



In just few years MET's Institute of Management (IOM), Bhujbal Knowledge City (BKC) Nashik, has evolved from a fledgling enterprise to leading school of management. It all started with the realization that there was need to integrate diverse streams of knowledge and expertise, meaningfully, with industry and disseminate advanced knowledge of management so as to meet challenges of future.

It is obvious that only having vision is not enough. Quality education is the decisive factor. The founders have empowered the members of the faculty to govern and administer diverse academic and non-academic activities of the Institute. This has elevated the quality of overall learning experience at the Institute to a very high level.

Faculty : The Institute's core strength is its faculty, whose varied educational and cultural antecedents, global outlook, multilingual competence and wide range of interest and expertise support a comprehensive curriculum.

Facilities : The Institute boasts of excellent educational facilities, including, arguably, Nashik's leading reference library on the subject of management; a range of computers and audio-visual equipment for students' use; extensive information technology resources etc.

Library : Our Library is our major intellectual asset, the prowess of which is depicted below;

- More than 8000 + books on range of subjects, including general reading, many of them seminal and world renowned works by celebrated authors. Also a unique collection of reference books.
- Indian Journals: 55 (MIT Sloan Management Review, Economic & Political Weekly, Journal of Finance, Marketing Management, HRM, IBM Review and many others.)
- International Journals: 18 (Harvard Business Review, The McKinsey Quarterly, Management Today, Time, Newsweek, Journal of Marketing Research, Forbes Global, Fortune International, Training & Development, Newsweek, Journal of Marketing, Technical Analysis of Stocks & Commodities)
- Newspapers: 14, Last but not the least, there is no budgetary constraint of any sort for library. Extensive reading is very actively recommended and ensured at all levels within the Institute.

Personality Development Initiative: As they rightly say, "people and diamonds have real market value when they are polished". Special drive is launched for personality development and corporate grooming of our students - the future managers. Students are extensively trained on the art of protocol, Business Etiquette, International Etiquette, Social Etiquette, Dining Etiquette, Business Communication, Dress Code, Presentation Skills, Body Language, Hygiene and Sanitation, etc.

We firmly believe that above aspects also are as much important, if not more, in managerial development of individual, as all other theoretical and practical inputs relevant to diverse management subjects, and areas of expertise. Personality evolves with art, as new initiative, personality development through Dance, Yoga, Theatre, Modeling, Music has been started basically to let the students & staff realize their inner & hidden strengths.



Placement Department: Placement department embodies the spirit of the institution and incorporates its various philosophies in its day-to-day functioning. Placement department strives to achieve the right job fit that will be mutually beneficial. Focus is completely on ensuring that students get placed in the companies where they fit in intellectually and culturally. BKC alumni consistently add value to their organization and had moved up the ranks faster. This has created impact in the minds of the industry at large thus making them prefer BKC MET students.

Faculty Development: There is always a room for improvement and self evaluation, for the faculties of Institute of Management & the staff, faculty development program had been organized. Renowned management 'Gurus' & industry stalwarts Mr.Murli Iyer - vice president HR Crisil, Bhasker Joshi - sr. academic advisor, Aruna Mukhie - senior expert in academic & management skills, Prashant Khambaswadkar - Managing Director & CEO, Universal Business Solutions pvt.ltd., Swapan Nandi - Executive Director & Academic advisor, UMF took various sessions and workshops on visioning, goal setting, planning, organizing, market orientation, focus on industry, problem analysis, creativity, result orientation, conflict management & stress management etc. which helped everybody in stream-lining their future plans for the students as well as their career.



ABOUT MBA

MBA programme is two years full-time Masters programme in Business Management, it is recognised by AICTE & affiliated to University of Pune. Admissions to this programme are based on CET score. This programme consists of four semesters. The MBA programme has a syllabi that more than meets the requirements of industry and keeps pace with new trends. It equips students to pursue careers in Marketing, Finance, Production & Materials, Human Resources & Systems, International Business Management. The programme focuses on building analytical skills necessary for decision making and developing a pragmatic approach toward assessment of a business situation. Students undertake two months projects during which they actually work for industries. It provides a broad managerial exposure, as well as an opportunity to concentrate on a specific functional area. The emphasis is on augmenting management talent and resources by building on the base of highly accomplished faculty and motivated student body. Main thrust is on imbibing a sense of strategic outlook to management problems, in the students, and also on management as an integrated process and requires student to develop global view of economic, technological, cultural and political environment of business. The goal is to facilitate and enhance the global competitiveness of organizations through leaders, entrepreneurs and managers equipped with state-of-the-art management knowledge.



Dear Corporate Colleagues,

In the last forty years or so, management education in India has taken giant strides – from a mere handful of institutes in the early 1960's to more than 3500 today. It has brought about a quantum change in the perception of society in general, and students in particular, with regard to the importance and scope of management as a field of professional study.

A good management education can provide a stepping stone to lucrative and promising professional careers for ambitious young men and women. Now that the world is truly a global village, business in the global environment is becoming increasingly competitive and complex, calling for multi-disciplinary and multi-dimensional skills. The upwardly mobile young professional is able to acquire these hard and soft skills only through a well designed and executed management program, delivered by qualified and experienced faculty in a progressive, modern B-School.

Keeping in mind the need for top-class intellectual capital and infrastructure that define the excellence or absence thereof in a Business School, our efforts at MET-BKC have always focused toward attracting the best of in-house as well as visiting talent. Classroom lectures are interspersed with live cases, industry exposure and interactions with corporate stalwarts, who share their experiences perspectives with our students.

Another dimension emphasized at MET-BKC is the all-round holistic development of our students' personalities. We therefore lay particular emphasis on Communication and Foreign Language skills which will give our students a head start in the global arena that they are required to face today.

With the kind of structured, contemporary inputs delivered to our students, I am confident they shall prove to be an asset to any organization. I wish them every success!

Dr. B. K. Mukherjee
Director

“Management by objectives works if you first think through your objectives. Ninety percent of the time you haven't.”

- Peter Drucker

MBA CURRICULUM

Compulsory Subjects

1st Year

Semester I

Organizational Behaviour & Principles
& Practice of Management
Management Accounting
Managerial Economics
Statistical & Quantitative Methods
Legal Aspects of Business
Basics of Marketing
Information Technology
Communication Skills

Semester II

Marketing Management
Financial Management
Human Resource Management
Manufacturing & Operations Management
Materials & Logistics Management
Management Information Systems
Research Methodology
Economic Environment of Business &
Environmental Management

Core Subjects

2nd Year

Semester III

Business Policy & Strategic Management
Management Control Systems
Project Report

Semester IV

Entrepreneurship Development & Project Management
International Business Management
Current Trends in Management

OPTIONAL GROUPS

Marketing

Semester III

Marketing Research
Integrated Marketing Communications
Distribution And Retail Management
Consumer & Organizational Buying Behavior
Sales Management And Personal Selling

Semester IV

Services Marketing
Marketing Strategy And Relationship Marketing
Product & Brand Management
International Marketing
Virtual Marketing

Finance

Semester III

Advanced Financial Management
Direct Taxation
Advance Financial Services
Banking & Financial Institutions
Security Analysis & Portfolio Management

Semester IV

Indirect Taxation
International Finance
Risk And Insurance Management
Strategic Financial Management
Strategic Cost Management

Systems

Semester III

Software Engineering
Relational Database Management Systems
Visual Basics & Oracle
Enterprise Recourses Planning (ERP)
C Programming

Semester IV

Emerging Trends in IT
Software Project Management & IT
Business Application
Information Systems Audit
Internet Technology

OPTIONAL GROUPS

Human Resources

Semester III

Labor Laws - I
Industrial Relations
Personnel Administration - Application And Procedure
Training & Development
Organizational Development

Semester IV

Labor Welfare
Labor Laws
Strategic Human Resource Management
Emerging Trends in HR Practices
Case Studies In P M / IR

Production & Materials

Semester III

Inventory Management & Material Requirement Planning
Modeling Techniques & IT for Operations Management
Supply Chain & Logistic Management
World Class Manufacturing
Productivity Management

Semester IV

Operation Strategy
Technology Management
Quality Management
Project Management
Strategic Sourcing

International Business Management

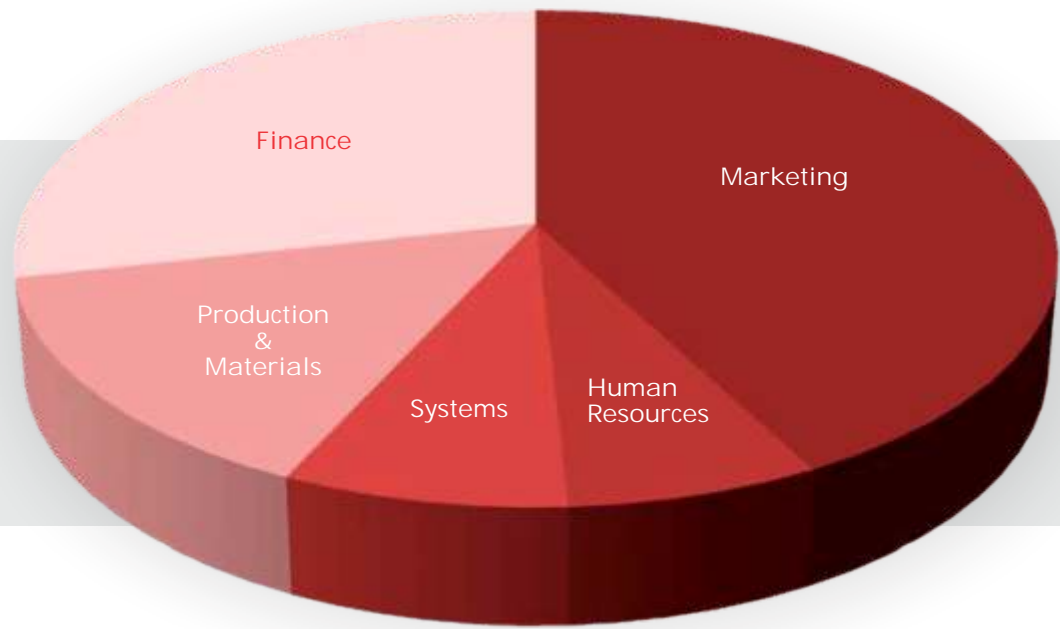
Semester III

International Marketing
International Logistics & Supply Chain Management
Environment And Global Competitiveness
International Regulatory Environment
Export And Import Procedures

Semester IV

International Business Operations
Foreign Exchange Management
International Financial Management
International Diversity Management
Business Ethics And Social Responsibility

BASIC EDUCATIONAL QUALIFICATIONS AND SPECIALIZATIONS



Specialization	No. of Students
Marketing	49
Human Resources	8
Systems	9
Production & Materials	17
Finance	33

Graduation	No. of Students
BA	3
B.Com	25
B.Sc.	19
B.Pharm	5
BBA/BMS/BCA	27
BE/B.Tech	28
M.Com	3
M.Sc.	2
Other	4

