



ISB&M

International School of Business & Media
College of Commerce (DTE Code: 16204)

NAAC Accredited, Affiliated to Savitribai Phule Pune University, Approved by AICTE & DTE, Maharashtra

ISB&M COC Team

1st Runnersup

13th National Business
Plan Championship!

IIM Bangalore



Undergraduate
Prospectus 2025

Learn to Complete
Intellectually Stimulating
Be a Winner

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

- To operate with a spirit of responsibility, integrity, professionalism and partnership.
- To Think with speed, flexibility and open mind.
- To use a comprehensive understanding of global education to set our own standards.
- To Continually seek out and follow industry 's best practices.



Contents

	Page No.
ISB&M College of Commerce	01
International Collaboration	02
About ISB&M Group	03
President's Message	04
Director's & Principal's Message	05
Board of Governors	06
Ranking & Awards	08
Core Faculty	09
Alumni	11
Recruiters Highlight	14
Course Brief	15
Testimonials	23
Student Cells & Club	25
Student Buzz	26
Admission process	28
Life @ISB&M COC	31



About ISB&M College of Commerce

ISB&M College of Commerce is a pioneering and leading College affiliated to Savitribai Phule Pune University and approved by AICTE offering 3 years' full time Under-graduate courses in the following disciplines-

⇒ **BBA**

⇒ **BBA + Media**

⇒ **BBA (Computer Application)**

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

Comprising general business, specialized, 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, ISB&M COC had grown rapidly in last 16 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

International Academic collaboration

- **California Polytechnic State University, Pomona, California - USA**



1. Research & Faculty Exchange

- USA Faculty teaching in ISB&M & ISB&M faculty in USA
- Faculty working on joints research project and Paper publication

2. Programmes Sharing & Students Exchange

- Joint UG & PG programme
- ISB&M PGDM Students can do a Semester or a shorter duration module in California Polytechnic State University, Pomona, USA

3. Executive Education

- Certificate Programme
- Short executive Development programme both online & offline

- **CTIF Global Capsule (CGC), Denmark**



- To contribute further to the regional understanding between both countries through mutual cooperation programs.
- To further collaboration between CGC, and ISB&M through academic programs in instruction, research and faculty development among the faculty and students of both institutions.



ISB&M - PGDM Pune (Nande)

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



www.isbm.ac.in/nande



ISBM - College of Engineering

ISBM College of Engineering (NAAC Accredited) has experienced rapid growth in recent years. It boasts a strong alumni network spread throughout the country and in various parts of the world. ISBM COE offers the following programs:

- BBA
- BCA
- Computer Engineering
- Computer Science
- Artificial Intelligence & Data Science
- Artificial Intelligence & Machine Learning
- Mechanical Engineering
- Electronics & Telecommunication
- Electronics Engineering (VLSI & Design Technology)



www.isbmcoe.org





Dr. Pramod Kumar President

Ph.D. (Organizational Behavior), IIT Bombay, 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.

Decisive moments and actions shape your education at ISB&M. Such moments also signify that you are inclined and ready to assume a business leadership role within an ever growing, ever-changing world.

We are a community defined by **three core qualities.**

1 We inspire and share success

Transformation and passionate performance are all about an inner drive to win. Success comes from creating a new direction in life and instilling values that support your aspiration to succeed. It is not 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.

2 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.

3 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 choice that build relationships & friendships that last a lifetime. Look forward to a career that makes an impact & a life of your choice.



Director's Message

Dr. Veerendra K Rai
Director
ISB&M 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

Prof. Rambabu Makkena
Principal

PGDBM (Savitribai Phule Pune University),
M.C.A, M.Sc. (CS),
B.Sc. (Computer Science)

Emphasizing our core values cultivates a shared sense of purpose and identity among staff, students, and families, fostering respect, responsibility, and integrity in our academic environment. Our mission is to provide a holistic education that nurtures intellectual curiosity, creativity, and critical thinking. With dedicated faculty and state-of-the-art facilities, we empower every student to reach their full potential, in line with the National Education Policy's vision of a flexible, multidisciplinary learning environment.

We prioritize values, discipline, and leadership, equipping students with essential skills for an evolving world. By engaging students in various initiatives, we ensure their insights shape our academic framework, fostering collaboration and belonging. Our curriculum emphasizes critical thinking and creativity through modern teaching methods and real-world applications.

Explore the opportunities we offer and join our inspiring learning community - together, we can shape the future!



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. Ronald Canute
Sequeira
 Managing Partner Anrontt
 Mumbai

Mr. Rohit Suri
Head of Talent
 Netflix
 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

Dr. Bhismaraj Srivastava
 Member, Advisor Research
 PEG Society
 Pune

ISB&M COLLEGE OF COMMERCE UNION : HERE FOR YOU

ISB&M Alumni Union which exists to support, represent and inspire students at ISB&M COC, and to make sure you have the best experience possible.

Ranking & Awards

2nd in BBA Colleges in Maharashtra
(Source - GHRDC BBA College Survey 2024)

2nd in BBA Colleges in Western Region
(Source - GHRDC BBA College Survey 2024)

5th in Top BBA Colleges of Outstanding Excellence in India
(Source: GHRDC BBA College Survey 2024)

1st in BBA Colleges in Pune
(Source - GHRDC BBA College Survey 2023)

Ranked 5th Position In Western 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

The talented students from *ISBM College of Commerce* have made us all proud by securing the *1st Runner-Up* position at the *IIM Bangalore National Business Plan Championship!

ISB&M BBA student- Pruthvi Mahlla got selected and will be participating in Grand final round of 'Mr. & Miss **STYLE ICON INDIA**' -One of the biggest National Level Modelling Pageant in December 2024'

ISB&M students participated in a **Badminton Tournament** organised by SavitriBai Phule Pune University on 22nd Sep., 2024 and reached in Quarter Finals.

(Name of Participants: Arush Basu, Vijay Gopal, Sparsh Argal and Surushi Naidu)

ISB&M Student - Mohan Kawatgi got selected for the **Final Round of IIT Bombay's** prestigious event **MOOD INDIGO.**



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

Ph.D, 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. Rambabu Makkena

PGDBM (Savitribai Phule Pune University), M.C.A, M.Sc. (CS), B.Sc. (Computer Science)

With 15+ years of academic experience, he specializes in Programming, Software Testing, Data Mining, DBMS, Oracle, and Big Data Analytics. He has served as ARC coordinator for MCA/MBA - DTE Mumbai and managed various examinations like TCS, GATE, ICSI CS, and ICWA. Additionally, he has handled administrative duties, conducted research, and supervised exams at SPPU. He is also skilled in online lecture management and IT administration.

Prof. Dipti Deshpande

Ph.D (Pursuing) B.Sc. (Computer Science), MCA

With 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, Pune), B.Sc., M.C.A.

An experienced Computer Science Professional having 11+ 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. Excellent knowledge of the subjects like Java, Android Programming, DevOps, Web Technologies like HTML, CSS, JavaScript, C, C++, DS etc.

Prof. Harish Naidu

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

Currently pursuing a Ph.D. at Dr. Sarvapalli Radhakrishnan University, Bhopal, with over 15 years of experience, including 4.5 years in industry and 10 years in teaching across India, Oman, and Rwanda. Expertise in NAAC & NBA documentation, and served as a University Paper Setter & Evaluator for Savitribai Phule Pune University. Certified Six Sigma Green Belt and NSE's NCFM Certification in Capital Markets.

Prof. Sunil Wanjare

M.com, MBA

With degrees in M. Com and MBA, Sunil brings two decades of experience across industries like IT, Manufacturing, NBFC, Logistics, and more. He has contributed to departments such as Accounts, HR, Marketing, and Purchase, and played a key role in corporate events, including Board Meetings and IPO approvals. Additionally, Sunil specializes in teaching Finance and Marketing, organizing industrial visits, and managing legal and budgetary matters.

Prof. Dinesh Shelke

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

Assistant Professor Dinesh Shelke boasts a robust 18-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 16 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.

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

A dedicated educationalist with over 13 years of experience, specializing in HR Management, Organizational Behaviour, and Workforce Development. Skilled in creating positive learning environments through engaging teaching, mentorship, and curriculum development. Currently pursuing a Ph.D. in Human Resource Management from Savitribai Phule Pune University, with a strong commitment to student success and industry-relevant insights. A collaborative professional and trusted educator, combining academic expertise with practical experience.

Prof. Mukesh Malvade

M.Com- SET, GDC&A

an Assistant Professor with 6 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.

Dr. Snehal Gaur

Ph.D. in Management, NET

A dedicated academic professional with over 16 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 36 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 Across the World

Over 200 Alumni



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



Riazul Islam
Batch: 2009-12
Senior Researcher
EDHEC Infra & Pvt. Assets
London



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



Himanshu Ahuja
Batch: 2012-15
ANZ
Mobile Lender
Australia



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



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



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



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



Meet Shah
Batch: 2016-19
Account Executive – UKI
Kaseya
Dublin- Ireland



Chayan Gogna
Batch: 2017-20
Consultant
Mother's Kitchen
Canada



Tanisha Patil
Batch: 2020-23
Assistant Auditor
Grant Thornton Amsterdam
Amsterdam



Aneesh Pedram
Batch: 2020-23
General Hand
DHL
Melbourne

Alumni in India



Prateek Rajpal
Batch: 2009-12
Area Sales Manager
IndusInd Bank
Pune



Shery Nair
Batch: 2010-13
Deputy VP & Location
Head (South Gujarat-SME)
Kotak Mahindra Bank
Surat



Ayush Tandon
Batch: 2012-15
Data Scientist
CapGemini
PUNE



Rahul Sharma
Batch: 2014-17
Functional Head-Finance
Trident Group India
Ludhiana



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



Nikhil Patnaik
Batch: 2016-19
Unit Manager
Bajaj Finserv
Pune



Anurag Kumar
Batch: 2020-23
Investment Manager
Square Yards
Pune



Yogesh Kandpal
Batch: 2010-13
Senior Cluster Manager
HDFC Life
Delhi



Shourya Gupta
Batch: 2011-14
Head Asset Valuation
ICICI Home Finance
Company Limited
Mumbai



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



Shivam Srivastava
Batch: 2015-18
Unit Manager -HR
Bajaj Finserv
Pune



Sohail Khan
Batch: 2016-19
Analyst
Wipro Limited
Gurugram



Dipika Raymond
Batch: 2017-20
Executive Relationship
Management
American Express
Gurugram



Heeya Bhalla
Batch: 2021-24
Senior team Leader
Eduplor
Lucknow

Women Achievers



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



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



Rashnee Nag
Batch: 2011-14
Business Architecture
Senior Analyst
Accenture
Bengaluru



Aishwarya Prasad
Batch: 2012-15
Financial Analyst
eClerx
Pune



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



Aakanksha Bharre
Batch: 2015-18
Accounting Technician
Thompson-Nicola
Regional District
Canada



Nisha Choudhary
Batch: 2015-18
Founder
Cookie Jar Productions LLP
Pune



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



Dona Dey
Batch: 2016-19
Lead Specialist
Target
Bengaluru



Sweta Ray
Batch: 2016-19
Tax Consultant II
Deloitte
Jamshedpur



Sayantika Sikdar
Batch: 2016-19
Consultant
Deloitte
Pune



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



Kiran Sukkala
Batch: 2018-21
DCX Consultant
Capgemini
Pune



Sanjali Jain
Batch: 2019-22
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***

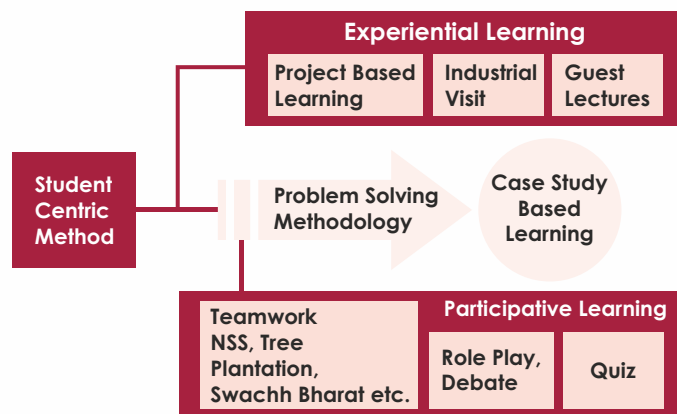
(*Media is Optional Certification Course offered by ISB&M COC)

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

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

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 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



24/7

during semester on our
ISB&M Campus



Access to over
35,000
ebook titles



A print book stock across
the campus of nearly

40,000

volumes



Leading subject-specific
and multidisciplinary
fulltext databases

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

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

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 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





Certification Course

Course Structure of Media & Communication Media- Optional Certificate Program Offered by ISB&M COC

These intensive programs are designed to fit seamlessly with students' professional and personal lives, enabling them to acquire advanced knowledge and skills while nurturing their artistic aspirations in alignment with current global industry practices and their own ambitions in the new media arena.

- 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 III

Subjects

Television News Reporting and Production

Basics of Advertising

Introduction to Film and Sound Recording

Semester II

Subjects

Introduction to Photography and Editing

Creative Writing

Design Tools - Photoshop

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

Testimonials



Khushi Shashoo
BBA (2021-24)
PGDM
F. Y. ISB&M PUNE

ISB&M college is a harmonious blend of educational excellence, scenic charm and vibrant cultural and sports tapestry. It provides a holistic environment where students can thrive academically, culturally and physically making it a truly enriching and memorable educational journey for all.



Nishant Shekhar
 Batch: 2016-19
Strategy Consultant
Monitor
Deloitte
Gurugram

My journey at ISB&M began in 2016 with a BBA in Finance, and by 2019, I graduated as a motivated adult ready to contribute meaningfully. Balancing academics and extracurriculars, I discovered my true career path with the guidance of mentors and friends. Cheers and thank you, ISB&M, for shaping the best version of me!



Sohail Khan
 Batch: 2016-19
Analyst
Wipro Limited
Gurugram

Being part of the ISB&M family for the past 5 years has provided me with immense learning and personal growth. My involvement with the Lifestyle Development Cell taught me time management and gave me unforgettable memories. I'm deeply grateful to my mentor for their unwavering support during my internship and for helping me overcome challenges. The projects allotted during my course pushed me to think creatively and broaden my perspective.



Abhijit Bramhne
 Batch: 2009-12
Bid Manager
Nagarro
Pune

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



Rahul Sharma
 Batch: 2014-17
**Functional Head-
 Finance**
Trident Group India
Ludhiana

ISB&M offers an exceptional learning environment with top-notch resources, including a modern computer lab and a well-stocked library accessible 24/7. The interactive lectures ensure thorough understanding, with tutors always ready to help. My experience has been fantastic, and I highly recommend ISB&M College of Commerce to any prospective student chasing their dreams!



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

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. Over the time I have become more practical & independent and it's all because of the consistent amount of opportunities given by the college.



**ISB&M
College of
Commerce**

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



Students Councils

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

Student photography at ISB&M provides valuable learning experiences, capturing every significant moment with the right equipment and perspective. Our dedicated team documents campus events and offers technological support to ensure 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 at ISB&M, is responsible for designing, editing, and promoting college events through backdrops, brochures, posters, and videos. It produces teasers, trailers, documentaries, and short films, writes scripts, and promotes events like Forza and Crescendo, while also handling corporate communication through interviews with alumni and corporate guests.

Sports Cell

The Sports Cell at ISB&M offers a range of outdoor and indoor games like basketball, volleyball, cricket, and table tennis, aiming to promote values such as teamwork, dedication, enthusiasm, and passion.

Cultural Cell

The ISB&M Cultural Cell enriches student life by adding fun, creativity, and excitement, offering a platform for students to actively engage in and organize cultural and social events with skill and success.



Student Buzz

Orientation Program



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 2024 was "**Forging Sliver Legacies**"

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 24's theme was , "**Feel It, Rock It, Live It,**" 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

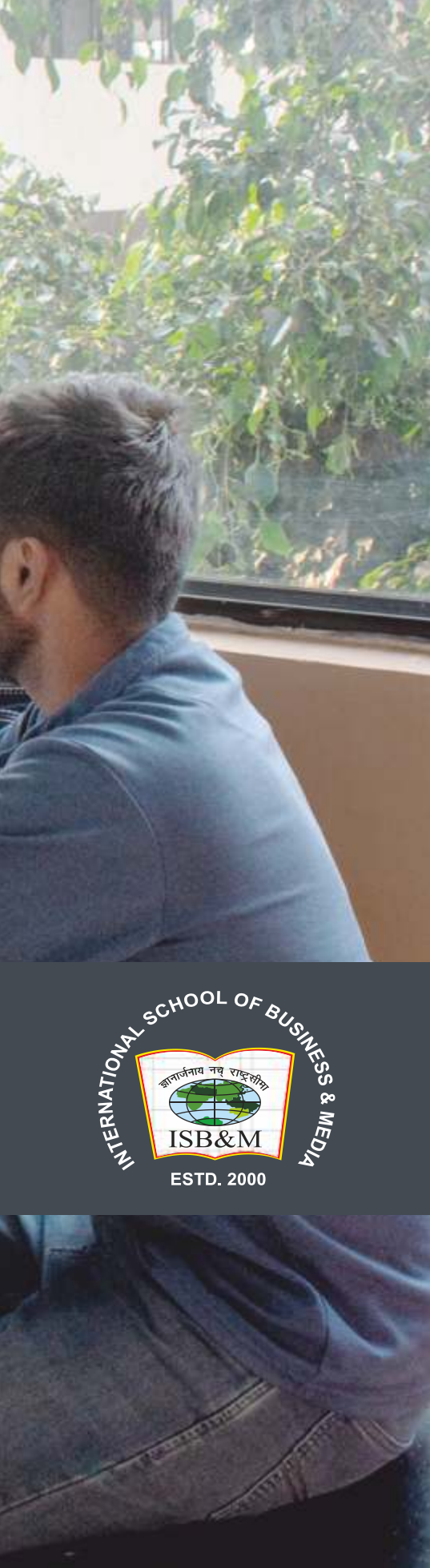


ISB&M College of Commerce's cultural fest, Minerva, is a highly anticipated inter-college event. It attracts college students from across Maharashtra, offering competitions in various art forms such as dance, music, fashion shows, and photography. Minerva provides a perfect platform for aspiring young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



How to Apply

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

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 (BBA) 2025/ CUET BBA 2025 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 COC 2025-2028

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)	58,000	48,000	1,06,000	2,98,000
BBA + Media*	97,500	77,500	1,75,000	4,85,000
BBA (CA) + Media*	97,500	77,500	1,75,000	4,85,000

For Outside Maharashtra Candidates

COURSES	1 st Installment	2 nd Installment	1 st year's Fees	Total Fees
BBA	68,800	58,800	1,27,600	3,62,800
BBA (CA)	72,700	62,700	1,35,400	3,86,200
BBA + Media*	1,08,300	88,300	1,96,600	5,49,800
BBA (CA) + Media*	1,12,200	92,200	2,04,400	5,73,200

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.



Aakanksha Bharre (2015-18)
Accounting Technician
Thompson-Nicola Regional District
Canada

“

ISB&M College of Commerce has played a pivotal role in shaping my personal and professional growth. The institution has consistently supported my journey toward innovation and holistic development. During my time there, I had the opportunity to actively contribute to various aspects of college life, including organizing events, volunteering, and working on projects beyond the regular syllabus. Being a part of the fest committee further enriched my experience, allowing me to collaborate with like-minded individuals and take on leadership roles. The faculty members at ISB&M are not only highly knowledgeable but also approachable and supportive, always encouraging students to explore their potential and achieve excellence. These experiences have significantly enhanced my skills, character, and overall perspective on life.

”



Life @ ISB&M



IIM Bangalore National Championship!



Fresher's Party 2024



Outbound Program 2024



Runbhoomi



Forza



Teachers' Day Celebration



Yoga Day

Discover a new world

ISB&M College of Commerce

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Ahead of Pashan Sus Road,
Pune -412115

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