

Learning
without
Limits
@ ISB&M

Peoples Empowerment Group
ISB&M
College of Commerce
Affiliated to Savitribai Phule Pune University
NAAC Accredited



PROSPECTUS
2023



ISB&M

College of Commerce

VISION

To Create a world class educational environment that allows students to fully develop their professional abilities and that fosters a strong sense of responsibility and ethics.

MISSION

- To develop dynamic professionals who lead in a changing global business environment.
- To further develop a quality network with renowned educationists and professionals in the corporate and social arena.
- To continuously innovate academic systems and processes to meet the demands of changing business environment and meaning of talent.

OPERATING PHILOSOPHY

- Always look for and follow the best practices and standards.
- Operate with spirit of responsibility, liberty, integrity and openness.
- Create a rewarding sense of belongingness for mutual growth.
- Innovative thinking and proactive approach in our working



200+ Global Alumni



Guest lectures, seminars, and workshops by eminent corporate Leaders



Mandatory Internship



Students Club



MOU's with MNC's



100% Placement since inception



Strong Industry Connect



National & International Conferences every year

About ISB&M College of Commerce

ISB&M College of Commerce (Accredited by NAAC grade of B) is a pioneering and leading College affiliated to Savitribai Phule Pune University offering 3 years full time Under-graduate courses in the following disciplines :

- ➔ BBA
- ➔ BBA (Computer Application)
- ➔ BBA + Media*
- ➔ BBA (Computer Application) + Media*

Placement Highlights

Highest Package : 10 LACS

Average Package : 4.6 Lacs

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

ISB&M programmes are supported by highly qualified team of accomplished faculty and robust academic infrastructure. We promote a culture of liberty, openness, friendship, energy, enthusiasm and a new life - style. It fosters creativity and imagination to stimulate the professional superiority and proficiency. We believe in the process of reshaping the attitude of students and giving them the opportunity to explore and rediscover themselves. As a holistic approach, an ISB&M student learns to work under very demanding schedules and perform in the most inspiring way.



About ISB&M Nande

Founded in the year 2000 by Dr. Pramod Kumar whose transformational experience at SIBM during 1996-2000 as Director & his vision of high quality management has triggered the Institute to transpire itself amongst the best 2% nationally and the best two PGDM programmes in Pune over years.

- ➔ 2nd Ranked in B-Schools Pune (After Symbiosis)

Source: The Week Hansa Research Survey, 2022

- ➔ 5th Position In Top 100 Private Institute

Source: Times B School Ranking of TOI Dated 24th Feb 2022

- ➔ 43rd Ranked in B-Schools All India

Source: The Week Hansa Research Survey, 2022

Highest Salary of **18 Lacs** & Average Salary of **10.8 Lacs**.



About ISB&M Kolkata

ISB&M started its campus in Kolkata in 2004 and the Kolkata campus has nurtured over 2500 alumni who can be found in senior position, in today in top ranking business organizations both in different parts of the country.

ISB&M offers 2 years full time Career-Oriented dual specialization PGDM programme, approved by AICTE in Marketing, Finance, HR, IRM SCOM (only for Engineers), Media & Communication, Business Analytics.



About ISB&M Bangalore

In this year 2022, ISB & M Bangalore completed 17 years of glorious establishment. The story of ISB&M journey is also one of the sheer determination and grit. ISB&M one of the best PGDM colleges in Bangalore offers 2 years of full-time career-oriented dual specialization PGDM courses, approved by AICTE in Marketing, Finance, HR, Supply Chain and Operations Management & Business Analytics.



About ISBM COE



ISBM COE has grown rapidly in last 12 years. It has strong alumni base spread all over the country as well as in different parts of the world. At ISBM COE, we maintain a high standard of education and continuously strive to create a learning environment in order to promote a great career. We offers Bachelor of Engineering (BE) program which is approved by AICTE-Delhi, DTE- Mumbai, Maharashtra State Government & Affiliated to Savitribai Phule Pune University.

Accredited by NAAC Grade of B

Ranking :

1ST IN WESTERN REGION

(Source : GHRDC BBA College Survey 2022)

3rd IN INDIA TOP OUTSTANDING BBA COLLEGE OF EXCELLENCE

(Source : GHRDC BBA College Survey 2022)

RANKED 2nd POSITION IN PUNE

(Source : By Times B-Schools Survey 2022)

RANKED 16th POSITION IN TOP PRIVATE BBA INSTITUTE IN INDIA

(Source : By Times B-Schools Survey 2022)

RANKED 5th POSITION IN WESTERN INDIA

(Source : By Times B-Schools Survey 2022)

RANKED 17th POSITION IN THE TOP 70 BBA INSTITUTE IN INDIA

(Source : By Times B-Schools Survey 2022)

Talent Spark



Nisha Choudhary

Batch: 2015-18

Credence Global Solutions

What's New @ ISB&M

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

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

1. Creating Champions
2. Lifelong success
3. Excellence in Education

Global Alumni



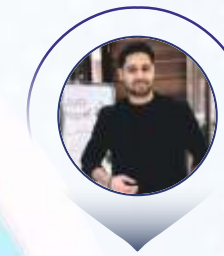
Mohammad Mohsin
Batch: 2009-12
Evolution Advertising
Marketing Manager
United Arab Emirates



Shraddha Hurne
Batch: 2010-13
University of Fribourg
International and European Business
Bulle, Fribourg, Switzerland



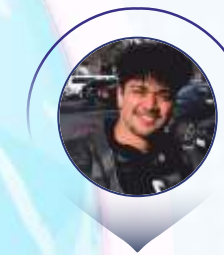
Anwarullah Sadat
Batch: 2012-15
Swedish Committee for Afghanistan
Education Program Officer
Afghanistan



Himanshu Ahuja
Batch: 2012-15
ANZ
Personal Banking Advisor
Melbourne



Joyce Alexander
Batch: 2014-17
Manorama Online
Human Resources Trainee
Abu Dhabi Emirate



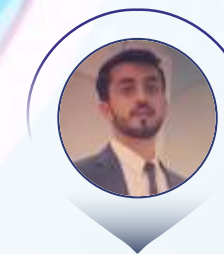
Aditya Mantha
Batch: 2015-18
San Francisco State University
Bachelor's of Science in Kinesiology
San Francisco



Kapish Agarwal
Batch: 2015-18
JPA Brenson Lawlor
Corporate Finance Executive
Ireland



Ankit Gour
Batch: 2016-19
South Dublin County Council
Data Analyst
Dublin






















Chayan Gogna
Batch: 2017-20
The Source
Seasonal Sales Associate
Canada



Simmy Tiwari
Business Analyst
ITC Infotech (Batch: 2015-18)

ISB&M reminds me of the two bold words i.e. Excitement and thrill. Talking about my 5 years of vigorous journey, being an undergraduate from the same institute, ISB&M has not only helped me develop the growth mind-set but also personality building has been the major aspect. Journey at Reliance Jio Infocomm Ltd, and the projects which were undertaken as a summer intern has definitely helped me with my final placements. Grateful to all the faculties for always guiding and helping me about how a particular task is approached. Over the time I have become more practical, Independent and a more confident individual and it's all because of the consistent amount of opportunities given by the college.

National Alumni

	Abhijit Bramhane Tata Communications Batch: 2009-12 BBA		Dewansh Singh IndiGo Batch: 2009-12 BBA		Jasleen Hora Tata 1mg Batch: 2009-12 BBA
	Riazul Islam MPOWER Financing Batch: 2009-12 BBA		Prateek Rajpal Axis Bank Batch: 2009-12 BBA		Shivang Chandra My GST Center Batch: 2009-12 BBA
	Sucheta Deb Tata Motors Batch: 2010-13 BBA		Snehil Kumar Intelegain Technologies Batch: 2010-13 BBA		Smita Khalko Amazon Batch: 2010-13 BBA
	Shraddha Hurne Alpiq Batch: 2010-13 BBA		Shery Nair Kotak Mahindra Batch: 2010-13 BBA		Partho Ganguly Essilor india Batch: 2010-13 BBA
	Rohit Kumar IndusInd Bank Batch: 2010-13 BBA		Puneet Punjabi Lakeshore India Management Batch: 2010-13 BBA		Abhee Omar JUSTDIAL Batch: 2010-13 BBA
	Keshav Pandey Amazon Batch: 2010-13 BBA		Amol Sonawane Autoon Batch: 2010-13 BBA		Abhishek Kaulgud Livspace Batch: 2010-13 Course : BBA
	Ankush Kumar Standard Chartered Bank Batch: 2011-14 BBA		Bhupesh Punetha Mercedes - Benz Batch: 2011-14 BBA		Jaison James FutureBridge Batch: 2011-14 BBA

National Alumni



Students Placed
Batch : 2019-22









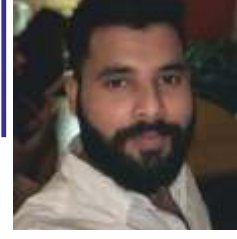





Marketing	: 8%
IT	: 10%
Accounting	: 8%
Field Sales	: 9%
Human Resource Management	: 15%
Finance	: 12%
Operations	: 5%
Business Development	: 6%
Entrepreneurs	: 4%
Others	: 23%

Talent Spark



Karan Jaiswal

 Batch: 2015-18
 **Biddano**
 Catalogue Executive

	Elina Sanyal Burger Factory Batch: 2011-14 BBA		Nikhil Karande ZiveBox Global Batch: 2012-15 BBA CA
	Himanshu Ahuja ANZ Batch: 2012-15 BBA		Ayush Tandon Bausch + Lomb Batch: 2012-15 BBA
	Aviral Shrestha Kyndal Group Batch: 2013-16 BBA		Ishan Nayak Dun & Bradstreet Batch: 2013-16 BBA
	Paritosh Kaushik CRISIL Batch: 2013-16 BBA		Nimish Nawade Deutsche Bank Batch: 2013-16 BBA
	Mubeen Ahmed Clearwater Analytics Batch: 2014-17 BBA		Prateek Jha LIDO Batch: 2014-17 BBA
	Shane Gahlot LimeChat Batch: 2014-17 BBA		Vijaya Bharde Solitaire Batch: 2014-17 BBA
	Rahul Sharma Trident Group India Batch: 2014-17 BBA		Varsha Rajgarhia Aegon Life Batch: 2014-17 BBA

National Alumni

Akshita Kaushal
Cummins India
Batch: 2015-18
BBA



Anish Srivastava
Razorpay
Batch: 2015-18
BBA



Ashwini Singh
Deloitte India
Batch: 2015-18
BBA

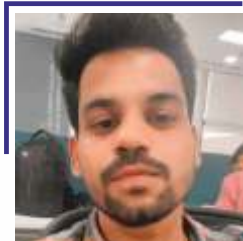
Bipasha Saha
RICE
Batch: 2015-18
BBA



Abhishek Ray
TIAA
Batch: 2015-18
BBA



Ankit Mittal
Shivalik Small Finance Bank
Batch: 2015-18
BBA



Harshada Chondhe
SQR Infotech
Batch: 2015-18
BBA

Simmy Tiwari
ITC Infotech
Batch: 2015-18
BBA



Swapnil Sehgal
Bajaj Finserv
Batch: 2015-18
BBA



Astha Shrivastava
KPMG India
Batch: 2016-19
BBA



Bhumika Kasliwal
TalentServe
Batch: 2016-19
BBA

Nili Jaiswal
Tata Consultancy Services
Batch: 2016-19
BBA



Danish Tharani
Innovaworks
Batch: 2016-19
BBA



Rohan Jain
Scatter
Batch: 2016-19
BBA



Smart Classes



Conducive Environment



Collaborative Learning



Entrepreneurship Development



Add-on Courses Beyond University Framework

National Alumni

Talent Speak



Jasleen Hora

Batch: 2009-12

Tata 1mg

Asst. Manager

ISB&M College of Commerce has always supported and encouraged me towards innovation and development of personality in each and every perspective.

Play a part and organizing events, volunteering, working on different projects beyond the given syllabus, being the member of the fest committee, are some of the highlights of my college days. The honored faculties are helpful and kind.



Sayantiak Sikdar
Deloitte
Batch: 2016-19
BCA

Shalini Pillai
BYJU's
Batch: 2016-19
BBA



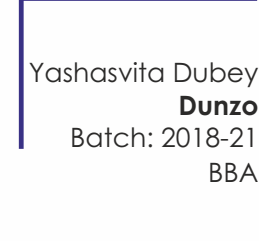
Shreeya Sharma
Amazon
Batch: 2016-19
BBA



Adarsh Anand
Bata India Limited
Batch: 2017-20
BBA



Deepika Raymond
Dainik Jagran
Batch: 2017-20
BBA



Yashasvita Dubey
Dunzo
Batch: 2018-21
BBA



Mansi Adesara
WedMeGood
Batch: 2018-21
BBA



Sakshi Tajane
Financial Services Firm
Batch: 2019-22
BBA



Aaryan Raj
Accenture
Batch: 2019-22
BBA



Ravi Valrani
IBM
Batch: 2019-22
BBA



Our Entrepreneurs



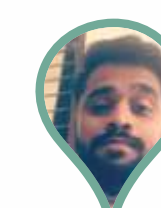
Sadiya Jawed
JuiceTank
Founder
Batch: 2010-13
BBA



Sijo Paloran
Sunveera
Founder & MD
Batch: 2012-15
BBA



Shivam Upadhyay
Uttam Phosphates
Director
Batch: 2014-17
BBA



Shubham Channawar
Tirumala Bullion & Jewels
Founder
Batch: 2014-17
BBA

Recruiters Highlights



CORE COURSES

ISB&M COC Offers

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

- BBA
- BBA (Computer Application)
- BBA + Media*
- BBA(Computer Application) + Media*

(*Media is Optional Certification Course offered by ISB&M COC)

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

Teaching Methodology

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

Industrial Visit

Industrial Visit is a part of course curriculum of second year students. Every year students go for industry visit to familiarize themselves about industrial processes from raw materials to the end product. After the visit, students are assigned live projects under the guidance of teachers to provide them first hand exposure to business environs. In 2021, our students visited "Katraj Industries", 'Praj Industries', 'Mapro' , 'Volkswagen', Minda Group and Ramoji Film City.

Guest Lectures

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

Seminars

Every year a State Level Seminar is being organized by the College under the QIP scheme of Savitribai Phule Pune University in order to improve the academic standard and the quality education of the affiliated colleges and recognized institute on various topics like.

- Yoga for Peace & Humanity
- Skill Development
- Impact of Social Media on Modern Business
- Challenges and Opportunities in Service

Live - Projects

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

OBJECTIVES & COURSE STRUCTURE

Bachelor of Business Administration (BBA)

(Affiliated to Savitribai Phule Pune University)

Intake - 80 Seats

- **Course Structure** - 48 Lectures/ Paper/ Examination + 6 Lectures for Continuous Evaluation
- **Specialization Subjects** - The student has to select one specialization subject from the list and he/she will study four papers
- **Foreign language** - Student shall select one foreign language for the semester III and IV

Schemes of Credits total - 120 for Three years

Objectives :

- BBA is a professional program inculcating managerial and entrepreneurial attitude amongst the learners and helps them to become a successful business leader. It is basically a leadership development program for enhancing leadership abilities, cultivating rational business vision.
- To develop right understanding about the business environment and different types of organizations.
- To develop leadership aptitude to work independently and in the organized group.
- To cultivate desired qualities of as effective a manager capable of taking decisions and communicating effectively with different types of publics.
- To develop a right understanding regarding various financial institutions and agencies governing aspects of business.

Syllabus & Course Structure of Bachelor of Business Administration

Semester I			Semester II		
Code	Credits	Subjects	Code	Credits	Subjects
101	4	Principles of Management	201	4	Business Organization & System
102	3	Business Communication Skills	202	3	Principles of Marketing
103	3	Business Accounting	203	3	Principles of Finance
104	3	Business Economics (Micro)	204	3	Basics of Cost Accounting
105	3	Business Mathematics	205	3	Business Statistics
106	4	Business Demography	206	4	Fundamentals of Computers
2 (30 hours)		Add on course	2 (30 hours)		Add on course

Semester III			Semester IV		
Code	Credits	Subjects	Code	Credits	Subjects
301	3	Principle of HR Management	401	3	Entrepreneurship & Small Business Management
302	3	Supply Chain Management	402	3	Production & Operation Management
303	3	Global Competencies & personality Development	403	3	Decision Making & Risk Management
304	3	Fundamentals of Rural Development	404	3	International Business Management
2 (30 hours)		Add on course - Environmental Awareness	2 (30 hours)		Add on course -

Semester V			Semester VI		
Code	Credits	Subjects	Code	Credits	Subjects
501	3	Research Methodology	601	3	Essentials of E commerce
502	3	Database Administration & Data Mining	602	3	Management Information system
503	3	Business Ethics	603	3	Business Planning and Project Management
504	3	Management of Corporate Social Responsibility	604	3	Innovation management and Sustainable business

Specialization Available : MARKETING, FINANCE, HUMAN RESOURCES

Add on courses :

Per year students must complete one add on course of 30 hours per semester or 60 hours per year. (a suggestive list of courses is given)

List of Add on courses - Per year students must complete two add on course of 30 hours or one 60 Hours in a year for four credits

List of Suggestive Add on Courses			
1	Basic managerial skills	11	Certificate Course in Selected Computer Software
2	Communication skills for managers	12	Port Management
3	Tally and computer based accounting	13	Packing and Material Handling
4	Basic course in economic system	14	Carrying and Forwarding Activities
5	Vedic mathematics	15	Personality and Soft Skills Development
6	Basic course in Environmental awareness	16	International Etiquettes and Mannerisms
7	Recent trends in costing and standers	17	Foreign Language
8	Certificate course in marketing environment	18	Yoga and Meditation
9	Certificate course in analysis and presentation of data	19	Ground and Sports Management
10	Environmental awareness	20	Value Education and Gender Equality

Alumni Speak



Nishant Shekhar
Accenture
Batch: 2016-19

“

My journey at ISB&M began in the year 2016 when I was enrolled for a full-time graduation course in BBA-Finance but when I graduated in 2019, I was no longer a Fresher newly came out of school, but rather a young adult looking forward to contribute something meaningful. During my college life at ISB&M I was engaged in multiple extracurricular cultural and academic activities simultaneously along with preparing for my Master's entrance exams. I can truly say that my mentors and friends at ISB&M helped me to discover the career path that matched my interest and motivated me to become the best version of my life.”

Cheers and Thank you ISB&M! ”

OBJECTIVES & COURSE STRUCTURE

BBA (Computer Application)

(Affiliated to Savitribai Phule Pune University)

Intake 80 Seats

Course Structure - 48 Lectures/ Paper/ Examination

Objectives

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

Syllabus & Course Structure of Bachelor of Business Administration (Computer Application)

Semester I			Semester II		
Code	Credits	Subjects	Code	Credits	Subjects
CA-101	3	Business Communication	CA-201	3	Organization Behavior & Human Resource Management OB & HRM
CA-102	3	Principle of Management	CA-202	3	Financial Accounting FA
CA-103	3	C Language	CA-203	3	Business Mathematics
CA-104	3	Database Management System DBMS	CA-204	3	Relational Database RD
CA-105	3	Statistics	CA-205	3	Web Technology HTML-JS-CSS
CA-106	3	Computer Laboratory Based on 103 & 104	CA-206	3	Computer Laboratory Based on 204 & 205
CA-107	2	Add-on (PPA) (30 Hours)	CA-207	2	Add-on (Advance C) (30 Hours)

Semester III			Semester IV		
Code	Credits	Subjects	Code	Credits	Subjects
CA-301	3	Digital Marketing	CA-401	3	Networking
CA-302	3	Data Structure	CA-402	3	Object Oriented concept Through CPP
CA-303	3	Software Engineering	CA-403	3	Operating System
CA-304	3	Angular JS / PHP	CA-404	3	NODE JS / Advance PHP
CA-305	3	Big data / Block chain	CA-405	3	Project
CA-306	3	Computer Laboratory Based on 302 and 304/305	CA-406	3	Computer Laboratory Based on 402 and 404
CA-307	2	Environment Awareness	CA-407	2	Add-on (30 Hours)

Semester V			Semester VI		
Code	Credits	Subjects	Code	Credits	Subjects
CA-501	3	Cyber Security	CA-601	3	Recent Trends in Information Technology
CA-502	3	OOSE	CA-602	3	Software Testing
CA-503	3	Core java	CA-603	3	Adv java
CA-504	3	Mongo DB / Python	CA-604	3	Android Programming / Dot net Framework
CA-505	3	Project	CA-605	3	Project
CA-506	3	Computer Laboratory Based on 503 and 504	CA-606	3	Computer Laboratory Based on 603 and 604
CA-507	2	Add on Course-IOT (30 Hours)	CA-607	2	Add on Course-Soft Skill Training

CERTIFICATION COURSE

Course Structure of Media & Communication

Media - Optional Certificate Program offered by ISB&M COC

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

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

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

SYLLABUS

Semester I	Semester II
Subjects	Subjects
Introduction to Mass Communication	Introduction to Photography and Editing
Introduction to Visual Communication	Creative Writing
Basics of Media Laws and Ethics	Design Tools - Photoshop

Semester III	Semester IV
Subjects	Subjects
Television News Reporting and Production	Fundamentals of Event Management
Basics of Advertising	Branding and Image Management
Introduction to Film and Sound Recording	Introduction to Public Relations
	Final project - Ad/ PR/ Short film/ Documentary etc.
	Comprehensive VIVA on Final Project

Alumni Speak



Megha Rajgarhia

Unit Manager

Bajaj Finserv

BBA - ISB&M (Batch : 2013-16) **PGDM - ISB&M** (Batch : 2016-18)

“Life never gave me anything for granted; I worked hard and achieved everything, from getting my first job to my first salary and ISB&M is the reason for many of my first in my life. However, many more to accomplish ahead. The institution that nurtured us with care as the almighty does. The faculty support was over and beyond limits with strong intentions to mould us to perfection. The 5 years (BBA+MBA) of time spent with this institution was the best time I had in my life and every moment spent in this campus is still precious. The knowledge and transformation I had with this college is the reason I find myself successful today.”

President's Message

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

Such moments also signify that you are inclined and ready to assume business leadership role within an ever growing, ever-changing world.

We are a community defined by three core qualities.

We inspire and share success: Transformation and passionate performance are all about an inner drive to win. Success comes from creating the new direction in life and instilling values that support your aspiration to succeed. It is no wishful thinking. At ISB&M, we work together to create a leadership profile and career. We shape your capabilities and transform your skills, making you the most in-demand candidate.

We think fearlessly: By blending bold creativity with rational & rigorous analytics, our students and alumni generate great career & business ideas. Our faculty and students provoke new thinking and experimentation with bold ideas. We encourage them to shed anxiety of future & paranoid thoughts.

We drive total transformation: we are impatient unless we can measure our efforts against tangible impact.

Campus & Culture

Our vibrant residential campus is designed to develop skills, attitude of endurance, independence, rational personal choice and build relationships and friendships that last a lifetime.

Look forward to a career that makes an impact & a life of your choice.

**Dr. Pramod Kumar
President**

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



Director's Message



**Dr. Veerendra K Rai
Director
ISB&M Nande Pune**

Technology has come to define every aspect of lives of individuals, societies and nation-states. Operating smart phones, managing our social media accounts to building and operating large & complex systems such as aircrafts, nuclear reactors and submarines- all entail learning and learning updates. There was a time when students use to graduate out of colleges and universities, used to take a job and there was no looking back. Like Waterfall model, life was defined by discrete events and stages- taking admission, passing out, taking job, retiring and so on. But, it's no longer the case.

Technology changes every few months. You will have to learn new ways of doing things and update your knowledge continuously without respite. There is no full stop to learning.

Ph.D., Industrial & System Engineering IIT Kharagpur Ms Computer & Information Science, NJIT USA.

He was Principal Scientist with Tata Research Development and Design Center (TCS). He has about 30 years of academic and Industry experience. He has worked across many streams of R&D including Business Systems & Cybernetics, Business Policy & Business Rules, Program Management, Domain knowledge Structure and Service Systems & IT service management. He has a number of publications & patents in these areas and has addressed numerous international conferences as speaker. He has been a member of IEEE Systems, Man and Cybernetics (SMC) and is a life member of Systems Dynamics Society. He has served on program committee of numerous conferences including IEEE and edited Elsevier Journal of Electronic Commerce Research & Application (ECRA). He holds a PhD in Industrial & Systems Engineering from IIT Kharagpur and MS Computer and Information Science from NJIT USA.

Principal's Message



**Dr. Vaman Naik
Principal
ISB&M College of Commerce**

M.A., M.P.M., Ph.D(Economics), Mumbai University. Worked as Principal at Dempo College of Commerce, Goa and Sinhgad College of Commerce, Kothwa, Pune. A prolific writer with several publications. Has authored books and contributed a number of articles in journals, seminars, newspaper and electronic media. Has more than three decades of teaching experience.

At ISB&M College of Commerce, we believe in the philosophy of change for betterment. Our belief is not only in the development of academics but all round development of the students. That is the reason

why in merely a couple of years, ISB&M College of Commerce has emerged as one of the most happening institutions in Pune, with an immaculate record of brilliant academic performance coupled with extravagant co-curricular activities such as comprehensive seminars, workshops and students activities.

Core Faculty

LIST OF CORE FACULTY FOR BBA/BBA(CA) PROGRAMME

Sr.No.	Name	Qualifications	Exp.		Area of Specialisation
			Academia	Industry	
1]	Dr. PRAMOD KUMAR (Group President)	PH.D. (OB) - IIT BOMBAY	21 Yrs.	11 Yrs.	Organisational Behavior
2]	Dr. P.K. De (Executive Director)	Ph.D (IIT Kharagpur), Post - doc scholar from Denmark, M.E	16 Yrs.	20 Yrs.	Operations Management
3]	Dr. VAMAN NAIK (Principal)	M.A, M.P.M , Ph.D. (Economics) - Mumbai University	30 Yrs.	NA	Business Economics
4]	Dr. YOGESH WAGH	B.Com (Pune University), M.Com, M.Phil (Pune University), Ph.D (Banking & Finance)-Pune University	12 Yrs.	NA	Business Mathematics
5]	Dr. RAVI JAISWAL	B.Com, M.Com, PGDIM (Amity Business School), Ph.D, UGC NET Qualified	12 Yrs.	6 Yrs.	Finance Management
6]	Dr. PRANJALI UNKULE	BA (Economics), MA (Economics), Ph.D Economics (University of Pune)	11 Yrs.	3 Yrs.	Business Economics
7]	Dr. TRIPTI SHARMA	B.Sc (DAVV Indore), B.Ed, M.A (English), PGDBM, MBA, Ph.D - DAVV Indore	10 Yrs.	3 Yrs.	HR & OB Management
8]	Dr. PRANOTI PARADKAR	B.E , PGDBM (NMIMS) Ph.D (OB)	8 Yrs.	7 Yrs.	OB & General Management
9]	Prof. KAVITA SHARMA	B.Sc (Delhi University), PG - Anthropology Hons (Delhi University), MBA(General)	10 Yrs.	4 Yrs.	General Management
10]	Prof. KAVITA SHARMA	B.Sc (Delhi University), PG - Anthropology Hons (Delhi University), MBA(General)	10 Yrs.	4 Yrs.	General Management
11]	Prof. SIMI SHARMA	MBA(Finance) - University of Wales, UK, B.Ed, BBA	4 Yrs.	8 Yrs.	OB & General Management
12]	Prof. ABHAY GAIKWAD	B.Com, M. Computer Management	13 Yrs.	6 Yrs.	Management Information System
13]	Prof. TANMAY MEHTA	Pursuing Ph.D (Symbiosis University), CA Final UGC NET Qualified, B.Com (Pune University)	7 Yrs.	7 Yrs.	Financial Management & Taxation
14]	Prof. KARABI B.	B.Tech (Electronics), M.Tech	17 Yrs.	NA	Digital Commerce & Business Analytics
15]	Prof. DEEPIKA SHARMA	BBA (Allahabad University), MBA (Marketing & HR Allahabad University)	10 Yrs.	5 Yrs.	Marketing Management

Sr.No.	Name	Qualifications	Exp.		Area of Specialisation
			Academia	Industry	
16]	Prof. SWAPNISHA KHAMBAYAT	B.Sc (Microbiology), MBA (HR)	10 Yrs.	3 Yrs.	Business Organisation & Management
17]	Prof. DEEPA DAS	B.Tech (Electronics & Media Tech), MBA (HR & Marketing), UGC NET Qualified	10 Yrs.	4 Yrs.	Principles of Management
18]	Prof. ISHMEET KAUR	B.Sc(Biotech), MBA (HR & Marketing), M.Phil in Management (PTRSU), UGC NET Qualified in Labor Welfare & HRM	9 Yrs.	3 Yrs.	General Management
19]	Prof. PRAVIN SURYAVANSHI	B.Sc (Pune University), MCA (Pune University)	9 Yrs.	NA	MIS & IT Management
20]	Prof. SRINIVAS S.	B.Com (Costing), M.Com (Pune University), PGDFM, MBA (Pune University)	10 Yrs.	2 Yrs.	Business Accounting
21]	Prof. NEHA SHUKLA	B.Sc (Zoology), MBA (HRM)	8 Yrs.	2 Yrs.	Organisational Behavior
22]	Prof. DIPTI DESHPANDE	BCA(Pune University), MCA (Pune University), MBA (Marketing)	6 Yrs.	4 Yrs.	E-Commerce
23]	Prof. APARNA KHARE	BA (Sociology), MA, M.Phil (English) - DAVV Indore	7 Yrs.	5 Yrs.	Business Communication & Demography
24]	Prof. DEVEN MAHAJAN	BCS (Amravati University), MCA (Nagpur University)	10 Yrs.	2 Yrs.	Business Mathematics & Statistics
25]	Prof. HEMANT PUROHIT	B.E (EEE), PGDM, FPM (IIM Lucknow)	14 Yrs.	7 Yrs.	Project Management
26]	Prof. SADIYA SAMDANI	B.A (Pune University), MMCJ. DBM	9 Yrs.	8 Yrs.	Media Studies
27]	Prof. MADAN SURVASE	MA IN Economics, M.Phil, Ph.D (Pursuing)- Symbiosis International University	13 Yrs.	4 Yrs.	Managerial Economics
28]	Prof. AMRUTA KULKAR NI	BCS (Pune University), MCA (Pune University)	5 Yrs.	2 Yrs.	DBMS
29]	Prof. SUCHITRA R.	B.A, MA Psychology; NET & SET Psychology; Pursuing Ph.D. in OB	4 Yrs.	7.5 Yrs.	Organizational Behavior
30]	Prof. NEHA ARORA	Ph.D Submitted, NET Qualified, M. Com	6 Yrs.	4 Yrs.	International Business
31]	Dr. KALPANA SALUNKHE	MCM, MCA, Ph. D, MBA*	21 Yrs.	3.5 Yrs.	Computer Applications
32]	Prof. NEHA SAXENA	Masters in Advertising & Public Relations Mgmt. (IIPS, DAVV-Indore)	13 Yrs.	NA	Media and Communication
33]	Prof. Ajit Kumar Borde	B.Pharm (Pune University), M.B.A - Marketing - HRM UGC- NET, Pursuing Ph.D. from (SPPU)	19 Yrs.	NA	Business Strategy

Student Councils

PRESIDENT & VICE PRESIDENT

All Student Activities are conceptualized and coordinated exclusively by the student council through their exceptional capabilities and leadership skills, they take up the responsibilities and execute them.

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

PLACEMENT ASSISTANCE CELL

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

ALUMNI CELL

Alumni Cell of International School of Business & Media creates and maintains a life-long connection between the Institute and its alumni, who number more than 7,000. In collaboration with an extremely dedicated volunteer board of directors, the Alumni Cell works to connect alumni, support students and build an unforgettable Institute experience through a diversity of events, programming and services.

DIGITAL MARKETING CELL (DMC)

The Digital Marketing Cell works for the branding and communication of ISB&M. The vision of the cell is to promote ISB&M globally. The cell is responsible to increase the visibility and engagement of ISB&M, especially on the digital platforms. In order to promote cultural diversity along with individual enlightenment, the cell uses different tools like - social media marketing, blogging, advertising, etc.

MEDIOS CELL

Medios is a team of Creative Therapists. It is an official Creative and Media Team of ISB&M which is indulged in designing, editing, promoting and communication. The cell designs backdrops, brochures, posters and promotional posts for all the events happening in the college. It also makes videos like teaser, trailer after videos as well as documentaries and short films. Moreover, the content that is used in the short films, videos and all the creatives is also drafted by Medios. We also write scripts and screenplays. The cell promotes all the activities and events that take place in the institute including Forza and Crescendo. In addition to this, the cell is engaged in corporate communication, wherein it takes interviews of all the Alumni and Corporate guests that visit the institute, knowing their experiences of the visit. The cell provides a creative edge to everything that it handles and strives to make every element to be one of its kind.

MARKETING CLUB

Marketing Club of ISB&M is all about people who are constantly brainstorming, ideating, creating & having fun. We keep students busy and updated with the recent trends in the world of marketing & ensure that everyone is well acquainted with the latest happenings & marketing related issues. The club ensures that the students are industry ready and are proactively engaged in all the activities such as Quizzes, Case study competitions, Guest talks, Seminars/Webinars & Marketing Campaign for keeping the students abreast with the current trends and industry knowledge. Here, students nurture their talent that will give them an edge across various functions of marketing such as online sales, offline sales, branding, communication & digital technologies to provide them competitive edge over others.

HR CLUB

The HR club aims on further enhancing the knowledge, skills and capabilities of HR students with a mission to accelerate and stay ahead in the dynamic universe of Human Resources. The HR Club strives to add value and create a learning outcome for students through various initiatives and activities.



Student Buzz

FORZA

ISB&M celebrates its anniversary every year with Force, Zest and Attitude which symbolizes FORZA. The event is held on the 23rd & 24th of July by the students, faculty and alumni across all the three campuses of the Institute. The theme for FORZA 2022 was **"Breaking All Barriers"** and was conducted virtually due to the global pandemic.

RUNBHOOMI

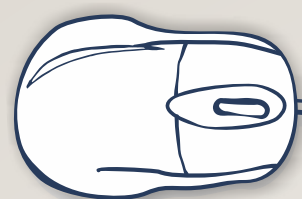
A series of 8 games Cricket, Football, Basketball, Volleyball, Badminton, Table tennis, Chess & Carom are played by the students of different colleges. Colleges from all over the city come here every year to battle it out for the top honors. For a few days, the lush green sprawling campus of ISB&M Nande witnesses a lot of on-the-ground actions and intense competition as the city's best battle it out for supremacy.

CRESCENDO

The annual cultural extravaganza of ISB&M is one of the most awaited inter-college fests. This four-day national level soiree of events. CRESCENDO is the perfect platform for young budding artists to showcase their talent. The event is attended by throngs of students from prominent colleges and B - Schools across the nation. The theme for CRESCENDO 23 was "Dream, Dare, Deliver" where participants performed in events like Paint-ball, Aqua-dance, Fashion show, Roadies, Junkyard Wars, Jam, Singing, Rock show, LAN gaming, Mime act and many more with enthusiasm and vigor.

MEDIA PULSE

Media Pulse is an annual media seminar organized by the Media students of ISB&M. In this event academic-Industry partnership is encourage with the students exploring the new change in the media business world which is ever changing. Media Pulse 2021 was held on 24th January, 2021. This conference was based upon the theme of New Media & Business Analytics. New Media is the trend in the new socio-political economy. Taking this into account, the conference intends to disintegrate different facets of the world of mass media.



Admission Process



Eligibility Criteria

1) The candidate must have passed :

12th (HSC) with a minimum of 40% (for General Category) / 35% (for Reserved Category)

from any stream with English as one of the subjects from a recognized board.

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3-Years Diploma course(after SSC/10th Std.) of Board of Technical

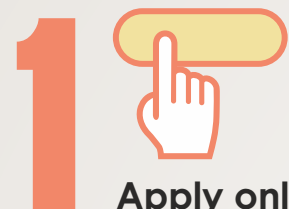
Educational Conducted by Govt. of Maharashtra or its equivalent

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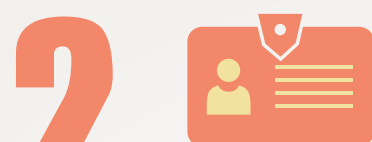
MCVC (Minimum Competency

Vocational Course)

2) Every eligible candidate has to pass the Under Graduate Entrance Test (UGET) to be conducted by ISB&M College of Commerce.



1 Apply online on
(www.isbmcoc.org/application)



2 Receive ISB&M COC ID
(Auto redirect to Payment Portal)



3 Receive application
acknowledgement mail
on registered mail id



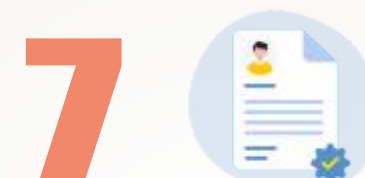
4 Receive Entrance Test Link
for UGET



5 Appear for Entrance Test
(Date will reflect on Website)



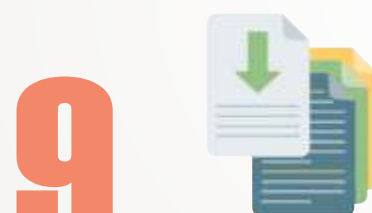
6 Appear for Online Interview



7 Will get a confirmation/
offer letter on registered
mail id



8 Complete First Installment



9 Original Document Submission

10 Welcome
to ISB&M COC

Fee Structure & Other Details :

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

For Maharashtra Candidates

Course	1 st Installment	2 nd Installment	Total Fees for 1 st Year
BBA	38,000	28,000	66,000
BBA (CA)	35,500	25,500	61,000
BBA + Media*	77,500	57,500	1,35,000
BBA (CA) + Media*	80,000	50,000	1,30,000

For Outside Maharashtra Candidates

Course	1 st Installment	2 nd Installment	Total Fees for 1 st Year
BBA	58,000	48,000	1,06,000
BBA (CA)	50,200	40,200	90,400
BBA + Media*	97,500	77,500	1,75,000
BBA (CA) + Media*	94,700	64,700	1,59,400

B. Separate hostel facility

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

C. Rules for Cancellation of Admission

Rs. 1000 + GST would be deducted and the balance would be refunded if cancellation of Admission / Enrollment is requested one month from the date of admission.

D. Important Dates

Last Date of Application: 01st May 2023

Date of UGET: First week of May 2023

Declaration of Results: Second week of May 2023

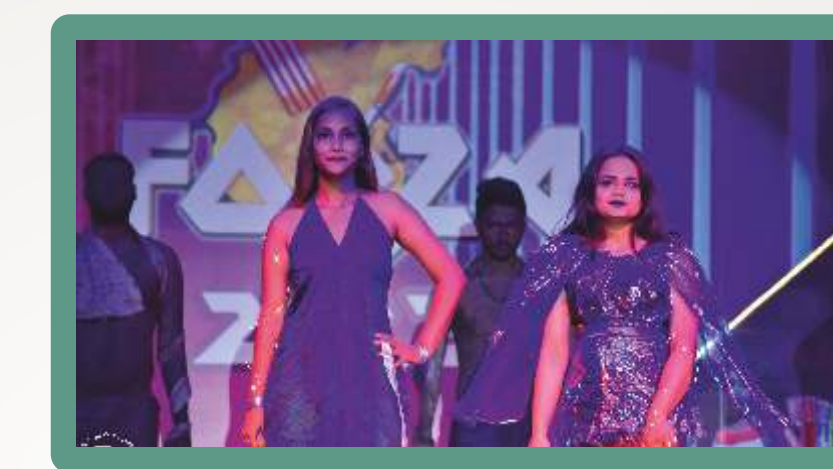
Notes

Caution Money Deposit: Refundable at the time of leaving the institute in case of any changes in fee, the same will be notified as and when received from Savitribai Phule Pune University. Payment of fees within the specified dates as mentioned in the prospectus is mandatory. In the event of delay or non-payment of fee, the institute reserves the right to impose financial penalty and not to forward the examination fees on behalf of the defaulting student to the university. Rules for refund of fees in the event of cancellation of admission will be as per the university norms.

Anti-Ragging

Ragging in any form is prohibited in college. Ragging is illegal and a criminal offence under law. For a reported case of ragging, it is mandatory to initiate disciplinary process and also report the same to police.

Life @ ISB&M





Peoples Empowerment Group

ISB&M

College of Commerce

**Affiliated to
Savitribai Phule Pune University**

admissionscoc@isbm.ac.in

Campus Address :

**S.No 44/1, 44/1/2, Nande,
Pashan Sus Road, Pune - 412115**

Tel: 020 35012008 / 009

Mobile - 7420018855



www.isbmcoc.org