

PGDM

AGRI-BUSINESS MANAGEMENT

at ASM's IBMR & IMCOST



Two years full-time AICTE approved

Assured placements opportunities

Promoted by Asia's Largest Regional Chamber of Commerce-MCCIA, Pune



FROM THE CHAIRMAN'S DESK

Dr. Sandeep Pachpande

Chairman,
ASM Group of Institutes

BE (Comp), MBA (UK),
PhD (Intl Mktg), SELP
(Harvard Business School)



Passionate about excellence, we at Audyogik Shikshan Mandal are rapidly moving towards developing globally relevant education in India. Our international collaborations with Harvard Business School's HBX CORE, IBM, SAP, etc., have now made us pioneers in bringing in a multinational cutting-edge pedagogy that gives students the kind of exposure and experience comparable only to global standards. ASM's EDGE an Innovative pedagogical approach is a unique focused program to guarantee employability of ASM students through a holistic cutting-edge certification program providing contemporary management skills in association with the leading corporates and top business schools in the world.

ASM's highly trained faculty considers as their mission to provide inputs to improve the caliber of every student and motivates them to be world leaders. ASM invites guest faculty from the best in the world to share their expert knowledge with the students at ASM's IBMR. Use of case study methodology of teaching and emphasis on critical thinking are the unique strengths of ASM's IBMR which provide students with a learning experience focused on creativity, critical and design thinking and global exposure to achieve their career objectives. ASM IBMR is a benchmark in management education and is aptly reflected by its high ranking by leading B-School surveys.

The time that students spend on ASM campus is filled with so much of learning – a major portion of which happens outside the classroom! As you enter your peer group will be eager to provide all guidance and share experiences to make you feel absolutely comfortable and prepared for the course of studies.

During your course work you will have ample opportunities to meet with brilliant academicians, management gurus and industry experts from around the world. Interactions with all these people will not only elevate your levels of knowledge but will also enable a cross-fertilization of ideas and exchanges, some of which will serve as game changers for the rest of your lives.

ASM is fully conscious of its commitment for the holistic development of its students. It is not 'All work no play' - we party just as hard as we work and your stay at Great ASM will be heartily peppered with several on and off campus fun activities including cultural extravaganzas and events.

Above all, the experience that you gather at ASM will be unparalleled offering you the right cutting EDGE over the competition. ASM provides the perfect formula with all the ingredients to ensure the most magical and exponentially rewarding experiences of your life.

I welcome you all for a rewarding and enriching, learning experience at ASM's IBMR.

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 39 years in the field of education. Through this period, ASM has persistently provided the corporate world with well prepared professionals. This history of excellence has been validated by the fact that ASM has consistently been ranked amongst the top B-Schools in India.

The faculty of ASM comprises of the best in industry and academia. The faculty members for the course are a rich blend of academicians, industry practitioners teaching faculty and mentors from industry. ASM has excellent industry-institute interaction for more than 3 decades and tie-ups with leading organisations for cutting edge certifications for enhanced skills leading to employability.

ASM boasts of a strong alumni base of 72000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing.

ABOUT ASM

INTERNATIONAL COLLABORATIONS / PARTNERSHIPS

Tie-ups with leading institutes from around the world bring with them the culture & socio-economic knowledge of the markets of developed & developing countries.



**“Best Institute for Innovation in Curriculum”
at ASMA 2017**
by Dr. M. P. Poonia,
Vice Chairman - AICTE

“Leading Higher Education Group”
by Business Excellence Research Group (BERG) Singapore

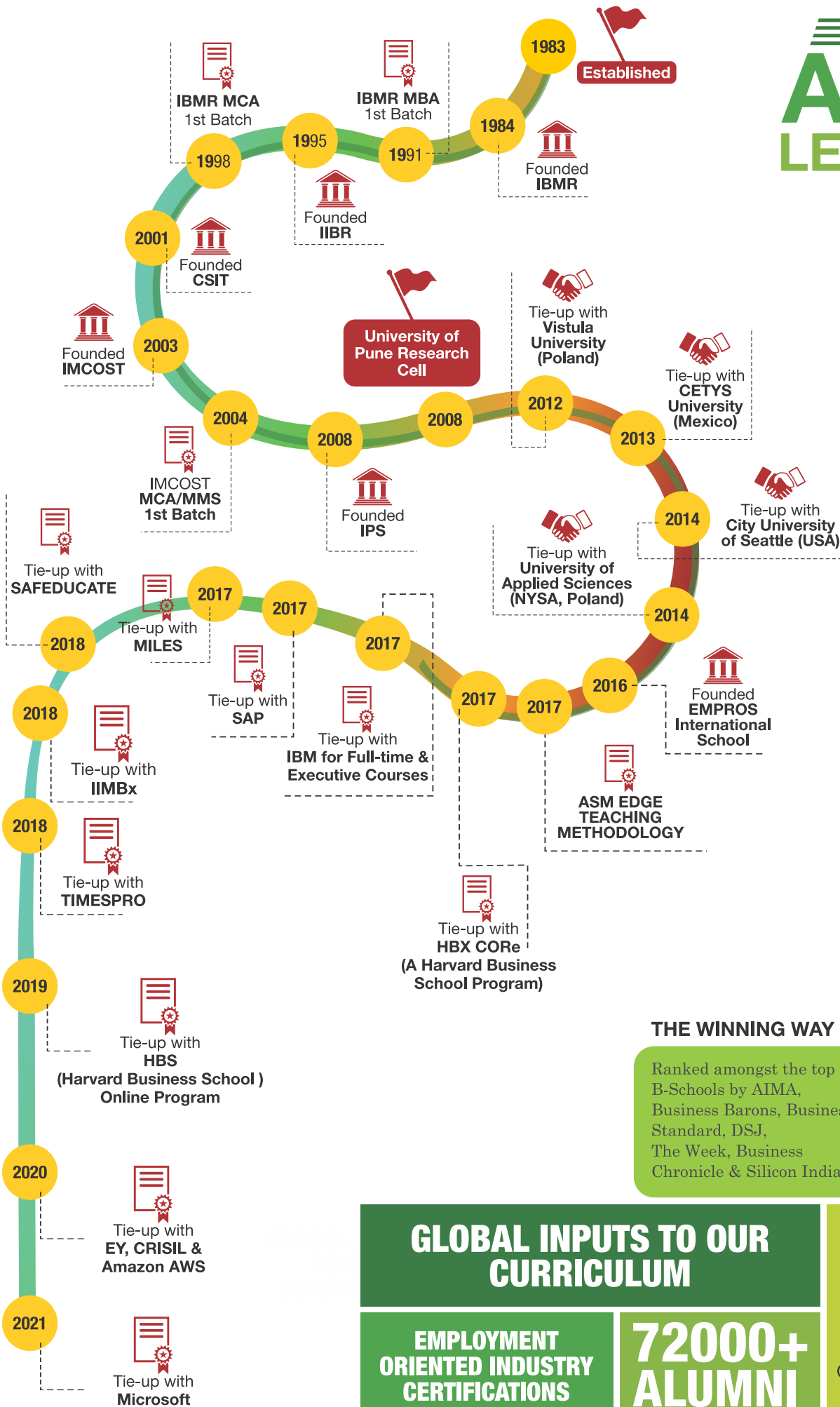
**“Digital Learning Award 2018”
at HE&HR Conclave,
Hyderabad from Govt. of Telangana**

“Academia and Industry collaborations for Innovative Curriculum to drive Employability”
National Excellence Award 2018 ASSOCHAM India

**“The Best Education Brand 2019”
by The Economic Times**

A WINNER OF MANY AWARDS

THE ASM LEGACY



THE WINNING WAY

Ranked amongst the top B-Schools by AIMA, Business Barons, Business Standard, DSJ, The Week, Business Chronicle & Silicon India



GLOBAL INPUTS TO OUR CURRICULUM

EMPLOYMENT ORIENTED INDUSTRY CERTIFICATIONS

72000+ ALUMNI

3+
DECADES
OF EXCELLENCE
IN EDUCATION

Message from Placement Department

Our placement team comprises experienced, professionals both from industry and academia. Our robust team guides and trains students to get placed in top organizations, where the job profile matches the students skills and talents.

We puts continuous efforts in the area of reshaping attitude, improving aptitude and personality development by the means of workshops, assessment centers, classroom

training, panel discussions and guest lectures by industry experts.

Right from the first semester students are offered industry driven short term projects in their respective area of specialization which is uniquely blended in the courseware for better understanding.

Our Key Guest Speakers

Mr. Dinesh Bhoir

Regional Portfolio Manager, Syngenta

Mr. Sandeep Shelke

Regional Marketing Manager,
Godrej Agrovet

Mr. Amit Maheshwari

Associate Director-Strategic Alliances,
Agrostar

Mr.Kamal Kumar

Advisor- Dhanuka Agritech

Mr. Muppa Venkatadri

Asst. Manager,AMUL,Navi Mumbai

Mr. Prasad Waghade

Manager Logistics lead

Mr. Sagar Lokhande

ASM-Ajeet Seeds

Ms. Namrata Jagadale

Manager-Credit Underwriting,
Samunnati Finance

Summer Internship Program(SIP)

Internship plays an important role in shaping the careers of students, a period of practical training which can help a student from a career out of the ordinary.

Eight week long summer internship works as a catalyst of change in their overall respective perspective towards industry, where they closely observe competition and demand for thorough professionalism.

During the placement season the placement team at ASM's IBMR arranges for multiple opportunities for students, students are given complete freedom to pick and choose the companies of their choice to apply.

The major goals of SIP are to impart students to;

1.Gain a thorough understanding of

their specific domain.

2.Recognize the job profile that fall under their domain and the skills sets that are required.

3.Provide them with corporate experience so that they are prepared to begin their careers.



Live Projects

ASM's IBMR includes live projects in the curriculum to make the management program advance and industry centric.

Students at ASM's IBMR are assigned live projects based on their domains and profiles where they can work on various projects, modules and strategies.

Companies For SIP and Live Project



FEW VISITING FACULTY FROM INDUSTRY / ACADEMIA



Prashant Jadhav
CIO, Franke Faber



Manjeet Singh
CIO, Bilcare Ltd.



Amit Shukla
CIO, Kirloskar brothers



Vinay Nair
CEO
Aaria Biolife Sciences Pvt. Ltd.
(Harvard Business School alumni)



Jay Kumar Shah
Associate VP
Tata Capital Financial Services
(Harvard Business School alumni)



Dr. Pratik Surana
Chief Mentor & Founder
Bodhisattva Learning Pvt. Ltd.



Dr. K. K. Jain
Processor, IIM Raipur



Sanjeev Joshi
Bristlecone,
Practice Lead S/4HANA



Dr. C. M. Chitale
HOD
Dept. of Management Science
PUMBAP



Parimal Vadhar
Director
Rupam Group of Companies
(Harvard Business School alumni)



Dr. S G Bapat
Professor
Tilak Maharashtra Vidyapeeth



Romi Kumar
HR-Manager
RCPL



Naveen Yadav
Customer Engagement, IBM



Rajib Bhattacharya
Solution Architect, IBM



Nishakant Ojha
Principal Advisor
(Information Technology
& Innovations)



Imtiyaz Peerzade
Principal architect
SYNTEL



Ajay Bhosale
Advisory Board Member
for ASM's SAP Training Program



Sambhaji Chawale
CEO
PRIMUS Techsystems Pvt. Ltd.



Apurva Chamaria
Head of Partnership Solutions,
Startups & Venture Capital
Google India



Devender Kumar
Sr. Manager
Hr. & Strategy
Patanjali



Himanshu Goyal
Country Manager
Computer Service Industries
Software Group, IBM India South Asia



**Commander
V. K. Jaitely**
Founder Chairman of C_Cube
Consultants



**Amaralingeswara
Rao Kaka**
M.Tech, Computer Science,
JNU, Delhi



Sandesh Banger
Finance Expert



Mr. Jimit Shah,
Associate Director-PR &
Communications, Rupeek



Haresh Krishna Kumar
MD & General Manager,
Quest Software



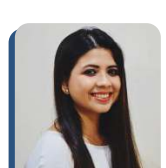
Praveen Bhamare
SAP, Delivery Head TCS



Mr. Raghavendra Bhat
Intellectual property rights and
Innovation consultant, INNOPSIS



**Ms. Kruthi
Aramanamada**
GM Marketing At, Ideaforge



**Ms. Tanushree
Ishani Das,**
Founder, BodyCafe.in

FEW VISITING FACULTY FROM INDUSTRY / ACADEMIA



Mr. Narendra Deshpande
CEO , Construction Skill
Development Council of India



Dr. Abhilasha Gaur
Chief Operating Officer, Electronics
Sector Skills Council of India



Ms. Karishma Shah
Founder CEO,
Karishma Shah Nutrition



Mr. Amit Anwani
Financial Analyst
associated with leading broking
firm of India



Dr. (Mrs.) Pankaj Mittal
Secretary General
Association of Indian Universities



Mr. Prabhat Chaturvedi
CEO, Netafim Agricultural
Financing Agency (NAFA)



Swathy Rohit
CEO, Health Basix



Ms. Anu Chaudhary
Founder CEO,
Sustain Plus



Lealie Loh
CEO ,
Lithan, Singapore



MS. SWAGATA GUPTA
Director - Communication
Cashfree



Abhay Maheshwari
Story Teller, Writer, Storyteller,
podcaster and Space Success Lead at ZS.



Ramveer Tanwar
The pondman of India,



Rishi Tanna
Accountant | Ex-Deloitte
Associate at EY



Ms. Neha Sharma
Corporate Human Resource Manager,
SBI General Insurance



Sagar Amlani
CEO, Zapro Consultant



Ms. Annabel Kore
Brand Evangelist,
Onsite Electro Services Pvt Ltd



Soni Agarwal
Communications Lead at,
Syngenta



PGDM AGRI-BUSINESS MANAGEMENT

(Two years full time programme Approved by AICTE Ministry of HRD, Govt. of India)

PROGRAM OBJECTIVE

The objective of the programme is to develop the budding management professionals in the field of Agriculture to establish, support and manage profitable agribusiness in a competitive business environment. During the programme they will be skilled to analyse Agribusiness situations, formulate and implement strategies in a dynamic global environment.

ELIGIBILITY

Bachelor's degree(Agriculture, Horticulture, B.Tech, Bio Tech, Food Tech, BSc ABM, Fisheries and Forestry) from recognized University with minimum 50% aggregate in graduation (45 % in case of reserved category) are eligible for admissions to the PGDM course; students appearing for their final year exam may also apply for provisional admissions. The student need to clear all the requirements stated by the concerned government authorities.

ADMISSION PROCEDURE

Candidates must have a valid all India level written test score like CAT/MAT/ATMA/XAT/MH-MBA-CET. Eligible candidates with valid score must apply by filling up the application form to the institute and appear for a personal interview. Admissions will be on the basis of All India Merit List.

Required Documents:

- Copies of 10th, 12th and Graduation Mark sheet
 - Copy of the Scorecard of CAT/XAT/MATCMAT/ATMA/MHCET
 - Copy of experience certificate (if any)
 - Valid Photo-ID: Adhar Card is required at the time of Admissions.
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INTERNSHIP

It is compulsory for every student to undergo two months of industrial training. This training is guided by internal faculty and corporate representatives and helps students prepare for final placements.

COURSE STRUCTURE

PGDM

SPECIALIZATION – AGRIBUSINESS MANAGEMENT

BATCH : 2022-24

Two years full-time course

Semester I Subjects

CODE	SUBJECT NAME
101	Principles of Management & Organizational Behaviour
102	Managerial Economics
103	Basics of Accounting
104	Business Laws & Ethics
105	Marketing Management
106	Communication for Management & Business
107	Digital Markets & Social Media Marketing
108	Introduction to Agribusiness Management
109	Post Harvest Management

Semester II Subjects

CODE	SUBJECT NAME
201	Human Resource Management
202	Financial Management
203	Research Methods in Agri Business Management/ Research Methodology
204	Operations & Supply Chain Management
205	Rural Marketing
206	Sales & Distribution Management
207	Agriculture Input Marketing
208	Agriculture Extension Marketing
209	Retail Management & Consumer Behaviour

Semester III Subjects

CODE	SUBJECT NAME
301	Entrepreneurship & Project Management
302	Strategic Management
303	MIS
304	Agriculture Export Management & International Trade
305	Infrastructure & Agri Warehouse Management
306	Product & Brand Management
307	Integrated Marketing Communication
308	Risk Management In Agribusiness
309	Value Chain In Agriculture

Semester IV Subjects

CODE	SUBJECT NAME
401	Quantitative Techniques
402	Corporate Governance
403	E-Commerce
404	Indian Ethos & Business Ethics
405	Agriculture Rural Finance
406	International Business Trends & Strategies
407	SIP Project
408	VIVA

PROMOTED BY ASIA'S LARGEST REGIONAL
CHAMBER OF COMMERCE-MCCIA, PUNE



PEDAGOGY

Lecture	Assignment	Quiz	Case Study
Presentation	Role Play	Brain Storming	Movies/ Videos/ Video Clips
Simulation	Industrial Visits	Guest Lectures from Industry Management Professionals	
Experimental Learning/ Field work/ Project Work			

BEYOND CLASS ROOM

- 1 Outbound Training Program
- 2 Physical Fitness Workout Classes
- 3 Industry Visits
- 4 Social Work
- 5 Rotary Club Membership

CERTIFICATIONS

- CERTIFICATE ON DIGITAL MARKETING & DATA DRIVEN ANALYTICS
- CERTIFICATE ON PROCUREMENT & LOGISTIC MANAGEMENT
- CERTIFICATE ON RETAILS FUNDAMENTALS
- CERTIFICATE ON AGRICULTURE WATER MANAGEMENT: WATER SOCIETY & TECHNOLOGY INTERACTION
- CERTIFICATE ON SUPPLY CHAIN PLANNING & STRATEGY

Life at ASM

LEARNING FROM LEADERS	INDUSTRY VISITS	FOREIGN TOUR	SEMINARS	INTERNSHIP
BUSINESS SIMULATION GAMES	INTERNATIONAL STUDENT EXCHANGE	CONCERTS	INDUCTION PROGRAM	CONFERENCES
SOCIAL GATHERINGS	OUTDOOR TEAM BUILDING TRIPS	CREATING WINNERS	SPECIAL CELEBRATIONS	

MINDSCAPE

A CASE STUDY COMPETITION



A unique case study competition, which brings together faculty, industry professionals and students, where industry professionals compete against each other to resolve case studies.

International Conference on Ongoing Research in Management and Information Technology.

INCON

An International Conference that provide student firsthand experience of the latest trends in business. INCON is an International Conference on Ongoing Research in Management and Information Technology. The academic partners for the event includes University of Pune, CETYS University (Mexico), City University of Seattle (USA), Indo European Education Foundation Center, Vistula University (Poland) and many others over the years.



LEARNING THROUGH FUN



Opportunities for learning, growing and achieving exist everywhere at ASM. Life at ASM is a blend of academics, extra-curricular and co-curricular activities. Strong student clubs and cell activities give students opportunity to pursue hobbies

of their interest. In addition, activities such as cultural programs, student fests, festival, national celebrations and inter-college events make life at ASM truly colorful, enriching and enjoyable.

INDUSTRY VISIT



POTENTIAL CAREER OPPORTUNITIES

A student completing PGDM in Agri - Business Management can look at niche opportunities like

- 1 Seeds/Fertilizers
Pesticides Industry
- 2 Agro Processing
Industry
- 3 Agro Finance
Companies & Banks
- 4 Agro Co-operatives
- 5 Agro Equipment
Manufacturers
- 6 Horticulture Industry
- 7 Agro Export Houses
- 8 Supply Chain Management
- 9 Milk & Milk Products/
Poultry & Fisheries/Edible Oil Industry
- 10 Retail and
Agri Commodities



WHY PGDM Agri - Business Management

at ASM's IBMR & IMCOST

The Most Affordable Fee Structure For PGDM Agri Business Management In Entire Maharashtra

100% Placement Assurance

Paid Internships And Live Projects Related To Agribusiness Sector

Virtual And Physical Seminars And Lectures By Eminent Experts In Agri Sector

Field Visits And Individual Projects

INNOVATION AND CRITICAL THINKING: ASM's innovation lab provide live projects from Agro Industries to work upon and to enhance necessary skills.

CORPORATE SKILLS AND COMPETENCIES: Getting students industry-ready begins from the first day at ASM. Interview techniques, industry mentoring, aptitude classes, skill identification test from aspiring minds, industry visits, interaction with global business leader form an integral part of this training to ensure employability in new age careers.

SOFT AND LIFE SKILLS: Psychometric tests, etiquettes, language skills, team building activities are conducted on a regular basis along with presentations, book reviews, management events.

SOME OF OUR RECRUITERS



TESTIMONIALS



Mr. Shubham Hatzade
AIRTEL

"My experience at ASM GROUP OF INSTITUTES is great and memorable. The mentors at ASM- IBMR helped us enhance my academic and interpersonal skills. I am thankful to Training & Placement cell for providing a platform to enhance my skills and an opportunity to showcase them. In the last I am saying that The World is here at ASM.



Ms. Bhagyashri Deore
FASAL

I would like to express my sincere gratitude to ASM's IBMR Collage for helping me at each and every step of my professional career. The institute provided me multiple opportunities and the best possible platform to enhance my career interest. I am thankful to the mentors and expert facilities who made me industry ready while the placement training help me to enhance my skills and opportunities to showcases them .Overall it was a remarkable experience and really one of the best phase of my life.



Mr. Abhijeet Vijay Chavan
BANDHAN BANK

"My Experience at ASM'S IBMR is great and memorable. The Mentors at ASM'S IBMR Helped us Enhance my Academic and Interpersonal Skills . I am Thankful to all Facilities, Training & Placement cell for Providing a platform to Enhance my Skills & an opportunity to Showcase them. Overall it was a great Experience & Lifetime memory at ASM'S IBMR"



Mr. Sahil Sunil Shaha
DEHAAT

My two years at ASM were great and a memory to cherish for lifetime. It was full of learning and grooming oneself. It gave me an opportunity to meet different kind of people and learned many things. I am thankful to all the faculties, mentors as well as placement cell. I Got placed in Dehaat as a management trainee. Overall it was a great experience and got a lifetime memory at ASM.



Mr. K P N V Pavan Kumar
INDIA MART

My experience at ASM was full of learning and grooming. I am thankful to all the faculties, mentors and entire department for providing us with quality education. I am also grateful to Placement Cell for organising placements in this pandemic and helping me to get placed in 2 companies on Campus including INDIAMART. Overall it was a great experience and lifetime memory at ASM.



Mr. Akash Sargar
VEGROW

"I got a great technical knowledge and I am very satisfied with the support and guidance from IBMR faculty members. I thank ASM Group and Placement team for helping me to get placed in Vegrow."

TESTIMONIALS



Ms. Swaranjali Lohar
SYNGENTA

This institute is worth applying because the faculty really puts a lot of effort into students. When a student has a problem, the teacher would walk to their desk and help the student. In addition, the academic department also helps a lot if students have any questions after class or if they have problems with their projects. Attending this institute can also improve your English.



Ms. Sushma Priyanka
SUN DATA
PROCESSING PVT LTD

I definitely would recommend ASM's IBMR and would encourage students to study hard and inform themselves as much as possible about the several academic opportunities the Institution offers. Our college takes the educational mission to heart, here you will find people that will support you and guide you on the path to your degree."



Mr. Steephen Velagapalli
MORDOR
INTELLIGENCE

ASM's IBMR is my second home. I have built great relationships with my classmates, teachers, and staff. Being at IBMR has been an amazing experience for me that has helped me grow personally and professionally. Thank you ASM Group.



Mr. Rajendra Dhurupe
BAYER

I have had an amazing time studying at IBMR, the comfortable study environment, friendly staff and wonderful resources. There are so many activities that you could participate in along the way to get more campus life experience. You can join a club, make more friends and so on. I am sure you will grow, improve yourself and become a better "you."



Ms. Soma Savya
METICULOUS
MARKET RESEARCH

I'm a proud student of ASM's IBMR, the Institute that helps you stand stronger for what's coming in the future. What they teach you here is not just knowledge, it's experiences.



Mr. Swapnil Kohinkar
NETSURF PVT LTD

The campus environment and class schedule are very convenient. The hands on teaching style provides good learning opportunities, and the advisors area very helpful with registering for Campus Placement.

PGDM COURSES AT IBMR | IMCOST

PGDM Dual Specialization

PGDM Agribusiness

PGDM COURSES AT IMCOST

PGDM Pharma

MMS AT IMCOST



FOR ADMISSIONS CONTACT

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THE ASM GROUP OF INSTITUTES : IBMR | IPS | IMCOST | CSIT | GJC | GEMS