



Peoples Empowerment Group

Peoples Empowerment Group

ISB&M

College of Commerce



11 ISB&M

Cell ISB&M

YOU LEARN & GROW

**Prospectus
2018**

ISB&M

College of Commerce

OPERATING PHILOSOPHY

- To operate with a spirit of responsibility, integrity, professionalism & partnership.
- To think with speed, flexibility and an open mind.
- To use a comprehensive understanding of global education to set our own standards.
- To continually seek out and follow industry's best practices.



Dr. Pramod Kumar
President

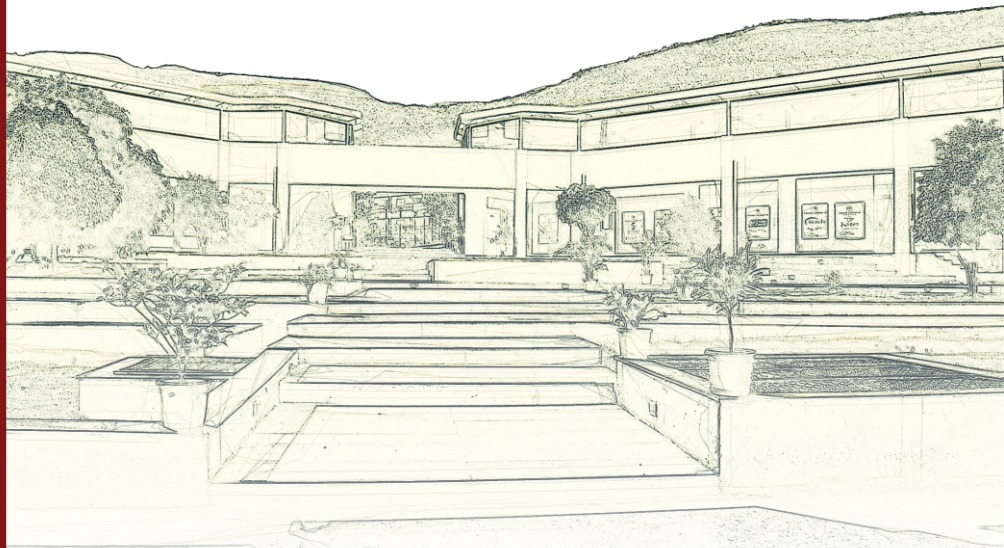
*Success is a Journey
at ISB&M towards a
destination, with
several milestones...*

VISION

Creating a world class education environment that allows students to fully develop their professional abilities and to foster a strong sense of responsibility and ethics.

MISSION

- To develop a dynamic professional, who will lead the global business environment.
- To further develop our quality network with renowned educationalist and professionals, in the corporate and social arena.



18

YEARS OF EXCELLENCE

INDEX

1	Top Performers of ISB&M COC
2	About ISB&M Nande
3	About ISB&M College of Commerce
4	About Savitribai Phule Pune University
5	President's Message
6	Our Team
7	Advisory Council
8	Awards & Recognition
9	Learning from Leaders
10	Success Story of Alumni
11	Core Courses
12 - 13	Objectives & Course Structure
14 - 16	Certification Courses
17 - 18	Life @ ISB&M
19	Beyond Classroom
20	Student Buzz
21	Infrastructure
22 - 23	Admission Process
24	Students who brought Laurels

TOP PERFORMERS OF ISB&M COC

Career building is key element of education in ISB&M COC. You learn high quality professionalism, attitude and values. You join top Indian companies during internship programme to be able to learn good work habit and benchmark competitive standard. ISB&M COC places you in the midst of a truly diverse culture. You benefit from unraveled opportunities and gain exposure to a broad range of new business perspectives."

"The true standing of an institute is reflected by the demand for its students in the industry."



Pankaj Uppal

Batch: 2009-12
Business Development
Tata Technologies
Kanpur



Swati Verma

Batch: 2009-12
Recruitment Executive
HT Media Ltd
Pune



Shraddha Hurne

Batch: 2010-13
Deputy Manager
HDFC Bank
Pune



Puneet Punjabi

Batch: 2010-13
Sr. Executive
JLL India
Mumbai



Smriti Sisodia

Batch: 2011-14
IGlobal University
Washington D.C



Jaision James

Batch: 2011-14
Research Analyst
Markets&Markets
Pune



Aishwarya Prasad

Batch – 2012-15
Financial Analyst
eClerx
Pune



Himanshu Ahuja

Batch: 2012-15
Manager
Burger Edge
Victoria, Australia



Megha Rajgarhia

Batch: 2013-16
PGDM@ ISB&M Pune
Campus Placement -
Bajaj Finserv



Sijo Paloran

Batch- 2013-16
General Manager
TRIJL India
Pune



Mubeen Ahmed

Batch: 2014-17
Manager Social Relation
eClerx
Pune



Ethan Pereira

Batch: 2014-17
Executive
BNP Paribas
Mumbai



Mohit Malke

Batch : 2011-14

Star Union Dai-ichi Life Insurance
Pune

The College provides an excellent learning environment with excellent learning resources including a modern computer lab and well stocked library. Students have access to the IT lab and library 24*7. The lectures are conducted interactively and our tutors made sure we understood the lessons thoroughly before moving on to a new topic. My experience here has been splendid so far and I don't hesitate to recommend ISB&M College of Commerce to any prospective student looking to fulfill a lifetime ambition.

ALUMNI SPEAK

ABOUT ISB&M NANDE

Founded in 2000, ISB&M has grown rapidly over the decades and has also received many national and International awards for academic excellence. ISB&M Nande offers multi –disciplinary programmes under Management, Commerce and Engineering.



ISB&M PG Courses

ISB&M offers 2 years full time dual specialization PGDM programme, approved by AICTE.

- Marketing
- Finance
- Human Resource
- Insurance & Risk Management
- Supply Chain Operations Management (Only for Engineers)
- Media & Communication
- Healthcare Management
- Social Sector Management

ISB&M UG Courses

Graduation is not just about getting a degree, but about empowerment. Empowering youngsters with the right technical knowledge, the right practical skills and the right opportunities.

ISB&M College of Commerce is affiliated to Savitribai Phule Pune University offering 3 years full time Under - graduate courses.

ISB&M School of Technology is approved by AICTE, Maharashtra State Government and DTE - Mumbai and is affiliated to Savitribai Phule Pune University. It offers a 4-years full-time Bachelor of Engineering degree in the following disciplines :

- Mechanical Engineering
- Electronics & Telecommunication Engineering
- Computer Engineering

*Digital Automation & Robotics - Optional Certificate Program (in addition to any branch) offered by ISB&M SOT

ISB&M COC is a pioneering and leading College affiliated to **Savitribai Phule Pune University** offering 3 years full time Under-graduate courses in the following disciplines :

- BBA
- BBA (Computer Application)
- BBA + Media/ Healthcare Management
- BBA(Computer Application) + Media/Healthcare Management

The programme is made up of general business, specialist business, and liberal arts subjects. In addition to academic learning, the program emphasizes the development of real-world business skills - giving students the confidence, knowledge, and expertise to excel in a global setting.



Founded in 2009, ISB&M COC has grown rapidly in the last 8 years. It is known for its world-class educational environment and shaping the career of over 900 alumni performing exceedingly well in different parts of the country and abroad.

ISB&M COC is consistently ranked amongst the best institutions and we offer a unique combination that benefits you and develop the capabilities and connections you need to succeed in global business today. You recognize that success in today's business environment relies on the ability to thrive in an increasingly complex world. You know that reputation matters.

There is an impeccable blend of lush green and a well-planned environment that is conducive for learning. The campus is on a sprawling 12 acres of land, not too far from the urban crowd, yet green and serene and surrounded by abundant flora and fauna.



Savitribai Phule Pune University, one of the premier universities in India, is positioned in the North-western part of Pune city. It occupies an area of about 411 acres. It was established on 10th February, 1949 under the Poona University Act. The university houses 46 academic departments. It is popularly known as the 'Oxford of the East'. It has about 307 recognized research institutes and 612 affiliated colleges offering graduate and under-graduate courses.

Decisive moments and actions shape your education at **ISB&M.**

Our vision is to provide world-class education to young minds and prepare them to great career. Instead of following the well-tested lines of success, we have striven to carve a new path, give a new meaning and chart new strategies in the field of education. Grooming the young generation after 10+2 education is another dimension to our pursuit for academic excellence.

The greatest strength is our core competence in developing professional competency and career. The programmes are planned with a clear sense of direction towards future of students. We recognize that career building involves clearly focused goals and towards this end we plan to set high standards of performance

Campus & Culture

Our vibrant residential campus is designed to develop skills, attitude of endurance, independence, rational personal choice & build relationships and friendships that last a lifetime. Look forward to a career that makes an impact & a life of your choice.

Ph.D. (Organizational Behavior), IIT Mumbai, Formerly with IIM Ahmedabad, Former Chairperson Placement, XLRI, Jamshedpur; Ex-Director, Symbiosis Institute of Business Management, Pune; Consultant to over 80 companies worldwide. Author of over 100 research papers, cases and management games. Research quoted internationally in textbooks and journals. Served on Government of India Committees on Management Education.



Dr. Pramod Kumar
President



EXECUTIVE DIRECTOR'S MESSAGE

Dr. Anirban Sengupta

PhD - Univ. of Pune; MMS - NMIMS, Mumbai; B.E. Electrical - Jadavpur University, Kolkata]. Earlier with CRISIL; VP FITCH Ratings India; Chairperson Placement Goa Institute of Management (GIM); Director, Center for Health Care Management, Administrative Staff college of India (ASCI), Hyderabad; Dean, College of Management and Economics Studies, University of Petroleum & Energy Studies (UPES), Dehradun; served as Visiting faculty with IIM Indore, IIM Kozhikode, XIM Bhubaneswar.

"ISB&M College of Commerce (ISB&M COC) provides the young students - coming out from the 10 + 2 education system - a wide canvas of opportunities in terms of academics as well as co-curricular and extra-curricular activities to check out for themselves as to wherein their talent lies. This has resulted in ISB&M COC alumni making a marks for themselves in diverse professional arenas. It also provides a truly cosmopolitan experience with students coming from a large number of cities and towns of India."

FROM THE DESK OF PRINCIPAL

Dr. Vaman Naik

(M.A., M.P.M., Ph.D (Economics) - Mumbai University) Worked as Principal at Dempo College, Goa and Sinhgad College of Commerce, Kondhwa, Pune. Has Authored books and contributed a number of articles in journals, seminars, newspapers and electronic media. Has more than three decades of teaching experience



At ISB&M College of Commerce, we believe in the philosophy of change for betterment. Our belief is not only in the development of academics but all round development of the students. That is the reason why in merely couple of years, our College of Commerce has emerged as one of the most happening institutions in Pune, with an immaculate record of brilliant academic performance coupled with extravagant co-curricular activities. I am confident that the institute will produce managers and technocrats who will make significant contribution to the field of knowledge.

Mr. Sanjay Jorapur

Chief Human Resource Officer
Hero MotoCorp with Global Human
Resources Leadership Experience

Mr. Chandan Chattaraj

President – HR (India & Global)
UFLEX Group,
New Delhi

Dr. C.M. Dwivedi

Member of the Board
Senior HR Advisor, Mentor & Coach
HR Consultancy, Mumbai

Mr. R.S Chopra

Managing Director & Chairperson,
Piaggio Vehicles Pvt. Ltd.
Pune

Mr. Udai Upendra

Founder & CEO
The HR Company,
Gurgaon

Mr. Marcel Parker

Owner
Marcel R Parker Associates
Mumbai

Mr. Rohit Suri

Chief HR & Talent Officer
South Asia at GroupM,
Mumbai

Mr. Rajesh Pant

Self
HR - Happily Retired,
Mumbai

Prof. R.S Ganapathy

Former Professor
IIM,
Ahmadabad

Dr. Pramod Kumar

Founder & President
ISB&M Group of Institutes
Pune

Dr. Saroja Asthana

Co-Founder
Mulshi Group of Institutes

Dr. Anirban Sengupta

Executive Director
ISB&M Pune





What's new @ ISB&M

In an effort to benchmark and learn, we continually explore and make an effort to drive our endeavor towards objective driven meaningful education for development and career orientation.

Our efforts are inspired by the caring philosophy of IVY League universities.

- Creating Champions
- Lifelong success
- Excellence in Education

Keeping in mind that, beyond education, we also need to appreciate the needs of society, we have introduced that following initiative:

- Sport Academy
Sport for developing club level proficiency
Sport for developing a healthy life-style
- Community life: Empower children with talent
- Entrepreneurship Development & Incubation Center.

Rankings

2017



Awarded with "Best Education Brand Business School of the year" 2017 by The Economics Time, 2017



2nd

in Pune for Learning Experience by Business Today, 2017



Awarded with Excellence in "Business School Education" in Pune 2017 (Source: India Today, 2017)



2016

Times B School

27th

in Top 50 Private Business School in India by Times B-School, Survey

Business Standard

30th

in Top Business School in India by Business Standard

Times B School

45th

in Top Business School in India by Times B-School, Survey



2015

BusinessWorld

39th

in Top Private Business School in India by Business World, Survey



Awarded with "Most promising Business School of the year" by Brand Achiever India



2014

BUSINESSBARONS

18th

among Top 50 B-School by Business Barons

LEARNING FROM LEADERS

At ISB&M COC, we invite several highly accomplished executives for Guest Lectures. We focus primarily on MNCs and top Indian companies. This helps students learn about executive talent, career planning & several of them could serve as role model to our students. Career building is a systematic and planned approach that must be learnt.

Mr. S K Dutt

President and
Corporate Head HR
Praj Industries

Mr. Sadashib Padhee

Vice President - HR
Kirloskar Pneumatics

Mr. Ravindra Mishra

Head Human Capital
Garware Ropes

Ms. Divya Pathak

Director - Marketing
Sony Pictures Entertainment

Dr. Manoj Ghadge

Manager - HR
Intech Instruments

Madhav Roy Kapoor

Head of Production
BR Studios

Mr. Rajesh Pant

HR Consultant

Mr. Kush Bhargava

Business Head
Nibhandhana HR

Mr. Pawas Anand

HR Director - Transformation
UnitedHealth Group

Mr. Diniar Patel

Managing Editor
Times Group

Ms. Sangeeta Chacko

Head - Corporate
Communications
Percept Communication

Mr. Vinod Varghese

Senior GM - HR
3M India Ltd.

Mr. Vivek Gupta

Sr. Vice President
Kantar Group –IMRB
International

Mr. Pronob Chetia

Director - HR
Volvo Logistics

Mr. Arun Paul

Head - HR
Incedo Inc

Ms. Rachna Sharma

Founder
Magnum Opus India

Mr. Piyush Upadhyay

Chief Strategic HR
TATA Power

Mr. Abhishek Kumar

Head - HR & Admin
Aditya Birla Online Fashion



SUCCESS STORY OF ALUMNI

As you prepare your career at ISB&M, you get ready to take the challenge of turning your opportunity into a reality. ISB&M COC creates opportunities for learning and career. You take the responsibility to use it to your advantage.

NAME

CURRENT COMPANY

LOCATION

2009 - 12

Swati Verma
Pankaj Uppal
Dewansh Pratap
Islam Raizul

HT Media
TATA Technologies
FabIndia
D.E. Shaw Research

Pune
Kanpur
Mumbai
Hyderabad

2010 - 13

Shraddha Hurne
Abhishek Kaulgud
Snehil Shashi Kumar
Rohit Kumar
Rajarshi Choudhury
Rajat Gulati
Gautam Kumar
Pramod Kumar
Puneet Punjabi
Himanshee Argade

HDFC Bank
ICICI Prudential
XDBS Corporation
State Bank of India
Times Group
Swiss Re
CBRE
Yes Bank
JLL
DCB Bank

Pune
Bengaluru
Pune
Mumbai
Mumbai
Bengaluru
Mumbai
Surat
Mumbai
Mumbai

2011 - 14

Shourya Gupta
Abhijeet Kumar
Jaison James
Damini Arora
Kaveesh Pandey
Mohit Malke
Smriti Sisodia
Alex George

Kotak Mahindra Bank
First Data
Markets&Markets
BNY Mellon
NASSCOM
Star Union Dai-Ichi Life Insurance
I Global University
Capricorn Logistics

Kolkata
Pune
Pune
Pune
Pune
Pune
Washington D.C
Mumbai

2012 - 15

Ishan Ganguly
Himanshu Ahuja
Rohullah Rezayee
Aishwarya Prasad

Grey Matter Zambia Ltd.
Burger Edge
A.O.Smith
eClerx

Pune
Victoria, Australia
Cairo, Egypt
Pune

2013 - 16

Megha Rajgarhia
Aryan Kumar Rauniyar
Sijo Paloran

Bajaj Finserv
Angel Broking
TRIJL India

Pune
Patna
Pune

2014 - 17

Shane Gahlot
Mubeen Ahmed
Ethan Pereira

Sokrati
eClerx
BNP Paribas

Pune
Pune
Mumbai

Aishwarya Prasad

ALUMNI SPEAK



The institute has an excellent infrastructure and great professors. We have received not only theoretical but also a practical exposure. The college hosts various extracurricular activities and also encourages participation in those organized by other colleges. It opens up opportunities for growth, enhances and provides overall development of our personalities, aspirations and talents.

Batch -2012-15
Financial Analyst
eClerx, Pune

CORE COURSES

You learn to overcome personal limits to be an effective leader. Leadership talent is what makes ISB&M students compete on career with the best in India.

ISB&M COC Offers

3- years Full time Undergraduate Courses affiliated to Savitribai Phule Pune University.

- > **Bachelor of Business Administration (BBA)**
- > **BBA- Computer Application (BBA-CA)**
- > **BBA+ Media*/ Healthcare Management***
- > **BBA-CA + Media*/ Healthcare Management***

*Media & Healthcare Management - Optional Certificate Program Offered By ISB&M COC

The programme is made up of general business, specialist business, and liberal arts subjects. In addition to academic learning, the program emphasizes the development of real-world business skills - giving students the confidence, knowledge, and expertise to excel in a global setting.

Teaching Methodology

At ISB&M College of Commerce, we ensure the development process of the students is not confined to the classrooms, library and labs. We ensure students get the opportunities to enhance their skills, explore their interests and ignite their passions. The campus life includes beyond the classroom opportunities that enrich the overall learning experience of the students during their stay at ISB&M College of Commerce.

Seminars

Every year a State Level Seminar is being organized by the College under the QIP scheme of Savitribai Phule University. On 17th of January 2017, seminar on "Yoga for Peace and Humanity" was organized in the college auditorium. The event was inaugurated by Mr. Arun Zamkar, Ex Vice Chancellor of MUHS, Nashik. State level seminars of earlier years organized by the Institute on different topics were :

2016 : Skill Development

2015 : Impact of Social Media on Modern Business

2014 : Challenges and Opportunities in Service Industry

The upcoming Seminar for the year 2018 will be held on 19th January on "Individual Capacity Building"

Industrial Visit

Industrial Visit is a part of course curriculum of second year students. Every year students go for industry visit to familiarize themselves about industrial processes from raw materials to the end product. After the visit, students are assigned live projects under the guidance of teachers to provide them first hand exposure to business environs. In 2017, our students visited "Katraj Industries", 'Praj Industries', 'Mapro', 'Volkswagen' and 'Warana Bazar' of Maharashtra.

Live - Projects

Students are required to undergo a live-project at the end of second year for 4-6 weeks in Industry under the opted specialization. Live project is the phase when you finally implement most of the things that you have learnt during your last 2 years of BBA/BBA-CA. Live - Project mainly aims to familiarize students with the vision and the working environment of any company.

Guest Lectures

At ISB&M COC, we invite several highly accomplished executives for Guest Lectures. We focus primarily on top Indian companies. This helps students learn about executive talent, career planning and several of them could serve as role model to our students. Career building is a systematic and planned approach that must be learnt.

Bachelor of Business Administration (BBA)**(Affiliated to Savitribai Phule Pune University)****Intake - 80 Seats****Course Structure- 48 Lectures/ Paper/ Examination****Objectives :**

- To provide adequate basic understanding about Management Education among the students.
- To prepare students to exploit opportunities being newly created in the Management Profession.
- To train the students in communication skills effectively.
- To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
- To inculcate Entrepreneurial skills.

Scheme of Examination :

The B.B.A. Examination will be 3600 marks divided into 3 parts as per details given below :

- **B.B.A. Part I (Semester I, II) Aggregate marks 1200**
- **B.B.A. Part II (Semester III, IV) Aggregate marks 1200**
- **B.B.A .Part III (Semester V, VI) Aggregate marks 1200**

There will be written Examination of 80 marks 3hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course. For Courses in Industrial / Business Exposure (Semester IV) there will be viva voce examination of 20 marks and for Written Report and Industrial visits 80 marks. Project work (Semester VI) would carry 100 marks.

SYLLABUS**First Year**

Semester I	
Code	Subjects
101	Business Organization & System
102	Business Communication Skills
103	Business Accounting
104	Business Economics (Micro)
105	Business Mathematics
106	Business Demography & Environmental Studies

Semester II	
Code	Subjects
201	Principles of Management
202	Principles of Marketing
203	Principles of Finance
204	Basics of Cost Accounting
205	Business Statistics
206	Business Informatics

Second Year

Semester III	
Code	Subjects
301	Personality Development
302	Business Ethics
303	HR Management & Organizational Behaviors
304	Management Accounting
305	Business Economics(Macro)
306	IT Management

Semester IV	
Code	Subjects
401	Production & Operations Management
402	Industrial Relations & Labour laws
403	Business Taxation
404	International Business
405	Management Information System
406	Business Exposure (Field Visits)

Third Year

Semester V	
Code	Subjects
501	Supply Chain & Logistics Management
502	Entrepreneurship Development
503	Business Ethics
504	Research Methodology(Tools & Analysis)
505	Specialization - I
506	Specialization - II

Semester VI	
Code	Subjects
601	Business Planning & Project Management
602	Event Management
603	Management Control System
604	E - Commerce
605	Specialization - III
606	Specialization - IV

Available Specializations:**1) Finance****2) Marketing****3) Human Resource Management**

BBA-Computer Application

(Affiliated to Savitribai Phule Pune University)

Intake- 80 Seats**Course Structure- 48 Lectures/ Paper/ Examination****Objectives :**

- To create a sound academic base from which an advanced career in computer applications can be developed.
- Conceptual grounding in computer usage as well as its practical business application will be provided.
- Aims at giving maximum exposure to various areas of computer applications including latest developments keeping in pace with the industry.
- To provide the students with a base of strong domain knowledge for professional application of programming skills.
- To transform the personality and talent with effective communication and soft skills.

Scheme of Examination :

The BBA - CA Examination will be 3600 marks divided into 3 parts as per details given below :

- **BBA - CA Part I (Semester I, II) Aggregate marks 1200**
- **BBA - CA Part II (Semester III, IV) Aggregate marks 1200**
- **BBA - CA Part III (Semester V, VI) Aggregate marks 1200**

There will be written Examination of 80 marks 3hrs duration for every course at the end of each Semester. The class work will carry 20 marks in each course. Project work (Semester V & VI) would carry 100 marks in each semester.

SYLLABUS**First Year**

Semester I	
Code	Subjects
101	Modern Operating Environment & MS Office
102	Financial Accounting
103	Programming Principles & Algorithms
104	Business Communications
105	Principles of Management
106	Laboratory Course-I (Based on Paper no. 101 & 102)

Semester II	
Code	Subjects
201	Procedure Oriented Programming using C
202	Data Base Management System
203	Organizational Behavior
204	Computer Applications in Statistics
205	E-commerce Concepts
206	Laboratory Course-II (Based on Paper no. 201 & 202)

Second Year

Semester III	
Code	Subjects
301	Relational Database Management Systems
302	Data Structuring using C
303	Operating System Concepts
304	Business Mathematics
305	Software Engineering
306	Laboratory Course-III (Based on Paper no. 301 & 302)

Semester IV	
Code	Subjects
401	OOP's using C++
402	Programming in Visual Basic
403	Computer Networking
404	Enterprise Resource Planning
405	Human Resource Management
406	Laboratory Course-IV (Based on paper no. 401 & 402)

Third Year

Semester V	
Code	Subjects
501	Java Programming
502	Web Technologies
503	Dot Net Programming
504	Object Oriented Software Engg.
505	Software Project- I (Based on C++ / VB Technology)
506	Laboratory Course- V (Based on Paper No. 501 & 502)

Semester VI	
Code	Subjects
601	Advanced Web Technologies
602	Advanced Java
603	Recent Trends in IT
604	Software Testing
605	Software Project -II (Java / Dot Net Technology)
606	Laboratory Course- VI (Based on Paper no. 601 & 602)

Course Structure of BBA+ Media

(Media - Optional Certificate Program offered by ISB&M COC)

In addition to BBA/BBA(Computer Application) degrees, ISB&M COC offers add-on professional programme in Media and Communication to those desirous to make their career in media domain. The World of Media; Journalism and Mass Communication in general, is changing, driven by the spread of digital technology and social media. Media in all its forms now reaches into all our lives and studying a certificate media course at ISB&M COC will give you a well-informed introduction to this complex, exciting and fast-changing world. These intensive and concentrated programmes are designed to align with students' professional and personal lives, allowing the students to obtain advanced learning and practices, coupled with artistic commitments, in synchronization with the current global industry practices and their own desire to succeed in the new media playing field.

During their programme period, students immerse themselves in designed media projects that includes three distinctive fields and specialization:

- > **Advertising, Public Relations & Corporate-NGO Communication**
- > **Content, Graphics & Art for Print, TV, Cinema & Web Mediums**
- > **Productions for TV, Radio, Web & Screen**

SYLLABUS

First Year

Semester I
Subjects
Introduction to Mass Communication and Journalism
Business Communication Skills (*)
Business Demography and Environmental Studies(*)
Digital Photography & Editing

Semester II
Subjects
Principles of Marketing (*)
Creative Writing: Content & Technical
Print Journalism
Graphic Design and Animation

Second Year

Semester III
Subjects
Television Production
Personality Development (*)
IT in Management (*)
Business Ethics(*)

Semester IV
Subjects
Broadcast Journalism
Media Advertising
Online Journalism and Social Media
Public Relations and Corporate Communication

Third Year

Semester V
Subjects
Short Film Production and Visual Effect
Media Research
Media Laws
Digital Communication & E - Learning

Semester VI
Subjects
Media Planning
Event Management (*)
Science & Development Communication
Final Project

NOTE - The common subjects with UG BBA Programme are marked with (*)

Alex George

ALUMNI SPEAK



I've learnt a lot at ISBM CoC. There is a huge space for freedom, but finally it is the way you take it. The hostel life was fun too! I developed myself being adaptable. Teachers are very supportive and helping.

Batch : 2011-14

Assistant Manager - Client Servicing
Capricorn Logistics, Mumbai

Course Structure of BBA-CA + Media**(Media - Optional Certificate Program offered by ISB&M COC)**

Seismic shifts in technology and consumption of media have created a wide range of opportunities for aspiring professionals from all backgrounds. Our industry-embedded faculty and professional staff are continually experimenting with new approaches and pushing the boundaries of media teaching, learning and practices. Students are encouraged to try new approaches to their projects as they refine their creative voices and intensify their understanding and power of different media.

SYLLABUS**First Year**

Semester I
Subjects
Introduction to Mass Communication & Journalism
Business Communication (*)
Modern Operating Environment & MS Office (*)
Digital Photography & Editing

Semester II
Subjects
E - Commerce Concepts (*)
Creative Writing : Content and Technical
Modern Operating Environment & MS Office (*)
Digital Photography and Editing

Second Year

Semester III
Subjects
Television Production
Operating System Concepts (*)
Business Mathematics

Semester IV
Subjects
Broadcast Journalism
Media Advertising
Online Journalism & Social Media
Public Relations and Corporate Communication

Third Year

Semester V
Subjects
Short Film Production and Visual Effect
Media Research
Media Laws
Digital Communication & E - Learning

Semester VI
Subjects
Media Planning
Advanced Web Technologies (*)
Science and Development Communication
Final Project

NOTE - The common subjects with UG BBA - CA Programme are marked with (*)

Megha Rajgarhia

Batch: 2013 - 16

PGDM@ ISB&M Pune

Campus Placement - Bajaj Finserv

"It has been a lifetime experience studying in ISB&M College of Commerce, not only because of the best faculty the college has and the phenomenal infrastructure it gives to its students but also the kind of friendly and cooperative attitude of the institution. Studying through modern method of teachings, organizing various events and seminars led me to this position and I still remember the period of my stay in the college, which became so much of fun. I feel honored and proud to be a part of my College."

Course Structure of Healthcare Management

[Optional Certificate Program offered by ISB&M COC with BBA/ BBA (CA)]

A certification course in health care management can lead to exciting future opportunities. Many people think of healthcare as primarily Medical Staff including doctors, nurses and medical staff. However, there are many professionals who keep healthcare organizations running efficiently. Those with a healthcare management degree are the ones who manage hospital and healthcare organizations. They are equipped to understand changes in healthcare laws, regulations and technology and are responsible for overseeing all operations including human resources, finance and marketing within the healthcare system.

The aging population has created more healthcare jobs in areas such as hospitals, long-term care facilities, physician practices, insurance and pharmaceutical companies and healthcare administrators for private Companies. Healthcare Managers plan, direct and implement quality healthcare while working to provide effectiveness and profitability.

SYLLABUS

First Year

Semester I
Subjects
Introduction to Healthcare Management
Health Economics

Semester II
Subjects
Hospital Planning & Design Management
Principles of Psychology
Hospital Record Management

Second Year

Semester III
Subjects
Hospital Administration
Hospital MIS
Concepts of Epidemiology

Semester IV
Subjects
Basics of Bio-Statistics
Basics of Insurance
Medical Equipment Management

Third Year

Semester V
Subjects
Pharmaceutical Management
Operation Research for Hospital
Material Management for Hospital

Semester VI
Subjects
Alternate System of Healthcare
Financial Management for Hospitals
Marketing of Healthcare Services

"To be a part of ISB&M College of Commerce is an honour as it thoroughly changed my lifestyle and made me a person what I am today, wonderful environment to groom with faculty as well as professionally with best location in Pune to study."

Rohullah Rezayee

Batch: 2012 - 15

A.O. Smith

Cairo, Egypt





All students' activities are conceptualized and coordinated exclusively by the student's council. Through their exceptional capabilities and leadership skills, they take up responsibilities and execute them.

PRESIDENT & VICE PRESIDENT:

President and Vice President of the student's council are responsible for driving all initiatives (various cells, cultural and student development activities). A well structured selection process, grooming and mentoring from a senior faculty helps these students to imbibe managerial skills by experiential learning methods.

1. PLACEMENT ASSISTANCE CELL (PAC) :

This division is responsible for handling complete placement procedure and works as an interface between the institute and the corporate world. It aims at providing final placement by engaging companies which offers great careers and learning.

2. DIGITAL MOMENTS CELL :

With the proper camera and vision, a photograph can be worth a thousand words. Photography for students offers a range of exciting and valuable learning experiences, not to mention some great experiences. A team of photo enthusiast, always ready to capture every moment which deserves a 'click'. The cell covers all events in the campus and provides technology support for these events.

3. SPORTS CELL :

The Sports Cell offers facilities for several out-door and indoor games like Basket ball, Volley ball, Cricket, Table Tennis etc. Its main aim is to inculcate values of team spirit, hard work, enthusiasm and passion.

4. CULTURAL CELL :

The Cultural Cell of ISB&M is meant to make the life more fun filled, artistic and interesting. It provides a platform for the students to participate and manage cultural and social events successfully.

5. DIGITAL MARKETING CELL :

The Digital Marketing Cell works on increasing the reach and visibility of ISB&M. The mission and vision is to promote ISB&M College of Commerce globally. We are responsible to bring in engagement on part of the aspirants, thus promoting cultural diversity along with individual enlightenment. We work on social media marketing, blogging, display advertising, remarketing

6. DEBATE CELL :

"The Debate Cell" organizes discussions, public speaking events, board room conferences thus providing a platform to express your views, understand different viewpoints and to structure your thought process in a meaningful way.



STUDENT BUZZ

“Break free culture and life style at ISB&M promotes an environment of openness. Learning to explore own approach to life and professional fulfillment and to overcome self-limiting attitude. It is learning all the way”.

ORIENTATION PROGRAMME FOR FRESHERS



Transformation begins with the Orientation Programme which is organized for the new batch of students each year: it is usually a 3-day event that ends with an outbound programme on the last day

The ultimate objectives of the orientation programme are to familiarize the students with the systems and processes of the Institute and to expose the students to the world of business.

FORZA

ISB&M celebrates its anniversary every year with Force, Zest and Attitude which symbolizes FORZA .The event is held on the 23rd & 24th of July by the students, faculty and alumni across all the three campuses of the Institute. The theme for Forza 2017 was “Enliven your Dreams”. The intense competition prevailing in all the events brings out the best in the students and shows the “never say die” attitude which is the dictum of the institute.



RUNBHOOMI



Sporting events in Pune - A series of 8 games Cricket, Football, Basketball, Volleyball, Badminton, Table tennis, Chess & Carom are played by the students of different colleges. Colleges from all over the city come here every year to battle it out for the top honors. For a few days, the lush green sprawling campus of ISB&M witnesses a lot of on-the-ground actions and intense competition as the city's best battle it out for supremacy. With temperature literally running high, it is one of those must-see displays of grit and sportsmanship where sportsmanship of the highest order is witnessed!!

CRESCENDO

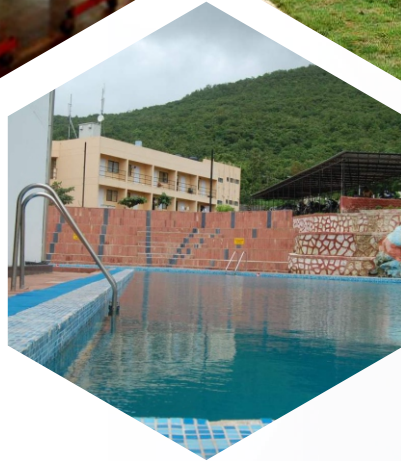
CRESCENDO, the annual cultural extravaganza of ISB&M is one of the most awaited inter-college fests. This three-day national level soiree of events was held from 2nd February 2017 to 4th February 2017. CRESCENDO is the perfect platform for young budding artists to showcase their talent. The event is attended by throngs of students from prominent colleges and B-schools across the nation. The theme for CRESCENDO 17' was “Jeene ka Naya Tarika” where participants performed in events like Paint-ball, Aqua - dance, Fashion show, Roadies, Junkyard Wars, Jam, Singing, Rock show, LAN gaming, Mime act and many more with enthusiasm and vigor.



MINERVA



The cultural fest of ISB&M College of Commerce is one of the most awaited inter- college fests. Competitions at Minerva have been the stage for college students across Maharashtra it covers almost all aspects of art like dance , music, fashion shows and photography. Minerva is the perfect platform for young aspirants



ISB&M INFRASTRUCTURE

ELIGIBILITY :

The candidate must have passed :

- 12th (HSC) with a minimum of 40%(for General Category) / 35% (for Reserved Category) from any stream with English as one of the subjects from a recognized board.

OR

- 3 -Years Diploma course(after SSC/10th Std.) of Board of Technical Educational Conducted by Govt. of Maharashtra or its equivalent

OR

- MCVC (Minimum Competency Vocational Course)

Every eligible candidate has to pass a Common Entrance Test {UGET/ Media Aptitude Test (MAT)} to be conducted by the Institute/College.

Selection Procedure :

Selection procedure as per the guidelines of University of Pune . Candidates with any one of the scores of UGET / MAT will be considered for selection.

Selection @ ISB&M

While ISB&M, especially Pune admissions are competitive, our selection criteria revolve around a candidate's ability to :

1. Cope with demanding environment in ISB&M
2. Candidate's ability to build career with MNCs and high profile Indian companies.
3. Candidate's openness and ability to learn new social and cultural habits & values, those professional MNCs, especially seek.

In order to succeed in ISB&M, a candidate must develop learning attitude for a career and imbibe an open minded attitude towards exploring newer experiences & make serious efforts at self-development.

A. Weightage in selection process:

1. Entrance Test: 40%
2. Academics: 40%
3. Personal Interview: 20%

Procedure for Applying to ISB&M COC

Student can apply in any of the following three ways:

1) Visit ISB&M admission office & apply:

A student can purchase ISB&M College of Commerce Prospectus from any ISB&M Campus admission office by paying Rs. 600/- in cash, complete the form and submit to the admission office, along with the photocopy of all the documents. (10th, 12th, Leaving Certificate, Migration Certificate, Caste Certificate & 2 passport size pictures). Completed application form can be submitted in person or by courier / speed post.

2) Download PDF Form:

A student can download the PDF Form using the button Download PDF Form, complete it manually and paste a passport size photo on the form. Attach all the documents (Demand Draft of Rs 600/- in favor of "ISB&M College of Commerce" payable at Pune towards the application form fees and along with the photocopy of all the documents. (10th, 12th, Leaving Certificate, Migration Certificate, Caste Certificate & 2 passport size pictures) and send it to the admission office of ISB&M campus. Once the admission office receives the form, the admission office will send mail/courier the prospectus to the student.

3) Online Application:

A student can opt for completing form online; by clicking the tab **Apply Online**. Once a student complete the application, he/she will get the auto generated 7-digit ISB&M ID (Roll number)

Pay Online : By using the ISB&M ID, the student will have to pay the application form fee (Rs. 600/-) by clicking the **Pay Online tab** using Debit/Credit card.

After successful completion on the online application form, student needs to take a print out of the application form by pressing the **Print Online Form TAB**, using the 7-digit ISB&M ID (Roll number)

After taking the print out, the student need to send the print out of application form to the admission office of ISB&M campus, along with the photocopy of all the documents. (10th, 12th, Leaving Certificate, Migration Certificate, Caste Certificate & 2 passport size pictures) Once the admission office receives the form, the admission office will send the prospectus to the student. For your own records, keep a copy of completed form with yourself.

Entrance Test and Personal Interview

We are looking for talented achievers seeking to rigorous and challenging programme. We expect our applicants to demonstrate intellectual capacity, a track record of success, leadership potential, energy and integrity and a global outlook.

Entrance test & Personal Interview: The Entrance test & Personal Interview are conducted to evaluate a student on Communication skill, Personal Impact, and Openness & Respect for others, Perspective & Contents, Attitude and Behavioral Traits.

* Date of Entrance Test- Entrance test will be conducted in the last week of May 2018 in the following cities. Exam dates and centre names of each city will be uploaded on our website. Timing for the test at all centres will be declared afterwards

Cities where Entrance test will be conducted

North : Chandigarh, Dehradun, Gurgaon, Jaipur, Lucknow, Varanasi

East : Kolkata, Patna, Ranchi, Jamshedpur

West : Pune, Nagpur, Ahmedabad, Raipur, Indore

South : Hyderabad

Fees Structure and other details

A. The Schedule of payment of fees (per year) and does not include hostel fees and expenses for living

Course	For Maharashtra Candidates		Outside Maharashtra Candidates	
	At the time of Admission	November End	At the time of Admission	November End
BBA	26,730	21,730	42,300	37,300
BBA - CA	29,480	24,480	47,800	42,800
BBA+ Media / Healthcare Mgmt	70,286	50,286	85,856	65,856
BBA-CA+ Media/ Healthcare Mgmt	73,036	53,036	91,356	71,356

Note : Media / Healthcare fees are inclusive of GST @18% which is subject to change as per Govt. regulations.

B. Separate hostel facility: Hostel facility for girls and boys is available inside and outside the campus. Selected students need to apply separately to avail themselves for the hostel facility.

C. Rules for Cancellation of Admission: Rs. 1000 would be deducted and the balance would be refunded if cancellation of Admission/ Enrollment is requested one month from the date of admission.

D. Important Dates:

Date of UGET Exam	-	May 27th, 2018
Declaration of Results	-	June 4th, 2018
Session Begins	-	15th July, 2018

Notes :

- **Caution Money Deposit** : Refundable at the time of leaving the Institute.
 - In case of any change in the fee, the same will be notified as and when received from Pune University.
 - The applicant has to enclose the Demand Draft of Rs.600/- in favour of " The Principal ISB&M College of Commerce" payable at Pune towards prospectus and application form.
 - Payment of fees within the specified dates as mentioned in the prospectus is mandatory. In the event of delay or non-payment of fee, the institute reserves the right to impose financial penalty and not to forward the examination fee on behalf of the defaulting student to the student.
- Rules for refund of fees in the event of cancellation of admission will be as per the University norms.

Ragging :

All the concerned students and parents should note, " If any incidence of Ragging comes to the notice of the authorities, the concerned students shall be given the liberty to explain and if his/her explanation is not found satisfactory, the college authorities would expel him/her from the college.



Faizan Dawjee has won several Inter-College Mock Stock competitions '17



Piyush Chavan (TY BBA) has won several National & International Accolades in DH Mountail Hill Races 2017

ISB&M COC has won several accolades in SBS Annual Fest 'Drishti 2K17'



ISB&M COC bagged 3rd position in Mime Act @ IIT Bombay Fest Mood Indigo 2016



Manali Mohite bagged the Miss Congeniality Award in Mirchi Queen Bee 2016

Students who brought Laurels !

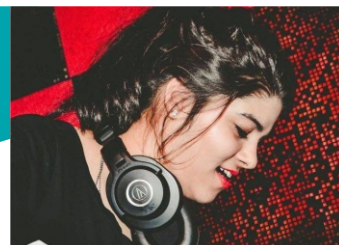


Kapish Agarwal (T Y BBA)-who is getting 100% UGC Scholarship is selected at Lancaster University Management School-UK



Shalini Pillai has been awarded 1st Prize in Nritya Basant Cultural Festival held at Bangkok

Nisha Choudhary stood 3rd in one of the largest DJ competition - 'Hysteria' of cultural fest, Mood Indigo 2017, organised by IIT Bombay



www.isbm.ac.in
admissionscoc@isbm.ac.in



ISB&M College of Commerce

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Tal. : Mulshi, Pune : 412 115
Tel. : 020 66754707/06
Mob. : 7410769236 / 7757029572

S.No 44/1, 44/1/2, Nande Village, Taluka - Mulshi, Pashan-Sus Road, Pune-412115

www.isbm.ac.in

(Affiliated to Savitribai Phule Pune University (SPPU)- ID No. PU/PN/C/360/2009

The Application Form is to be filled in by the candidate in his/her own handwriting.

Form No. :

Application for Admission Batch : 2018 - 21

Choice of Course :

BBA ☐ **BBA (Computer Application)** ☐ **BBA + Media** ☐ **BBA+ Healthcare** ☐
BBA (Computer Application) + Media ☐ **BBA (Computer Application) + Healthcare** ☐

Category :

Open ☐ **SC** ☐ **ST** ☐ **VJ / NTA** ☐ **NTB** ☐ **NTD** ☐ **SBC** ☐ **OBC** ☐

Choice of Entrance Examination (UGET 2018) Centre : _____

(Ahmedabad, Raipur, Chandigarh, Gurgaon, Indore, Jabalpur, Jaipur, Jamshedpur, Kolkata, Lucknow, Nagpur, Patna, Pune, Ranchi, Siliguri, Dehradun, Hyderabad and Varanasi)

Personal Information :

First Name : _____ Surname : _____

Father's/Guardian's Name : _____ Mother's Name : _____

Parent's Contact No. : _____

Date of Birth : _____ Height : _____ Weight : _____ Blood Group : _____

Any Major Ailment or Continuing Health Problem : _____

Contact Information :

Present Address : _____

City / Village : _____ Post Office : _____ District : _____

State : _____ Pin Code : _____ Tel. (with STD Code) : _____

Mobile : _____ Email : _____

Permanent Address : _____

City / Village : _____ Post Office : _____ State : _____

Pin Code : _____ Tel. (with STD Code) : _____

Educational Background :

Course	Board	Institute	Year of Passing	Subjects	Marks (%)	Grade/ Class
Std. 10						
Std. 12						
Others						

Additional Information : _____**Extra - Curricular Activities :** _____**Family Information :** _____**Annual Family Income (Rs.) :** _____**About ISB&M :**

How did you come to know about ISB&M :

Print Media ☐**Friends** ☐**Coaching Institutes** ☐**Others** ☐

Why would you like to join ISB&M ? _____

UNDERTAKING

We have read the rules and regulations of the college and we agree that the decision of the Principal in respect of my ward will be binding upon us

Date : _____

Place : _____

Signature of the Guardian : _____

Date : _____

Place : _____

Signature of the Applicant : _____

Documents to be submitted at the time of Admission :

- 10th and 12th passing certificates mark sheets
 - Last School Leaving Certificate or Transfer Certificate
 - Migration Certificate (if applicable)
 - Domicile Certificate
 - 6 copies of stamp size color photographs
 - Caste Certificate from competent authority for SC/ST/OBC/NT/Sp.BC
 - Caste Certificate and Non- Creamy layer certificate from competent authority for OBC/Sp BC.NT-C/D
- Others (please specify) : _____