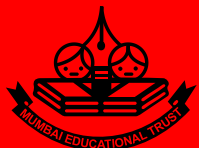


Masters in Management Studies (MMS)



HANDLE CAREFULLY. CONTENTS SHARP.



विद्याधनं 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.

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.

“ 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 & 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 IOM

The MET Institute of Management (IOM) offers a 2 year full time Masters in Management Studies (MMS) affiliated to the University of Mumbai and recognised and approved by All India Council for Technical Education (AICTE). It also offers 3 years part time Masters Degree programmes (MMM/ MFM/ MIM/ MHRDM) affiliated to the University of Mumbai.



ABOUT MMS

The MMS is a 2 year full time degree programme affiliated to the University of Mumbai. The selection procedure for the MMS programme is divided into three phases: all candidates who satisfy the eligibility criteria have to undergo a 3-tier selection procedure consisting of a Common Entrance Test (CET), a Group Discussion (GD) and a Personal Interview (PI). The CET is a multiple-choice objective test evaluating the aptitude in verbal ability, quantitative aptitude, logic, visual reasoning, reading comprehension and data interpretation. This test is then followed by a GD and PI which carry a significant role in the entire selection process.

Just as the selection procedure, the course is also rigorous and exhaustive. The programme is conducted on a semester basis with four semesters spread over two academic years. The duration of each semester is around 15 working weeks. The first year lays the foundation in the fundamentals of management, while the second year offers a specialisation in a particular discipline - Marketing, Finance, Operations, Human Resources or Systems. This makes the students develop a capacity to think, to learn, to innovate and to apply this knowledge to real life.

FROM THE DIRECTOR'S DESK

THE B-SCHOOL CHALLENGE BRAVEHEARTS IN LEADERSHIP-TECHNOLOGY INTEGRATION FOR SUSTAINABLE DEVELOPMENT



**"He that will not apply new remedies must accept new evils... for time is the greatest innovator"
- Francis Bacon**

Management education at times can be a daunting proposition especially when it has to measure up to challenges posed by highly dynamic and fluctuating market and business realities. While the scientists of the world have a Hadron Collider for demystifying of HIGGS–Boson Particles, we at the B-schools are often short of the tools to evolve and deliver structured learning processes to unravel the mystique of Shiva dance of the world of business. The century which launched the millennium has had a turbulent first decade, starting with 9/11 and repeatedly pounded by Katrinas and Gustafs, leaving a deep impact on the global economy thus compelling the students of management to look beyond the horizon for solutions to the marketplace.

This is evident in our country where just as industrial growth is breaking into the double-digit, the ground rules seem to be changing at a very fast pace. There is nothing like unlimited supply of energy on tap and the global marketplace has too many hurdles to chase. Low labour cost alone cannot offset high energy bills and technology deliveries are often fine tuned to dump obsolescence on our laps. World bodies and syndicates are often used to leverage the rich and powerful economies while we continue to trade at a disadvantage. Buying crude at USD 100 plus a barrel may eventually break the camel's back unless we look for innovative business and market solutions which will take us past the minefield of global competitive forces.

However, the champions and frontrunners of India Inc. have already made strong inroads into the global markets capitalising opportunities with e-empowered techno-commercial enterprises with great success. IT, pharma, steel and metals as well as our multi-disciplined human resource input based companies have shown the direction which is being emulated by many at home. However, there is a need to look deeper into our strengths and put all our resources to tackle the fundamental problems of energy-technology leadership without which whatever ground we have gained may be threatened by the mounting import costs. The solutions are certainly as complex as the problems and therefore there is a great need for all out effort to break the deadlock.

FROM THE DIRECTOR'S DESK

There is no doubt that we need to forge a synergistic combination of the leadership and technology strengths of our industry for mutual benefit. The solutions lie in integrating science and technology streams into the fine fabric of corporate management to provide affordable energy and eco-sustainable business opportunities. This will enable India Inc. to access the global markets with confidence and comfort level, vital for success. This task has already been undertaken at various levels and it is therefore left to B-schools to supplement this effort by providing the human resource which will be sensitive to the demands of the climate change scenario and will proactively apply tools and technologies to navigate past these hurdles.

We at MET are already involved in developing the sensitivity of the students and the faculty to this aspect of responsible corporate citizenship. As a part of the UN ECOSOC, MET has been accorded the status of being the National Nodal Agency for training NGOs and institutions for attainment of Millennium Development Goals (MDG). We have recently co-hosted an international conference on the 'Responsibility to the Future' wherein a dialogue of sustainable development and business opportunities was conducted by over two hundred global thought leaders. They were in unison that during the next decade trillions of dollars worth business opportunities were available in the 'Sustainable Development Space' with renewable energy sources and carbon credits already offering rich dividends to the courageous.

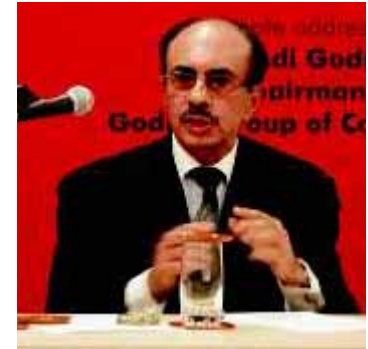
We at MET are committed to shape such Bravehearts to the service of industry through innovative learning tools and soft skills initiatives such as LAUNCH PAD, MET COMBAT, competency building programmes like STORMET and seek social sensitivity building with VIDYASETU to develop multi dimensional and committed professionals for industries. Through their four-terms of learning they are shaped to achieve a balance between tradition and technology, business with ethics, profit with trust, tempering innovation with realism, hoping and praying that they shall be able to respond to the leader-technology integration challenge offered by India Inc.

We at MET are privileged to offer the Bravehearts through **Parichay 2009** to the service of the industry, humbly sharing the adventure and tread the heroic path to be with the world.

Prof. Vijay Page
Director General
MET IOM

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 Nations (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' an 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.

GLOBAL FACULTY



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**.

MMS CURRICULUM



Semester I

Perspective Management
Financial and Cost Accounting
Economic Environment of Business
Production Management
Individual and Organisation

Statistics for Management
Legal Aspect of Business
IT for Management
Communications Skills
Marketing Management

Semester II

Managerial Economics
Management Accounting
Operations Research
Market Applications & Practices
Financial Management - I

Human Resources Management Taxation
Direct & Indirect Taxes
Research Methodology
Management Information Systems
Groups & Organisational Effectiveness

The second year of specialisation is divided into 5 optional groups with 2 subjects common in the third semester and 4 subjects common in the fourth semester.

Core Subjects: 1. Perspective Management Case studies 2. Productivity Techniques.

Semester III

The third semester divided into 5 groups covers the syllabus as follows:

Marketing

Marketing Research
Advertising and Sales Promotion Management
Consumer / Industrial Buyer Behaviour
Retail Management & Social Marketing
Sales & Distribution Management
Product / Service Management
Quantitative Models in Marketing & Marketing Strategy
Finance in Marketing & Personnel / Management Control Systems

Finance

Strategic Cost Management
Financial Management - II
Financial Management - III
Business Law
International Finance
Advanced Direct & Indirect Taxes
Quantitative Models in Managerial Accounting and Finance
Finance in Marketing & Personnel / Management Control Systems

MMS CURRICULUM

Human Resources

Human Resource Development
Behavioural Dynamics in Organisation
Industrial Relation Environment & Management
Organisational Theories Structure &
Design including Application
Management Development & Labour Welfare
Management
Human Resource Planning & Audit
Quantitative Techniques in Human Resource
Management
Finance in Marketing & Personnel /
Management Control Systems

Semester IV

The fourth semester core subjects:
1. Business Policies (Cases / Projects)
2. Ethics in Business and Corporate Governance
3. International Business
4. Entrepreneurship Management

Human Resources

Organisational Development
Security Analysis & Portfolio Management or
Environment Management or
Enterprise Planning Systems or
Decision Science
Special Studies / Development in Human
Resources (Project)

Operations

Logistics Management & Supply Chain
Management
Quality Management
Production Planning & Control Systems
Strategic Information Technology Management
Structured Languages
Quantitative Methods in Operations Research
Human Resource Planning & Audit
Finance in Marketing & Personnel /
Management Control Systems

Marketing

International Marketing
Security Analysis & Portfolio Management or
Environment Management or
Enterprise Planning Systems or
Decision Science
Special Studies / Development in Marketing
(Project)

Operations

Project Management
Security Analysis & Portfolio Management or
Environment Management or
Enterprise Planning Systems or
Decision Science
Special Studies / Development in Operations
(Project)

Systems

Structured Languages
Operating Systems & System Software
Data Management
Networking & Communication
IT Application for Business
System Analysis & Design
Managing IT Resources & Projects
Finance in Marketing & Personnel /
Management Control Systems

Finance

Fiscal & Corporate Tax Planning
Security Analysis & Portfolio
Management or
Environment Management or
Enterprise Planning Systems or
Decision Science
Special Studies / Development in
Finance (Project)

Systems

IT Quality Assurance, IT Systems &
Control Audit
Security Analysis & Portfolio
Management or
Environment Management or
Enterprise Planning Systems or
Decision Science
Special Studies / Development in
Systems (Project)

SHARP AWARDS FOR SHARP MINDS

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

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.

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

1st Prize - Fabrica

Event: Simerations 2008

Organised by: Sydenham Institute of Management Studies

2nd Prize - 'Fragrantis - Marketing Strategy'

Event: Simerations 2008

Organised by: Sydenham Institute of Management Studies

2nd Prize - Extempore Debate

Event: Frission 2008

Organised by: ITM Business School

2nd Prize - Paper Presentation

Event: Anveshi 2008

Organised by: St. Francis Institute of Management & Research

1st Prize - New Product Development

Event: Ocean Inc - A New Product Development

Organised by: ITM Business School

1st and 2nd 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.