



Peoples Empowerment Group

ISB&M

International School of Business & Media



(Approved by AICTE, Affiliated to Savitribai Phule Pune University, and Recognised by Govt. of Maharashtra)
NAAC Accredited



UG Prospectus 2024



ISB&M

College of Commerce

Vision

Build a top-tier educational setting promoting full professional development and cultivating a strong sense of responsibility and ethics in students.

Establishing an exceptional educational atmosphere entails providing students with the opportunity to fully cultivate their professional skills while nurturing a robust commitment to responsibility and ethics.

Mission

- Develop dynamic leaders for a changing global business world.
- Expand our network with esteemed educators and professionals.
- Innovate academic systems to meet evolving business needs and talent standards.

Operating Philosophy

Consistently seek and adhere to industry best practices and standards.

Operate with spirit of responsibility, liberty, integrity and openness.

Foster a fulfilling sense of belonging for shared growth and development.

Encourage innovative thinking and a proactive approach in our work processes.



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



Contents

	Page No.
About Campus	01-03
President's Message	04
Director's Message	05
Board of Governors	06
Ranking & Awards	07
Core Faculty	08-09
Alumni	10-12
Course Brief	13-21
Testimonials	22
Student Cell & Club	23
Student Buzz	24
Admission Process	25-27
Life @ ISBM COC	28



ISB&M COLLEGE OF COMMERCE

ISB&M College of Commerce is a pioneering and leading college approved by AICTE, affiliated to Savitribai Phule Pune University and recognised by government of Maharashtra offering 3 years full time under graduate courses in the following disciplines:

BBA

BBA (Computer Application)

BBA + Media

BBA (Computer Application) + Media

Comprising general business, specialized business, and liberal arts subjects, the program places a strong emphasis on cultivating practical business skills alongside academic knowledge. This approach is designed to equip students with the confidence, expertise, and knowledge necessary for success in a global context.

Founded in 2009, ISBM COC has grown rapidly in the last 15 years. ISB&M programs leverage a skilled faculty and robust academic setup. Our culture embraces freedom, openness, camaraderie, energy, and enthusiasm, fostering a transformative lifestyle. This encourages creativity, enhancing professional excellence. We're dedicated to reshaping student attitudes, offering self-exploration opportunities. Following a holistic approach, ISB&M students excel in demanding schedules.



Café Bar



Food Outlets



Health Centre



Sports Facilities



24Hr. Security



<https://www.isbmcoc.org/>

Scan the QR code
for more information



About ISBM College of Engineering

The esteemed ISBM College of Engineering, acknowledged with a commendable NAAC B++ accreditation, has undergone an exponential surge in its expansion within the recent years. It boasts a strong network of alumni spanning across the country and globally. Our institution upholds high educational standards and continually strives to cultivate an environment that fosters career growth. We actively cultivate a culture characterized by liberty, openness, camaraderie, dynamism, fervor, and a contemporary lifestyle. Our focus lies in nurturing creativity and imagination, serving as catalysts to elevate professional prowess and competence.

We staunchly advocate the transformative process of reconfiguring the mind-set of our students, affording them the invaluable opportunity for self-exploration and the rekindling of their innate potential. Embracing a holistic paradigm, an ISBM College of Engineering student imbibes the art of navigating through arduous schedules with consummate ease, delivering performances that are nothing short of inspiring. Notably, our institution has set precedents by spearheading extended library hours and laboratory access initiatives in Pune.



<https://www.isbmcoe.org>

Scan the QR code
for more information

Pune - Nande Campus

Founded in 2000, ISB&M has grown rapidly over the decades and has campuses in 3 cities, Pune (Nande & Mulshi), Kolkata and Bangalore campuses uphold high educational and training standards. We are dedicated to fostering a learning environment that paves the way for successful careers. ISB&M takes pride in maintaining superior standards across all facets, encompassing infrastructure, faculty, and student body. Renowned for excellence, it has emerged as a leading institution in the field of Management education

<https://www.isbm.ac.in/nande>

Scan the QR code
for more information



Kolkata Campus

ISB&M started its campus in Kolkata in 2004 on the banks of the river Hooghly, in Historic Budge Budge, is pristine, unpolluted, peaceful, quiet and provides the perfect waterfront ambience for learning and personal growth, today in top ranking business organizations both in different parts of the country and abroad. ISB&M Kolkata offers 2 years' full time Career-Oriented dual specialization PGDM programme, approved by AICTE.



<https://www.isbmk.ac.in>

Scan the QR code
for more information

Bangalore Campus

Nestled against a hill backdrop, the campus provides an idyllic & verdant setting, offering an optimal environment for academic learning away from the urban hustle. The tranquil abundance of greenery enhances the serenity. In the year 2024, ISB&M Bangalore celebrated its 17th anniversary, marking a splendid 17 years of establishment.



<https://www.isbmb.ac.in>

Scan the QR code
for more information

A portrait of Dr. Pramod Kumar, a middle-aged man with a grey beard and mustache, wearing a white shirt and a dark jacket. He is smiling and looking towards the camera. The background is a textured, stone-like wall.

President's Message

Dr. Pramod Kumar
President
Ph.D (Organizational Behaviour),
IIT Bombay

Formerly with IIM Ahmedabad
Former Chairperson Placement XLRI, Jamshedpur
Ex-Director of 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.

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 dedicated performance hinge on an internal commitment to triumph. Success is born from charting a new life course and instilling values that align with your ambitions. It's not mere wishful thinking. At ISB&M, we collaborate to craft a leadership profile and career path. We refine your capabilities and enhance your skills, positioning you as the most sought-after candidate.

We think fearlessly:

Blend of bold creativity and rational analytics, generating innovative career and business ideas among students and alumni. Our faculty and students engage in bold thinking and experimentation, shedding anxieties and paranoid thoughts.

We drive total transformation:

We prioritize measurable impact and are impatient unless our efforts result in tangible outcomes.

Campus & Culture

Our lively residential campus is crafted to cultivate skills, foster endurance, nurture independence, encourage rational decision-making, and forge lasting relationships and friendships. Anticipate a career that creates an impact and a life of your choosing.

Director's Message



Dr. Veerendra K Rai
Director
ISBM Nande, Pune

Ph.D (Industrial & System Engineering) ,
IIT Kharagpur
MS Computer & Info. Science, NJIT USA

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 a 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.

He served as the Principal Scientist at Tata Research Development and Design Centre (TCS) for approximately 30 years, combining academic and industry expertise. His work spanned diverse areas of research and development, such as Business Systems, Cybernetics, Program Management, and IT service management. With a background in Industrial & Systems Engineering (Ph.D. from IIT Kharagpur) and Computer and Information Science (MS from NJIT, USA), he has numerous publications and patents, presenting at international conferences. A member of IEEE Systems, Man and Cybernetics, and a life member of the Systems Dynamics Society, he has also contributed to conference committees and edited the Elsevier Journal of Electronic Commerce Research & Application (ECRA). Emphasizing the rapid pace of technological change, he underscores the need for continuous learning with no endpoint.

Principal's Message

Dr. Jaykumar Joshi
Principal

Ph.D., MBA (Banking & FM), M. Com (Cost Accounting & Business Management), MBA(Finance), LLB (General & Special).

With a rich background experience spanning teaching, research, and administration, he has authored 18 research papers across national and international journals, including UGC Care. His book, "Performance Evaluation of Mutual Funds: A Risk Reward Measurement," was published by Lambert Publishing House, Germany. Additionally, he acts as a reviewer for the International Journal of Legal Studies and other publications, is a lifetime member of the All India Commerce Association



At ISB&M College of Commerce, the institution emphasizes a philosophy of change for the better. They focus not only on academic development but also on the holistic growth of students. In a short period, ISB&M College of Commerce has become a prominent institution in Pune, known for its outstanding academic performance and a plethora of co-curricular activities, including seminars, workshops, and student events.



Board of Governors

Dr. Pramod Kumar
Founder & President
 ISB&M Group of Institutes Pune

Dr. Saroja Asthana
Co-Founder
 Mulshi Group of Institutes Pune

Dr. Sandeep Krishnamurthy
 Singelyn Family Dean College of
 Business Administration & Singelyn
 Graduate School of Business

Mr. Rohit Suri
Head of Talent
 Netflix
 Mumbai

Mr. Ronald Canute
Sequeira
 Managing Partner Anrontt
 Mumbai

Mr. Udai Upendra
Founder & CEO
 The HR Company
 Gurgaon

Mr. Chandan Chattaraj
President - HR
 UFLEX Group New
 Delhi

Dr. C.M. Dwivedi
 Member of the Board Sr. HR
 Advisor, Mentor & Coach HR
 Consultancy, Mumbai

Mr. Anil Sharma
Executive Director
 Options Group
 Mumbai

Prof. R.S Ganapathy
 Former Professor IIM
 Ahmedabad

Mr. Sanjay Jorapur
President - HR
 HFCL Group
 Gurgaon

Dr. Veerendra K Rai
Director
 ISB&M Nande
 Pune

Mr. Marcel Parker
 Owner Marcel R Parker Associates
 Mumbai

Mr. Rajesh Pant
 Self HR - Happily Retired
 Mumbai

Board of Governors

ISB&M College of Commerce

& Ranking & Awards

Accredited by NAAC Grade of B

Ranked 2nd in the state of Maharashtra
(Source : GHRDC BBA College Survey 2024)

Ranked 2nd in WESTERN REGION.
(Source : GHRDC BBA College Survey 2024)

Ranked 5th in the Category of 'OUTSTANDING
EXCELLENCE.'
(Source : GHRDC BBA College Survey 2024)

Ranked 1st in BBA College in Pune.
(Source : GHRDC BBA College Survey 2023)

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)

Our students, Achieving Greatness One Step at a Time



Sujal Sachan

Host : Sakal Group in AISSMS

Event : YIN Kala Mahotsav- solo singing | Position : Top 5



Abhijit Nair

Host : Sakal Group in AISSMS

Event : YIN Kala Mahotsav - photography

Position : 1st Runner Up



Abhishek Dadhel

Host : SPPU

Event : STREET PLAY

Position : Finalist

<https://www.isbmcoc.org/ranking>
Scan the QR code
for ISB&M COC Ranking



Core Faculty

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

Dr. Pramod Kumar

Ph.D. (Organizational Behaviour),
IIT Bombay

Worked with IIM Ahmedabad, Former Professor & 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.

Dr. Jaykumar Joshi

(Principal)

Ph.D, MBA (Banking & FM), M. Com
(Cost Accounting & Business
Management), MBA(Finance),
LLB (General & Special).

With a rich background experience spanning teaching, research, and administration, he has authored 18 research papers across national and international journals, including UGC Care. His book, "Performance Evaluation of Mutual Funds: A Risk Reward Measurement," was published by Lambert Publishing House, Germany. Additionally, he acts as a reviewer for the International Journal of Legal Studies and other publications, is a lifetime member of the All India Commerce Association

Prof. Dipti Deshpande

(Head of Department)

Ph.D (Pursuing), MCA

She has a rich experience of 15 years of teaching. Previously worked with MES Garware College of Commerce, Pune. Her teaching specialties include C, C++, PHP and RDBMS. She is currently working as IQAC Coordinator and head of Cultural Cell for the last 3 years. She has also completed masters (Sangeet Alankar) in Indian Classical Music from Gandharva Mahavidyalaya, Mumbai.

Prof. Pravin Suryawanshi

Ph.D (Pursuing Savitribai Phule Pune
University), M.C.A.

An experienced Computer Science Professional having 10+ years of experience as an Assistant Professor and involved in development and motivation of students by providing thorough understanding of a variety of computer concepts. Worked as Software Engineer for 9 years in multiple software companies using advanced software technologies and involved in training, development, release of production.

Prof. Rambabu Makkena

PGDBM (Savitribai Phule Pune
University), M.C.A (Punjab Technical
University), M.Sc. (CS) (Acharya
Nagarjuna University)

He is having a total experience of about 14+ years in academics. His core subject forte being Programming Subjects like C, C++, and Software Testing, Data Mining, DBMS, Oracle, Big Data Analytics. He has been worked as ARC coordinator for MCA/MBA -DTE Mumbai and also Conducting various examinations like TCS online examinations, GATE Examination, ICSI CS and ICWA Examinations Etc.

Prof. Harish Naidu

Ph.D. (Pursuing), MBA (HR + Marketing),
NSE'S CERTIFICATION IN FINANCIAL
MARKETS (NCFM) Capital Market
(Dealers)

Currently undertaking a Ph.D. program at Dr. Sarvapalli Radhakrishnan University, Bhopal, I possess a cumulative work experience of over 14 years. My expertise lies in NAAC & NBA documentation, and I have served as a University Paper Setter & Evaluator for Savitribai Phule Pune University. Additionally, certified as a Six Sigma Green Belt from the Asian School of Quality Management and hold NSE's Certification in Financial Markets (NCFM) for Capital Market (Dealers)

Prof. Anil Srivastava

MBA (Human Resource), MCA
(DBMS/Web Technologies)

Worked with both industry level project and academic projects. Has guided more than 500 industry and academic projects. Has Mastery over ASP, PHP, Dot Net Applications and technology specific subjects.

Prof. Sunil Wanjare

MBA, M.com

He is expertise in Finance and Marketing subjects, alongside organizing industrial visits and pre-placement activities. Throughout his career, he has contributed to multiple departments including Accounts, Marketing, Secretarial, HR & Admin, and Purchase.

Prof. Dinesh Shelke

Mcom, MBS in Finance PGDBM,
Ph.D.(Pursuing)

Assistant Professor Dinesh Shelke boasts a robust 17-year tenure in teaching. His educational journey includes attaining an MBS in Finance, M. Com, and GDC&A. Presently, he is immersed in his Ph.D. studies at Savitribai Phule Pune University, focusing on Agri-preneurship and Rural Development. His commitment to academia stems from a fervent desire to share knowledge and enrich the academic sphere.

Prof. Mahendra Patil

MBA, M. Com, GDC&A

Assistant Professor Mahendra Patil brings two years of teaching experience and 15 years of industry expertise in Financial Services, encompassing areas such as Mutual Funds, Fixed Income, Bonds, Health Insurance, and General Insurance. He holds academic qualifications including an M. Com, MBA, and GDC&A.

Prof. Sarika Rade

M.E (Pursuing), B.E

Professor Sarika Rade has worked as a UI developer at Perpetual company for two years, followed by a two-year stint as a web developer at Tech Mahindra. Additionally, she has experience as a website freelancer.

Prof. Indrani C. Salve

Ph.D (Pursuing), MPM

Dedicated Educationalist and Proactive Professional with a flair to achieve and perform with over 12 years of experience in Academics. Proven expertise in HR Management, Organizational Behaviour, and Workforce Development. Adept at fostering a positive learning environment through engaging Teaching Methods, Mentorship, and Curriculum Development. Strong commitment towards Student Success, demonstrated by Effective Communication and Tailored Guidance. Currently pursuing Ph.D. from Savitribai Phule Pune University, in the field of Human Resource Management, contributing valuable insights to the field. A collaborative professional who thrives in team settings and contributes to departmental initiatives. Trusted educator and resource for both students and colleagues, combining theoretical knowledge with practical industry experience.

Prof. Mukesh Malvade

M.Com- SET, GDC&A

an Assistant Professor with 5 years of teaching experience. Educational background includes an M. Com in Advance accounting and taxation, SET, and GDC&A. Currently, pursuing a Ph.D. under Savitribai Phule Pune University.

Prof. Heena Mennghwani

M.com, CA

Having obtained Chartered Accountancy certification from the Institute of Chartered Accountants of India, I bring experience in consultation, accounting, direct and indirect taxation, as well as audit. My professional background includes working in CA firms, hospitals, and other MSME firms.

Dr. Snehal Gaur

Ph.D. in Management, NET

A dedicated academic professional with over 15 years of experience in teaching, research, training, and coaching. Holding a Ph.D. in Management and having cleared the National Eligibility Test (NET), her research focus predominantly centres on Human Resource Management. She has authored several research papers published in both national and international journals. Additionally, she has contributed to the restructuring of the SYBBACBCS-2019 Pattern syllabus as an assistant to the Committee Members at SPPU.

Prof. Shyam Sunder

Bcom, PGDM, DBM, Managerial
Leadership & Organizational
Change, Dip in Journalism
and Mass communications

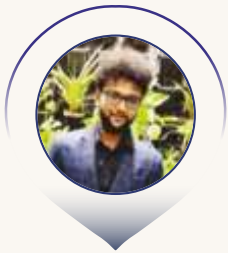
With more than 35 years of practical experience, I have worked across various regions within the Manufacturing Sector, Financial Institutions, and Service Industry. His roles have spanned across HR, Administration, Systems & Controls, Business Development, Policy & Procedure Development, and Strategic Planning, including managing P & L. I have also gained exposure to governance structures and compliance. This extensive experience has provided me with valuable insights into diverse cultures, business practices, and different segments and geographies.

Alumni Working Overseas

#WeAreInternational



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



Shubham Mengarti
Batch: 2016-19
Senior Technical Engineer
ServiceNow
Dublin



Suchitra Kumari
Batch: 2010-13
Work Coordinator
Norse Group India
England



Meet Shah
Batch: 2016-19
Account Manager
Kaseya
Ireland



Himanshu Ahuja
Batch: 2012-15
**Home & Investment
Lending Associate**
ANZ
Sydney



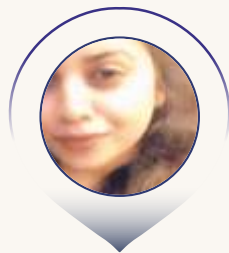
Pritish Bhawal
Batch: 2016-19
Founder
Propel Media
United States



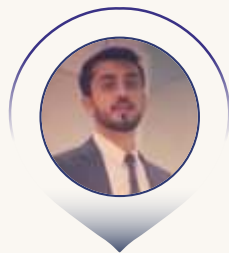
Islam Riazul
Batch: 2009-12
Senior Research Analyst
EDHEC Infra & Private Assets
London



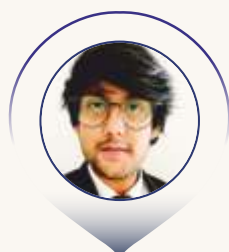
Shraddha Hurne
Batch: 2010-13
Credit and Liquidity Risk Manager
Alpiq
Switzerland



Smriti Sisodia
Batch: 2011-14
Administrative Assistant
IGlobal University
Washington D.C



Chayan Gogna
Batch: 2017-20
Manager
Marnics Mobile
Canada



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



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

National Alumni

Shery Nair
Batch: 2010-13
Associate VP
Kotak Mahindra
Bank
Surat



Rajat Gulati
Batch : 2010-13
**Assistant VP -
Business Devl.**
Swiss Re
Bengaluru



Shourya Gupta
Batch : 2011-14
**Assistant Vice
President**
YES BANK
Delhi

Ayush Tandon
Batch : 2012-15
Data Scientist
Capgemini
Pune



Rahul Sharma
Batch : 2014-17
**Manager, Investor
Relations &
Treasury**
Trident Group
Ludhiana



Pratiksha Gharat
Batch : 2014-17
Sr. Analyst
GEP Worldwide
Navi Mumbai

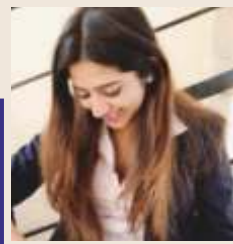


Shivam Srivastava
Batch : 2015-18
Unit Manager (HR)
Bajaj Finserve
Pune

Abhishek Ku.Ray
Batch : 2015-18
**Sr. Financial
Analyst**
TIAA
Pune



Sohail Khan
Batch : 2016-19
Consultant
Wipro Limited
Gurugram



Deepika Raymond
Batch : 2017-20
Assi. Manager
Fever FM (HT
Media Ltd.)
Kanpur



Prateek Rajpal
Batch : 2009-12
Service Manager
Axis Bank
Pune

Abhishek Kaulgud
Batch : 2009-12
Head HRBP
Livspace India
Bengaluru



Pramod Kumar
Batch : 2010-13
**Relationship
Manager**
DCB Bank Ltd.
Surat



Rohit Kumar
Batch : 2010-13
**Relationship
Manager**
Kotak Mahindra
Mumbai



Smart Classes



Conducive
Environment



Collaborative
Learning

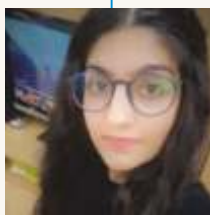


Entrepreneurship
Development

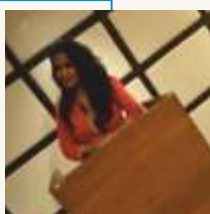


Add-on Courses
Beyond University
Framework

Women Achievers



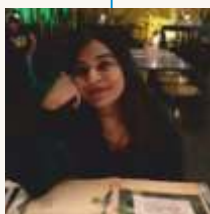
Jasleen Hora
Batch : 2009-12
Assistant Manager
Tata 1mg
Gurugram



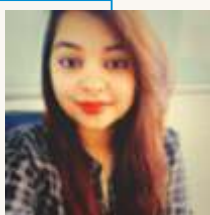
Himanshi Argade
Batch : 2010-13
Relationship Manager
DCB Bank
Mumbai



Rashmee Nag
Batch : 2011-14
Business & Integration
Arch Analyst
Accenture
Bengaluru



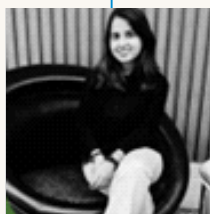
Aishwarya Prasad
Batch : 2012-15
Financial Analyst
eClerx
Pune



Poulami Sarkar
Batch : 2013-16
Senior Client Strategic
Partner
Fortune Business Insights
Pune



Nisha Choudhary
Batch : 2015-18
HR Recruiter
Credence Global Solutions
Pune



Simmy Tiwari
Batch : 2015-18
Business Analyst
ITC InfoTech
Bengaluru



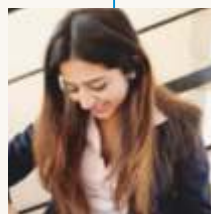
Sweta Ray
Batch : 2016-19
Tax Consultant
Deloitte
Hyderabad



Sayantiak Sikdar
Batch : 2016-19
Consultant
Deloitte
Pune



Dona Dey
Batch : 2016-19
SPS Associate Sr.
Amazon
Bengaluru



Deepika Raymond
Batch : 2017-20
Assistant Manager
Fever FM (HT Media Ltd)
Kapur



Shailja Singh
Batch : 2017-20
Product Manager
HDFC Bank
Mumbai



Kiran Sukkala
Batch : 2018-21
DCX Consultant
Capgemini
Pune



SANJALI JAIN
Batch : 2019-22
QC -Risk & Compliance
Analyst
IBM
Pune

Recruiters Highlights



Course Brief

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*

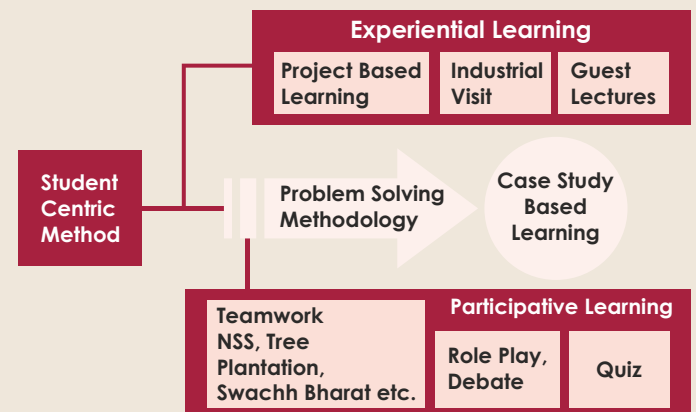
(*Media is Optional Certification Course offered by ISB&M COC)

The program comprises of general business, specialized business, and liberal arts courses. Beyond theoretical learning, the program places a strong emphasis on cultivating practical business skills, empowering students with the confidence, knowledge, and expertise needed to thrive in a global context.

Curriculum Enrichment



Teaching Methodology



At ISB&M College of Commerce, we go beyond traditional classroom, library, and lab settings to facilitate the comprehensive development of our students. We actively create opportunities for them to refine their skills, delve into their interests, and kindle their passions. Our campus life extends beyond academic confines, providing students with diverse opportunities that contribute to an enriched overall learning experience throughout their tenure at ISB&M College of Commerce.

Industrial Visit

The Industrial Visit is an integral component of the second-year course curriculum. Annually, students embark on industry visits to gain a comprehensive understanding of industrial processes, starting from raw materials to the final product. Following these visits, students are tasked with live projects under the mentorship of teachers, offering them firsthand exposure to the business environment. Our students visited notable establishments such as "Katraj Industries," "Praj Industries," "Mapro," "Volkswagen," "Minda Group", "Ramoji Film City", "Reserve Bank of India Agricultural Banking", "Panchgani Mahabaleswar", "Central Bee Research Institute" and Pune Handmade Paper.

Live Projects

As part of the curriculum, students are mandated to participate in a live project at the conclusion of their second year, spanning 4-6 weeks within the chosen specialization and industry. This phase serves as a practical application of the knowledge accumulated over the two-year BBA/BBA-CA program.

Guest Lecture

ISB&M College of Commerce regularly welcomes esteemed executives to conduct Guest Lectures, with a predominant focus on top Indian companies. This initiative aims to educate students on executive talent, career planning, and provides them with potential role models. We emphasize that career building is a systematic and planned process that requires learning and understanding.

Seminars

Annually, the College conducts a State Level Seminar through the QIP scheme of Savitribai Phule Pune University. The objective is to enhance the academic standards and the quality of education across affiliated colleges and recognized institutes. The seminar covers diverse topics such as Yoga for Peace & Humanity, Skill Development, Impact of Social Media on Modern Business, and Challenges and Opportunities in Service.

Bachelor of Business Administration (BBA)

(Approved by AICTE, Affiliated to Savitribai Phule Pune University, and Recognised by Govt. of Maharashtra)

INTAKE 180 Seats

Objectives :

The BBA program is designed to instil a managerial and entrepreneurial mind set in learners, empowering them to emerge as successful business leaders. It serves as a leadership development program, aiming to enhance leadership skills and foster a rational business vision.

Why BBA?

A Bachelor of Business Administration (BBA) provides a well-rounded education in various business disciplines, offering practical skills, networking opportunities, and a foundation for specialization. It equips individuals with the knowledge and competencies needed for entry-level positions in business, while also serving as a stepping stone for further education or entrepreneurial endeavours.

Scope After BBA

After BBA, individuals can pursue diverse paths, including an MBA for advanced business education, entry-level roles in management, marketing, finance, or HR, entrepreneurship, specialized master's programs (e.g., accounting, finance), professional certifications (CPA, CFA), or gain practical experience through internships before opting for higher education or specialized roles. Career choices post-BBA hinge on individual interests and developed skills.

Bachelor of Business Administration with Human Resource Management specialization BBA (HRM)

(Affiliated to Savitribai Phule Pune University)

Revised Curriculum (2024 Pattern as per NEP-2020)
w.e.f. Academic Year: 2024-2025

FYBBA(HRM) Semester I	
Paper Title	Credits
Principles of Management	4
Principles of Human Resource Management	2
Business Mathematics – I	2
Business Statistics – I	2
Fundamentals of Computer/ IT for Business	2
Soft Skills Development	2
Business Communication skills - I	2
Environmental Awareness	2
Generic IKS By SPPU	2
Physical Education – I	2
Total	22

FYBBA(HRM) Semester II	
Paper Title	Credits
Organisational Behaviour	4
Business Accounting	2
Business Economics - I	2
Business Mathematics - II	2
Business Statistics - II	2
Computerized Accounting (Tally)/ Advanced Excel/ ERP/ GST	2
Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	2
Business Communication skills - II	2
Democracy Awareness & Gender Sensitization	2
Physical Education – II	2
Total	22

SYBBA(HRM) Semester III	
Paper Title	Credits
Human Resource Management Functions and Practices	4
Business Organisation System	4
Business Economics - II	4
To be adopted from other faculty in exchange	2
Business Analytics/ Google Applications	2
Modern Indian Languages 1	2
Related to Major Course	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2
Total	22

SYBBA(HRM) Semester IV	
Paper Title	Credits
Employee Recruitment and Record Management	4
Cross - Cultural Human Resource and International Relations	4
Start – Up Innovation and Entrepreneurship Development	4
To be adopted from other faculty in exchange	2
International Business Management (Import and Export Procedure)	2
Modern Indian Languages 2	2
Related to Major Subject	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	2
Total	22

TYBBA(HRM) Semester V	
Paper Title	Credits
Organizational Changes in HRM	4
Legal Aspects in HRM	4
Cases in HRM	2
Supply Chain Management	4
Business Research Methods	4
To be selected from the Bucket provided by SPPU	2
Related to Major Subject	2
Total	22

TYBBA(HRM) Semester VI	
Paper Title	Credits
International Human Resource Management	4
Major Related to IKS	2
To be selected from the bucket provided by SPPU	4
Management of Innovation & Sustainability	4
Internship	4
Total	18

Bachelor of Business Administration with Finance specialization BBA (Finance)

(Approved by AICTE, Affiliated to Savitribai Phule Pune University, and Recognised by Govt. of Maharashtra)

Revised Curriculum (2024 Pattern as per NEP-2020)
w.e.f. Academic Year: 2024-2025

FYBBA (Finance) Semester I	
Paper Title	Credits
Principles of Management	4
Principles of Finance	2
Business Mathematics – I	2
Business Statistics – I	2
Fundamentals of Computer/ IT for Business	2
Soft Skills Development	2
Business Communication skills - I	2
Environmental Awareness	2
Generic IKS By SPPU	2
Physical Education – I	2
Total	22

FYBBA (Finance) Semester II	
Paper Title	Credits
Business Cost Accounting	4
Business Accounting	2
Business Economics - I	2
Business Mathematics - II	2
Business Statistics - II	2
Computerized Accounting (Tally)/ Advanced Excel/ERP/ GST	2
Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	2
Business Communication skills - II	2
Democracy Awareness & Gender Sensitization	2
Physical Education – II	2
Total	22

SYBBA (Finance) Semester III	
Paper Title	Credits
Management Accounting	4
Business Organisation System	4
Business Economics - II	4
To be adopted from other faculty in exchange	2
Business Analytics/ Google Applications	2
Modern Indian Languages 1	2
Related to Major Course	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2
Total	22

SYBBA (Finance) Semester IV	
Paper Title	Credits
Business Taxation	4
Banking and Finance	4
Start – Up Innovation and Entrepreneurship Development	4
To be adopted from other faculty in exchange	2
International Business Management (Import and Export Procedure)	2
Modern Indian Languages 2	2
Related to Major Subject	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	2
Total	22

TYBBA (Finance) Semester V	
Paper Title	Credits
Analysis of Financial Statements	4
Legal Aspects in Finance	4
Cases in Finance	2
Supply Chain Management	4
Business Research Methods	4
To be selected from the Bucket provided by SPPU	2
Related to Major Subject	2
Total	22

TYBBA (Finance) Semester VI	
Paper Title	Credits
Financial Management	4
International Financial Management	4
Major Related to IKS	2
To be selected from the bucket provided by SPPU	4
Management of Innovation and Sustainability	4
Internship	4
Total	22

Bachelor of Business Administration with Marketing specialization BBA (Marketing)

(Approved by AICTE, Affiliated to Savitribai Phule Pune University, and Recognised by Govt. of Maharashtra)

Revised Curriculum (2024 Pattern as per NEP-2020)
w.e.f. Academic Year: 2024-2025

FYBBA (Marketing) Semester I	
Paper Title	Credits
Principles of Management	4
Principles of Marketing	2
Business Mathematics – I	2
Business Statistics – I	2
Fundamentals of Computer/ IT for Business	2
Soft Skills Development	2
Business Communication skills - I	2
Environmental Awareness	2
Generic IKS By SPPU	2
Physical Education – I	2
Total	22

FYBBA (Marketing) Semester II	
Paper Title	Credits
Consumer Behaviour and Sales Management	4
Business Accounting	2
Business Economics - I	2
Business Mathematics - II	2
Business Statistics - II	2
Computerized Accounting (Tally)/ Advanced Excel/ ERP/ GST	2
Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	2
Business Communication skills - II	2
Democracy Awareness & Gender Sensitization	2
Physical Education – II	2
Total	22

SYBBA (Marketing) Semester III	
Paper Title	Credits
Digital Marketing	4
Business Organisation System	4
Business Economics - II	4
To be adopted from other faculty in exchange	2
Business Analytics/ Google Applications	2
Modern Indian Languages 1	2
Related to Major Course	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2
Total	22

SYBBA (Marketing) Semester IV	
Paper Title	Credits
Advertising and Promotion Management	4
Retail Management	4
Start – Up Innovation and Entrepreneurship Development	4
To be adopted from other faculty in exchange	2
International Business Management (Import and Export Procedure)	2
Modern Indian Languages 2	2
Related to Major Subject	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	2
Total	22

TYBBA (Marketing) Semester V	
Paper Title	Credits
Marketing Environment Analysis & Strategies	4
Legal Aspects in Marketing	4
Cases in Marketing	2
Supply Chain Management	4
Business Research Methods	4
To be selected from the Bucket provided by SPPU	2
Related to Major Subject	2
Total	22

TYBBA (Marketing) Semester VI	
Paper Title	Credits
International Brand Management	4
International Marketing Management	4
Major Related to IKS	2
To be selected from the bucket provided by SPPU	4
Management of Innovation and Sustainability	4
Internship	4
Total	22

Aishwarya Prasad

Batch : 2012-15
Financial Analyst
eClerx
Pune



The institute has an excellent infrastructure and great professors. We have received not only theoretical but also a practical exposure. The college hosts various extracurricular activities and also encourages participation in those organised by other colleges. It opens up opportunities for growth, enhances and provides overall development of our personalities, aspirations and talents



BBA - (Computer Application)

(Approved by AICTE, Affiliated to Savitribai Phule Pune University, and Recognised by Govt. of Maharashtra)

INTAKE 180 Seats

Objectives :

BBA (Computer Application), it offers a broad understanding of integrating technology into business. Students cover business basics, computer applications, IT management, and can specialize in areas like cybersecurity.

Why BBA (Computer Application)?

The BBA (Computer Application) program is tailored to cultivate future professionals in the computer field, prioritizing practical skills over mere academic credentials. Recognizing the critical role of technology in business success, the curriculum emphasizes hands-on application of the latest technologies relevant to industry needs. This approach ensures that students are well-prepared for employment in sectors where technology is integral, fostering a learning environment that aligns closely with real-world demands and challenges.

Scope after BBA (Computer Application)

The BBA Computer Applications program provides graduates with a multitude of career prospects. In today's digital age, where business and technology merge seamlessly, there is a growing need for individuals who can effectively connect these two domains. With their versatile skill set, graduates of the BBA Computer Applications program can pursue a range of roles across different industries, such as Software Developer/Programmer, Database Administrator, Web Developer, Business Analyst, Mobile App Developer, Data Analyst, etc.

Bachelor of Business Administration in Computer Application (BBA-CA)

(Approved by AICTE, Affiliated to Savitribai Phule Pune University, and Recognised by Govt. of Maharashtra)

Revised Curriculum (2024 Pattern as per NEP-2020)
w.e.f. Academic Year: 2024-2025

FY BBA-CA Semester I	
Paper Title	Credits
Problem solving using C	2
Data Base Management System	2
Computer Laboratory based on C Programming and Data Base Management System (DBMS)	2
Business Mathematics	2
Principles and Practice of Management	2
Office Automation tools	2
Programming Principles and algorithm	2
Business Communication Skills-I	2
Environmental Awareness	2
Generic IKS By SPPU	2
Physical Education – I	2
Total	22

FY BBA-CA Semester II	
Paper Title	Credits
Advance C Programming	2
Relational Database Management System (RDBMS)	2
Computer Laboratory based on Advance C and RDBMS	2
Organizational Behavior	2
Business Statistics	2
Financial Accounting with Tally	2
Web Technology	2
E-Commerce	2
Business Communication Skills-II	2
Democracy Awareness & Gender Sensitization	2
Physical Education – II	2
Total	22

SY BBA-CA Semester III	
Paper Title	Credits
Data Structure	4
PHP	4
Computer Laboratory based on DS, PHP	4
To be selected from the basket of the other faculty	2
Web development tools	2
Modern Indian Languages 1	2
Project based on Web Applications	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2
Total	22

SY BBA-CA Semester IV	
Paper Title	Credits
Object Oriented Programming using C++	4
Advance PHP	4
Computer Laboratory based on CPP, Adv PHP	4
Digital Marketing	2
Computer Network	2
Modern Indian Languages 2	2
Project based on Digital Marketing	2
NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II	2
Total	22

TY BBA-CA Semester V	
Paper Title	Credits
Java Programming	4
Mobile Application Development	4
Computer Laboratory based on Java and Mobile Application Development	2
Linux Operating System	4
Software Engineering	4
Dot Net Programming	2
Project based on Mobile Application Development	2
Total	22

TY BBA-CA Semester VI	
Paper Title	Credits
Recent Trends in IT	4
Python	4
Computer Laboratory based on Python	2
Internet of Things	2
Software Testing	2
Management Information Systems	4
Internship + Project	4
Total	22

Jasleen Hora

Batch : 2009-12
Assistant Manager
Tata 1mg
Gurugram



ISB&M College of Commerce has always supported 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 honoured faculties are helpful and kind.



Certification Course

Course Structure of Media & Communication

Media - Optional Certificate Program offered by ISB&M COC

ISB&M COC offers an additional professional program in Media and Communication for those aiming to pursue careers in the media industry. The landscape of media, encompassing journalism and mass communication, is undergoing rapid transformation due to digital technology and social media proliferation. Media now permeates every aspect of our lives, and enrolling in a certificate media course at ISB&M COC provides a comprehensive introduction to this dynamic realm. These programs are meticulously crafted to accommodate students' professional and personal commitments, offering advanced learning opportunities aligned with contemporary industry practices. Through immersive media projects and specialized training, students engage deeply in the intricacies of the field, equipping themselves to thrive in the evolving media landscape.

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

Semester I

Subjects

Introduction to Mass Communication
Introduction to Visual Communication
Basics of Media Laws and Ethics

Semester II

Subjects

Introduction to Photography and Editing
Creative Writing
Design Tools - Photoshop

Semester III

Subjects

Television News Reporting and Production
Basics of Advertising
Introduction to Film and Sound Recording

Semester IV

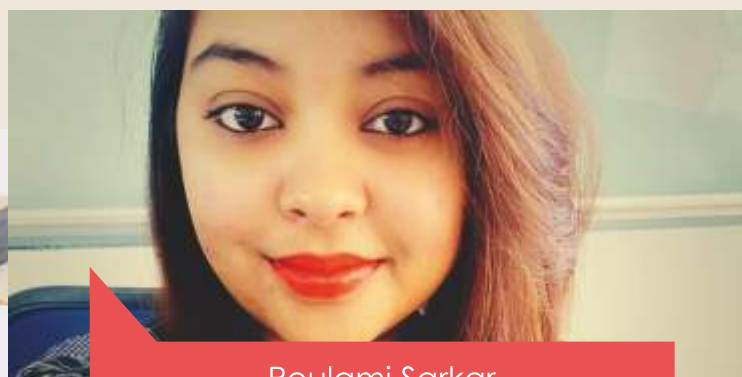
Subjects

Fundamentals of Event Management
Branding and Image Management
Introduction to Public Relations
Final project - Ad/ PR/ Short film/ Documentary etc.
Comprehensive VIVA on Final Project

Deepika Raymond
Batch : 2017-20
Assistant Manager
Fever FM (HT Media Ltd)
Kapur



Poulami Sarkar
Batch : 2013-16
Senior Client Strategic Partner
Fortune Business Insights
Pune



Testimonial



Nishant Shekhar
Batch: 2016-19
Accenture

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!



Shailja Singh
Batch : 2017-20
Product Manager
HDFC

With a spoonful of hard work, a dash of dreams and a pinch of dedication, you've got yourself the secret recipe for success.

This institution does not only focus on our academic development but also the overall personality development by throwing numerous challenges at us. Be it Minerva, Forza or any other extracurricular activity, we are indeed told to put our best foot forward.

This college has taught valuable lessons on the importance of team work, the joy of being dedicated towards your goal and finally being able to achieve them, and above all to always stay true and motivated to what one believes in because as they say eventually all our dreams can come true, if we have the courage and passion to pursue them.



Abhijit Bramhne
Batch : 2009-12
Manager
Tata Communications

I've learnt a lot at ISB&M COC. There is a huge space for freedom, but finally it is the way you take it. The hostel life was fun too ! I developed myself being adaptable. Teachers are very supportive and helping.



Simmy Tiwari
Batch : 2015-18
Business Analyst
ITC InfoTech

ISB&M reminds me of the two bold words i.e. excitement and thrill. Talking about my 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. Over the time I have become more practical & independent and it's all because of the consistent amount of opportunities given by the college.

Student Councils

All Student Activities are devised and overseen solely by the student council, leveraging their exceptional capabilities and leadership skills to assume responsibilities and bring projects to fruition.



President & Vice President

The President and Vice President of the student council lead all initiatives, including managing cells and organizing cultural and student development activities. They benefit from a structured selection process and guidance from senior faculty, fostering the development of managerial skills through experiential learning.

Placement Assistance Cell

This division oversees the entire placement process, serving as a bridge between the institute and the corporate sector. Its goal is to facilitate summer internships and final placements by partnering with companies that offer valuable career opportunities and learning experiences.

Digital Moments Cell

With the right equipment and perspective, a single photograph can convey volumes. Student photography offers valuable learning opportunities and unforgettable experiences. Our team of enthusiasts is ever-ready to capture every noteworthy moment. The cell comprehensively documents campus events and offers technological assistance for their success.

Alumni Cell

The Alumni Cell serves as the connection that ties every graduate to their Alma Mater. Its objective is to uphold the alumni network and manage related events such as convocations and alumni gatherings.

Medios Cell

Medios, the Creative Therapy team, is the official Creative and Media Team of ISB&M. Engaged in design, editing, promotion, and communication, it crafts backdrops, brochures, posters, and promotional content for college events. Additionally, it produces various videos, including teasers, trailers, documentaries, and short films, and drafts the content used in them. Medios also writes scripts and screenplays and promotes institute activities like Forza and Crescendo. Furthermore, it conducts corporate communication by interviewing alumni and corporate guests, adding a unique creative touch to everything it handles.

Sports Cell

The Sports Cell provides access to various outdoor and indoor games such as basketball, volleyball, cricket, and table tennis. Its primary objective is to foster values like teamwork, dedication, enthusiasm, and passion.

Cultural Cell

The ISB&M cultural cell aims to enhance student life by infusing it with more fun, creativity, and intrigue. It offers a platform for students to engage in and organize cultural and social events with skill and success.

Student Buzz

The break-free culture and lifestyle at ISB&M foster an atmosphere of openness, encouraging students to explore their own paths to personal & professional fulfilment while overcoming self-imposed limitations. It's a continuous journey of learning and growth



Orientation Program for Fresher

The journey of transformation commences with the Orientation Program, spanning three days, tailored for incoming batches of students. The primary goals of this program are to acquaint students with the institute's procedures and protocols and to introduce them to the intricacies of the business world.

Forza

ISB&M marks its annual anniversary with a celebration characterized by Force, Zest, and Attitude, embodying the spirit of FORZA. Held on July 23rd and 24th, the event unites students, faculty, and alumni from all three campuses of the Institute. The theme for FORZA 2023, "**Compete and Discover your Potential,**" was conducted virtually in response to the global pandemic.

Arena

Students from various colleges compete in eight games including Cricket, Football, Basketball, Volleyball, Badminton, Table Tennis, Chess, and Carom. Every year, colleges from across the city gather at ISB&M Nande's lush green campus for intense competition and the pursuit of top honors. The event transforms the campus into a hub of action as the city's best vie for supremacy.

Crescendo

ISB&M's CRESCENDO, an annual cultural extravaganza, is a four-day intercollege fest eagerly anticipated nationwide. It offers emerging artists a platform to showcase their talents and attracts students from prestigious colleges and B-Schools. CRESCENDO 23's theme, "Dream, Dare, Deliver," saw enthusiastic participation in diverse events like Paintball, Aqua Dance, Fashion Show, Roadies, Junkyard Wars, Jam Sessions, Singing, Rock Shows, LAN Gaming, Mime Acts, and more.

Minerva


ISB&M College of Commerce's cultural fest, Minerva, is a highly anticipated inter-college event. It attracts college students from across Maharashtra, offering competitions in various art forms such as dance, music, fashion shows, and photography. Minerva provides a perfect platform for aspiring young talents.

Applying

Admission Process


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

2  **Receive ISB&M ID**
(Auto Direct to Payment Portal)

3  **Receive an email**
acknowledging the application form on the registered email address.

4  **Receive an email**
regarding the schedule for an online interview.

5  **Complete the Online Interview Process**

6  You will receive a **confirmation/offer letter** on your registered email address

7  Complete the first instalment

8  Original Document Submission

Welcome
to
ISB&M
UG Program



Eligibility:

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.

OR

3-Years Diploma course (after SSC/10th Std.) of Board of Technical Education Conducted by Govt. of Maharashtra or its equivalent

OR

MCVC (Minimum Competency Vocational Course)

2. Each eligible candidate must successfully complete the online interview conducted by college
3. Students seeking admission to BBA/BBA(CA)/BCA programs must submit a valid MAH-CET scorecard.

Fee Structure :

ISB&M COLLEGE OF COMMERCE

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

Includes fee structure ISB&M College of Commerce For Maharashtra Candidates

COURSES	1 st Installment	2 nd Installment	1 st year's Fees	Total Fees
BBA	38,000	28,000	66,000	1,78,000
BBA (CA)	35,500	25,500	61,000	1,63,000
BBA + Media*	77,500	57,500	1,35,000	3,65,000
BBA (CA) + Media*	75,000	55,000	1,30,000	3,50,000

For Outside Maharashtra Candidates

COURSES	1 st Installment	2 nd Installment	1 st year's Fees	Total Fees
BBA	58,000	48,000	1,06,000	2,98,000
BBA (CA)	50,200	40,200	90,400	2,51,200
BBA + Media*	97,500	77,500	1,75,000	4,85,000
BBA (CA) + Media*	89,700	69,700	1,59,400	4,38,200

ISBM College of Engineering

COURSES	CATEGORY	
	OPEN	SC/ST
BBA	88000/-	18000/-
BCA	88000/-	18000/-

OTHER DETAILS

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.

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.

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.



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. ”



Life @ ISB&M



#OurCampus

ISB&M-COC #ISB&M-COE

www.isbmcoc.org

www.isbmcoe.org



Peoples Empowerment Group

ISB&M

International School of Business & Media

**(Approved by AICTE, Affiliated to Savitribai Phule Pune University,
and Recognised by Govt. of Maharashtra)**

ISB&M College of Commerce



www.isbmcoc.org

ISBM College of Engineering



www.isbmcoe.org

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admissionscoc@isbm.ac.in

Mobile : 7420018855

Tel. : 020 35012006