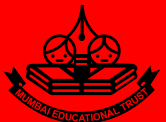


Post Graduate Diploma in Management  
PGDM (e-Business)



**PARICHAY 2009**  
Placement Brochure

**HANDLE CAREFULLY. CONTENTS SHARP.**



विद्याधने सर्वधनं प्रधानम् ।

THE MET LEAGUE OF COLLEGES

**MET**

AS SHARP AS YOU CAN GET

## Our Faith

न चौर हार्यम् नच राज हार्यम् ।  
न भातृभाज्यम् नच भारकारी ।।  
व्यये कृते वर्धते एव नित्यम् ।  
विद्याधनं सर्वधन प्रधानम् ।।

Knowledge can neither be stolen by a thief,  
nor snatched by a king.

It is indivisible unlike ancestral property,  
it never burdens the bearer,  
it multiplies manifold when offered to others.  
Knowledge is the supreme form of wealth.

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# Our Vision

To shape professionals, to conquer the present and the future challenges to the socio-economic fabric of our society, by institutionalising search, development, research and dissemination of relevant knowledge through structured learning systems.

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# Our Mission

To evolve, develop and deliver dynamic learning systems to equip professionals with conscience and commitment to excellence and courage to face business challenges.

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“ We envisaged to create an educational institution that is truly international in terms of infrastructure and technology. ”

**Chhagan Bhujbal**  
Founder Chairman

**CA. Sunil G Karve**  
Founder Trustee and Vice Chairman

**Pankaj Bhujbal**  
Trustee

**Samir Bhujbal**  
Trustee

# ABOUT MET



Just a stone's throw away from the Arabian Sea, is an institution that is creating waves. Because, it is quite simply, a cut above the rest. The MET League of Colleges is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education to make students sharp. Established in 1989, with a mission to redefine the system of education, MET is a professionally managed, multi-disciplinary and multi-faceted oasis of knowledge. Its premiere educational institutes conduct university accredited and autonomous programmes. The grant of the ISO 9001:2000 certification is an acknowledgment of the institution's capability to deliver professional education that meets the highest standards of professionalism worldwide. All this, to help young professionals face the challenges of life. And make their mark in the corporate world.

It is MET's commitment to impart value-based education across all levels of society that has catapulted it to an NGO in Special Consultative Status with the United Nations (ECOSOC). The institution has today carved a niche for itself amongst the premiere educational institutes in the country. Located at Bandra Reclamation in the heart of Mumbai, India's financial powerhouse, and spread over 2,00,000 sq.ft., the institute has an enviable infrastructure that plays a pivotal role in imparting quality education.

## MUMBAI CAMPUS

- Institute of Management
- Institute of Mass Media
- Asian Management Development Centre
- Institute of Pharmacy
- Institute of Medical Sciences
- Institute of Information Technology

- Institute of Computer Science
- Institute of Distance Learning
- Institute of Software Development and Research
- Institute of Trichology
- Institute of International Studies
- Rishikul Vidyalaya
- Knowledge Explorer - Publishing Division

## NASHIK CAMPUS

- Institute of Management
- Institute of Pharmacy
- Institute of Engineering
- Institute of Technology - Polytechnic
- Institute of Information Technology
- Institute of Distance Learning

# ABOUT PGDM (e-Business)

Approved by AICTE. Recognised by Govt. of Maharashtra

Ever since the launch of professional management educational programmes in the 1960s at Ahmedabad and Kolkatta, Post Graduate programmes in Business Management have gained an iconic stature in management education in the country. These were subsequently followed up by other universities and MBA schools who took up the challenge to provide professionals to foster the Indian industry. No wonder the acronym PGDM (e-Business) draws its strength and character from the strong lineage of professionals who have served the country to reach commanding heights in the global economy.

With the development of e-empowered business solutions, tools and databases, the professional manager has since been greatly empowered to provide direction and dynamism to industry. Therefore it is critical that e-Business is integrated not merely as an option to decision-making, but as the medium and lingua-franca of the world of business. In order to appreciate business realities and nuances the world over, it is critical that these inputs are delivered to the aspiring managers at the right time so as to enrich their decision-making capacity.

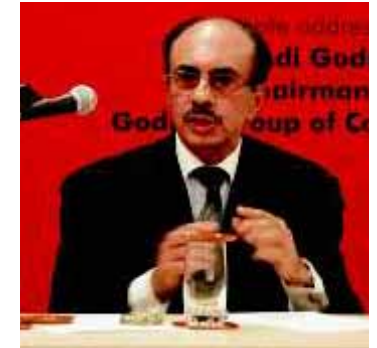
This is precisely the purpose of the PGDM (e-Business) programme. It is true that a plethora of software and languages are delivered at the doorstep of industry, but one needs to identify the critical inputs and train the professionals to use them decisively with success. The PGDM (e-Business) programme spread over four semesters thus integrates introductory and advanced e-Commerce techniques with the classical management inputs both for analysis and solution of business problems. In the third and fourth semesters, there is emphasis on delivering relevant e-Business tools and solutions to the macro specialisations i.e. Marketing, Finance, HR, Operations & Systems as well as micro specialisations like Advertising, Banking, Insurance, CRM, Supply Chain etc. This helps the students to appreciate the current business practices and delivery systems of industry with whom they will work as a part of their industry-academia interaction.

The details of the PGDM (e-Business) programme are enclosed which will give a fair idea about the structure of the programme. As it can be noted there is emphasis on delivery of all critical inputs in core areas of management using interactive learning platforms and methods like case studies, outbound training, role play, classroom teaching duly supplemented by workshops and seminars involving industry experts as well as alumni, factory visits, scenario building, study of foreign languages etc. help students to engage themselves in holistic learning programmes offered by the institute. This is further strengthened by the summer internship of eight weeks as well as the industry threshold programme in the fourth semester wherein students work to prepare a live business model and project with industry as a part of their semester presentation.

Thus, in the four semesters the PGDM (e-Business) programme shapes the students to meet the challenges of the globalised e-empowered economy by developing their capacities to face the complexities of business worldwide. We have the necessary infrastructure - the hardware and the software with highly skilled and motivated faculty ready to develop professionals who will attain excellence at their workplaces. Since there is an already developed placement platform with the industry, the learnings have been sharpened to meet the industry requirements in full measure.

# ADVANTAGE MET

- MET is an NGO in Special Consultative Status with UN (ECOSOC)
- MET has been ranked 13th best B School in South Asia by Asia Inc. Magazine
- Ranked 'A++' grade B School by Business India
- Outlook ranks MET amongst top 30s in India
- Global internship opportunities across USA, UK and China
- Freeship programme for meritorious students
- Excellent placement opportunities - national and global
- Superior intellectual capital armed with knowledge and experience
- Well networked with the best of corporates in India and abroad
- International interaction programmes through China Study Mission and UN internship programme
- Sensitising the students towards social causes through programmes: Save Water, Project TRUTH, Vidya Shakti etc.
- Research focused faculty with a cumulative experience of over 150 years
- The best state-of-the-art infrastructural facilities
- Strong alumni base of over 25,000 students
- Highest package of Rs. one and a half million p.a.
- Global faculty
- Live management threshold
- International alliances with reputed B Schools
- Outstanding Indian / global industry interface
- Corporate social responsibility projects
- Enlightened interaction for urban-rural synergy
- Globalised learning systems delivered with Indian ethos



Rahul Bajaj, Chairman - Bajaj Auto,  
Adi Godrej, Chairman - Godrej,  
Capt. G R Gopinath, Vice Chairman - Deccan Aviation and  
Jagdeep Kapoor, MD - Samsika Marketing  
addressing MET students on various occasions.

# WHAT GIVES US THE EDGE



Dr. Hanifa Mezoui, Chief, NGO Section, UN DESA, with the MET Interns



Intellectual exchange MOU with Karachi University



Dr. Vasant K Bunwaree, Minister of Labour, IR and Employment - Republic of Mauritius on a visit to MET



Dr. Peter Chew, International Motivation Guru addressing MET students



MET China Study Mission - students batch



Social outreach programme-Vidya Shakti: 2 jobs per minute @ MET's Job Fair for the underprivileged

**International Internships:** Eight consecutive batches of MET students have pursued internships with the UN (ECOSOC) Forum, New York, USA.

**Sensitivity to Social Causes:** The students and MET faculty are currently executing Project TRUTH in cooperation with United Nation (UN DESA). Student involvement ensures development of social sensitivity towards problems of under development and poverty. It also helps understand the working of NGOs who are now the focal point of wider issues of corporate governance.

**China Study Mission:** MET students undertake a comparative study of Chinese industrial powerhouses. Three batches of management students have visited cities in important industrial areas in China with a focus on the Special Economic Zones and the strategically important centres. Through this initiative, MET hopes to build a stronger bond between the Indian & Chinese industry.

**Math Hour:** In order to develop quantitative logic and an analytical approach to the discipline of management, quantitative experts offer students continuous guidance.

**Resonance:** Workshops & seminars on contemporary management and industry related issues. Experts from respective fields discuss topical issues based on student research. Through this forum, seminars like the Global Financial Powerhouse, HR Meet & WTO Summit have been organised.

**Competency Mapping:** The in-house psychologist at MET maps the competencies of the students, in order to guide them in their academic pursuits.

**MET Combat:** Students participate and compete in an inter and intra-class debate-cum-presentation competition on contemporary controversial subjects. This sharpens their analytical, logical and oratory skills.

**Grameen Expedition:** A series of rural visits are organised through the MET Grameen Expedition. The aim of these trips is to encourage students to realise that fortune lies at the bottom of the pyramid. The students first visit industrial units in the interiors of a state e.g. in Maharashtra they visit Baramati, Jalna, Nashik, Ratnagiri and Ahmednagar. Over the academic year, lots of rural visits all over India are organised.

# WHAT GIVES US THE EDGE

**MET on Wheels:** A pioneering concept, where MET students visit organisations in various industrial sectors in the country, in order to study practical management systems 'Know Thyself And Thy Country'. With a view to provide first hand experience of the industry and commercial workplaces the institute arranges regular visit of students to select industrial and commercial undertakings in and around Mumbai, Pune, Nasik region round the year. Every year mini Bharat Darshan tours are also arranged by the institute covering major industrial and commercial growth centres in North, South, East & West.

**MET Mission Project:** MET has undertaken Jalshakti, a path-breaking initiative to promote water conservation among the urban community.

**SIMPAT:** School for Indian Management Philosophy and Applied Technology. A project that returns to the roots of Indian management philosophy, SIMPAT makes yesterday's wisdom available to India's future managers & leaders.

**Industry Interaction:** Students get an opportunity to interact with the doyens of the industry through platforms like CEO Speak and guest lectures.

**ISO 9001:2000 Certification:** The grant of the ISO 9001:2000

certification by LRQS is an acknowledgment of MET's capability to deliver professional education that meets the highest standards of professionalism worldwide.

**Management Consultancy Division:** Offers Management Development Programmes, Executive Training, Research and multi-consultancy support to the corporates such as Dun & Bradstreet, Nicholas Piramal, Mazgaon Dock Ltd., Ingenero Ltd., Goodlass Nerolac Paints Ltd. to name a few.

**MET Placements:** The department headed by Kavita Joshi along with the placement team strives to achieve the right job fit that will be mutually beneficial. The focus is completely on ensuring that the students get placed in companies where they fit in intellectually and culturally. Over 75% recruiters have returned this year, because of our alumni performance. MET students are known to be assertive, knowledgeable and global in their outlook. They consistently add value to their organisations and have moved up the ranks faster. This has created an impact in the minds of the industry at large thus making them prefer MET students. Many of MET students have gone overseas this year to play the role of global managers in international companies. The highest package this year was Rupees one and a half million p.a.



MET students and faculty at the conference on 'Vision for Indian Insurance Industry' organised by Indian Merchants' Chamber



MET students with industry tycoon Mr. Mukesh Ambani & Mr. Nana Chudasama, Ex-Sheriff of Mumbai



'Doing Business with China' on MDP by MET with International experts Murray Lee (USA) & J. Fernandez (Hongkong)



MET MMS student won the prestigious International Mobius Award for Creative Excellence in a dazzling function at LA, California, USA



MET won over IIM-A & other top institutes at All India Case Study Competition



Mohands Pai - HR Head, Infosys with MET management students

# SHARP CUT TO THE UN (ECOSOC) VIA MET

"I am very proud to confirm that the contribution of MET in presenting the MUSESQ concept (Vidya Setu) in the High Level Segment was not only highly received and acknowledged by the UN Secretary General but also translated in the 6 official languages of the United Nations and distributed worldwide to our 192 member states."

Dr. Hanifa Mezoui, Chief UN DESA during her visit to MET.



CA. Sunil G Karve, Founder Trustee & Vice Chairman MET, with Dr. Hanifa Mezoui, Chief UN DESA



Best NGO trophy being awarded during UN AMR-Asia

## UN (AMR)

UN (ECOSOC) Regional Annual Ministerial Review (AMR) Innovation Fair (Asia) was held at MET. This prestigious event was an initiative of NGO DESA - UN (ECOSOC). United Nations aims to eradicate poverty by 2015, to this end NGOs & Corporates suggested innovative methods. On this occasion MET & UN jointly instituted 4 Innovation awards. The awards were for the best innovation in poverty eradication & promotion of health.

## CENTRE OF EXCELLENCE

The UN Global Annual Ministerial Review was held at Geneva recently. At this historic event, MET was invited by the UN to showcase all its innovative efforts towards poverty eradication and promotion of health. MET created a global impact with the award winning presentations. UN Secretary General, Mr. Ban Ki-moon was extremely appreciative of MET's efforts as an NGO in Special Consultative Status with UN (ECOSOC).

**At this prestigious event, MET was announced as the official Global Training Centre for specialised training in achieving the Millennium Development Goals laid down by the UN.**



UN Secretary General, Ban Ki-moon is flanked by CA. Sunil G Karve, Founder Trustee and Vice Chairman - MET and Prof. Vijay Page, Director General - MET Institute of Management



## MET VAULT

An in-house wall magazine where Creativity meets Management .

To provide Management students with a platform to express their creative sides, a monthly wall journal was launched.



The course curriculum at MET ensures that the students graduate as global managers. The international borders are shrinking and the world is fast becoming one global village, it is thus imperative that the students gain inputs from across the borders. We therefore invite global faculty to share their thoughts and experiences with the students. International experts from across various verticals including IT, Pharma, FMCG, White Goods, Insurance, amongst others help the students gain a global perspective. The experiences thus shared help the students to apply the learnings in projects and assignments, and later in the industry.

## METAPHOR

Metaphor is the in-house journal by the management students. The purpose of Metaphor, as the word suggests, is to motivate the students to reach out to the niche areas in the world of business and analyse the ground reality seeking an innovative and a path breaking approach. Given the dynamics of the market place and complexity, the students are challenged to adopt a bold approach in order to seek solutions. In this process, they are joined by the faculty and industry experts, who help them to strengthen their response.



## MET eCell

**MET eCell - Designed to promote Invention & Entrepreneurship termed as 'Inventrepreneurship' at MET**

MET eCell is a place for all to gel; where each one has something new to tell. We at MET eCell view entrepreneurship as a four stage development process beginning with GERMINATION of ideas followed by INCUBATION of the idea as a rough draft. CHILD stage aims towards giving the right direction to this rough draft which will shape into a formal business plan. YOUTH, the final stage of the process focuses on

making the entrepreneur's dream a reality. The MET eCell regularly holds workshops, seminars & guest lectures by eminent entrepreneurs. NEN Online allows new & future entrepreneurs, students & faculty to create, grow and sustain entrepreneurial communities both within and outside their own institutes. It is **Network To Increase Network**.

# SYLLABUS PGDM (e-Business)

## SEMESTER I:

1. Perspective Management	100 mks.
2. Financial & Cost Accounting	100 mks.
3. Economic Environment of Business	100 mks.
4. Individual & Organisation	100 mks.
5. Statistics for Management	100 mks.
6. Legal Aspects of Business	100 mks.
7. Information Technology for Management	100 mks.
8. Communication Skills	100 mks.
9. Marketing Management-I	100 mks.
10. Introduction to e-Commerce	100 mks.
<b>Optional Subjects:</b>	
11. Production Management	100 mks.
or	
12. Perspective Management (Case Studies)	100 mks.
<b>Total:</b>	<b>1100 mks.</b>



## SEMESTER II:

13. Managerial Economics	100 mks.
14. Operations Research	100 mks.
15. Management Accounting	100 mks.
16. Market Applications & Practices	100 mks.
17. Financial Management	100 mks.
18. Human Resources Management	100 mks.
19. Taxation - Direct & Indirect Taxes	100 mks.
20. Research Methodology	100 mks.
21. Groups & Organisational Effectiveness	100 mks.
22. Advanced e-Commerce Modules	100 mks.
<b>Optional Subjects:</b>	
23. Management Information System	100 mks.
or	
24. Management Control System	100 mks.
<b>Total:</b>	<b>1100 mks.</b>

# SYLLABUS PGDM (e-Business)

## SEMESTER III:

### Core Subjects:

25. Perspective Management (Case Studies) Management Integration Matrix

100 mks.

26. Productivity Techniques

100 mks.

**Total:**

**200 mks.**

Marketing (Optional Papers)	Finance (Optional Papers)	Personnel (Optional Papers)	Operations (Optional Papers)	Systems (Optional Papers)
27. Marketing Research 28. Advertising & Sales Promotion Management 29. Consumer/Industrial Buyer Behavior 30. a) Retail Management b) Social Marketing 31. a) Sales Management b) Distribution Management 32. Product/Service Management 33. Marketing Strategy 34. e-Marketing	27. Strategic Cost Management 28. Financial Management II 29. Business Law 30. Financial Management III 31. International Finance 32. Advanced - Direct & Indirect Taxes 33. Quantitative Models in Managerial Accounting & Finance 34. e-Finance	27. Human Resource Development 28. Behavioral Dynamics in Organisation 29. Industrial Relation Environment & Management 30. Organisational Theories, Structure & Design 31 a) Management Development b) Labour Welfare Management 32. Human Resources Planning & Human Resources Audit 33. Quantitative Techniques in HR Management 34. e-HRM	27. Logistics Management & Supply Chain Management 28. Quality Management 29. Production Planning & Control Systems 30. Structured Languages 31. Strategic Information Technology Management 32. Human Resources Planning & Human Resources Audit 33. Finance in Marketing & Personnel 34. Quantitative Methods in Operations	27. Structured Languages 28. Operating Systems & Systems Software 29. Data Management 30. Networking & Communication 31. I.T. Applications for Business 32. Systems Analysis & Design 33. Finance in Marketing & Personnel 34. Managing I.T. Resources & Projects
<b>Total Marks: 800</b>	<b>Total Marks: 800</b>	<b>Total Marks: 800</b>	<b>Total Marks: 800</b>	<b>Total Marks: 800</b>

## SEMESTER IV:

### Core Subjects:

35. Business Policy (Cases/Project)

100 mks.

36. Ethics in Business

100 mks.

**Total:**

**200 mks.**

Marketing (Optional Papers)	Finance (Optional Papers)	Personnel (Optional Papers)	Operations (Optional Papers)	Systems (Optional Papers)
37. International Marketing 38. Entrepreneurship Management 39. International Business 40. Special Studies/Development in Marketing (Project)	37. Fiscal & Corporate Tax Planning 38. Entrepreneurship Management 39. International Business 40. Special Studies/Development in Finance (Project)	37. Organisational Development 38. Entrepreneurship Management 39. International Business 40. Special Studies/Development in Personnel (Project)	37. Project Management 38. Entrepreneurship Management 39. International Business 40. Special Studies/Development in Operations (Project)	37. a) I.T. Quality Assurance b) I.T. Systems Control & Audit 38. Entrepreneurship Management 39. International Business 40. Special Studies/Development in Systems (Project)
<b>Total Marks: 400</b>	<b>Total Marks: 400</b>	<b>Total Marks: 400</b>	<b>Total Marks: 400</b>	<b>Total Marks: 400</b>

# SHARP AWARDS FOR SHARP STUDENTS

## **2nd Runnerup - Mastermind**

Event: Mesmerize 2005

Organised by: Pillai's Institute of Management

## **Winners - General Knowledge**

Event: The Challenge

Organised by: CNBC TV 18

## **4th in India - Wealth Management**

Event: Mudrank

Organised by: SIES Institute of Management

## **Finalist - Synergy 2006**

Event: Business Plan Competition

Organised by: St. Francis Institute of Management

## **MET eCell amongst top 5 (All India)**

Event: NEN eCell Microsite Contest 2006

Organised by: National Entrepreneurship Network

## **Winners of Acumen 2006**

Event: All-India Case Study Competition

Organised by: RIMS

## **Samsika Best Marketing Student Award**

Topic: Marketing Excellence

Organised by: Samsika Consulting Pvt. Ltd.

## **Samsika Award for Marketing Excellence in Academics**

Topic: Academic Excellence

Organised by: Samsika Consulting Pvt. Ltd.

## **Winners of Power of Vision 2006**

Event: Magma 2006

Organised by: Maratha Mandir's BGIMS

## **Winners of Case Study**

Event: Magma 2006

Organised by: Maratha Mandir's BGIMS

## **Best Summer Project 2007**

Event: Nicholas Piramal Chairman's Rolling Trophy 2007

Organised by: Nicholas Piramal (I) Ltd.

## **Winners of Sponsored Trip to London**

Event: Vision for Indian Insurance Industry 2007

Organised by: Indian Merchants' Chamber

## **1<sup>st</sup> Prize - Fabrica**

Event: Simerations 2008

Organised by: Sydenham Institute of Management Studies

## **2<sup>nd</sup> Prize - 'Fragrantis - Marketing Strategy'**

Event: Simerations 2008

Organised by: Sydenham Institute of Management Studies

## **2<sup>nd</sup> Prize - Extempore Debate**

Event: Frission 2008

Organised by: ITM Business School

## **2<sup>nd</sup> Prize - Paper Presentation**

Event: Anveshi 2008

Organised by: St. Francis Institute of Management & Research

## **1<sup>st</sup> Prize - New Product Development**

Event: Ocean Inc - a New Product Development

Organised by: ITM Business School

## **1<sup>st</sup> and 2<sup>nd</sup> Prize Winners**

Event: Best Summer Project 2008

Organised by: Piramal Healthcare Ltd.

## **9th All India Samsika Award**

Event: Academic Excellence in Marketing 2007-2008

Organised by: Samsika Marketing Consultants Pvt. Ltd.

**IIM - A** has honoured our student, Mr. Anuj Sharma for his paper presentation titled 'Stressed Asset Sales and Valuation Approach - A new paradigm in Indian Marketing' to the elite panel of distinguished global assembly, at the International Conference on Return on Marketing Investments.