



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

Approved by AICTE, DTE, Government of Maharashtra & Affiliated to University of Mumbai

PLACEMENT BROCHURE



VISION

At Atharva, we believe in pursuing Excellence in Education

MISSION

To make Atharva the best in the Education sector recognized for its Excellence throughout



AIMS

Atharva Institute of Management Studies (AIMS), Mumbai was established in 2003 under Atharva Educational Trust (AET), Mumbai by Shri Sunil Rane, a visionary educationist and a social entrepreneur, in response to the increasing demand for management professionals in the Indian corporate sector in the post-liberalisation period. AIMS is part of the Atharva Group of Institutes having the objective of imparting excellence in professional education in fields such as Engineering, Information Technology, Management, Fashion & Arts, Hotel Management & Catering Technology, and Film & Television. AIMS is approved by the All India Council for Technical Education, Directorate of Technical Education, Government of Maharashtra and is affiliated to the University of Mumbai.

AIMS has beautifully landscaped infrastructure that nicely combines contemporary and traditional architecture. It has well equipped library, comfortable classrooms, high-tech computer laboratories, mock stock laboratory, seminar halls with modern technology, acoustically designed auditorium and state-of-the-art conference rooms which offer its students the perfect setting to enhance and facilitate their quest for knowledge. By conducting seminars, conferences, workshops, competitions and other skill development activities, students are enabled to sharpen their skills and perform well in their business management operations. Our students and faculty have bagged several awards and accolades in the competitions conducted by professional management institutions.

AIMS is recognised as one of the leading and growing Business Schools in Mumbai and is ranked amongst the top 100 B-Schools pan India. It has high quality of experienced faculty drawn from industry and academics, strong industry-academia interface and excellent record of placement of students in many reputed companies. It is known for its professional approach to management education and enables students to fine tune their skills to become gainfully employable and productive for industries. With over a decade of academic, research and corporate experience, the institute continues to ensure that its students add valuable contributions to the corporate sector while providing professionals capable of handling the dynamic and challenging issues of business.

Atharva is one of the renowned educational brands in India which is a blend of continuous innovation and global benchmarking. The goal of AET is to create a new generation which will be sensible and responsible for the progress and development of the nation with high standards of morals and ethics, clarity of thought and with a spirit of innovation and creativity. The objective of Atharva is to create 'industry ready' youth who can be gainfully employed upon completion of their courses. Atharva Group is one of the fastest growing enterprises operating in the hospitality, entertainment and information technology space for over a decade now. The group is currently developing a unique Information Technology Park for R & D and IT enabled services in Mumbai.

EXECUTIVE PRESIDENT'S MESSAGE

Atharva is a symbol of excellence and the Atharva Institute of Management Studies (AIMS) is an integral part of the success story of the Atharva Brand. Within a short span of time, AIMS has evolved into one of the premier management institutes in the country. The credit for that goes to our students and faculty.

India is a land of a million opportunities and a cradle of civilisation. Throughout the sands of time ancient India has been a symbol of culture, innovation and knowledge. This is the land that gave birth to philosophies that have changed our perspectives. But modern India is a young Nation nestled in the womb of an ancient civilisation. Today's India faces several challenges that can be only met if we all work together and build a new society based on exclusiveness, equal opportunity and freedom to excel. Also to translate the real potential of our ancient land we need the power of youth. Through every generation builds on the strong foundation of their predecessors and the youth of this nation are ready to take over with a promise which will surely turn into reality. Each year, a fresh batch of students join AIMS to further their career and unlock their true potential. With every passing batch, the Atharva brand contributes to society by infusing young creative talent into the veins of the industrial world.

Effective and visionary governance is the key and we at Atharva are committed to professional management of education. All members of the Faculty play a critical role in administering the diverse academic and non-academic activities of the institute. In fact, the empowerment of the Management and the Faculty has been the propelling force behind the high quality learning experience at AIMS. Our strength is also in the unique blend of faculty with academic and industry experience. The Institutes have collaborations with the best in the Industry from every sector. This has been a huge competitive edge that we have enjoyed over others and has greatly influenced our approach to education.

Atharva is committed to providing best-in-class standards and world class infrastructure and we really understand that the soul of a truly global management institute is in the strength of its Academics, Industry Interface and opportunities for cross-market and cross-country exposure. Added to that is the healthy competitive spirit on the campus among students... to excel in seminars, competitions and simulated exercises which have all gone a long way in building the AIMS value proposition. The Atharva brand of Excellence actually belongs to every Atharvite who steps out of our portals to face the world with confidence. Your passion is our fuel and we are committed to be a part of you... throughout your life....even as you take on the world! All the Best!



Shri Sunil Rane
Executive President

DEAN'S MESSAGE

The business of Business is to add value. At Atharva, we not only prepare students to add value to the society through the committed application of their skills and attitude but also inculcate a passion for excellence.

For close to a decade, the Atharva Institute of Management Studies has been singularly committed to making a difference in management education. Today, we are one of the fastest growing Management Institutes in India with a formidable reputation for industry interface. The secret of our success is largely due to our students who have taken AIMS to greater heights of glory by making a mark in the industry. Having armed themselves with an undoubted skill set and an uniquely different way of thinking, they have stormed the citadels of Enterprises, proving themselves as truly value focused Managers.

In fact, our students not only thrive under the cult of competition but also, through the fully rounded pedagogy of AIMS, stand ready to step in as solutions oriented management professionals. Our custom designed curriculum helps students understand the shifting sands of the industry and help them carve out an identity in the worlds vast business landscape. Today, AIMS is ranked high in the list of Business Schools in the country and our close links with the Industry has helped us build a symbiotic relationship with the corporate world. With a Faculty that is drawn from the best in the business backed in turn by truly World-class infrastructure, learning blooms in the most fertile of environments. The ambience of the campus is equally well known and is an apt setting to the Culture of Excellence that Atharva has promoted all these years.

Our task is to help you translate your aspirations into reality. It is your desire to excel that drives us and we get better every moment. But we believe quality is a moving target and the focus of AIMS is to never stop hitting the Bulls-Eye even as Quality Target moves.



Dr. N. S. Rajan
Dean

DIRECTOR'S MESSAGE

We impart education by functioning as teachers, facilitators, guides, mentors and counsellors and cater to the realistic aspirations of our students by providing excellent management education with care and commitment. By adopting contemporary and innovative teaching pedagogy applicable in the field of management education, we make it possible for our students to develop analytical skills and become competitive by nurturing their talents. We introduce regular and systematic improvement in various academic and institutional processes to incorporate the latest developments in the economy so as to remain updated with the best practices in the industry.

We incorporate serious methods to strengthen our students on parameters such as technical knowledge, soft skills, professional attitude and readiness for corporate life to enhance their employability and productivity. By providing training to become efficient and creative, efforts are made to build rewarding career for our students by enabling them to satisfy the changing needs of the industry. Knowing that industry needs business managers and not merely management degree holders, dedicated student-centric efforts are made for various aspects of skill development so that our students can get gainful employment and become entrepreneurs also.

We wish to participate and contribute in nation building activities by creating management professionals who can think seriously, evaluate analytically, create innovatively, produce qualitatively and perform decisively. We recognize the need to develop and offer superior quality management professionals who would passionately serve the industry and society with a sense of responsibility and accountability. We direct our efforts also by stressing the need to become ethical and genuine in business and professional life while pursuing the material interests. Thus we consciously adopt measures to offer value-based education for the holistic development of our students.

Activities are conducted in such a way that our long-term vision of pursuing excellence in education is attained by regular day-to-day execution. We inculcate the need to attach more importance for being committed rather than merely satisfied employees, and being passionate contributors rather than qualified and talented alone. Due to the ideal combination of excellent physical, financial and human resources, we can perform our academic activities to the satisfaction of our students and industry. With the combined efforts of all of us, we hope that our students will be able to become vibrant managers, inspiring leaders, dynamic entrepreneurs and responsible citizens.

We provide training on various technical aspects and soft skills to our students to improve their employability. We hope that our students will be able to meet the expectations of companies and will become valuable to them. It's our great privilege to invite our regular recruiters who have believed in us in the previous years and also the new companies to offer placement to our students. We extend hearty welcome to the companies to AIMS for enabling our students to lay the foundation for a bright career by working with them.



Dr. R. M. Kumar
Director

CMC HEAD'S MESSAGE

Atharva Institute of Management Studies (AIMS) is successfully celebrating the second decade continuing its services to the corporate and academics. It is certainly a matter of immense pleasure and pride that we are getting continuous positive feedback from corporates that our alumni are excelling in their performance and taking their respective organizations to greater heights.

The fact that most of the companies keep visiting our campus year after year to hire our students both for permanent placements as well as summer internships is itself the proof of the corporate world's confidence on us.

I consider it to be an honor and opportunity to present to you a group of young, dynamic individuals who have been groomed to face challenges that lie ahead for them in the industry and corporate world as a whole. AIMS is one of the institutes that has evolved with time to be at par with the global educational world. The intelligence, high energy and motivation of our students, as well as their challenging work environments, assure that they bring an added measure of maturity and knowledge to the classroom. The interaction between students and professors greatly enriches the educational experience for all. The combination of bright, dedicated students and expert professional faculty results in a great learning environment.

The intensive training and the encouraging learning environment of our institute has made them proficient in the basic as well as specialized fields of relevance. AIMS has provided a perfect environment for developing the overall personality of the students. We are confident that these young men and women would be an asset to your organization through their managerial capabilities and their talent for innovation. Our aim is to actively assist you in attracting and identifying the individuals best suited to your needs and in developing a successful recruitment relationship.

I also express my sincere gratitude to all those organizations who have extended their active co-operation to the department in accomplishing its endeavor successfully. It is indeed a honour to present our students to your esteemed organizations and I look forward to your cooperation in the placements of our students. We welcome you once again to our campus and provide us the opportunity to serve you. Assuring you of best of our attention.



Rakesh Narad
Head - CMC

ACHIEVEMENTS & ACCOLADES



- D.Litt. conferred on Dean Prof. N. S. Rajan for outstanding contribution to Management Education, 2017
- Winner in Business Games in the inter-Business School Competition PULSE organised by TIMSR, 2017
- 1st and 2nd Runner-up in the BMA Dandekar Trophy Case Study Competition, 2017
- 1st Runner-up in the BMA Dandekar Trophy Case Study Competition, 2016
- Awarded 'Best Research Paper' to Prof. Divya Jain at the International Conference PATHH organised by SFIMR, 2016
- Awarded 'Best Management Faculty' to Dr. Sreeram Gopalkrishnan by Bombay Management Association, 2016
- Winner in the inter-Business School Cricket League organised by KBS, 2016
- Ranked amongst the Top Business Schools in India by All India Management Association, 2015
- Ranked amongst the Top 100 B-Schools beyond IIMs by Higher Education Review, 2015
- 1st Runner-up in the BMA Dandekar Trophy Case Study Competition, 2015
- Awarded 'Best Management Faculty' to Dr. Sujata Pandey by Bombay Management Association, 2014
- Ranked amongst the 100 Best Business Schools in India by Business Today, 2014
- Runner-up in the 11th National Competition for Young India, 2014
- Winner in the Western Region in the 11th National Competition for Young India, 2014
- Winner in the Western Region in the National Competition for Management Students, 2013
- Ranked amongst the Top Business Schools in India by All India Management Association, 2013
- Ranked amongst the Top MBA Institutes in Industry Interface at the National Level by Business World, 2013
- Ranked amongst the Top MBA Institutes in Western Region by Business World, 2013
- Ranked amongst the Top Business Schools in India by Business Today, 2013
- Winner in the BMA Dandekar Trophy Presentation Competition, 2013'
- Ranked amongst the Top Business Schools in India by All India Management Association, 2013
- Ranked amongst the Top Business Schools in India by Business World, 2013
- Awarded 'Best Management Student' to Ms. Ruth Serrao by Bombay Management Association, 2013
- Ranked amongst the Top Business Schools in India by Business World, 2012
- Ranked amongst the Top MBA Institutes in India by Business Today, 2012
- Ranked amongst the Top Business Schools in India by Business World, 2011
- Ranked amongst the Top MBA Institutes in India by Business Today, 2011
- Runner-up in the inter-Business School Cricket Tournament IMPACT organised by WeSchool, 2011

FORUMS & CLUBS

Entrepreneurship Cell

Entrepreneurs can drive the economy to prosperity by promoting employment generation, capital formation, growth of income and improvement in standard of living by breaking the vicious circle of low investment, unemployment, low income and poverty. To attain higher rates of economic growth and to create more employment opportunities, we encourage entrepreneurship among our students through Entrepreneurship Cell by identifying, motivating, promoting and supporting potential entrepreneurs. Several activities and guiding sessions are conducted to enable our students to identify their true potential and motivate them to pursue their business ideas effectively.

Launch of Incubator Project: IDLI-WIDLIs (February 28, 2017)

AIMS Entrepreneurship Cell launched its first incubator project named as 'IDLI-WIDLIs' on February 28, 2017. It's an initiative undertaken by Varun Acharya, Subeein Suresh, Pawan Sharma and Akash Yagnik, First Year students of MMS Batch 2016-18. The official menu was unveiled by our Dean Prof. N. S. Rajan. This venture was started to revolutionise the classic South Indian breakfast item.



It has used Customer Relationship Management strategies effectively. The stall is currently active in Atharva Educational Campus canteen and receives overwhelming response. With persistent hard work and perseverance, it's proposed to expand to outside campus in the next year.

2nd Business Games Competition Finale 'Power Blast' (January 18, 2017)



After two preliminary rounds with many participants, the final of the 2nd Business Games Competition was held on January 18, 2017 in which the leading contenders came up with unique innovations in their products and services. This edition of Business Games saw a new level of creativity from the students and set a benchmark for the future. The winner was

'Power Blast' which marketed a new herbal-based energy drink complete with packaging and formulations. The first runner-up was 'Shield Wise' which was a digital tool for encryption and the second runner-up was Wintricity which hawked a new concept in packaged device for wind energy.

FORUMS & CLUBS

Convention on 'Entrepreneurship Building: An Entrepreneurial Ecosystem' (September 27, 2016)

The first Entrepreneurship Convention on 'Entrepreneurship Building: An Entrepreneurial Ecosystem' was held on September 27, 2016. The convention discussed about how the ecosystem of business nurtures creative ideas for starting enterprises and the impact it makes on marketing the products and services innovatively. Mr. Nazim Sawant, Co-founder, India Entrepreneurs Club; Mr. Joe Pan, CEO, Pansworld Television; Mr. Deepkumar Janardhanan, CEO/CTO, AGIL and Mr. Uday Wankawala, Mentor, Lemon School of Entrepreneurship and Former Consultant, National Entrepreneurship Network, chaired various sessions and conducted panel discussions.



Guiding Session on 'Being a Successful Entrepreneur for Young Indians' (April 22, 2016)



A guiding session by Mr. Vineet Rastogi, Co-Founder, Director, CEO BIZpaye, was organised on April 22, 2016. The focus was on enlightening and inspiring our young potential entrepreneurs to become successful entrepreneurs. He highlighted that planning every aspect of business is essential and it builds certain habits that every business owner should develop, implement and maintain. A proper business plan also helps in setting goals and also achieving them. He emphasised that the lifeblood of any business enterprise is cash flow. All business owners must become wise money managers to ensure that the cash keeps flowing and the bills get paid.

Launch of Products by Hon'ble Minister Mrs. Pankaja Munde (March 3, 2016)

Nikhil Deval, MMS 2nd year student of Batch 2015-17 launched three new innovative products namely APTONVET (Appetite stimulant and tonic powder), CuWound (Wound healing cream) and DYSEN-GO (ANti-Dysentery). In an exhibition for promoting rural entrepreneurship products held on March 3, 2016 at Mantralaya, his two products namely CuWound and DYSEN-GO were launched by Mrs. Pankaja Munde, Hon'ble Minister for Rural Development, Women & Child Welfare, Maharashtra, in the presence of Mr. Pramod Jathar, MLA, Maharashtra. Mrs. Pankaja Munde complimented Nikhil for his entrepreneurial efforts and congratulated him.



OUR SUBJECT EXPERTS



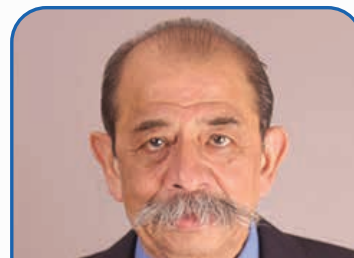
Dr. N. S. Rajan, Dean

Experience:
46 Years (Industry : 34 & Academics : 12)
Qualification: BA (Hons.), MA. (PM,
IR.TISS), D.Litt.
Specialisation:
Human Resources



Dr. R. M. Kumar, Director

Experience:
38 Years (Industry : 1 & Academics : 37)
Qualification:
B.A., M.A., M.Phil., Ph.D.
Specialisation: Finance



Prof. Col. Sudhir Raje

Experience: 55 Years (Industry : 37 &
Academics : 18)
Qualification: B.A, M.A, MBA
Specialisation:
Human Resources



Dr. Sujata Pandey

Experience: 20 Years (Industry : 3 &
Academics : 17)
Qualification: M.Sc., MBA, Ph.D
Specialisation: Finance



Prof. Abhay Desai

Experience: 34 Years (Industry :
25 & Academics : 9)
Qualification:
B.Pharm, MBA, NET
Specialisation:
Marketing



Dr. Rekha Shenoy

Experience:
24 Years (Research : 5 & Academics : 19)
Qualification: Ph.D, SET
Specialisation:
Human Resources



Dr. Neeta Bhatt

Experience:
12 Years (Industry : 1 & Academics : 11)
Qualification: B.Sc (Hons.),
MCA (Hons.), Ph.D.
Specialisation:
Information Technology



Prof. Priyanka Patel

Experience:
6 Years (Industry : 1 & Academics : 5)
Qualification: B.Com, MBA, NET
Specialisation:
Finance



Prof. Ratheesh Nair

Experience: 7 Years (Industry :
6 & Academics : 1)
Qualification: MMS
Specialisation: Marketing

OUR SUBJECT EXPERTS



Dr. Divya Jain

Experience:
11 Years (Industry: 3 & Academics: 8)
Qualification:
MBA
Specialisation:
Human Resources



Prof. Sonam Gawde

Experience:
6 Years (Industry: 1 & Academics: 5)
Qualification:
B.M.S., M.M.S.
Specialisation:
Marketing



Prof. Kinjal Shethia

Experience:
9 Years (Industry: 2 & Academics: 7)
Qualification:
M.Com, PGPBM, NCFM
Specialisation:
Finance



Prof. Reena Poojara

Experience:
12 Years (Industry : 6 & Academics : 6)
Qualification:
M.Com, MMS
Specialisation:
Human Resources



Prof. Priyanka Kumari

Experience:
3 Years (Industry: 2 & Academics: 1)
Qualification:
B.Sc, MBA
Specialisation:
Information Technology



Prof. Ajeetkumar Mishra

Experience:
14 Years (Industry: 7 & Academics : 7)
Qualification:
B.Sc, MMS, PGDORM
Specialisation:
Operations



Prof. Vaibhav Patil

Experience:
9 Years (Industry: 8 & Academics: 1)
Qualification:
B.Com., MIM, MMS, SET, SAP (FI Certified)
Specialisation:
Human Resources



Priti Nirbhawane

Experience:
8 Years (Industry : 4 & Academics : 4)
Qualification:
BSc., BLISc., MLISc., NET
Specialisation:
Librarian



Dr. Alok Chandra

Experience:
28 Years (Industry : 22 & Academics : 6)
Qualification: MCom, EGMP IIM
Bangalore, PGCBM (XLRI), Ph.D.
Specialisation:
Operations

OUR SUBJECT EXPERTS



Dr. Shubhi Lall Agarwal

Experience:
21 Years (Industry: 2 & Academics: 19)
Qualification:
MCA, Ph. D (Computer Science)
Specialisation:
Information Technology



Prof. Priya Gawade

Experience:
13 Years (Industry: 2 & Academics: 11)
Qualification:
M.B.A.
Specialisation:
Human Resources



Prof. Preeti Kaushik

Experience:
7 Years (Industry: 6 & Academics: 1)
Qualification:
BMS (Marketing), MMS (Marketing)
Specialisation:
Marketing



Prof. Darshni Pathak

Experience:
6 Years (Industry: 5 & Academics: 1)
Qualification: Chartered Accountant,
Bachelor of Law (L.L.B), B.Com, CS (Inter),
NCFM - Derivate Module
Specialisation: Finance



Prof. Nidhi Shah

Experience:
5 Years (Industry: 2 & Academics: 3)
Qualification: MBA (Marketing),
MA (Economics), BA (Honors)
Specialisation:
Marketing



Prof. Khushboo Wadhawan

Experience:
2 Years (Academics: 2)
Qualification: BA (Economics), MA
(Economics), LLB, LL.M, Diploma in Journalism
Specialisation:
Marketing



Prof. Russa Roy

Experience:
2 Years (Industry: 2)
Qualification:
BTech (ECE), PGDM (Marketing & Finance)
Specialisation:
Marketing

STATE OF THE ART INFRASTRUCTURE

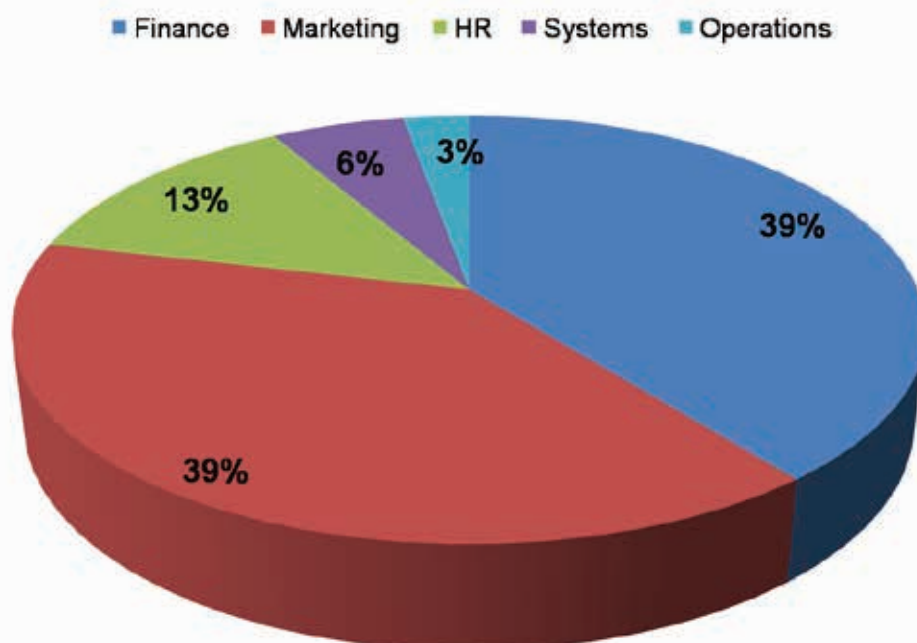


COURSES OFFERED

**MMS /
PGDM :**

- Marketing
- Finance
- Human Resource
- Operations
- System

STUDENTS – COURSE-WISE BIFURCATION



PROGRAM STRUCTURE

Masters of Management Studies (MMS)

SEMESTER I

- Perspective Management
- Business Statistics
- Managerial Economics
- Ecommerce
- Financial Accounting
- Operations Management
- Effective and Management Communication
- Organizational Behaviour

SEMESTER II

- Marketing Management
- Operations Research
- Human Resource Management
- Cost & Management Accounting
- Financial Management
- Business Research Methods
- Legal & Tax Aspects of Business
- Business Environment

PROGRAM STRUCTURE

SEMESTER III

SPECIALIZATION

FINANCE

- International Business
- Strategic Management (U/A)
- Financial Modeling
- Financial Markets and Institutions
- Financial Regulations
- Security Analysis & Portfolio Mgmt.
- Derivatives and Risk Management
- Corporate Valuation and Mergers & Acquisitions

HUMAN RESOURCES

- International Business
- Strategic Management (U/A)
- Compensation and Benefits
- Labour Laws and Implications on Industrial Relations
- Competency Based HRM and Performance Management
- O.S.T.D.
- HR Planning and Application of Technology in HR
- Training & Development

MARKETING

- International Business
- Strategic Management (U/A)
- Product & Brand Management
- Consumer Behaviour
- Sales Management
- Customer Relationship Management
- Marketing Strategy
- Services Marketing

OPERATIONS

- International Business
- Strategic Management (U/A)
- Supply Chain Management
- Service Operations Management
- International Logistics
- Operations Analytics
- Manufacturing Resource planning & control
- Materials Management

SYSTEMS

- International Business
- Enterprise Management System
- Big Data and Business Analytics
- Knowledge Management
Data warehousing

- Strategic Management (U/A)
- Software Engineering
- Data Mining and Business Intelligence
- Data Based Management System &

PROGRAM STRUCTURE

SEMESTER IV

Core

- Project Management (UA)

Electives

- B2B
- Marketing Application & Case Study
- Media Planning & Strategy

- Universal Banking Application
- Finance Application & Case Study
- Venture Capital

- Ethics in People Management
- HR Application & Case Study
- OD and Change Management

- Operations Application
- World Class Sourcing & Logistics
- Operations Outsourcing & Offshoring

- Cloud Base Computing
- System Application & Case Study
- Resource Management

Specialization

- Marketing

- Finance

- HR

- Operations

- Systems

PROGRAM STRUCTURE

Post Graduate Diploma in Management (PGDM)

Non Credit Subject:-

- 1) German Language 2) Personality Development Sessions 3) Basic Foundation Course (one week)

SEMESTER I

- | | |
|---|--|
| <ul style="list-style-type: none">• Principles of Management• Business Communications• Financial Accounting & Management• Business Statistics & Analysis• Management Information System | <ul style="list-style-type: none">• Business Economics• Marketing Management & Analytics• Organizational Behavior• Digital Marketing• Production and Operations Management |
|---|--|

SEMESTER II

- | | |
|--|--|
| <ul style="list-style-type: none">• Cost & Management Accounting• Strategic Human Resource Management• Business Research Methods | <ul style="list-style-type: none">• Sales & Distribution Management• Enterprise Resource Planning |
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Electives

- Product & Brand Management
- Consumer Relationship Management
- Retail Marketing & Analytics
- Consumer Behavior Dynamics

- Advance Supply Chain Management
- Project Management
- Total Quality Management
- Export Import Procedure Documents and Costoms

- E-Commerce
- Networking & Communications
- Information System Audit
- Database Management System

- Learning & Management Development
- Labour Legislation-I
- Performance Management System & Competency Mapping
- Compersation & Benefits

- Security Analysis & Portfolio Management
- Financial Management
- Technical Analysis
- Direct & Indirect Taxes

Specialization

- Marketing

- Operations

- Systems

- Human Resource

- Finance

PROGRAM STRUCTURE

Semester III

Core Subjects 3.1 to 3.4 Common for all Specialization

SEMESTER III

- Summer Internship Presentation
- Financial Products, Markets and Institutions
- Services Marketing
- Management Control Systems

SPECIALIZATION

FINANCE

- M&A & Corp Valuation
- Derivatives & Commodity Market
- Financial Modeling
- International Finance
- Advanced Financial Management

HUMAN RESOURCES

- Employees Relation
- Workforce Planning and Audit
- HR Analytics & HRIS
- Organization, Theories & Structural Design / OD & Change Management
- Labour Legislation II

MARKETING

- Rural Marketing
- Marketing Research
- Media Planning and Strategy
- Marketing Strategy
- Integrated Marketing Communications & Sales Promotion

OPERATIONS

- Material Management & Transportations
- Manufacturing Resource Planning & Control
- Supply Chain Risk & Performance Management
- Export Import Procedure, Documents & Customs
- Strategic Operations Management

SYSTEMS

- Technology Platforms
- Business Intelligence & Analytics
- Data Warehousing & Data Mining
- Knowledge Management
- Software Engineering

Post Graduate Diploma in Management (PGDM)

SEMESTER IV

- Case Studies
- Assignments
- Presentations
- Viva Voce

GUEST SPEAKERS



Mr. Subhash Goel
Chairman of ZEE
entertainment



Mr. Ranga Iyer
MD, Wyeth
Pharmaceuticals



Mr. Dilip Dandekar
MD, Camlin



Mr. Nandkishore Kegliwal
Chairman (MEDC &
Nath Group of Industries)



Mr. Shailesh Vaidya
President, Indian Merchant
Chamber



Ms. Preeti Gupta
Director, Anand Rathi



Dr. A Velumani
Chairman Thyrocare



Prof. Ravi Chaturvedi
Wharton Bussiness
School



Mr. Amit Paithankar
MD, Emerson Process
India



Mr. Pramod Sadarjoshi
Head HR Oracle India



Mr. Shailesh Haribhakti
Chairman, DH Consultants
Pvt. Ltd



Mr. Deepak Ghaisas
Chairman, Gencoval
Strategic Services Pvt Ltd



Mr. Sid Bannerji
MD, Deutsche Bank, India



Mr. Anuj Bhargava
CEO, IMCI



Mr. Prasenjeet hattacharya
CEO, Great Place to Work



Mr. Ankesh Kumar
Director, Product Mgt. &
Mkt., Emmerson Network
Power

GUEST SPEAKERS



Ms. Anupriya Nayar
Creative Writer & Coach



Mr. Jacob Shetty
Director, International
Centre for Culture &
Education



**Mr. Vijayendran
Venugopal**
President, Alkem



**Mr. Nishad
Ramachandran**
Sr. VP Digital Experience,
Hansa C Equity



Mr. Teji Singh
Director, Cadenza Films



Mr. JKP John
Head Talent Management,
Aiana Hotels & Resorts



Mr. Parag Gadhia
Speaker, Coach,
Entrepreneur & Facilitator



Mr. Sajid Patel
AVP Head Employee
Relation and L&D,
Datamatics



Ms. Aparna Sharma
Author of REALITY BYTES



Mr. Dheeraj Gupta
MD, Jumbo King



Mr. Parth Vora
CFO, Co-founder,
mydentist



Mr. Vivek Mendonsa
Marketing Director
lawrence
& mayo



Mr. Venkatesh
HR head Hinduja



Mr. S. Aggarwal
Commissioner, Income Tax



Mr. Moiz Mianwala
CFO, Voltas

CONFERENCES

15 th Annual Conference on ‘Building World-Class Indian Companies and Competence: Strategising for the Future’ (February 4, 2017)



The 15th Annual Conference on ‘Building World-Class Indian Companies and Competence: Strategising for the Future’ began with the ceremonious lighting of lamp by our esteemed dignitaries, followed by Ganesh Vandana.

14th ANNUAL CONCLAVE “TRANSFORMING INDIA” (13th Feb, 2016)

14th Annual Conclave -2016 “Transforming India” started up with the lighting of lamp by Prof. NS Rajan & Dignitaries present and Ganpati Vandna.



MTHR Global Conference (19th December 2015)



We are pleased to share with you the details MTHR Global Seminar which took place on 19th Dec '15 on the below shared location. This Conference had a high amount of practical take away for you to implement in your organization

NATIONAL INDUSTRIAL VISITS



**Khetan Tiles Pvt. Ltd., Jaipur
(March 15, 2017)**



**P. P. Rubber Products Pvt. Ltd.,
Jaipur, Rajasthan (April 8, 2017)**



**RTS Power Corporations Ltd.,
Jaipur, Rajasthan (April 8, 2017)**

NATIONAL INDUSTRIAL VISITS



**HNS Coaches Pvt. Ltd., Jaipur,
Rajasthan (April 8, 2017)**



**Nipra Packaging Pvt. Ltd.,
Silvassa (April 5, 2017)**



Voltas Ltd., Silvassa (April 4, 2017)

NATIONAL INDUSTRIAL VISITS



**Alok Industries Ltd., Silvassa
(April 4, 2017)**



**Bombay Rayon Fashion Ltd., Silvassa
(April 3, 2017)**



**Saras Dairy, Rajasthan Co-operative
Dairy Federation Ltd., Jaipur
(March 16, 2017)**

INTERNATIONAL INDUSTRIAL VISITS



**Shanghai World Financial Center,
Shanghai, China (November 19, 2016)**



**Shanghai Silk Museum, Shanghai,
China (November 18, 2016)**



**Coca-Cola Beverages (Shanghai) Co. Ltd.,
Shanghai, China (November 17, 2016)**

INTERNATIONAL INDUSTRIAL VISITS



**Shanghai Volkswagen Automotive Co. Ltd.,
Shanghai, China (November 17, 2016)**



**Tongji University, Shanghai, China
(November 17, 2016)**



**China Baowu Steel Group Corp. Ltd.,
Shanghai, China (November 16, 2016)**

INTERNATIONAL INDUSTRIAL VISITS



Shanghai Yakult Co. Ltd., Shanghai, China (November 15, 2016)



The Catholic University of Korea, Seoul, South Korea (November 26, 2015)



Doosan Liquor BG, Seoul, South Korea (November 25, 2015)

INSTITUTE EVENTS

Atharva Management Festival – Rhythm 2017, March 7th to March 10th, 2017

Atharva Institute of Management Studies organized its Annual Management Festival Rhythm 2017 from March 7th to March 10th, 2017. The management festival attracts a lot of young enthusiastic students from various institutes across Mumbai to participate in the exiting line up of events. This year too the students had arranged a wide variety of events starting from Rajneeti, Finance Quiz, Blooming Invention, War of Words and ranging up to regular events like Mock Stock, Mad Ads, Kit-Krack and Kahani Banao Kahani Sunao. The events were structured in a way that students apply their classroom learning and bring out solutions to real life problems or come up with some creative ideas. Rhythm is a platform for these dynamic management graduates to develop abilities, apply managerial instincts and showcase their talent to a larger base of audience. Of course, the exiting prizes for the events add up to their motivation. The event was successfully conducted and was well received by all the participants.



INSTITUTE EVENTS

Alumni Meet (Milaap-2017)

It was the time again for nostalgia as around 100 plus students from different batches of Atharva Institute of Management Studies gathered to relive the old memories. The Alumni Meet – Milaap 2017 was held at the Poolside at Atharva Campus on March 4, 2017.

The day's programme had a lot of exiting events lined up to raise the nostalgia one notch up. It started with a melodious performance by the current batch of MMS and PGDM for their Seniors. The students made sure that the Alumni get a lovely walk down the memory lane by their soulful rendition of songs as well the beautiful video capturing moments at Atharva Campus. It was the highlight of the evening. Post which, some of the Alumni were invited on stage to talk about their experience in Atharva and how their lives have changed for good after passing out from Atharva. Mr. Mayur Joshi, Ms. Yojita Patel, Ms. Amrita Shetty, Mr. Ramnath Sengupta, Ms. Vineata Srivastava were gracious enough to come up on stage and talk about their association with AIMS and how it has increased over the years.



INSTITUTE EVENTS

RHYTHM -2016- International Women's Day Celebration

The International Women's Day was celebrated in the World Class Auditorium, on 8th March 2016 in Atharva campus as a part of the Rythm-2016 Annual Festival of Atharva Group Of Institutes. The event was graced by Madam Varshha Rane, who was the chief guest of this event. She is the Trustee AET, Director ASDPA , and also a life coach & certified trainer. She inspired the audience by her electrifying presence and soulful speech. She conveyed the message to all women -that they should be happy and just be themselves, not trying to prove anything to anyone - living life to the fullest. She emphasized that they need to remove time for themselves amidst their busy schedules. She also conducted a small meditation session. Many female students, teaching and non-teaching staff of the Atharva Group were felicitated on this occasion. Atharva has always been in the forefront in this regard, of encouraging female talent in all walks of life.

At AIMS- some of the prizes given were as follows - Best Faculty Female - Prof. Dr. Sujata Pandey, Best Non -Teaching staff - Female - Ms. Shefali Parab, Student Toppers - MMS- Shraddha Mhatre, Asma Shaikh, PGDM - Dhvani Gajjar, Bindal Shah.



INSTITUTE EVENTS

Tark-Vitark 2016: Annual Debate Competition

Atharva Institute of Management Studies organized their Annual Intra Collegiate Debate Competition, Tark Vitark 2016 on 3rd September 2016. The students were already shortlisted through the preliminary rounds conducted prior to the quarter finals. Hence the students were charged up for the competition. The judges for the event were our own Alumni including Mr. Parag Rane (PGDM 2011-2013), Ms. Nikita Pawar (MMS 2014-2016), Mr. Sudeep Roy (MMS 2011-2013), Ms. Isha Prabhudesai (MMS 2014-2016), Mr. Mihir More (MMS 2011-2013) and Ms. Aasmah Shaikh (MMS 2014-2016).



LEAP: International Yoga Day Celebration

Atharva Institute of Management Studies initiated the Joy of Yoga session which was attended by faculty members from Atharva College of Engineering and Atharva Institute of Management Studies, along with the new batch of PGDM (2016-18). It was an enjoyable and insightful activity, contributing towards the celebration of World Yoga Day on 21st June as declared by UN and originally proposed by PM Narendra Modi in 2014.



INSTITUTE EVENTS

Deutsche Buch Freisetzung: German Language Book Release

The PGDM Batch 2016-18 of Atharva Institute of Management Studies organized a book launch of German language on 22nd December, 2016 in the institute. The event was officially commenced with Dean N.S. Rajan Sir cutting the ribbon, formally inaugurating the event and Prof. Amruta Pise briefing about the sessions conducted by her.



Model United Nations

The Atharva Institute of Management Studies (HR Team) conducted its 1st ever Model United Nations on 25th September 2016, organized by Prof. Pooja Patil. More than 80 students participated who were assigned various member countries of United Nation. Organising committee headed by our SEM III HR student Arshi and Tejal did a commendable work in organising this event.



INSTITUTE EVENTS

Hon'ble Shri Nitin Gadkariji, Union Minister Of Road Transport and Highways and Shipping visits ATHARVA Campus.

A seminar on -"National Growth Through Infrastructure Development" was held in the auditorium of Atharva campus on the same day i.e the 1st of April 2016. This event was presided over by Honourable Executive President of Atharva Group Of Institutes- Shri Sunilji Rane. The Chief Guest for this program was honourable Union Minister for roads and transport and highways Shri Nitin Gadkariji.



INSTITUTE EVENTS

12th PGDM Convocation of Batch 2014-2016

The 12th PGDM Convocation Ceremony was a memorable event of Atharva Institute of Management Studies , held on 23rd July 2016 in Atharva campus. It was a wonderful farewell to the students of PGDM course which is affiliated by AICTE.

Gracing the occasion with their presence were Honorable Shri Dattaji Rane Sir Ex. Higher & Technical Education Minister (Govt. of Maharashtra) & President - Atharva Educational Trust. Shri Dattaji Rane Sir declared the convocation open. It was followed by enlightening Convocation Address by the Chief Guest of the evening Mr. K. A. Narayan, President HR, Raymond Ltd. He spoke about how life outside the campus would be for the students. He gave some tips for maintaining healthy work life balance and expressed that mistakes can be stepping stone to success. Dr. S. K. Bhattacharyya, Director Atharva School of Business delivered the welcome address followed by Director, Atharva Inst.Of Mgmt.Studies Dr. P. P. Joshi presenting the annual report of the institute.



CAREER MANAGEMENT TEAM

Career management of our students is taken care of by Career Management Centre (CMC) which plays the role of counsellor, coach, guide and facilitator. It provides a strong support system in guiding and grooming the students for pursuing a successful career. Guidance sessions are conducted with the help of experienced industry professionals and faculty mentors to select suitable specialisation and career. Details are given about various job profiles and students are enabled to achieve their goals by fulfilling industry's expectations. The following methods provided with the help of experts drawn from industry and academia are useful to our students in building their career.

TRAINING

Systematic efforts are made from the first semester itself to improve the employability of our students in reputed companies with good package. Training programmes are conducted to improve soft skills, digital skills, negotiation skills, logical skills, analytical skills, presentation skills and to score well in aptitude test. CMC helps the students in preparing professional resume, describes interview techniques, narrates the do's and don'ts of interview and exposes them to Group Discussions and Mock Interviews. Students are trained to deliver best results during live projects, summer internship, final placement and are also provided guidance in their career.

EXPERIENTIAL LEARNING

Experiential learning is the process of learning through the experience of doing. It's a method of acquiring knowledge and skills through actual experience outside the academic classrooms which can include internships, field trips, market research and live projects. In addition to various formal modules of training, students are encouraged to organise and participate in various events to enhance their innovative thinking and managerial skills. The learning from guest lectures, research paper presentations, workshops, seminars, conferences and project presentations also facilitates the students to improve their competence and showcase it during the placement process.

SOFT SKILLS

Technical and job-related skills are essential to perform specific tasks but will not suffice at the time of recruitment and for progressing in career. It's also necessary to have soft skills which refer to those personal attributes that indicate a high level of emotional intelligence and are broadly applicable across jobs and industries. It's necessary to become proactive and communicate ideas properly and convincingly. Students are given training on soft skills such as interpersonal skills, team spirit, business etiquette, and behavioural qualities such as attitude, motivation and time management. The dedicated training on soft skills enables students to present themselves better.

CAREER MANAGEMENT TEAM

COUNSELLING

CMC attaches importance to career counselling by starting from the initial stage of guidance on selection of specialisation to preparing for final interviews. Students are guided to select appropriate career depending on their aptitude and opportunities, and to move in the desirable path with positive attitude. Counselling is also done on personal matters whenever required. The counsellors help the students in their day-to-day matters of concern and improve their overall functioning to manage their time and increase their capabilities. Counselling at different stages of recruitment process has been very helpful to the students to move to the next stage.

MENTORING

Mentoring is conducted as a professional activity in which the experienced faculty members as mentors help the students who are the mentees in developing specific skills and knowledge that will enhance professional and personal growth. It's intended to meet objectives such as identifying strengths and weaknesses, improving performance, career development, sharing knowledge and developing the right attitude. Since mentors have a significant role in properly moulding students by giving personal attention, mentor-mentee meetings are conducted by focusing on the mentee's total development to enable them to become suitable to the expectations of industry.

PERSONALITY DEVELOPMENT

Personality development makes people disciplined, polite, punctual and respectful and plays an essential role in the successful career of professionals. Activities are conducted for personality development to develop effective communication skills, inter-personal skills, team management and leadership qualities and perform well in the recruitment process of companies. Interactive training exposes students to a variety of issues and situations that they are likely to come across as entry-level managers. It helps in the holistic development of students to understand and overcome the challenges more effectively and efficiently.

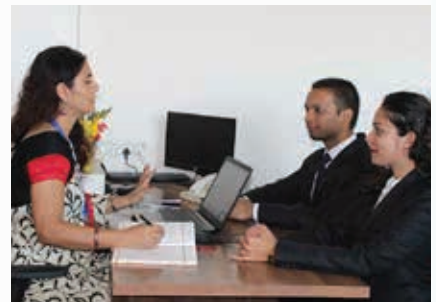
ALUMNI CONNECT

By maintaining contact with the alumni through alumni network and alumni meet, CMC is able to make the services of our alumni for their interaction with the current students to get a more realistic and credible view of many matters related to careers. They provide ideas about the latest trends, opportunities and career options in various sectors in the corporate sector and challenges that the students have to overcome in the near future. They are invited to share their experience as students earlier and now as employees or entrepreneurs. The students get additional benefit of offers for summer internship and final placement also.

CAREER MANAGEMENT TEAM

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