



Prospectus 2019-2020

PGDM
PGDM Marketing
PGDM Retail

Creating Ethical Business Leaders

Vision Mission

VISION

To develop Chetana as a World Class Management Institution of excellence with a view to developing outstanding, dynamic and enterprising business professionals who make valuable contributions to the business, society and environment at large.

MISSION

Chetana is committed to prepare students as successful leaders who combine the use of managerial skills with the understanding of socio-cultural systems, to meet the current and future needs of industry, society, and environment at large. The institute is committed to ensuring excellence through high-quality learning for its students.

VALUES

- Passion for Learning
- Pursuing Excellence
- Respect and care for Society and environment
- Integrity



Chetana's Pioneer



Late Shri Madhukarrao D. Chaudhari

M.Com. D.Litt (Sahityavachaspati)

Founder President

Founder President - Chetana Trust (Public)

Former Education & Finance Minister

Ex-Speaker - Maharashtra Legislative Assembly

Ex-President - Rashtrabhasha Prachar Samiti

Pioneer of Mahatma Gandhi International
Vishwa Hindi University, Wardha (India).

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।
मा कर्मफलहेतुर्भूर्मा ते संगोऽस्त्वकर्मणि ॥

Managing Committee



Shri Shridatta S. Haldankar
President



Shri Deepak S. Kulkarni
Vice-President



Shri Shirish M. Chaudhari
Secretary



Dr. Ashok R. Chaudhari
Member



Shri Nitin P. Mahajan
Member



Shri Sangharaj D. Rupwate
Member



Shri Ganesh R. Kaskar
Member



Dr. Maheshchandra D. Joshi
Ex- Officio Member

Our Leader

India is on the threshold of magnificent growth and development. Our young leaders are getting set to lead the country to be a super power. The process has already begun with the Indian footprint being felt globally, in most of the sectors. I am proud of the fact that, over the last two decades, Chetana's Institute of Management & Research (CIMR) has been creating many success stories through our outstanding students.

Since 1970, Chetana's Educational Institutions have been trend setters in academics. Over the years, CIMR has evolved into an institution where competition and collaboration go hand in hand. Our success stories inspire other aspirants and today, this is one of the most preferred B-Schools in India. Our initiatives are aimed at developing competent and committed ethical business managers and leaders who will play a key role in Corporate India.

The ambience of academics and cultural activities enables students to appreciate both technical and soft skills. Our core and visiting faculty members, the intellectual resources at CIMR bring with them vast experience and wisdom.

Welcome to Chetana's Institute of Management & Research!



Shri Shirish M. Chaudhari

M.Sc. (Agriculture)

Secretary - Chetana Trust (Public)

Ex - MLA

Raver Legislative Constituency,
Maharashtra State

Director:

Krishi Vigyan Kendra,
Indian Council of
Agriculture Research Centre,
Govt. of India, Pal, Block Raver,
Dist. Jalgaon.

Introduction

CHETANA TRUST

The vision of our founder, Late Shri Madhukarrao D. Chaudhari has been the guiding force behind Chetana's sustained efforts in the field of quality education for a progressive society. The mission is based on his firm belief that practical and experiential learning lay a strong foundation for quality education.

Institutions under the Chetana Umbrella:

Names of the Institute	Year of Establishment
Chetana's H.S. College of Commerce & Economics	1970
Chetana's Junior College of Commerce	1976
Chetana's R.K. Institute of Management & Research	1981
Chetana's Kusumtai Chaudhari Arts College	1992
Chetana's Institute of Management & Research	1996
Chetana's M.Com Centre - M.Com with Business Management & Accountancy	2005
Chetana's Ph.D Centre - Chetana's H.S. College of Commerce & Economics and Chetana's Kusumtai Chaudhari Arts College	2011

ACADEMIC ADVISORY COUNCIL

Dr. G. G. Mewani, Advisor, International Education

Dr. R. B. Smarta, Managing Director, Interlink Marketing Consultancy Pvt. Ltd.

Dr. Amit Rangnekar, Centaur Pharmaceuticals

Dr. Vijaynagar Sunder Raj, CTO & Group Head of IT, SREI.

Mr. Chundururu Srinivas, Founder, VANS Investment Pvt. Ltd.

Mr. Pravin Chaudhari, Executive Director, Kansai, Nerolac Paints Ltd.

Mr. Vikaas Sachdeva, CEO, ENAM Asset Management Company Pvt. Ltd.

Dr. Neil Sequeira, VP - HR, Kokilaben Dhirubhai Ambani Hospital

Dr. Madhumita Patil, Chief Executive Officer, CRKIMR & CIMR

Dr. Nandita Mishra, I/C Director, CIMR

CEO's Message

Dr. Madhumita Patil

Ph.D., MBA, LL.B., B.A.



My dear students, Congratulations for choosing Chetana's Institute of Management & Research (CIMR) as your next destination for learning. We have completed more than two glorious decades in imparting Management education.

The 21st Century Graduates live in an era of continuous adjustments and challenges. Never in the past, has business environment been as dynamic as it is today. It will change further by the time you complete your education.

It is therefore imperative to develop management professionals with critical thinking, generic attributes, entrepreneurial skills and problem solving orientation. We at Chetana's, constantly strive to inculcate these qualities in our students. Our curriculum, projects, assignments and student driven activities are centred on the theme and application of "Knowing Yourself".

All the Post Graduate Diploma in Management programmes (PGDM, PGDM – Marketing, PGDM - Retail) have been designed in line with current industry requirements, where students are groomed not only for functional skills but also in developing the ability to apply knowledge across situations.

Being a management professional is a commitment to continuous improvement. A few years down the line, your guidance, skills and active leadership will directly contribute to sustenance of businesses, families, society and the planet.

We invite you to join us in our journey and emerge as ethical business leaders.

The Institute

Chetana's Institute of Management & Research (CIMR), the dream of our Founder President Late Shri Madhukarrao D. Chaudhari took concrete shape in 1996.

The multi-cultural outlook at CIMR ensures a stimulating learning environment for the students. Strong emphasis is placed on student participation in various co-curricular activities that help students discover their latent talents. Chetana's, true to its name keep students updated, aware and involved.

Located in the heart of the commercial capital of India, CIMR offers a unique opportunity for students to realize their full potential. CIMR is strategically located with proximity to the airport and railway station. Medical facilities, post office, banks and other amenities are available within a radius of 1 Km. Lodging / PG / hostel services are easily available around the campus as the institute has been attracting students from across India in the last three decades and more. Proximity to BKC (Second Financial Hub of Mumbai), Entertainment centres and Malls keeps students connected to Industry and business. The Institute is also designed to facilitate the differently-abled learners.



Director's Message



Dr. Nandita Mishra

Ph.D., M.Phil., MA, BA (Hons.)

I/C Director

It gives me immense pleasure to welcome you all to Chetana's Institute of Management and Research (CIMR). With a vision to develop Chetana's as a world class management institute of excellence, we are committed to prepare students as successful business leaders to meet the current and future needs of the industry.

It has always been our endeavour to strengthen curricular and co-curricular activities and ensure high quality learning for our students. Over the last two decades and more, CIMR has covered several milestones in the field of management education.

Several events are organized by student driven forums, committees and clubs. Notable corporate events like Elixir, Vipanan, Arthanaad, HROPSYS, Good to Great Management Fest, Challenger, Debates and Elocutions, Rural Immersion, HR Conclave, Case Study Competitions, Reminiscence, CSR Programs and CKBC (Chetana's Knowledge Board Competition) are among the variety of regular events held in the campus. Our students have participated and won accolades in B- School Competitions, Sports Events, Research Paper Competitions and Management Games held at other renowned B- schools in the country.

We believe in constantly engaging in dialogue with the corporate world to understand the current trends and accordingly design our Programs to skill the budding managers.

Academic Programs at CIMR are designed to cater to the increasingly complex skills required in today's globalized world.

In the domain of placements, prominent organizations across India offer both Summer Internships and Final Placements, thereby reinstating their trust and confidence in brand Chetana's. Our huge Alumni network helps us in placement grooming, industry projects and alumni mentoring.

The perfect blend of academics and beyond-classroom learning prepares our student towards industry readiness and helps in creating ethical business leaders.

The Aspirants, we are sure will find CIMR to be one of their desired destinations. We invite you to learn, grow and excel with us.

Wish you the very best!

State of the Art Facilities

LIBRARY

- Varied collection of over 26,867 management books, business journals - national & international, case study folios, periodicals, audio video material
- E-resources & Industry Databases - **Proquest, E-brary Collection , CRISIL Research, Accord Fintech-ACE Equity** the Library Software Package
- Annual reports of large number of companies, product profiles, encyclopedia, latest journals & other reading material.
- Constant and ongoing processes for updating this vast collection



AUDITORIUM

- Seating capacity of 500
- Sophisticated sound system and audio visual equipment
- Perfect for seminars, conferences, workshops, panel discussions etc.



IT FACILITIES

- Modern computer centre equipped with 112 PCs, HP Servers, Printers and Scanners & Xerox Machine
- Wi-Fi Connectivity
- Current information systems set up - Gigabit Ethernet Backbone and fast Ethernet to the desktop and offers full time Internet accessibility of 72 mbps



CLASSROOMS

- Spacious, fully air-conditioned classrooms with Wi-Fi and Audio-Video equipment
- Designed to create the right ambience for learning



Induction Programme

At the start of the exciting two year PGDM journey, an extensive induction / Orientation programme is designed. The Programme runs over a week to 10 days and is aimed to provide the students with essential course planning, realizing the skills required for management education, Assessment labs are conducted during the induction programme and with the grand finale of the Outbound Trip.



Assessment Centre – Also known as Development Centre is conducted through the assessment labs, the students are assessed on their competencies, using psychometric tests, team behaviour, negotiation-skills and discovering areas of development. An important component of Assessment Centre is the outbound activity and students are assessed on their ILEG- Incentive, Logic, Empathy and Group Orientation. Assessment centre is completed with the Out-Bound Trip.

OUTBOUND ACTIVITY AT RMP



Knowing Self through Art



Pushing beyond Comfort Zone

International Faculty & Students Visit Chetana's

In the era of globalisation, international exposure is mandatory. It is important for students to appreciate cultural differences and gain insights on academics in other countries. This gives them a better understanding of the global marketplace. CIMR Students' interaction with students from LA- Trobe University, New York State University and Swinburne Australia is a common feature at CIMR. Students from other countries during interaction bring a unique flavor to the campus with graduate degrees in various fields and international work experience which add to the diversity and peer group learning.



Discussion amongst Faculty



Students Discussing Social Entrepreneurship in Education

ACADEMIA INDUSTRY COLLABORATION



Launch of Research and Investor Lab

Chetana's Institute of Management & Research and Chetana's R K Institute of Management & Research, in partnership with VANS Investment and Advisors launched the "Research and Investor Lab on Monday, 23 July, 2018.

Dr Madhumita Patil, CEO of Chetana's and Mr Srinivas Chunduru, Founder and CEO of VANS Investor & Advisor inaugurated the Investor Lab and set the ball rolling.

The Research and Investor lab is a partnership between industry and academia. The lab is designed with strong research orientation, having over 10 associates from industry and the Institute, working on extensive data for white papers, market research, financial analysis and to develop unique score cards for the entire value chain.

The Research & Investor Lab is the flagship initiative and is based on the three verticals of VANS, Investing, Skilling and Scaling. For Chetana's it is yet another innovative learning pedagogy.



The Launch of Human Resources Research Lab

With a strong research orientation in the domain of Human Resources, Chetana's Institute of Management & Research and Chetana's Ramprasad Khandelwal Institute of Management & Research, in association with VANS Investment & Advisors, institutionalized Human Resources Research Lab on 4th December 2018.

Under the initiative of Mr. Srinivas Chunduru, Chief Mentor of VANS Investment & Advisors, the HR Research lab aims to create disruptive offerings to enhance skills within B-Schools and Organisations alike. The research projects will aim to equip students, faculty within the B-Schools and Teams within the organisations to deal with changing business landscape. One of the objective that this initiative also intends to achieve is to equip students at Chetana's to understand the practical application of everything they learn, research, live projects and opportunities of being mentored by industry stalwarts.

Forum Events



A theme based event 'Data Reach or Breach'

- Eminent Corporate stalwarts sharing their experience and wisdom with the young and curious minds
- Regulation is the only way to prevent data breach



Dr. Balsing Rajput - Superintendent of Police, Cyber Security, Maharashtra



(From L to R) **Mr. Ranjan Revandkar** - Head of Information Security, **Mr. Rushit Choksey** - Director PwC, **Mr. Ritesh Bhatia** - Cyber Crime Investigator & Data Privacy Consultant, **Mr. Vikas Naik** - Consultant & Trainer, Govt. Agencies, **Ms. Nirali Bhatia** - Cyber Psychologist & Vice Chair, Fire & Security Association of India



Guest of Honour, **Mr. Alvin Saldanha** - Founder and Chief Creative Officer, BrandArms.



Mr. Avez Sayed - Chief Risk Officer, SBI General Insurance



विपान

A Confluence of Data, Creativity and Technology

The marketing forum of Chetana's Institutes of Management & Research organized its annual marketing event, Vipanan on Tuesday 25th September, 2018. The theme of Vipanan 2018 was 'A Confluence of Data, Creativity and Technology'.



Chief Guest **Dr. Kushal Sanghvi** - Business Head of Reliance Entertainment.



Guest of Honour, **Mr. Nori Prabhakar** - Chief General Manager, BPCL with **Dr. Madhumita Patil** - CEO, CRKIMR & CIMR



Keynote Speaker, **Mr. Apurva Mankad**, Founder & CEO of Webexpress shed light on the journey of marketing from selling to digitalisation and current data trend in Marketing.



The panel discussion on 'A Confluence of Data, Technology & Creativity.' witnessed some veterans from the industry:

(From Left to Right) **Ms. Roma Balwani** – Director, Strategic Resource Group, **Ms. Sunita Bangard** - President, Marketing, Vodafone Idea Ltd. **Dr. Hufrih Majra** - Associate Professor, CIMR (Moderator), **Binata Banerjee** – Insights Director, Brandscapes Worldwide, **Ms. Smitha Laxminarayan** - AVP, Marketing, Kotak Mahindra Bank.



Intelligence to Artificial Intelligence

A forum of students from the HR, Operations & System specialization. The theme for HROPSYS 2018 was “Intelligence to Artificial Intelligence ” cross-functional exchange of ideas by Speakers from HR, Operations & Systems Domain.



Chief Guest **Mr. Amitabha Sinha - Partner- Leadership Consulting & Board Advisory Practice, Cornerstone Group**

(From Left to Right) **Mr Mohan Nair - AVP, Godrej, Mr Lait Tiwari - Sr. VP, Kalpataru, Mr Arun Gupta – Co-Founder, IT, 42 Technology Innovation Lab, Mr Jiten Uttwani – AVP, Radius Developer**



(From Left to Right) **Ms. Mobina Kakajiwala - HR Business Partner, Beckman Coulter Inc. Mr. Lalit Popli - IT Head , ICICI Prudential AMC Ltd., Mr Ashok Asawale – CISO & VP, Partner Collaboration, Mahindra IT, Mr Vinay Henge- , CMO, GoFrugal Technologies Pvt. Ltd., Mr. Shyam Iyer, Founder and CEO, 60Bits Consulting**



'Decoding Financial Ethics'

Chetana's Institute of Management and Research hosted its Finance Event, ARTHANAAD on Thursday, September 27, 2018. The theme of the event was **'Decoding Financial Ethics'**. The Forum gives an opportunity to student to interact with Stalwarts from Finance Industry.



Key Note Speaker, **Mr Nandkishor Desai**,



Guest of Honor Arthanaad **Mr. Kaushik Vora**, Head of Investment Products and Distribution at IDFC Bank.



(From Left to Right) **Mr. Chanchal Khandelwal** - Co-fund Manager at Birla Sunlife Mutual Fund, **Mr. Vikas Sachdeva** - CEO at ENAM Asset Management Co., **Ms. Lisa Barbora** - Consultant at Live Mint, **Ms. Laxmi Iyer** - CIO, Fixed Income and Head Products at Kotak Mahendra AMC, **Mr. Ravi Malani** - Director Head of Equities at BNP Paribas Wealth Management India Pvt. Ltd.

Corporate Events

HR Conclave *Bandhan... creating bonds*

- The main aim of this Conclave was to bridge the gap between the industry and academics
- This year's Theme was 'HR Professionals As Innovators'
- The focus of the event was on 'Creating and Managing Culture of Innovation'.



(From L to R) **Dr. Madhumita Patil**, CEO - CRKIMR & CIMR felicitating **Mr. Deepak Gadekar**, Corporate HR, Voltas Ltd., **Mr. Anil Kshatriya**, Placement Consultancy, Ak Placements, **Mr. Alok Sheopurkar**, Executive V.P. & Head HR, HDFC Mutual Fund, **Mr. Prashant Sawant**, HR Consultant & Legal Advisor - VS Consultants & Advisors.

Group Panel Discussion



Panel Members (L to R) - Mr. Alok Sheopurkar, Executive V.P. & Head HR, HDFC Mutual Fund, **Mr. Vikram Sharma**, Head - Commercial HR, TATA Motors, **Dr. Neil Sequeira**, V.P., HR & Administration, Kokilaben Dhirubhai Ambani Hospital, **Colonel. Shubhoday Mukharjee**, Sr. V.P., Relince ADAG **Mr. Ajit Singh**, Associate V.P. & Head Talent Mgmt., Netmagic Solutions Pvt. Ltd. **Mr. Jagmohan Singh Rishi**, Associate V.P. Wockhardt Ltd.

Reminiscence

Alumni Homecoming

- 'Homecoming' for the illustrious alumni to cherish their fond memories with their batchmates
- 'Corporate Alumni' reconnect with the other batches to share lighter moments and experiences
- 'Star Alumni' appreciation for contributing meaningfully in the journey of the Institute
- 'Silver Jubilee Batch' felicitation
- A coveted event in Chetana's calendar, where all Chetanites now holding leading positions in the Corporate world, reunite and celebrate homecoming





Good To Great Management Fest

This Management Fest event is completely conceived, organized and hosted by PGDM Ist year students. The divisions participating in the Management Fest are: PG-A, PG-B, PG-C, PG-Mktg, MMS-A & MMS-B. Games like Memory Games, Debate, Ad Mad, Just A Minute(JAM) , Business Quiz, Success Ladder, Stalk-O-Stock, Turn Coat (Quote) and many more. The basic objective of this event of such a module is to train students for Time Management, Team Work, Reliability, Transparency and Fair treatment.

Sports & Cultural Event

Challenger

Annual Sports and Cultural Festival

- Celebrating Sportsmanship
- Learning Crisis Management
- Managing Team Dynamics



CONVOCATION

- Glorious moment Celebrating two years of dedication and Learning.
- Felicitation of Toppers in each stream
- Best Student Award in memory of Founder President Late Shri. Madhukarrao D. Chaudhari
- **Mr. Ankesh Jain** has been honoured with the Presidential Award



CSR Activity

CSR activities conducted by the institute are designed to bring the students to realise that the vision of every business apart from profit generation is to help society. The students of 1st year, 2018-20 batch took up a project on **Hospice & Palliative Care (A Project of Tata Hospitals)**: Hospice & palliative care can be easily understood as support and care to those who need it the most while struggling with critical diseases. The outgoing batch (2017-2019), on the other hand, added a dash of colour to Diwali to the lives of more than 1400 street children. The students, over 250 of them, in association with **Fulora Foundation** organized a drawing competition for the street children of Mumbai. Another CSR Programme was organized in collaboration with Red FM. **Diwali Ek Rupiya Wali**.





INTERNATIONAL CONFERENCE

Business & Society : Value Creation through Analytics

Chetana's R K Institute of Management & Research and Chetana's Institute of Management & Research believe that business education is a valuable investment in a person's future and the development of any organization significantly depends on Research & Development. Keeping this holistic approach and our philosophy in mind, Chetana's organised the International Conference on Business & Society: Value Creation through Analytics on 19th December, 2017 at the CIMR Auditorium.

This conference brought together academics and practitioners from different disciplines and industries to share the latest research findings and potentially generate new research ideas. It provided a unique forum for researchers with cross-disciplinary interests to meet and interact. "What I'm seeing in front of me is the future of India", said Mr. Richard Rekhy, Former CEO, KPMG India starting with his Key Note Address for the Conference. Distinguished academicians from Dublin City University, Prof Theo Lynn and Dr Pierangelo Rosati in the plenary session spoke on Conceptualizing social Networking for Data Analytics Research and Opportunities and Challenges of Data analytics in the Financial Sector, respectively.



(L to R) Dr. Nandita Mishra Convenor, Dr. Jayashree Bhakay, Director - CRKIMR, CEO - Dr. Madhumita Patil, Dublin City University, Prof Theo Lynn and Dr. Pierangelo Rosati, Dr. K. C. Pandey Director - CIMR



CEO, Madhumita Patil welcoming Keynote speaker Mr. Richard Rekhy, Former CEO, KPMG

International Conference 2019



**Business Agility:
Capabilities and Insights**

19th January, 2019

Admission Procedure

ELIGIBILITY CRITERIA

In order to secure admission to the two-year full time course, the candidate should fulfill the following eligibility criteria:

- Passed with a minimum of 50% marks in aggregate (Aggregate marks means the grand total of marks obtained by the candidate in subjects based on which the class declaration is made in the particular University from which the candidate is passing the qualifying examination. The percentage of marks obtained by the candidate in the bachelor's degree would be calculated based on the practice followed by the university/institution from where the candidate has obtained the degree.) or equivalent CGPA in any Bachelor's Degree awarded by any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an act of Parliament or declared to be Deemed as a University under Section 3 of the UGC Act, 1956 of minimum three years duration in any discipline recognized by Association of Indian Universities (10+2+3) or possess an equivalent qualifications recognized by the Ministry of HRD, Government of India.
OR

- Candidates appearing for the Final Year Examination of any Bachelor's Degree of minimum three years duration can also apply subject to fulfillment of eligibility criteria of admission.

AND

- Appearing/Appeared and **secured non-zero positive score or marks or equivalent score** in any one of the equivalent examination viz.: CET-MAH-MBA/MMS (conducted by DTE, Maharashtra State), CAT (conducted by IIMs), MAT (conducted by AIMA), XAT (conducted by XLRI), ATMA (conducted by AIMS), CMAT (conducted by AICTE, New Delhi) for the Academic Year 2019-2020.

- If the candidate has failed and applied for revaluation of the result, in such cases the admission to such candidate will be on provisional basis subject to the condition that he/she will pass the examination with the required percentage of marks on or before 10th August, 2019. Undertaking from such candidates shall be taken for forfeiting the right of admission and fees paid in case of not securing required percentage of marks in qualifying examination. In case, the candidate fails to produce the results of the final year examination on or before 10th August, 2019, then admission offered to such candidate automatically gets cancelled and the fees (tuition, development and other fees) paid by the candidate for the academic year 2019-2020 stands forfeited.
- Group Discussion (GD) and Personal Interview (PI) conducted by the institute.
- Candidates should be of an Indian Nationality/Origin.

Application Form: Online Application Form is available on www.cimr.in. Submit the duly filled-in Application Form online and pay ₹1,800/- online OR submit the duly filled in Application Form at the Institute's Office with Cash / D.D. / P.O. of ₹1,800/- **(non-refundable & non-transferable) in favour of "Chetana's Institute of Management & Research", payable at Mumbai.** Please write your name, telephone number and e-mail address on the reverse of the D.D / P.O. Application Forms are also available in the Institute's Office : Monday to Friday, between 11.00 am and 4.00 pm, Saturday, between 11.00 am and 2.00 pm, except Sundays and Holidays.

Application form on website and at the Institute	: 01 / 01 / 2019 to 30 / 03 / 2019
Last date for submission of Application Forms	: 30 / 03 / 2019
Conduct of GD / PI at the Institute	: 28 / 04 / 2019 onwards

The schedule displayed above may change due to unavoidable circumstances. The rescheduled date, if any, will be displayed on the Website/Notice Board of the Institute.

No separate intimation will be sent to the candidates.

Selection Process:

- All those, who apply on the basis of CET-MAH-MBA/MMS (conducted by DTE, Maharashtra State), CAT, MAT, XAT, ATMA, CMAT (conducted by AICTE, New Delhi) Entrance Test score will be called for GD & PI. The Institute will conduct the GD & PI.

The merit list and wait listed candidates' list will be prepared on the basis of the following criteria:

Entrance Test Score scaled down to 80 marks	: 80 marks
Group Discussion	: 50 marks
Personal Interview	: 40 marks
Past Academic Performance	: 20 marks
Sports / Extra Curricular Activities	: 10 marks
Total	: 200 marks

The merit list will be displayed on the Institute's Notice Board and on website.

- Candidates who remain absent for either GD or the PI shall be treated as non eligible candidates for the admission to the course. It is mandatory for the eligible candidate to attend both the GD & PI without fail for the admission to the course.

Fees:

- **PGDM and PGDM-Marketing - ₹ 3,75,000/- p.a.***
- **PGDM-Retail - ₹ 3,00,000/- p.a.***
- Library / Computer Laboratory deposit - ₹10,000/- (Refundable) to be paid separately by D.D. / P.O.
- ₹500/- towards Alumni Association fees to be paid in the second year
- ₹500/- towards Convocation Fees to be paid in the second year.
- **Fees payable by Demand Draft / P.O. drawn in favour of "Chetana's Institute of Management & Research", payable at Mumbai.**
(*Subject to revision.)

Cancellation / Refund Rules:

The candidate who has been provisionally admitted may cancel admission by submitting a written application. Refund shall be made as per the rules prescribed by the institute / AICTE. Notice in this regard, shall be displayed on the notice board.

Library / Computer Laboratory deposit of ₹10,000/- will be refunded only after successful completion of the Programme after submission of refund application and no due certificates from all the departments.

Bifurcation of Marks of Past Academic Record & Sports/ Extra-curricular activities

The Past Academic Record (PAR) / Sports/ Extra-curricular activities of the Candidates will be evaluated as shown below	
75% & above in X Standard / Equivalent Examination	8
70% & above but less than 75% in X Standard / Equivalent Examination	6
60% & above but less than 70% in X Standard / Equivalent Examination	2
less than 60% in X Standard / Equivalent Examination	0
75% & above in XII Standard / Equivalent Examination	8
70% & above but less than 75% in XII Standard / Equivalent Examination	6
60% & above but less than 70% in XII Standard / Equivalent Examination	2
less than 60% in XII Standard / Equivalent Examination	0
75% & above in Graduation/Post Graduation / Professional Course	4
60% & above but less than 75% in Graduation /Post Graduation/ Professional Course	2
less than 60% in Graduation/Post Graduation / Professional Course	0
Total Past Academic Record Marks	20*
Participation in Sports/Extra-curricular activities at University /District/State/National/international Level	6
Awards & Rewards	4
for non participation	0
Total Sports/Extra-curricular activities Marks	10**

* For candidates who have joined an Engineering Degree course after successfully completing their Diploma Programmes, final year examination of the Diploma Programme conducted by the Maharashtra State Board of Technical Education/ its equivalent will be considered as an examination equivalent to XII standard examination.

**The Institute reserves the right to accept or reject the specified achievement.

*** Work Experience marks will be considered in the interview parameters by the interviewer as given below . Subject to submission of the Proforma 'A'

Merits for the work Experience (WE) will be given as shown below.	
5	5 years & above
4	4 years & above but less than 5 years
3	3 years & above but less than 4 years
2	2 years & above but less than 3 years
1	1 years & above but less than 2 years
0	less than 1 years
5***	Total WE Marks

*** Paid and full time work experience acquired by a candidate after passing qualifying examination, as on **28th February, 2019** in a company registered in India/Abroad and listed on any of the Stock Exchanges or in Central/ State/ Semi-Government organization and Public Sector Undertakings shall be used for work experience marks in the interview. The work experience shall not include the duration under Apprenticeship, Articleship, Internship, etc. **Proforma-A is to be used for the submission of Work Experience Certificate. Proforma - A is attached with the prospectus.**

Under special circumstances, if the need arises, the management reserves the right to change the eligibility criteria and the selection procedure to accommodate otherwise deserving candidates.

STUDENT INTAKE

Name of Course	Part time / Full Time	Duration	Intake
PGDM General	Full Time	2 years	180
PGDM Marketing	Full Time	2 years	60
PGDM Retail	Full Time	2 years	30

Documents to be submitted at the time of Admission:

Candidates are required to submit copies of the following documents:

1. One set of statement of marks of S.S.C, H.S.C and Graduation with Degree Certificate. The candidates who have appeared / are appearing for the Final Year examination must produce the marks sheets for the bachelor degree on or before 10th August, 2019.
2. Valid CET/CAT/MAT/XAT/ATMA/CMAT Score Card
[Converted into CET Score card]
3. One Passport size colour photograph (formal)
4. Demand Draft for payment of fees
5. Undertaking
6. GAP Certificate/Affidavit
7. Certificate of Indian Nationality in the name of the candidate
8. School Leaving Certificate for Date of Birth
9. Online Registration for Anti-Ragging Programme Affidavit is mandatory through www.amanmovement.org

The Institute reserves the right to refuse or accept any applications without assigning any reason/justification.

Medium of Instruction: English

The medium of instruction for the PGDM, PGDM-Marketing, PGDM-Retail programmes is English.

Jurisdiction:

Disputes if any, shall be subject to Mumbai Jurisdiction.

HIGHLIGHTS

Course Programmes: The programmes are conducted in Four Semesters, spread over a period of two years. Classes are held for six days a week. First year covers the foundation courses, which are compulsory and are common for PGDM, PGDM-Marketing, PGDM-Retail and across all specializations. After the first year it is mandatory for the students to undertake a summer internship for a period of 8-10 weeks in a commercial / social organisation which is facilitated by the Institute. In the second semester, the Institute facilitates 'Off - Summer Projects'.

Programmes

PGDM: The institute offers specialization in the areas of Marketing, Finance, HR, Systems and Operations. Its curriculum ensures the adaptability required to meet VUCA environment. The curriculum exposes the students to real life situations & sharpens their thinking to generate innovative ideas & solutions and view their discussions/ decisions in the light of various constraints.

PGDM-Marketing: Specialised Marketing subjects apart from other important, relevant and contemporary subjects are offered to all the students. A cross-sectoral perspective is provided at the very beginning, so as to facilitate clarity on their choice of super-specialization during the programme itself. Hence no separate specialisation is offered to these students.

PGDM-Retail: Specialised Retail subjects apart from other important, relevant and contemporary subjects are offered to all the students. It provides a comprehensive view of the dynamics of the retail sector and equips the students with the necessary sector-specific skill sets to effectively meet the growing demands of the retail sector. Hence no separate specialisation is offered to these students.

Pedagogy: The process of teaching and learning comprises of interactive classroom lectures and discussions, case studies, projects, assignments, presentations, guest lectures, role plays, field visits, field projects, etc. Each student must spend maximum time on self study and come thoroughly prepared for classes wherein the faculty acts as a guide and facilitator. The main focus in the teaching and learning process is teamwork.

Attendance: It is mandatory for every student to have a minimum of 50% attendance for each course and the average attendance has to be 75%. A 100% attendance is required for tutorials, guest lectures and seminars, training programmes, industrial visit and events as per norms.

The Leave of Absence will be considered only in case of the student's own sickness, sickness of parents, death of parents, own marriage, brother's / sister's marriage, etc., supported by valid evidence, documentary or otherwise.

The students who are not fulfilling the minimum required attendance of 50% for each course and an average attendance of 75%, shall be debarred from appearing for the examination. The defaulters are not allowed to keep terms and may make an appeal to the Director within 3 days from the date of display of the notice. If deemed fit after giving personal hearing to every student falling short of minimum attendance for keeping terms. The detail norms are available on Notice Board. The attendance committee will recommend case by case to the Director / Competent Authority after verifying the genuineness and gravity of the problem that justifies the absence of the student. The decision of the Director / Competent Authority shall be final and binding.

The debarred students who have less than 50% attendance in the course(s) can register for that subject(s) by paying an amount of ' 5000/- per subject as Registration Fee. The registration fee includes one time tutorial and examination fee. On successful completion of the examination, the student will be allowed to complete the course.

Induction Programme: This is a **10 day compulsory programme** to acquaint the new students with the management course and institutional culture.

Evaluation and Standard of Passing: The Institute focuses on a continuous evaluation process. It is compulsory for every student to pass in each parameter of the evaluation process such as attendance, class participation, case examination, assignment, projects, presentation and end term examinations. In order to pass in a subject / paper in any Semester, a candidate is required to obtain a minimum of 50% marks assigned to that subject / paper. The candidate must obtain a minimum 50% of the total marks assigned to each subject / paper of the course, to successfully complete the programme.

Details regarding the minimum passing standard in respect of the subject covered under End-Semester Examination - 60 marks and Internal Examination - 40 marks are as follows:-

a. End-Semester Examination	
30 out of 60	50%
b. Internal Examination	
20 out of 40	50%
Consisting of	
(a) Mid Term Test,	
(b) Presentation, (c) Project,	
(d) Attendance, Roleplay,	
Field visit, Guest lectures	
Total (a+b) Aggregate	
50 out of 100	50%

(This is to ensure that minimum aggregate passing standard is maintained i.e. 50% - 50 marks out of 100).

Grade Table: - Grade Allocation under 10 point grading scale in CBSGS (Credit Based Semester and Grading System)

Range of Percentage of Marks	Letter Grade	Grade Point	Performance	SGPA/CGPA Range
80 and above	O	10	Outstanding	9.51-10
75-79.99	A+	9	Excellent	8.51-9.50
70-74.99	A	8	Very Good	7.51-8.50
65-69.99	B+	7	Good	6.51-7.50
60-64.99	B	6	Fair	5.51-6.50
55-59.99	C	5	Average	4.51-5.50
50-54.99	P	4	Pass	4.0-4.50
Below 50	F	0	Fail	< 4
Absent	AB	0	Fail	

**Example to illustrate the computation of SGPA and CGPA
Semester I**

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	95	O	10	4	40	SGPA=108/16=6.75
Sub-2	59	C	5	4	20	
Sub-3	59	C	5	4	20	
Sub-4	68	B+	7	4	28	
Credits Earned				16	108	
Remarks : Successful					Grade : B+	Range 65-69.99

Semester II

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	60	B	6	4	24	SGPA=120/16=7.50
Sub-2	65	B+	7	4	28	
Sub-3	66	B+	7	4	28	
Sub-4	80	O	10	4	40	
Credits Earned				16	120	
Remarks :Successful					Grade: B+	Range 65-69.99

Semester III

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	62	B	6	4	24	SGPA=128/16= 8.00
Sub-2	68	B+	7	4	28	
Sub-3	85	O	10	4	40	
Sub-4	78	A+	9	4	36	
Credits Earned				16	128	
Remarks :Successful					Grade: A	Range 70-74.99

Semester IV

Subject	Marks	Grade	Grade Point (Gi)	Credits (Ci)	Ci*Gi	SGPA
Sub-1	89	O	10	4	40	SGPA=96/12= 8.00
Sub-2	63	B	6	4	24	
Sub-3	72	A	8	4	32	
Credits Earned				12	96	
Remarks :Successful					Grade: A	Range 70-74.99

Calculation of CGPA (Cumulative Grade Point Average)

Semester	SGPA (Si)	Credits (Ci)	Si*Ci	CGPA	
I	6.75	16	108	CGPA= 452/60 =7.53	Grade: A
II	7.5	16	120		
III	8	16	128		
IV	8	12	96		
Total Credits Earned		60	452		

Promotion of Student and Award of Grades

A student will be declared **PASS** and be eligible for a Grade in PGDM/PGDM- Marketing/ PGDM Retail programme if a student secures **at least 50% marks separately in each head of passing.**

Report Card will contain Grades and numerical marks.

RULES FOR STANDARD OF PASSING

- i) In order to pass in a subject / paper in any Semester of the PGDM, PGDM - Marketing and PGDM - Retail Programmes, a student must obtain a minimum of 50 % marks in that subject.
- ii) Under the credit based grading system of PGDM, PGDM – Marketing and PGDM - Retail Programmes a student in order to pass has to obtain minimum 50% marks in each set of the examinations separately i.e. internal and end-semester examination, as per the standard of passing.
- iii) A student, who does not obtain minimum 50% marks in subject(s)/ paper(s)/ course(s) either in the internal assessment or in the end-semester examination or both, shall be declared as “Fail” as per the standard of passing of examination.
- iv) A student who has failed in more than two subjects/ papers/ courses in the Semester I exam, shall not be permitted to proceed to Semester II of his/her first year PGDM programme. He/She will, however, be eligible to re-appear for the subjects in which he/ she has failed in the first semester by re-registering himself/herself in the supplementary examination to be conducted by the institute.
- v) A student obtaining less than 50 % marks in more than two papers in any one semester be deemed to have failed at that semester and shall not be permitted to proceed to the next semester. He / she will, however, be eligible to repeat the same semester programme in the following year.
- vi) A student obtaining less than 50 % marks in two or less than two papers in the First semester examination be permitted to attend Second semester of the First year.
- vii) A student failing in two or less than two subjects in the First or Second Semester examinations be required to reappear in the supplementary examinations, as the case may be, to be held at the end of the First and the Second Semester conducted by the Institute. The supplementary examinations will be held at the end of the respective Semesters.
- viii) In order to be eligible for admission to the Third Semester of the Second Year course, a student must have passed in all papers of the First and the Second Semester Examinations conducted by the Institute.
- ix) A student failing in two or less than two subjects in the Third or the Fourth Semester examinations be required to reappear in the supplementary examinations, as the case may be, to be held at the end of the Third and the Fourth Semester (Internal Exam

- only) conducted by the Institute. The supplementary examinations will be held at the end of the respective Semester.
- x) A student failing in two or less than two subjects in any semester be permitted to reappear for the supplementary examinations. The fee for Re-registration & Examination is '500/- per subject.
- xi) A student will be permitted to appear for two consecutive supplementary tests only in the failed subject at the end of semester.
- xii) A student who has passed in all of the semester examinations of PGDM i.e. Semester I, Semester II, Semester III, Semester IV examinations shall not be allowed to re-register himself/ herself for improvement of his/her semester examination results.
- xiii) A student who has not appeared in the examinations conducted by the institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/ course(s)/ paper(s) in the supplementary examination conducted by the institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Director of the institute.
3. After registration, student will be allowed / permitted to appear in next examination conducted by the Institute for the Subject / Project / Viva in the same Academic Year.
4. Such student will have to pass the exam of Sem I & II by 31st July 2020, else the student will lose the chance to get the Admission to the Second year.
5. The Institute will conduct such examinations / Viva in the 1st / 2nd week of July, every year, to complete the examination process and preparation for the Convocation Function.

NORMS / RULES

(a) For the student who fails / did not appear in the Supplementary Examinations conducted twice by the Institute, as per the Institute's schedule

and

(b) For the debarred students:

1. A student should register with the Institute for the Subject / Project / Viva in which he/she failed / did not appear.
2. Student shall pay Registration Fees of '5000/- (Rupees Five Thousand) per subject which is inclusive of one time tutorial and examination fees

COMMITTEES AT CIMR

The Institute has constituted the various committees to monitor discipline and Code of Conduct

Grievance Committee

Prof. Govind Atmaram Waingankar
Dr. Hufrih Majra
Mr. Dinesh M. Karia
Ms. Shilpa Kajbaje

Anti-Ragging Squad

Dr. Nalini Krishnan
Mr. Kamlesh Tiku
Ms. Rupali Patil
Mr. Sushant Kore

SC/ST Committee

Dr. Amit Aggrawal
Dr. Ruchi Sharma
Dr. Anuja Joshi

Anti-Ragging Committee

Dr. Nandita Mishra
Mr. Digamber R. Sirame
Ms. Seva Rangnekar / Mr. Rabindra K. Singh
Mr. Janardhanan / Ms. Vinaya Nayak
Mr. Aniket Joshi / Ms. Ushma Thakker
Mr. Vivek Mehta / Ms. Sidhi Pandya
Ms. Rupali Shinde / Mr. Nilesh Patil

Women Development Cell

Dr. Nandita Mishra
Mr. Rajiv Gatne
Ms. Jacintha Joseph
Ms. Nirmaljeet Kaur
Ms. Karishma Sinha
Mr. Anil Gamre
Adv. Ms. Poornima Avasti

RAGGING PREVENTION PROGRAMME

It is mandatory for every student and his/her parents to submit an anti-ragging affidavit at the time of first year admission and thereafter each year at the time of annual registration. It is the order of the Hon. Supreme Court that the affidavits are stored electronically. The Ragging Prevention Programme developed an ONLINE procedure for downloading Anti-Ragging Affidavits. The Institute authorities collect information separately from students and compiles it.

ON LINE PROCEDURE

Step 1: Log on to - www.amanmovement.org
Click on the button called: Online affidavits

Step 2: Fill in accurate information. Enter required details & click submit.

Step 3: On successful submission, you will receive affidavits for Students and Parents, via E-mail.

PROHIBITION OF CAPITATION FEES ACT

The Institute or Trust does not collect or accept capitation fee or donation for admission to any of the programmes. No one else is authorized to collect or accept the donation or capitation fee in cash or kind on behalf of the Institute or Trust.

Discipline and Action

CODE OF CONDUCT

1. If any student studying in any of the PGDM, PGDM-Marketing, PGDM-Retail programme is found indulging in anti-national activities, or in activities that run contrary to the letter and spirit of the provisions of Acts and Laws enforced by the Government, or any activity that causes his/ her behavior to be contrary to rules of discipline, will be liable to be expelled from the institute forthwith without any notice by the Director of the Institute.
 2. If any of the statements made in the application form or any information supplied by the candidate in connection with his / her admission is, at any time, found to be false or incorrect and wilful suppression of facts, his / her admission will be cancelled forthwith. The fees will be forfeited and he / she may be expelled from the institute by the Director and prosecuted, if deemed necessary. An appeal against the order of cancellation of admission / expulsion, however, may be referred to the Director, whose decision in such cases will be final and binding on all concerned.
 3. If any student is found with less than 50% for each course and on average less than 75% attendance, late submission of project and assignment, he/she will be penalized.
- Action against Ragging:** Maharashtra Prohibition of Ragging Act 1999 which is in effect from 15th May, 1999 has the following provisions for Action against Ragging :
- a) Ragging within or outside of any educational institution is prohibited.
 - b) Whosoever directly or indirectly commits, participates in, abets, or propagates ragging within or outside any educational institution shall, on conviction, be punished with imprisonment for a term up to 2 years and / or penalty, which may extend to ten thousand rupees.
 - c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
 - d) Whenever any student or, as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing, of ragging to the head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institution is situated, for further action. Where, on enquiry by the head of the educational institution, it is found that there is no substance, prima facie, in the complaint received, he/ she shall intimate the fact, in writing, to the complainant. The decision of the head of the educational institution shall be final.
 - e) If the Head of the educational institution fails or neglects to act in the manner specified in section “d” above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall, on conviction, be punished as provided for in section “b” above.

Programme Educational Objectives-

1. To facilitate students develop critical- thinking, analytical approach & problem-solving skills for effective managerial decision-making.
2. To sensitize students to socio-cultural & economic aspects impacting the current and future requirements of business management.
3. To enable students to adapt to changing global business environment
4. To develop students as professional managers, entrepreneurs & ethical business leaders.

Programme Outcomes:

At the end of this program, the students shall be able to:

- PO1: Have substantial knowledge and understanding in the area of specialization while gaining knowledge in other related disciplines. **(Functional Knowledge)**
- PO2: Demonstrate creativity in problem solving and decision making **(Creativity and decision making)**
- PO3: Develop communication, interpersonal and soft skills for enhancing personal & professional effectiveness. **(Communication and Inter personal skills)**
- PO4: Contribute as a team player & diligently lead and manage teams. **(Collaboration and team work)**
- PO5: Identify, formulate and analyze complex business problems both at the national and international level and provide solutions using data and management techniques. **(Business Research skills)**
- PO6: Display an entrepreneurial mindset, ideation and innovative ways of thinking **(Entrepreneurial skills)**
- PO7: Realise and adapt to change both as an individual and as a professional **(Ability to manage change)**
- Po8: Understand and address societal, ethical and environmental issues through projects and programs **(Social Responsibility and Ethical Orientation)**
- Po9: Demonstrate ability to plan & execute projects **(Project management skills)**

Course Structure

The course structure provides a perfect combination of conceptual framework and practical insights to tackle business problems.

PGDM

The PGDM Programme is conducted on a semester basis with four semesters spread over two academic years. Specialization in Marketing, Finance, Human Resource Management, Operations and Systems is offered from Semester two onwards.

PGDM (Semester I)

1. Innovative Management Practices
2. Fundamentals of Financial Accounting
3. Economics for Business
4. Fundamentals of Operations Management
5. Managing Organizational Behaviour
6. Quantitative Techniques
7. Managerial Communication
8. Fundamentals of Marketing
9. Information Systems & Business Analytics

PGDM (Semester II)

1. Managing Business Research
2. Marketing Management - Concepts & Cases
3. Fundamentals of Financial Management
4. Fundamentals of Cost & Management Accounting
5. Operations Research
6. Fundamentals of Human Resources Management
7. Analysis of Financial Statements
8. Entrepreneurship Management
9. Economic Environment of Business
10. Legal & Tax Aspects of Business

Most of the courses include projects as part of the syllabus. The students take up 8 to 10 week summer projects in the industry at the end of the second semester of the first year as part of the curriculum.

PGDM (Semester III)

<u>Marketing</u>	<u>Finance</u>	<u>HRM</u>
<p>Core Subjects</p> <ol style="list-style-type: none">1. International Trade & Global Management2. Strategies in Business3. Summer Internship Project	<p>Core Subjects</p> <ol style="list-style-type: none">1. International Trade and Global Management2. Strategies in Business3. Summer Internship Project	<p>Core Subjects</p> <ol style="list-style-type: none">1. International Trade and Global Management2. Strategies in Business3. Summer Internship Project
<p>Marketing Specialization</p> <ol style="list-style-type: none">4. Consumer and Industrial Buying Behavior5. Services Marketing6. Sales and Distribution Management7. Managing Products and Brands8. Marketing Strategy	<p>Finance Specialization</p> <ol style="list-style-type: none">4. Financial Markets and Institutions5. Financial Regulations6. Investment Analysis and Portfolio Management7. Banking and Financial Services Institutions8. Corporate Valuation, Mergers & Acquisitions	<p>HRM Specialization</p> <ol style="list-style-type: none">4. Training & Development5. Compensation and Benefits6. Competency Based HRM & Performance Management7. Labour Laws & Implications on HR8. HR Planning and Application of Technology
<p>Electives (any two)</p> <ol style="list-style-type: none">1. B2B Marketing2.. Integrated Marketing Communication3. Marketing Research & Analytics4. Marketing of Banking & Financial Services	<p>Electives (any two)</p> <ol style="list-style-type: none">1. Derivatives and Risk Management2. Wealth Management3. Fixed Income Securities4. Financial Modelling	<p>Electives (any two)</p> <ol style="list-style-type: none">1. Strategic HRM2. Organisation Structure Theories & Design3. HR Analytics4. HR Audit

<u>Operations</u>	<u>Systems</u>
<p>Core Subjects</p> <ol style="list-style-type: none">1. International Trade and Global Management2. Strategies in Business3. Summer Internship Project	<p>Core Subjects</p> <ol style="list-style-type: none">1. International Business & Global Trends2. Strategies in Business3. Summer Internship Project
<p>Operations Specialization</p> <ol style="list-style-type: none">4. Manufacturing Resource Planning and Control5. Materials Management6. Service Operations Management7. Operations Analytics8. Supply Chain Mangement	<p>Systems Specialization</p> <ol style="list-style-type: none">4. Advance Database Management System5. Enterprise Applications for Business6. Big Data & Business Analytics7. Knowledge Management8. Software Engineering
<p>Electives (any two)</p> <ol style="list-style-type: none">1. Strategic Source in Supply Management2. World Class Manufacturing3. Business Process Re-engineering & Benchmarking4. Strategic Operations Management	<p>Electives (any two)</p> <ol style="list-style-type: none">1. Data Mining for Business Intelligence2. Managing Technology Business3. IT Consulting4. Information System Security & Audit

PGDM (Semester IV)

<u>Marketing</u>	<u>Finance</u>	<u>HRM</u>
Core Subjects 1. Ethics & Sustainable Business Practices 2. Project Management 3. Industry Oriented Project 4. Specialization Subject (s)	Core Subjects 1. Ethics & Sustainable Business Practices 2. Project Management 3. Industry Oriented Project 4. Specialization Subject (s)	Core Subjects 1. Ethics & Sustainable Business Practices 2. Project Management 3. Industry Oriented Project 4. Specialization Subject (s)

<u>Operations</u>	<u>Systems</u>
Core Subjects 1. Ethics & Sustainable Business Practices 2. Project Management 3. Industry Oriented Project 4. Specialization Subject (s)	Core Subjects 1. Ethics & Sustainable Business Practices 2. Project Management 3. Industry Oriented Project 4. Specialization Subject (s)

Programme Educational Objectives-

1. To develop students with skills needed to understand, analyze & synthesize market situations in a holistic manner.
2. To sensitize students to socio-cultural & economic aspects impacting the current and future requirements of business management.
3. To enable students to adapt to changing global marketing environment.
4. To develop students as marketing professional managers, entrepreneurs & ethical business leaders.

Programme Outcomes:

At the end of this program, the students shall be able to:

- PO1: Have substantial knowledge and understanding in the area of marketing while gaining knowledge in other related disciplines. **(Functional Knowledge)**
- PO2: Demonstrate creativity in selling, negotiation and decision making **(Creativity and negotiation skills)**
- PO3: Effective communication & interpersonal skills for business development. **(Communication and Inter personal skills)**
- PO4: Work effectively as a team across functional disciplines to attain marketing goals **(Collaboration and team work)**
- PO5: Identify, formulate and analyze complex business problems both at the national and international level and provide solutions using analytical tools & techniques. **(Business Research skills)**
- PO6: Develop entrepreneurial mindset & skills. **(Entrepreneurial skills)**
- PO7: Equip to handle challenges related to time, stress & crises. **(Ability to manage change)**
- PO8: Understand and address societal, ethical and environmental issues through projects and programs **(Social Responsibility and Ethical Orientation)**
- PO9: Demonstrate ability to plan & execute projects **(Project management skills)**

Course Structure

PGDM - MARKETING

<u>Semester - I</u>	<u>Semester - III</u>
<ol style="list-style-type: none">1. Innovative Management Practices2. Fundamentals of Financial Accounting3. Economics for Business4. Fundamentals of Operations Management5. Managing Organisational Behaviour6. Quantitative Techniques7. Managerial Communication8. Fundamentals of Marketing9. Information Systems & Business Analytics10. Marketing for Professionals	<p style="text-align: center;">Core Subjects</p> <ol style="list-style-type: none">1. International Trade & Global Management2. Strategies in Business3. Summer Internship Project4. Consumer and Industrial Buying Behaviour <p style="text-align: center;">Marketing Specialization</p> <ol style="list-style-type: none">5. Services Marketing6. Sales and Distribution Management7. Managing Products and Brands8. Marketing Strategy <p style="text-align: center;">Electives (any two)</p> <ol style="list-style-type: none">1. B2B Marketing2. Integrated Marketing Communications3. Marketing Research & Analytics4. Marketing of Banking & Financial Services
<u>Semester - II</u>	<u>Semester - IV</u>
<ol style="list-style-type: none">1. Managing Business Research2. Marketing Management - Concepts & Cases3. Fundamentals of Financial Management4. Fundamentals of Cost and Management Accounting5. Operations Research6. Fundamentals of Human Resources Management7. Analysis of Financial Statements8. Entrepreneurship Management9. Economic Environment of Business10. Legal & Tax Aspects of Business11. Marketing Application & Practices12. Digital Marketing13. Selling & Negotiation Skills	<ol style="list-style-type: none">1. Ethics & Sustainable Business Practices2. Project Management3. Industry Oriented Project4. Specialization Subject (s)

PGDM Retail

Programme Educational Objectives-

1. To develop students with skills needed to understand, analyze & synthesize market situations in a holistic manner.
2. To sensitize students to socio-cultural & economic aspects impacting the current and future requirements of business management.
3. To enable students to adapt to changing global marketing environment.
4. To develop students as marketing professional managers, entrepreneurs & ethical business leaders.

Program Outcomes [PO]

- PO1: Understand the basic theories, principles, practices and terminology related to each functional area of business in general and retail in specific. (Functional knowledge)
- Po2: Communicate effectively using oral, written and non-verbal techniques.(Communication skills)
- PO3: Use technology in gathering, analysing and presenting of information. (Technological skills)
- PO4: Apply theory to practice and be receptive to alternative ideas specific to retail industry. (Practical application)
- Po5: Develop critical thinking and collaborative learning (Critical thinking and team work)
- PO6: Apply statistical reasoning, synthesis and evaluation of data and other information for decision making with emphasis on Retail (Research skills and decision

PGDM - RETAIL

<u>Semester - I</u>	<u>Semester - III</u>
<ol style="list-style-type: none">1. Innovative Management Practices2. Fundamentals of Financial Accounting3. Fundamentals of Marketing Management4. Fundamentals of Sales Management5. Business Economics6. Quantitative Techniques7. Organisational Behaviour8. Managerial Communication9. IT for Retail10. Fundamentals of Retail Management11. Value Added Projects	<ol style="list-style-type: none">1. Retail Store Location, Layout & Franchise Management2. Mall and Facility Management3. Summer Internship Project4. Supply Chain and Inventory Management5. Store Operation & Visual Merchandising6. Product Brand & Private Labels Management7. Buying and Visual Merchandising8. Data Management & Marketing Analytics9. E-tailing & Omni Channels10. Value Added Projects
<u>Semester - II</u>	<u>Semester - IV</u>
<ol style="list-style-type: none">1. Strategies in Business2. Written Communication & Analysis3. Digital Marketing4. Integrated Marketing Communication5. Business Research Methodology6. Consumer Behaviour and Relationship Management7. Fundamentals of Operations Management8. HRM in Retail9. Financial Management & Analysis10. Sales, Negotiation & Distribution Management11. Value Added Projects	<ol style="list-style-type: none">1. Services Marketing2. International Retailing3. Data Management & Market Research4. Internship Project5. Value Added Projects

Our Facilitators

CORE FACULTY

Dr. Nandita Mishra

Ph.D, M.Phil, MA, BA (Hons.)
I/C Director
Dean (Academics Administration)
& Professor
General Management

Dr. Nalini Krishnan

Ph.D, MBA, B.Com (Hons.)
Programme Chair PGDM
Associate Professor
Finance

Dr. Hufrih Majra

Ph.D, PGDRM, B.A.
Programme Chair PGDM - Mktg.
Associate Professor
Rural Marketing

Dr. Richa Sharma

Ph.D, MBA, PGDBM, B.A.
(Hons.), BIT
Area Chair Human Resources
Associate Professor
Human Resources

Dr. Amit Aggrawal

Ph.D, MBA, DAPR, DFRM, BA
Associate Professor
Marketing & Retail

Dr. Ruchi Sharma

Ph.D, MBA, M.Com, B.Com.
Associate Professor
Marketing

Dr. Anuja Joshi

MMM, M.Sc.(Statistics), B.Sc.
(Statistics)
Assistant Professor

Dr. Barsharani Maharana

Ph.D, MPS, MA, BA, BCA
Statistics & Population Studies
Assistant Professor

Ms. Shilpa Kajbaje

MCA, B.Sc.
Area Chair Systems
Assistant Professor
Systems

Mr. Rabindra Kumar Singh

M.Sc., PGDM, B.Sc.
Area Chair Finance
Assistant Professor
Finance

Mr. Rajiv Gatne

MMM, PGDIT, B.Pharm
Area Chair Marketing
Assistant Professor
Marketing

Mr. Sandeep Nemlekar

PGDMM, MIE
Area Chair Operations
Assistant Professor
Operations

Mr. Dhiraj Mahajan

MMS, B.Sc.
Area Chair Retail
Assistant Professor
Marketing

Mr. Kamlesh Tiku

MBA, BE
Assistant Professor
Operations

Mr. Leslie Rebelo

PG-IR & W, LLB, B.Sc
Assistant Professor
HR & IR

Ms. Seva Rangnekar

MHRDM, B.Sc.
Assistant Professor
Human Resources

Ms. Bandhamukta Rupwate

MMS, B.A.
Assistant Professor
Human Resources

Ms. Nomita Agrawal

FCMA, M.Com, B. Com
Assistant Professor
Finance

Mr. Omkar Dalvi

M.Com, PGDM, BMS
Assistant Professor
Marketing

Ms. Tanu Puri

MBA, B.Com, (Hons)
Assistant Professor
International Business &
Marketing

Mr. Chetan Kadam

FCA, CWA, DBF, B.Com
Associate Professor
Finance

Mr. Nikunj Dholakia

M.Com, C.A., ICWA, B.Com
Assistant Professor
Finance

Mr. Rohit Koli

MMS, BAF
Assistant Professor
Finance

VISITING FACULTY

Marketing Specialization

Dr. R. P. Deshpande
Ph.D., MBA, M.Com

Dr. Amit Rangnekar
Ph.D., MMM, B.Sc

Mr. Anil Jadwani
MMM, B.Com

Finance Specialization

Ms. Krupa Desai
M.S.(Finance), B.Com

Mr. Dilip Rajput
MFM, LLB, B.Sc.

Human Resource Specialization

Ms. Meenu Bhatia
MPMIR, BMS

Ms. Priyanka Tandon
PGD-PM &IR, B.Com

Ms. Aarfa Shaikh
PGDM, BMS

Operations Specialization

Dr. Neelakantan N.S.
Ph.D., MBA, M.Sc., B.Sc.

Mr. M. H. Varma
MBA , DMS (Bom), PGDMM, B.E.

Mr. Raj Mukundan
PGDM , B.E.

Mr. Hemant Jog
DCM, DMM, B.E.

Systems Specialization

Dr. Uday Sawant
Phd, MMM, B.E.

Mr. Vaibhav Chawade
PGDBM, B.E.

Ms. Shirley Fernandes
MMS, B.Sc. (IT)

PGDM - Retail

Mr. Aashish Bhardwaj
PGDM, B.Com

Ms. Neha Dutta
PGDBM, B.Sc.

Mr. Dhruv Kalia
MBA, B.Tech

Mr. Manjit Singh Rangji
MBA, B.E.

Mr. Manish K Gupta
MBA, B.Com

Mr. Rajeev Singh
MBA, BA

Mr. Manish Chhabria
PGDM, BMS

ADJUNCT FACULTY

Dr. Neil Sequeira
Ph.D, MBA, M.Sc., MA, BBA

Mr. Bharat Nadkarni
MAM, DMS, B.Sc.

Mr. Samir Vithlani
MMS, B.Com

HONORARY FACULTY

Dr. Kavita Khadse
Ph.D, MCM, B.Sc.

Dr. Rajeev Babel
FCS, Ph.D., MBA, M.Com,
LLB, AIIB

Mr. Suhas Gharat
FCA, M.Com, B.Com

Ms. Rashmi Kanitkar
MMM, MA, MDBA

Ms. Geeta Shetti
MMS, B. Pharm.

Ms. Ruchika K. Garhwal
MMS, B.E.

Guest Lectures

MARKETING

Ms. Shalini Gupta
VP - Brand & Communication
Lokmat Media Pvt. Ltd.

Mr. Manish Pandey
Head Sales
Originet Technologies Ltd.

Mr. Pratik Gupta
Marketing Head
Technolite

Mr. Rishabha Nayar
Executive Director - Strategic
Planning
Low Lintas

Mr. Shashank Lakhera
Regional Head
Kotak Mahindra Bank

Ms. Vishakha More
Assistant General Manager
SEBI, Mumbai

Mr. Alexander Valladares
AGM - Brand Team
Bennett Coleman and Co. Ltd.
(Times Group)

FINANCE

Mr. Joydeep Sen
Ex-Senior VP - Advisory Desk - Fixed
Income,
BNP Paribas

Mr. Ankit Jain
Associate VP
DSP Mutual Fund

Mr. Chunduru Srinivas
Founder VANS Investment Pvt. Ltd.
Ex-Executive Director
Piramal Capital & Housing Finance

Mr. Purv Shah
Freelance Trainer, Capital Market
BSE Training Institute

Ms. Namrata Jain
Cluster Head Retail Sales
HDFC Asset Management Co. Ltd.

HUMAN RESOURCE

Ms. Neha Roshan
Sr. Manager HR
Insync Analytics (India) Pvt. Ltd.

Mr. K. V. Srinivasan
MD & CEO
Profectus Capital

Mr. Avinash Bharwani
Vice President - New Business
Jetking Infotrain Ltd.

OPERATIONS

Mr. Rajesh Ramachandran
Ex. Project / Program Manager
Synechron Technologies

Mr. Avinash Bharwani
VP - New Business
Jetking Infotrain Ltd

SYSTEMS

Mr. Mohan Nair
Vice President of Commercial Operations
Godrej & Boyce Mfg. Co. Ltd.

Ms. Lopamudra Waghela
Manager
Kotak Mahindra Bank

Mr. Bhavesh Parmar
Risk Advisor
Deloitte

Mr. Harshal Kale
Sr. Analyst - Ecommerce & Retail
Ugam Pvt. Ltd.

Ms. Pallavi Swaroop
Sr. Consultant
Capgemini Consulting

Mr. Anshul Gupta
Vice President
JP Morgan Chase

RETAIL

Mr. Prasad Kapre
CEO & Director
Style Quotient Jewellery Pvt. Ltd.

Mr. Hussaine Kesury
Chief Category Officer
Pepperfry.com

Mr. Prashant Salgaonkar
VP - HR & GA
Anchor by Panasonic

Dr. Hitesh Bhatt
Director
Marketing & Communication Retailers
Association of India

Mr. Rajesh Nakar
Director & Creative Head
Water Design Studio

Mr. Shashank Lakhera
Regional Head
Kotak Mahindra Bank

Mr. Samir Satere
Head HR
Relience Retail Pvt. Ltd.

Ms. Ambika Mathur
Head Leasing
R City Mall

Ms. Radhika Subramanian
Associate Chief Manager
Retail Operation & Business
Development
Godrej Interio, Godrej & Boyce Mfg.
Co. Ltd

Guest Speakers



Placement Cell

The placement cell at Chetana's is known for its perfect blend of students involvement, faculty assistance and Management's vision. It consistently encourages students to actively participate in all industry-academia events, thereby increasing their interaction with the corporate world.

A team of hardworking student members of both first year and final year batches, along with the placement head and the team make relentless efforts to get companies of repute from diverse sectors of the industry for campus recruitment.

The cell also regularly coordinates with other committees of the Institute to make sure that it lives up to the commitment to help aspirants fulfill their career dreams. Placements at Chetana's have been a testament of the ever increasing confidence the industry has on the Institute. In 2017, Economic Times has ranked Chetana's amongst the top 50 B- Schools in India and top 6 Private B School in Mumbai.

Excellence at Chetana's is a journey, not a destination.

They Believe in us:

99ACRES
9X MEDIA
A.K.CAPITAL
ABU DHABI COMMERCIAL BANK
ACG WORLDWIDE
ADANI PORTS AND SPECIAL ECONOMIC ZONE
ADANI REALTY
ADITYA BIRLA CAPITAL
ADITYA BIRLA FASHION AND RETAIL
AGAMI REALTY
AIR INDIA
AIRPAY PAYMENT SERVICES PVT.LTD.
AIRTEL
AJANTA PHARMA
AJMERA REALTY & INFRA INDIA LIMITED
AKZO NOBEL
ALCHEMIST MARKETING SOLUTIONS
ALEMBIC PHARMACEUTICALS
ALKEM LABORATORIES
ALL TIME PLASTICS
ALLCARGO LOGISTICS
AMAZON
AMERICAN EXPRESS
AMUL INDIA
ANAND RATHI
ANCHOR ELECTRICALS
ANGEL BROKING
APOLLO MUNICH HEALTH INSURANCE
ASAHI INDIA GLASS LTD (AIS)
ASCENT ADVERTISING
ASIT C MEHTA
ASPIRE HOME FINANCE CORPORATION
ATG TYRES
ATOS WORLDLINE
AUSTRALIAN FOODS INDIA (COOKIE MAN)
AVALON GLOBAL RESEARCH
AXIENCE
AXIS BANK
AXIS MY INDIA
B BRAUN MEDICAL
B. PRAKASH & ASSOCIATES
BAGGIT INDIA
BAJAJ ALLIANZ GENERAL INSURANCE
BAJAJ CAPITAL
BAJAJ CORP
BAJAJ ELECTRICALS
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BALAJI TELEFLIMS
BANK OF BARODA
BANK OF INDIA
BANK OF MAHARASHTRA
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BHARAT BIJLEE
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CAPGEMINI
CAPITAL FIRST
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CBC CORPORATION (INDIA)
CBRE
CEAT
CHOLA MS GENERAL INSURANCE
CIPLA
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CMIE
CMS
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CREDENCE ANALYTICS
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CRISIL
CROSSWORD BOOKSTORE
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DABUR INDIA
DAIRY DON
DAMCO

DARK HORSE
DATAMATICS
DB REALTY
DBS BANK
DCB BANK
DDB MUDRA GROUP
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DECIMAL POINT
DELOITTE SHARED SERVICES
INDIA LLP
DENA BANK
DHL
DIESEL
D-LINK
DNA
DONEYAR INDIA
DSP BLACKROCK
EASTERN CARGO
EDELWEISS
EDELWEISS TOKIO LIFE
INSURANCE
E-EMPHASYS TECHNOLOGIES
EENADU GROUP
EGGFIRST
ENRICH SALONS
EPIC RESEARCH
ESCAN
ESSEL CORP
ESSEL FINANCE
ESSEL PROPACK
ETP INTERNATIONAL PVT LTD
EXCELSIOR RESEARCH PVT.LTD
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FEDBANK FINANCIAL SERVICES
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FEI CARGO
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GSK CONSUMER HEALTHCARE LTD
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HPCL
HT MEDIA
HUHTAMAKI-PPL
HUL
HYPER CITY
ICICI BANK
ICICI PRUDENTIAL AMC
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ICICI SECURITIES
IDBI ASSET MANAGEMENT COMPANY
IDBI FEDERAL LIFE INSURANCE
IFA GLOBAL
IG PETROCHEMICALS LTD
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INFOBAHN
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IPSOS RESEARCH
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ISS INDIA
ITC
ITC HOTELS
JAYANT AGRO-ORGANICS
JEEVANSATHI.COM
JET AIRWAYS
JET FREIGHT LOGISTICS
JINDAL STEEL
JM FINANCIAL
JSW PAINTS
JUBILANT FOODWORKS
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KAMA SCHACHTER
KANAKIA SPACES REALTY
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KOTAK LIFE INSURANCE
KOTAK MAHINDRA AMC
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L&T FINANCE
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LAFARGE INDIA (NUVOCO)
LIBERTY OIL MILLS
LIC MUTUAL FUND ASSET
MANAGEMENT
LINC PEN & PLASTICS
LODHA
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MAERSK
MAGICBRICKS
MAHINDRA & MAHINDRA
MAHINDRA FINANCE
MAHINDRA HOLIDAYS
MAHINDRA INSURANCE BROKERS
LTD.
MAHINDRA LIFE SPACES
MAHINDRA LOGISTICS
MAK KOTWAL REALTY
MAPRO FOODS
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MINT (HINDUSTAN TIMES MEDIA)
MOBILEWARE TECHNOLOGIES
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MOTILAL OSWAL SECURITIES
MSWIPE
MUMBAI METRO RAIL CORPORATION
MUTHOOT HOUSING FINANCE
NABARD
NATIONAL PAYMENTS CORPORATION
OF INDIA (NPCI)
NAUKRI.COM
NESTLÉ INDIA LTD
NETCORE
NIELSEN INDIA
NIPPON EXPRESS
NIRMAL INDUSTRIES
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NOMURA
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NVGL
OBEROI REALTY
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OLIO SOLUTIONS
OMKAR REALTORS
ONIDA
OPPO ELECTRONICS
OUTDOOR ADVERTISING
OUTLOOK ASIA CAPITAL
OYO ROOMS
PARAG MILK FOODS
PARAMOUNT VISION
PAYTM MALL
PENINSULA LAND
PERCEPT INDIA
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PERFORMICS CONVONIX
PFIZER LIMITED
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PHILLIP CAPITAL
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PIRAMAL REALTY
PNB HOUSING FINANCE
PNP POLYTEX
PRICewaterHOUSE COOPERS (PWC)
PROVOGUE
PUBLICIS INDIA
PUNJAB NATIONAL BANK
PVR CINEMAS
R.K.SWAMY BBDO
RADIO MIRCHI
RADIUS DEVELOPERS
RAHEJA UNIVERSAL
RAJSHRI MEDIA
RECKITT BENCKISER
RELIANCE CAPITAL
RELIANCE DIGITAL
RELIANCE INDUSTRIES
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SCHBANG
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THE WADHWA GROUP
THOMAS COOK
THYSSENKRUPP
TOTAL OIL
TRANSPARENT VALUE
TRENT LTD
TRUEFITT & HILL
UFO MOVIEZ INDIA
UGAM SOLUTIONS
and many more

Proforma- A

(Work Experience Certificate: to be printed on plain paper)

This is to certify that,

- 1.I.....(Name of the Candidate) is /was working
as.....(Designation) in the..... (Name of Organisation)
2. I am/was working in the organisation fromto.....on full and paid basis.
3. I am/was selected for the said post vide appointment letter no.....dated.....
4. I have completedyearsmonths of service in this organisation.
- 5.This company/organization is listed on.....Stock Exchange and is having the code.....
- 6.The above mentioned duration of experience does not include the period of Apprenticeship, Articleship, Internship etc.
- 7.I was responsible for following duties:(*mention nature of responsibilities*)

I further certify that the above information is true and correct. If found wrong or incorrect, I am fully aware that my candidature for admission to PGDM / PGDM Marketing / PGDM Retail will stand cancelled and I will be liable for legal / penal action.

Place:

Signature of the Candidate
With name & Designation

Date:

Enclose:

Attested Xerox copies of

1. Experience Certificate
2. Appointment Order
3. Joining Report
4. Relieving letter(if applicable)

Note: The Candidates are required to submit separate Proforma-A for each Organisation.



Chetana's

Institute of Management & Research
(Approved by AICTE, New Delhi)

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