a center for excellence in management education.

Campus is well equipped with all the facilities such as a Bank Counter, Student Gymkhana, Canteen, General Store, Emergency Medical Services, Hostel with Internet Connection.

We have the state of art computer lab with Broad Band Internet Facility and Library. We have a strong alumni network of over 3200 who have made us proud by dotting the strong corporate horizon from Reliance in India to City Group in London.

### SALIENT FEATURES.....!

- Picturesque Campus at Valid Ghat Ahmednagar
- Well Equipped Computer Lab & Library
- Uninterrupted Broad Band Internet Connection
- Well Qualified and Experience Faculty
- Modern Teaching Methodologies
- Spacious Class Room and Seminar Hall
- Emphasis on Soft Skill Development
- State of the Art Facilities
- Industry Institute Collaboration
- Excellent Placement Record
- Vehicle Parking
- Wi - Fi Campus
- Canteen Facility

### Admissions .....MBA

**Total Intake:120**

#### Eligibility Criteria!

Graduate of any recognized University with a Minimum of 50% Marks for Open Categories and 45% marks for reserve categories and Valid Score at CET, CMAT, ATMA MAT or any Equivalent MBA Entrance Exam.

Candidate securing more than 1 marks in MH-MBA/MMS CET, CMAT 2018-19 and its equivalent score/GMAT/CAT /JMET/ATMA/XAT/Any Equivalent CET will be eligible to get admission to MBA Course. On scores in the entrance test, a merit list is prepared by DTE and admission are allotted through the Centralised Admission Process (CAP).

**Our Institution Code: MB 5112 (10110), visit [www.dtemaharashtra.gov.in](http://www.dtemaharashtra.gov.in) / MBA For details.**

Important Note: Eligibility criteria, admission procedure, Refund of Fees, Admission Cancellation and all other related procedures will be strictly followed as per the norms prescribed by AICTE, SP University of Pune and Directorate of Technical Education, Maharashtra State Mumbai. Student should refer the MBA/ MMS Brochure of DTE for the year 2019-20. For further information check website of DTE.

**Admission through CAP:** 100% admission are made under the CAP from the students belonging to Different Categories such as home University & Outside Maharashtra State. Student are advised to report at the institute within the stipulated date and confirm their admission by submitting original documents and fees.

**For more information candidates may contact:**

**IBMRD, Vilad Ghat, Ahmednagar - 414111 | Tel: (0241)2779558, 2779693, 2777682**

**Website: [www.ibmrd.org](http://www.ibmrd.org) | Email: [directoribmrd@gmail.com](mailto:directoribmrd@gmail.com)**

## ➤ **ADMISSIONS .....MCA**

**Total Intake: 30**

**Our Institute Code :** First year admission **MC 511224110** For future information visit **www.dtemaharashtra.gov.in / MCA** For details.

**MCA (Three years full time course)**

### **Eligibility Criteria !**

1. Graduate of any recognized University with a Min of 50% Marks for open categories and 45% marks for reserve categories
2. Candidates who score MAH-MCA CET 2019 are only eligible for MCA admission.
3. Studied Mathematics as one of the subject at (10+12) level or at Graduate level Examinations.

### ➤ **Sequence of Required Documents For MBA/ MCA Admission** **Compulsory original documents with three attested photo copies.**

1. Admission Form (03 Passport Photo)
2. Allotment Letter
3. CET or CMAT Scored Card (Any equivalent MBA and MCA Entrance Score Card)
4. I-card Information Form (One Photo)
5. Statement of marks of SSC
6. Statement of marks of HSC
7. Statement of marks Of Qualifying Degree Examination
8. Transfer/ Leaving Certificate
9. Migration Certificate ( for other than SP Pune University)
10. Certificate of Indian Nationality / Indian Passport
11. Domicile Certificate
12. Gap Certificate (If gap is there after degree)
13. Caste Certificate (If require)
14. Cast Validity Certificate (If require)
15. Non Creamy Layer Certificate - Valid up to 31st Mar. 2020 (NT-1,2,3,OBC,SBC,VJDT)
16. Validity Form & Proposal (Two Copies) (If require)
17. Scholarship Form (Two Copies) (If Require)
18. Income Certificate (If Require)
19. Bank Pass Book Photo Copy ( Nationalised Bank)
20. Adhar Card

## ➤ RECOGNITION

NAAC "A" Grade Accredited Institute



## ➤ COURSE FEES:-

Final Fee for MBA Course for the academic year 2019-20 is:

Rs. 1,18,000/-

Final Fee for MCA First year 2019-20 is:

Rs. 51,000/-

Interim Fee for Ph.D.

Rs. 34,000/-

+1000 University fees

Note:- The above mentioned fee is subjected to variation as per Regulation Authority.

## ➤ UNIVERSITY FEES:-

- |  |                               |
|--|-------------------------------|
| 1) Gymkhana Krida Pro-rata                         | Rs. 20+10=30/-                |
| 2) Ashwamedh Krida Pro-rata                        | Rs. 20/-                      |
| 3) Corpus Fund                                     | Rs. 4/-                       |
| 4) Admission Fee                                   | Rs. 25/-                      |
| 5) Development Fund                                | Rs. 50/-                      |
| 6) Computer Registration Fee                       | Rs. 20/-                      |
| 7) Vidyarthi Kalyan Nidhi, Vidyarthi Suraksha Vima | Rs. 40/-                      |
| 8) Eligibility form Fees                           | Rs. 50/-                      |
| 9) Eligibility fees                                | MS Rs. 500/- OMS 1000/-       |
| 10) Total University Fees                          | MBA (MS) = 739/- OMS = 1239/- |
| 11) Insurance                                      | MBA 234/- MCA 454/-           |
| Alumni Registration fees (First Year)              | Rs.1000/-                     |

## › Syllabus .. MBA 2019 Pattern

### › Generic Core Courses

Course Code	Semester I Subject Title	Course Code	Semester I Subject Title
101	Managerial Accounting	104	Research Methods
102	Organizational Behaviour	105	Basics of Marketing
103	Economic Analysis for Business Decision.	106	Digital Business

### › Generic Elective Courses (Select Any Four Subjects From Each Semester)

Course Code	Any 3 Subject to be selected (GE-UL) 2 Credits 50 Marks	Course Code	Any 3 Subject to be selected (GE-IL) 2 Credits 50 Marks
107	Management Fundamentals	113	Verbal Communication Lab
108	Indian Economy	114	Enterprise Analysis & Desk Research
109	Entrepreneurship Development	115	Selling & Negotiation Skills Lab
110	Essentials of Psychology for Manager	116	MS Excel
111	Legal Aspects of Business	117	Business Systems & Procedures
112	Demand Analysis & Forecasting.	118	Managing Innovation

### Semester II

S.Code	Subject Title	S.Code	Subject Title
201	Marketing Management	202	Financial Management
203	Human Resources Management	204	Operations & Supply Chain Management
<b>Select Any 3 Subject (GE-UL) 2 Credits 50 Marks</b>			
207	Contemporary Frameworks in Management,	208	Geopolitics & World Economic Systems
209	Start Up and New Venture Management	210	Qualitative Research Methods.
211	Business, Government & Society	212	Business Process Re
<b>Select Any 3 Subject (GE-IL) 2 Credits 50 Marks</b>			
213	Written Analysis and Communication	214	Industry Analysis & Desk Research
215	Entrepreneurship Lab	216	SPSS II
217	Foreign Language II		

### Specialization : Marketing Management (MKT)

#### Subject Core 3 Credits Each, 50 Marks CCE, 50 Marks ESE

205	MKT	Marketing Research	206	MKT	Consumer Behaviour
<b>Select Any 2 Subject, 2 Credits Each, 50 Marks CCE</b>					
217	MKT	Integrated Marketing Comm.	218	MKT	Product & Brand Management
219	MKT	Personal Selling Lab	220	MKT	Digital Marketing
221	MKT	Marketing of Financial Services	222	MKT	Marketing of Luxury Products

**Specialization : Financial Management (FIN)**

**Subject Core 3 Credits Each, 50 Marks CCE, 50 Marks ESE**

**2019 Pattern**

205	FIN Financial Markets & Banking Operations	206	FIN Personal Financial Planning
<b>Select Any 2 Subject, 2 Credits Each, 50 Marks CCE</b>			
217	FIN Securities Analysis & Portfolio Management	218	FIN Futures and Options
219	FIN Direct Taxation	220	FIN Financial Reporting,
221	FIN Retail Credit Mgt.- Lending & Recovery	222	FIN Banking Laws & Regulations,
223	FIN Fundamentals of Life Insurance Products and Underwriting	224	FIN General Insurance - Health and Vehicle

**Specialization : Human Resource Management (HRM)**

**Subject Core 3 Credits Each, 50 Marks CCE, 50 Marks ESE**

205	HR Competency Based H.R. Management	206	HR Employee Relations & Labour Legislation
<b>Select Any 2 Subject, 2 Credits Each, 50 Marks CCE</b>			
217	HRM Labour Welfare	218	HRM Lab in Recruitment and Selection
219	HRM Learning and Development	220	HRM Public Relations & Corporate Comm.
221	HRM HR Analytics	222	HRM Conflict & Negotiation Management.

**Specialization : Operations & Supply Chain Management (OSCM)**

**Subject Core 3 Credits Each, 50 Marks CCE, 50 Marks ESE**

205	OSCM Services Operations Management I	206	OSCM Supply Chain Management
<b>Select Any 2 Subject, 2 Credits Each, 50 Marks CCE</b>			
217	OSCM Planning & Control of Operations	218	OSCM Productivity Management
219	OSCM Inventory Management.	220	OSCM Theory of Constraints
221	OSCM Quality Management Standards	222	OSCM Service Value Chain Management.

**Specialization : Business Analytics (BA)**

**Subject Core 3 Credits Each, 50 Marks CCE, 50 Marks ESE**

205	BA Basic Business Analytics using R	206	BA Data Mining,
<b>Select Any 2 Subject, 2 Credits Each, 50 Marks CCE</b>			
217	BA Marketing Analytics	218	BA Retailing Analytics
219	BA Workforce Analytics	220	BA Tableau,
221	BA Data Warehousing Project Life Cycle Mgt.		

## 2019 Pattern

**D] FOUNDATION (FOU) COURSES ( ELECTIVES) - 1 Credit Each , 25 Marks CCE, 00 Marks ESE**  
**Between ZERO to SIX courses to be selected from the following list in Semester I and / or**  
**Between ZERO to FOUR courses to be selected from the following list in Semester II**

1.	FOU - 001 Elementary English I	2.	FOU - 002 Elementary Mathematics & Statistics I
3.	FOU - 003 Elementary Economics I	4.	FOU - 004 Elementary Accounting I
5.	FOU -005 Elementary Information Technology I	6.	FOU - 006 Elementary Business Etiquette I
7.	FOU - 007 Elementary MS WORD II	8.	FOU - 008 - Elementary MS POWERPOINT II
9.	FOU - 009 Elementary Data Interpretation & Logical Reasoning II	10.	FOU 010 Elementary Verbal and Reading Comprehension II
11.	FOU - 011 Elementary Quantitative Ability		

**Specializations offered : The following specializations shall be offered as MAJOR / MINOR:**

1. **Marketing Management (MKT)**
2. **Financial Management (FIN)**
3. **Human Resources Management (HRM)**
4. **Operations & Supply Chain Management (OSCM)**
5. **Business Analytics (BA)**

**The following specializations shall be offered ONLY as MINOR Specializations:**

1. **Rural & Agribusiness Management (RABM)**
2. **Pharma & Healthcare Management (PHM)**
3. **Tourism & Hospitality Management (THM)**

## 2016 Pattern

Course Code	Semester III Subject Title	Course Code	Semester IV Subject Title
301	Strategic Management	401	Managing for Sustainability
302	Enterprise Performance Management	402	Dissertation (100)
303	Startup and New Venture Management	403	Specialization I (Core) (100)
304	Summer Internship Project	404	Specialization II (Core) (100)
305	Specialization I (Core) (100)	405	Specialization Elective I (50)
306	Specialization II (Core) (100)	406	Specialization Elective II (50)
307	Specialization Elective I (50)	407	Specialization Elective III (50)
308	Specialization Elective II (50)	408	Specialization Elective IV (50)
309	Specialization Elective III (50)		
310	Specialization Elective IV (50)		

Course Code	Semester III Subject Core Courses	Course Code	Semester III Subject Core Courses
305 MKT 306 MKT	<b>Marketing</b> Contemporary Marketing Research Consumer Behaviors	403 MKT 404 MKT	<b>Marketing</b> Services Marketing Sales and Distribution Management
305 FIN 306 FIN	<b>Finance</b> Direct Taxation Financial Sys. of India, Mkts & Services	403 FIN 404 FIN	<b>Finance</b> Indirect Taxation (GST) International Finance
305 IT 306 IT	<b>Information Technology</b> IT Management and Cyber Laws E-Business and Business Intelligence	403 IT 404 IT	<b>Information Technology</b> Software Project Management Enterprise Resource Planning (ERP)
305 OPE 306 OPE	<b>Operation Management</b> Planning & Control of Operations Inventory Management	403 OPE 404 OPE	<b>Operation Management</b> Operations Strategy and Research Total Quality Management
305 HR 306 HR	<b>Human Resources Management</b> Labor & Social Security Laws Human Resource Accounting & Compensation Management	403 HR 404 HR	<b>Human Resources Management</b> Employment Relations Strategic Human Resource Management
305 IB 306 IB	<b>International Business Management</b> International Business Economics Expert Documentation and Procedures	403 IB 404 IB	<b>International Business Management</b> International Business Environment Indian Economy and Trade Dependencies
305 SCM 306 SCM	<b>Supply Chain Management</b> Essentials of Supply Chain Management Logistics Management	403 SCM 404 SCM	<b>Supply Chain Management</b> Strategic Supply Chain Management Knowledge Management in Supply chain
305 RABM 306 RABM	<b>Rural &amp; Agribusiness Management</b> Agriculture and Indian Economy Rural Marketing I	403 RABM 404 RABM	<b>Rural &amp; Agribusiness Management</b> Rural Credit and Finance Rural Marketing II
305 FBM 306 FBM	<b>Family Business Management</b> Essentials of Family Business Management - I Managing Innovation - I	403 FBM 404 FBM	<b>Family Business Management</b> Essentials of Family Business Management - II Managing Innovation - II
305 TM 306 TM	<b>Technology Management</b> Fundamentals Of Technology Management Managing Innovation - I	403 TM 404 TM	<b>Technology Management</b> Technology Competition and Strategy Managing Innovation - II
305 BIM 306 BIM	<b>Banking &amp; Insurance Management</b> Banking & Concepts and Operations Principles and Practices of Insurance	403 BIM 404 BIM	<b>Banking &amp; Insurance Management</b> Banking Regulations and Legal Aspects Trends in Insurance Management
305 HM 306 HM	<b>Healthcare Management</b> Introduction to Healthcare Management Information Technology in Healthcare	403 HM 404 HM	<b>Healthcare Management</b> Introduction to Medical / Healthcare Terminology Strategic Planning and Healthcare Management
305 ED 306 ED	<b>Entrepreneurship Development</b> Change, Creativity, Innovation & Entrepreneurship Finance For Entrepreneurs	403 ED 404 ED	<b>Entrepreneurship Development</b> Social Entrepreneurship Investing in Science & Technology
305 SER 306 SER	<b>Services Management</b> Services Business Management Services Performance Management	403 SER 404 SER	<b>Services Management</b> Strategic Services Management Sectoral Services Management
305 RM 306 RM	<b>Retail Management</b> Introduction to Retailing Retail Stores & Operation Management	403 RM 404 RM	<b>Retail Management</b> E-commerce and Digital Marketing in Retail International Retailing
305 MC 306 MC	<b>Digital Media Communication Marketing</b> Integrated Marketing Communication Internet Marketing - I	403 MC 404 MC	<b>Digital Media Communication Marketing</b> Strategic Brand Management Internet Marketing - II
305 THM 306 THM	<b>Tourism and Hospitality Management</b> Fundamentals of Hospitality Management Tourism & Travel Management	403 THM 404 THM	<b>Tourism and Hospitality Management</b> Strategic Hospitality Management Tourism Planning and Development
305 DFM 306 DFM	<b>Defence Management</b> Evaluation of Strategic Thought of Defence Strategic Defence Management	403 DFM 404 DFM	<b>Defence Management</b> Defence Economics National Power and Defense Policy

**M.B.A. Subject Elective Courses, (3rd or 4th Semester) 2 Credit 50 Marks****➤ MARKETING MANAGEMENT**

307MKT Integrated marketing Communication, 308MKT Product Management, 310MKT Personal Selling Lab, 312MKT Customer Relationship Management, 405MKT Retail Marketing, 406MKT Rural Marketing, 413MKT E-Marketing Analytics, 414MKT Marketing Emerging Markets & Bottom of the Pyramid

**➤ FINANCIAL MANAGEMENT**

307 FIN Strategic Cost Management, 309FIN Corporate Finance, 311FIN Equity research, Credit Analysis & Appraisal, 313FIN Banking Operations -I, 406 FIN Modelling Using Excel, 407 FIN Financial Risk Management, 409FIN Banking Operation -II 410 FIN Wealth & Portfolio Management,

**➤ INFORMATION TECHNOLOGY MANAGEMENT**

308 IT Mobile Computing With Android, 310 IT Software Quality Assurance, 312 IT Software Marketing, 313 IT for Retailing, 405 IT Web Designing and Multimedia, 408 IT Software Testing, 412 IT E-Governance, 413 IT Internet Marketing,

**➤ OPERATION MANAGEMENT**

307 OPE Productivity Management, 308 OPE Maintenance Management, 310 OPE Manufacturing Resource Planning, 312 OPE Six Sigma, 407 OPE Business Process re engineering, 408 OPE Enterprises Resource Planning, 412 OPE Challenges and Opportunities in Operation Management, 413 OPE Lean Manufacturing.

**➤ HUMAN RESOURCES MANAGEMENT**

310 HR Human Resource Information system, 312 HR Public Relation & Corporate Communication, 314 HR Lab in Recruitment and Selection, 317 HR Lab in labour Laws-I, 405 HR Organizational Design and Development, 407 HR Employee Reward Management, 414 HR Emerging Trends in 415 HR, Designing HR Polices, 416 HR Competency Mapping.

**➤ INTERNATIONAL BUSINESS MANAGEMENT**

309 IB International Marketing Research, 310 IB International Financial Management, 312 IB Global Logistics & Supply Chains, 314 IB Legal Dimensions of International Business, 405 IB Environment & Global Competitiveness, 406 IB Marketing to Emerging Markets & Bottom the Pyramid, 407 IB Cross-Cultural Relationship Marketing, 409 IB ECommerce,

**➤ SUPPLY CHAIN MANAGEMENT**

308 SCM Inventory Management, 309 SCM Purchasing & Supplier Relationship Management - I, 311 SCM Supply Chain Planning, 315 SCM Supply Chain Practices - I, 406 SCM Enterprise Resource Planning, 407 SCM Purchasing & Supplier Relationship Management -II, 410 SCM Supply Chain Performance Measurement, 413 SCM Supply Chain Practices - II.

**➤ RURAL & AGRI BUSINESS MANAGEMENT**

307 RABM Rural Development - I, 312 RABM Agricultural Marketing, 315 RABM Agri supply Chains Management, 316 RABM ICT for agriculture Management, 405 RABM Rural Development II 409 RABM Agricultural Finance and Project Management, 410 RABM Management of Agriculture Input Marketing, 413 RABM Agri- Entrepreneurship,

**➤ FAMILY BUSINESS MANAGEMENT**

307 FBM Business Plan, 310 FBM Social Entrepreneurship, 312 FBM Trends In Entrepreneurship, 313 FBM Small Scale Industries Management, 405 FBM Creativity and Change In Organizations, 406 FBM Accounting for Small Business, 408 FBM Managing, Growing and Exiting the new Venture, 409 FBM Project Management,

**➤ HEALTHCARE MANAGEMENT**

307 HM Healthcare System in India - Public and Private, 310 HM Healthcare Operations Part- I, 311 - Health Insurance Industry, 312 HM Healthcare Clinical and Non Clinical Services, 406 HM Healthcare Organizational Leadership, 407 HM Healthcare Operations Part - II, 409 HM Healthcare Services 410 HM Indian Health Statistics and Information Of Health in India.

**➤ SERVICES MANAGEMENT**

307 SER Project Management in Services, 308 SER Relationship Management in Services, 309 SER Information Technology Enabled Services Management, 310 SER Services Value Chain Management Lab, 406 SER Corporate Governance & Legal Framework in Services, 407 SER Computer Application In Service Management, 408 SER Services Operations Management, 409 SER Service Excellence,

**➤ DIGITAL MEDIA COMMUNICATION MARKETING**

307 MC Mass Communication Media and Culture - I, 309 MC Event Management, 311 MC Media Planning & Buying, 312 MC Digital Consumer and Digital Branding, 405 MC Mass Communication Media And Culture - II, 408 MC Communications Theory - 411 MC Data Mining for Marketing Insights, 413 MC Measuring Brand Equity.

## MBA SPECIALIZATION SYLLABUS - 2016

(VII) Specialization : In Second Year, a student shall be examined for a special subject Consisting of 18 units courses belonging to any one of the following Functional areas of management -

- |   |  |
|---|--|
| 1. Marketing Management (MKT)             | 10. Technology Management (TM)                   |
| 2. Financial Management (FIN)             | 11. Banking & Insurance Management (BIM)         |
| 3. Information Technology Management (IT) | 12. Healthcare Management (HM)                   |
| 4. Operations Management (OPE)            | 13. Entrepreneurship Development (ED)            |
| 5. Human Resource Management (HR)         | 14. Services Management (SM)                     |
| 6. International Business Management (IB) | 15. Retail Management (RM)                       |
| 7. Supply Chain Management (SCM)          | 16. Digital Media & Communication Marketing (MC) |
| 8. Rural & Agribusiness Management (RAMB) | 17. Tourism and Hospitality Management (THM)     |
| 9. Family Business Management (FBM)       | 18. Defence Management (DFM)                     |

### Syllabus of MCA

According to 2019 Pattern

Course Code	Semester I (Revised Syllabus) Subject Title	Course Code	Semester II (Revised Syllabus) Subject Title
IT11	Problem Solving using C++	IT21	Data Structure and Algorithm
IT12	Software Engineering using UML	IT22	Web Technology
IT13	DBMS	MT21	Business Statistics
IT14	Essentials of Operating System	IT23	Essentials of Networking
BM11	Business Process Domain	BM21	Principles and Practices of Management & O.B.
OS11	Open Subject 1 :	OS21	Open Subject 3
OS12	Open Subject 2 :	OS22	Open Subject 4
CS11	Case Study on Requirement Gathering	CS21	Case Study on Feasibility Study and Analysis
IT11L	Practical based on 101	IT22L	Practical based on 202
OS1L	Practical based on Open Subject :	OS2L	Practical based on Open Subject
SS11	Soft Skills	SS21	Soft Skills

### Syllabus of MCA

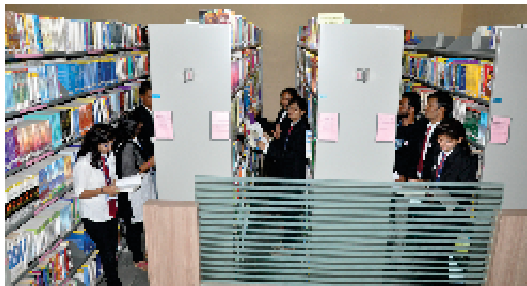
According to 2015 Pattern for 2nd & 3rd Year

Course Code	Semester III Subject Title	Course Code	Semester III Subject Title	
MTC31	Probability & Combinatorics		<b>TRACK - III : INFORMATION MANAGEMENT &amp; QUALITY CONTROL</b>	
ITC31	Multimedia Tools For Presentation*			
SSC31	Soft Skill-Presentation *	T3-IT31		ERP
	SKILL DEVELOPMENT - I (Soft Skill)	T3-IT31		DCCN
	INFORMATION SECURITY -III	T3-IT31		Data Warehouse, Mining, BI Tools & Application
	<b>TRACK - I SOFTWARE &amp; APPLICATION DEVELOPMENT</b>	T3-IT31		ISA
T1-IT31	Advanced DS & C++ Programming			<b>Practical</b>
T1-IT32	DAA	T3-IT32L		DCCN Lab
T1-IT33	OOAD	T3-IT33L		BI Tools Lab
T1-IT34	Advance Internet Technologies			<b>TRACK - IV : NETWORKING</b>
T1-IT31L	DS & C++ Lab	T4-IT31	Network Administration I	
T1-IT34L	Mini Project on AIT	T4-IT32	Windows server Configuration	
	<b>Practical</b>	T4-IT33	IT Infrastructure Monitoring	
	<b>TRACK - II INFRASTRUCTURE &amp; SECURITY MANAGEMENT</b>	T4-IT34	Linux Administration I	
T2-IT31	IT Infrastructure Architecture		<b>Practical</b>	
T2-IT32	Data Center architecture & Storage Mgt.	T4-IT31L	Network Administration Lab - I	
T2-IT33	Introduction To Information Security	T4-IT32L	Sever Configuration Lab (Win & Linux)	
T2-IT34	Office Automation Tools			
	<b>Practical</b>			
T2-IT31L	Mini Project in IT Architecture IS			
T2-IT31L	Office Automation Tools-Lab			

Course Code	Semester IV (Revised Syllabus) Subject Title	Course Code	Semester V (Revised Syllabus) Subject Title
ITC141 2ITC42 3SSC41	Optimization Techniques Research Methodology & Statistical Tools* Soft Skills - Inventory* SKILL -DEVELOPMENT - II INFORMATION SECURITY IV <b>TRACK - I SOFTWARE &amp; APPLICATION DEVELOPMENT</b>	ITC51 ITC51 PSSC51	1. Software Project Mangement 2. Project* 3. Soft Skill -Group Discussion <b>TRACK - I SOFTWARE &amp; APPLICATION DEVELOPMENT</b>
4T1-IT41 5T1-IT42 6T1-IT43 7T1-IT44	Advanced Java Python Programming Advance DBMS Cloud Computing <b>Practical</b>	T1-IT51 T1-IT52 T1-IT53 T1-IT54	4. ASP. Net using C# 5. Service Oriented Architecture 6. Big Data Analytics 7. Mobile Application Development <b>Practical</b>
8T1-IT41L 9T1-IT42L	Adv. Java Lab Python Programming Lab <b>TRACK - II INFRASTRUCTURE &amp; SECURITY MANAGEMENT</b>	TQ0IT51 LT1-IT54L	9. Mini Project using ASP. Net 10. Mini Project using Mobile using application Development <b>TRACK - II INFRASTRUCTURE &amp; SECURITY MANAGEMENT</b>
T2-IT51 T2-IT52 T2-IT53 T2-IT54	Identity and Access Management IT Advisory Services Infrastructure security Audit Enterprise Solutions Architecture <b>Practical</b>	T2-IT51 T2-IT52 T2-IT53 T2-IT54	4. Quality Verication 5. Infrastructure Auditing & Implementation 6. IT Service Management 7. Digital and e- business Infrastructure and security mechanism <b>Practical</b>
T4-IT52L T4-IT53L	Identity and Access Management Lab Mini Project on IT Advisory Services and Enterprises Solution Architecture	T4-IT52L T4-IT53L	8. Mini Project on Infrastructure Audit 9. Design of Digital and e- business infrastructure and security mechanism <b>TRACK - III INFORMATION MANAGEMENT &amp; QUALITY CONTROL</b>
T3-IT51 T3-BM52 T3-IT53	<b>TRACK - III INFORMATION MANAGEMENT &amp; QUALITY CONTROL</b> E Commerce & Knowledge Management Cyber Laws & Intellectual Property Rights Customer Relationship Mgmt & supply Chain mgnt	T3-IT51 T3-BM52 T3-IT53 T3-IT54	4. Softwear Testing & Tools 5. Entrepreneurship Development 6. Decison Support 7. Business Architecture <b>Practical</b>
T3-IT54	Software Quality Assurance & Control <b>Practical</b>	T3-IT51L T3-ITBM52L	8. CASE Tools Lab 9. Activities based On Entrepreneurship Development <b>TRACK - IV : NETWORKING</b>
T3-IT51L T3-ITBM52L	Mini Project Based on CRM & SCM Software Quality Assurance Lab <b>TRACK - IV : NETWORKING</b>	T4-IT51 T4-IT52 T4-IT53 T4-IT54	4. Network Routing Algorithms 5. Computer and Network Security 6. Cloud Architecture and Security 7. Unled Communication <b>Practical</b>
T4-IT51 T4-IT52 T4-IT53 T4-IT54	Networking Administration II Internet of Things Linux Administration II Wireless Network <b>Practical</b>	T4-IT52L T4-IT53L	8. Computer and Network Security- Lab 9. Cloud Building within Organization (Development of cloud and cloud based applications)
T4-IT52L T4-IT53L	Vitalization Lab Wireless Network Lab		<b>SEMESTER - VI</b> Open Subject for each TRACK Open subject LAB Project
		ITC61 ITC61L OTC61P	

**Teaching Aids & Equipments**

1. LCD / PPL Projectors -11
2. Laptop for Presentation -10
3. Public Address System -1 set
4. Television - 2 set
5. Internet Facility :- Broadband 16 mbps
6. Generator 1
7. OHP - 4
8. Photocopier Machine - 2
9. Water cooler with Aqua - Guard - 2
10. Water purifier -1
11. C C TV - 14



1. Total library areas 209 Sq Mtr
2. Total seating capacity in the Library 100 students.
3. Opening & Closing time 9.30 am to 5 pm
4. LAN Connected & Wi-Fi
5. Library membership :- 02 Library Cards
6. Total Period :- Maximum 28 days per book

1	Books Volume	13613	2813	16426
2	Titles	7102	1064	8167
3	Total Reference Books	441	260	701
4	National Journals	24	12	36
5	International Journals	4345	130	4475
6	Periodicals	5	1	6
7	Book Bank Facilities			
8	CDs/Multimedia PCs	108	152	260
9	Digital Library	<a href="http://delent.nic.in">http://delent.nic.in</a> <a href="http://www.dsij.in">www.dsij.in</a> <a href="http://www.indianjournals.com">www.indianjournals.com</a> <a href="http://search.proquest.com/business">http://search.proquest.com/business</a> <a href="http://jgateplus.com">http://jgateplus.com</a>		
10	E-Resources - J Gate, Proquest			
	Newspaper			
	1) Marathi	07	07	
	2) Hindi	02	02	
	3) English	05	05	28

To include the habit of reading & being updated about the facts of business world , the institute provides all the leading newspapers in the library . Auspicious reading hall equipped with LAN and internet been set up so that, maximum number of students can spend their time in enhancing their knowledge, there by facilitating self-development.

**INFRASTRUCTURE.....  
LEARNING RESOURCE**

Our most prominent learning resource is our library i.e termed as "**Information Resources Center**" Which has a rich collection of academic as well as other books. Literature concerned with various subjects is provided to help the student to cope up with current affairs, general knowledge etc. Besides, we provide a lot of information periodicals and journals, which help students' to be abreast of international events. Our Library is well equipped with online databases as Proquest, J- Gate etc. Beside this, our institute is member of various corporate bodies.

**IBMRD has MoU with Well- known organization as follows..**

1.	WTC : World Trade Center, Mumbai
2.	IMC : Indian Merchant Chamber, Mumbai
3.	MCCT : Maharashtra Chamber of Commerce & Trade, Mumbai
4.	CMIA : Chamber of Marathwada Industries & Agriculture
5.	NIPM : National Institute of Personnel Management
6.	ISTD : Indian Society for Training & Development

## › Computer Lab

To equip the students with modern techniques, IBMRD has established a Computer Lab in the name of "**Cutting Edge**". Students are provided expert guidance in Lab. Apart from curriculum, other courses that will help them in practical jobs are taught. They are provided with Internet facility to get in contact with the latest information of the world.

1. 220 Computer with Latest Configuration.
2. Operating Software windows - Window 8.1
3. Total Net Connected 220 PCs & Language lab is available with 10 PCs & SPSS - 18 is available in institute.
4. No. of Printers - 20
5. No. of Scanner - 03
6. Fax Machine - 02

## Free Medical Check up

- Free medical checkup facilities.
- Well equipped Hospital.
- Medicines are in subsidized rate.
- Medical college and Hospital is within same campus.

## Transportation

- Well connected with the City Bus AMT.
- AMT buses/rickshaw available.
- Campus is near to the National Highway.
- Railway Station is at Vilad. (02 Km)

## Hostel for Boys & Girls

- Separate hostel for Boys & Girls.
- Well furnished Hostel Rooms.
- Mess facility Veg/ Non veg.
- Recreational facility in hostels.
- TV /Internet / Table tennis etc..



CANTEEN



HOSPITAL



BOYS' HOSTEL



GIRLS' HOSTEL

## Placement Policies :

- Important criteria for final placement is, a student must sustain 75% Attendance in all semester of MBA/MCA
- All placement communication is through notices on the board and various means are also used.
- Student shall visit to college website twice in a day to see the updates in training dates and Placement notices.
- The objective of the placement cell is to provide 100% Assistance or Placement to every student.
- Campus recruitment is meant only for the Students Final year (and the pass out student of they are eligible).
- The placement Process would Commence from the first week of July Every Year.
- Companies confirming for recruitment at the campus will be categorized by the Placement Cell on the basis of various details provided by the company through the mail/letter to T&P Cell (Such as Package details, Job profile, number of branches, and number of students.)
- A student can proceed only one job and is barred to apply next campus Placement.
- He/She shall inform Companies about the job offer he/she wishes to accept, through the Placement Cell before completing his/her courses.
- Final year student are strictly forbidden to attend Off-Campus recruitment Program till 15th February each year.
- If a student does not get a job til 15th February of year, he/she may apply for Off-Campus recruitment after notifying the Placement Cell.
- The policy is subject to change at a later stage at the discretion of Hon'ble Director IBMRD. The changes made, if any, at a later stage will be notified to all concerned.

2011-12	56	86	1.5 Lakh -2.5 Lakh
2012-13	47	82	1.5 Lakh - 2.5 Lakh
2013-14	51	38	1.5 Lakh - 2.5 Lakh
2014-15	32	68	1.5 Lakh - 2.5 Lakh
2015-16	38	69	1.5 Lakh - 2.5 Lakh
2016-17	30	45	1.5 Lakh - 2.5 Lakh
2017-18	23	35	1.5 Lakh - 2.5 Lakh
2018-19	24	41	1.5 Lakh - 2.5 Lakh



- Axis Bank Ltd.
- Softolite Solutions
- Insoft Software
- Locus Solution
- Retailware Pvt. Ltd
- Geojit Finance
- Terasoft Technologies Pvt. Ltd.
- Charysalis Software Solutions
- IDBI Bank Ltd.
- AVIVA Life Insurance Co. Ltd.
- SBI LIC
- HDFC Bank
- Unisoftware Pvt. Ltd.
- Wipro Ltd.
- IMBR, Pune
- Profound Solution Pune
- Airtel • Idea
- Shriram Finance

**IBMRD has MoU with 35 Companies in Various area of cooperation under Industry Institution Interaction Program.**

## ➤ BASE Program

Business Ability & Skill Enhancement Program introduced in our institute to supplement the SPPU Pune Syllabus, such as in addition to building strong academic and practical approach. All students are also equipped to perform in a competitive environment.

**Guest Lecture of the base program is on the following areas**

- Communication Skills.
- Leadership Skills.
- Personality Development.
- Time Management.
- Negotiation Skills.
- Decision Making Skills.

## ➤ Entrepreneurship..... @IBMRD

With a view to promote entrepreneurship, our Institute has started Entrepreneurship Cell at the Institute level in the year 2009. Since then, our Institute had organized several campaigns & workshop in collaboration with MCED (Maharashtra Entrepreneurship Development) & MSME (Micro small and Medium Enterprisers).



**Famous Film & T.V. Celebrity  
Mr. Daviprasad Sohoni @ Spandan Mex**



**Tree Plantation by Faculty**



**Best Research Paper Award to Dr. Murari Sharma**



**Blood Donation @ IBMRD**



## ➤ RESEARCH.....PUBLICATION BY FACULTY.

Sr. No.	Name of Author	Title of Paper	Name of Journal	ISSN/SBN volume and pages	Year of the Publication	Impact Factor
1	Dr.Arun M Ingle (Director)	Effectiveness of Digital Marketing for Better Customer Relationship Management.	Research Review International Journal of Multidisciplinary www.irrjournals.com UGC listed Journal No 44945	ISSN 2455- 3085 (online) Volume 04 Issue 05	May 2019	5.464 (SJIF)
2	Dr. Rajendrasingh Pardeshi	Buyer - seller relationship an analysis of customer service Experience with Barber shop.	AIMS Review of Research (National Conference) Reconnect of Basics Mantra to value based learning and transformation.	ISSN No 2249 894X Special issue Pages 1-4	Oct 2018	Impact factor 5.23
3	Dr. Rajendrasingh Pardeshi	A Study Of Customer Service Experience: A Case Of Beauty Parlour	International Multidisciplinary E Research Journal	ISSN No 2348 - 7143 Special issue 96B	January 2019	Impact factor 6.261
4	Dr. Rajendrasingh Pardeshi	A Conceptual Research Paper On Application Of Internet Of Things As A Customer Service Technology In M.S.R.T.C.	International Journal IJRAR www.ijrar.org Analytical Reviews: of Research and	ISSN No 2349 - 5138 (E - ISSN 2348 - 1269) volume 6 issue 1	January 2019	
5	Dr. Anilkumar Khandare,	Impact of globalization on management of Retail trade practice in India	Ajanta Publication Aurangabad	ISSN 2277 - 5730	Sept 2018	IF5.5
6	Dr. Anilkumar Khandare	Impact of Internet advertising on consumer buying behavior A doctoral Abstract	MERC Global Publisher Delhi Journal Name internal journal for management	ISSN No 2348 - 5620 Volume 4 Issue 4, Page 85-98	November, 2018	
7	Dr. Murari P. Sharma	Analytical study on Performance of the Lead Bank of Ahmednagar Dist.	International Journal Of Research Culture Society 2018 UGC Approved Monthly, Peer Reviewed, Refereed, Indexed Journal	ISSN: 2456- 6683 Volume - 2, Issue - 4, WWW.IJRCS.ORG Page 52	Publication Date: 30/04/2018	Factor: 3.449
8	Dr. Murari P. Sharma	Study of Accidents and Various injuries in Ahmednagar City	International Conference on Ongoing Research in Management and IT	E-ISSN 2320-0065 ISBN - 978-93-88441-42-1	11-12th JAN. 2019 621-626	
9	Dr. Murari P.Sharma	Accident Risk Management	International Recognition Multidisciplinary Research Journal Associated and indexed by EBSCO USA	ISSN 2249-894 X	OCT 2018	5.7631
10	Dr. Murari P.Sharma	Cashless Economy	International Recognition	ISSN 2249-894 X	OCT 2018	5.7631
11	Mrs. B.R. More & Mr. Berad Amol Tapaji	A study on use of E-learning resources for learner' s betterment and their empowerment situated at Rural Areas in Maharashtra State	International Journal of Computational Engineering Research (IJCER)	2250-3005 087	2018	6.41
12	Mrs. B.R. More & Mr. Berad Amol Tapaji	A Brief Study on Benefits, Growth, Challenges & Future Implications of 4G Technology in India	Journal of Modern Engineering Research (IJMER)	2249-6645 8670	2018	7.21
13	Dr. Shubhangi M. Potdar	A Survey on Importance of Cost Parameters in Indian Software Industry with Special Reference to Educational Software Development	Proceeding of International Engineering and Technology Education Conference (IETEC'17)	ISSN : 1843-6730 ISBN-13: 978-2-646-54982-8 Page No. 46-55	February 2018	

## BOARD OF TRUSTEES...

Sr. No.	Name	Qualification	Nature of Asso. With the Promoting Body	Experience
1.	Hon. Shri. Namdar Radhakrishna Eknathrao Vikhe Patil. Cabinet Minister of Housing, Maharashtra Legislative Assembly	B.Sc. Agri	Chairman & Trustee	23 Years
2.	Hon. Sau. Shalinitai Radhakrishna Vikhe Patil President, Zillha Parishad, A.Nagar	HSC (Commerce)	Trustee	17 Years
3.	Hon. Adv. Vasantrao Shahaurao Kapare	B.A., L.L.B	Trustee	33 Years
4.	Hon. Dr. Sujay Radhakrishna Vikhe Patil Member of Parliament, Ahmednagar Lok Sabha	M.B.B.S. M.S (Gen.Surgery) M.Ch. (Neuro)	Trustee	9 Years
5.	Hon. Dr. Mrs. Supriya Ajit Dhokane	MBBS MD-DVL	Trustee	7 Years
6.	Hon. Mrs. Susmita Ganesh Mane Deshmukh	B.A. (Hons.) MBA	Trustee	7 Years

Sr. No.	Name of Member	Designation	Nominated by	Brief Background
1.	Hon. Namdar Shri. Radhakrishna Eknathrao Vikhe Patil	Chairman & Trustee	Trust	Cabinet Minister of Housing, Maharashtra Legislative Assembly
2.	Hon. Sau. Shalinitai Radhakrishna Vikhe Patil	Member & Trustee	Trustee	President Z.P. A.Nagar
3.	Hon. Dr. Sujay Radhakrishna Vikhe Patil	Member & Trustee	Trustee	Member of Parliament, Ahmednagar Lok Sabha
4.	Hon. Adv. Vasantrao Shahurao Kapare	Member & Trustee	Trustee	Advocate
5.	Hon. Mr. Nandkumar Bhahusaheb Zaware	Member	Trustee	Educationalist
6.	Nominee from RO, AICTE Mumbai	Member	Trustee Nominee of the A.I.C.TE	Educationalist
7.	Dr. Vihar. V. Rakhunde	Member	Industry Expert	Industrialist
8.	Nominee of SPPU Pune	Member	Nominee of the University	Educationalist
9.	Nominee of DTE, Govt. of Maharashtra	Member	D.T.E. (Ex- Officio)	Educationalist
10.	Industrialist / Technologist/ Educationalist	Member	State Govt. Maharashtra	Educationalist
11.	Prof. Dr. Arun Ingle	Member - Secretary	Management	Educationalist
12.	Dr. Murari Premnath Sharma	Member	Teacher Representative MBA	Educationalist
13.	Amol Tapaji Berad	Member	Teacher Representative MCA	Educationalist
14.	Dr. Shubhangi Mahesh Potdar	Member	Teacher Representative Female	Educationalist

Sr.No.	Name	Designation
1.	Hon. Dr. Sujay Radhakrishna Vikhe Patil Member of Parliament, Ahmednagar Lok Sabha	Chairman
2.	Hon. Lt. Gen. Dr. B. Sadananda (Retd.)	Member
3.	Prof. Dr. P.M. Gaikwad	Member
4.	Prof. Dr. Abhijit Diwate	Member
5.	Dr. Girish Kulkarni	Member
6.	Dr. Vihar Rakhunde	Member
7.	Hon. Dr. Arun Ingle, Director	Member Secretary
8.	Dr. Anilkumar Khandare	Member
9.	Mr. Amol Berad	Member

Sr.No.	Name	Designation
10	Dr. Murari Sharma	Member
11	Dr. Pravin Suryawanshi	Member
12	Dr. Rajendrasing Pardeshi	Member
13	Dr. Vishwas Pendse	Member
14	Mr. Ganesh Antre	Member
15	Dr. Shubhangi Potdar	Member
16	Mr. Parabhat Barbade	Member
17	President & Secretary (Student )	Member

## Rules and Regulation

**Every student admitted to the MBA Program of the Institute will be subject to the compliance rules of discipline as laid down by the institute Authorities.**

1. The continuation of the student in the course will be allowed only on the condition that the student will observe all the rules and regulations, made from time to time by the authorities of the Institute.
2. Cases of breach of discipline will be dealt with by the Director of the Institute and his decision in all the cases will be final.
3. The student must attend the classes, seminars lectures and other programs at the Institute regularly and fulfilment of Minimum 75% attendance in every subjects is mandatory.
4. Further changes or new rules made in this regard will be announced on the notice board and they will be binding on all the students. Beside the above, the general rules and regulations given below for the guidance of the students.

### General Rules and Regulation:

1. Students are advised to help the authorised, in keeping the premises neat and clean.
2. Any damage caused by the negligence of the students will be viewed seriously.
3. The student shall do nothing either inside or outside the Institute that will, in any way, interfere with its orderly administration and discipline.
4. No society or association shall be formed and no person, invited to address meeting without the Director's approval.
5. Student should at all time carry their Identity cards and produce the same on demand.
6. Student are required to conduct themselves properly in the classes and the Institute premises.
7. The tutorials, examination answer paper etc. will not be returned.
8. The MBA Program offered is a full time cause and student are strongly discouraged from seeking any employment during the course.
9. Attendance at the Class Test and Internal Examination is Mandatory.
10. The management reserve the right and amends the rules and required without prior notice.
11. Ragging, consumption of Alcohol, and Smoking are prohibited by laws.
12. Malpractices like copying strictly prohibited in campus.

### Scholarship / Concessions:

Candidates of SC/ST/VJ/NT/SBC/OBC/ EBC Category securing admission through CAP round are eligible for obtaining Scholarships and freeships from the Social Welfare Department, Govt. of Maharashtra.

### Grievance cell.....Redressal!

The Institute has Ladies Grievance Cell to address grievances of Female Students.

### RTI .....Anti-ragging Measures!

#### General

As per the Maharashtra Prohibition of Ragging Act, 1999, Ragging within or outside any educational institution is strictly prohibited.

#### Definition of Ragging:

**"Ragging" means display of disorderly conduct such as**

1. Teasing, abusing, threatening or playing practical jokes on or causing hurt to, such student or
2. Asking a student to do any act or perform something which such student will not, in ordinary course, willingly do with and intention to cause physical or psychological harm or raise apprehension or fear shame or embarrassment.

#### Punishment for Act of Ragging:

- a) Booked by Police, minimum punishment for 02 years in jail.
- b) Expelled from college and denied future admissions.
- c) As per direction of Hon'ble bench of Supreme Court of India has further directed that the punishment "Should be exemplary".

#### Authority:

According to "Cigarettes and Tobacco production, Supply & Distribution Act 2003"

Consumption and sale of Cigarettes, tobacco and like that product inside the campus and in all area within 100 metre of IBMRD is Strictly Prohibited.

#### Measures Undertaken by Institute:

- a) The college has adopted a zero tolerance policy as far as ragging is concerned.
- b) Constant monitoring vigilance committee for surprise check, Anti Ragging squad and Anti Ragging Committee by Surprise check and raids.
- c) Separate Hostel for new comers.
- d) An undertaking given by all the student and the parents while taking admission to the college every year that will not involve in any act of ragging.

**Note: All important telephone numbers (Directors, Coordinators, Monitoring Committee) Displayed on College notice board and hostel notice board. (So that student can contact the Director and other staff.)**

## Right to Information... Contact Person

Name of the information Officer for RTI	:	Prof. Dr. Arun Ingle
Designation	:	Director
Phone number with STD Code	:	0241 - 2779558
Fax number with STD Code	:	0241 - 2779558 / 2778043
Email	:	inglearun@gmail.com
Name of the information Officer for RTI	:	Prof. Dr. Murari P. Sharma
Designation	:	Asso. Professor
Phone number with STD Code	:	0241 - 2779558
Fax number with STD Code	:	
Email	:	murarigsharma@yahoo.com
Name of the information Officer for RTI	:	Dr. Rajendrasing K. Pardeshi
Designation	:	Asso. Professor
Phone number with STD Code	:	0241 - 2779558
Fax number with STD Code	:	
Email	:	kavirajthakur@yahoo.co.in

## Academic Calender ... Plan 2019-2020

Activities	Sem - I & III	Sem - II & IV
Admission	July - August - 2019	-
Commencement of Classes	25th July 2019	First Week of Jan 2020
BASE Program & Presentations	Every Saturday	Every Saturday
Management Day	1st Sept-2019	---
Project / Diss. Presentation	First Week of Sept. 2019	First week of March 2020
Guest Lecture	Weekly in Sept. 2019	Weekly in Feb. 2020
Industrial Visits	Oct. 2019	Feb. 2020
Assignments	Oct-Nov -2019	Mar- April 2020
Internal Exams	Nov-First week	April First week 2020
University Exams	Dec-First week	May First week 2020
Industrial Training	Dec-2019 (Winter)	June July 2020 (SIP)
Seminar -State / National		Jan/ Feb.
Business Quiz		Last week-Feb 2020
Campus Interview		First week-March 2020
Annual Gathering		March 2020
University Result	First week of February	1st Week of July 2020

## All round the year @ IBMRD



Shree Ganesh Festival @ IBMRD



Industrial Visit @ MAPRO



Organizing Committee of Spandan Mex 2019



Solo Dance Performance Spandan Mex @ IBMRD



Pravara Alumni Meet 2018



Students Activities @ NSS Champ, Jakhangaon



Library Reading Hall @ IBMRD



Medical Camp @ Jakkhangaon

## All round the year @ IBMRD



Savitribai Phule University  
Best College Award



Spandan Mex 2019



Spandan Mex 2019



Spandan Mex 2019



NSS Camp @ Jakhangaon



Flag Hosting @ IBMRD



NSS Camp Visit @ Hivare Bazar



Spandan Mex Winner 2019 with  
Abhishek Barahate (Zee Marathi)  
Famous T.V. Actor



Financial Market Awareness by Dr. M.P.  
Sharma @ NSS Champ, Jakhangaon



Spandan Mex Activity @ IBMRD



Tree Plantation by NSS



Spandan Mex Activity @ IBMRD



Dr. Vitthalrao Vikhe Patil Foundation's  
**INSTITUTE OF  
BUSINESS MANAGEMENT  
AND RURAL DEVELOPMENT**

NAAC "A" Grade Accredited Institution  
Best Management College Award from SPPU Pune.  
Approved by AICTE, New Delhi & Govt. of Maharashtra.  
Recognized U/S 2 (f) & 12 (B) of UGC Act 1956, New Delhi,  
Permanently affiliated to the SPPU, Pune.  
Recipient of the 21st Dewang Mehta B School Award for  
the Educational Leadership 2013.

Vadgaon Gupta, Vilad Ghat, Post : MIDC,  
Ahmednagar - 414 111. (Maharashtra)

Get in touch



Call us on  
**(0241) 277 9693,  
2779558, 2777682**



For further information visit us on  
**www.ibmrd.org**



Email us on  
**directoribmrd@gmail.com**