



Modern Education Society's

NEVILLE WADIA INSTITUTE

OF MANAGEMENT STUDIES AND RESEARCH

Accredited 'A++' by Business India



HANDBOOK



Governing Body of the Institute

1. **Dr. M. S. Wadia** (Chairman)
2. **Prof. D. A. Rajput** (Member, Secretary, M. E. Society, Pune)
3. **Dr. (Mrs) Girija Shankar** (Member, Assistant Secretary, M. E. Society, Pune)
4. **Dr. T. M. Desai** (Member)
5. **Dr. A. J. Hake** (Member)
6. **Vacant** (Member nominated by Savitribai Phule Pune University)
7. **Dr. Amit Dutta** (Ex-Officio, Regional Director, AICTE, Mumbai)
8. **DR. Abhay Wagh** (Ex-Officio, Director of Technical Education Mumbai)
9. **Dr. A. B. Dadas** (Ex-Officio, Member, Director, NWIMSR)

Dr. A. B. Dadas, Director

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NEVILLE WADIA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

Approved by AICTE and Govt. of Maharashtra & Recognised by Savitribai Phule Pune University. 19, Late Prin. V. K. Joag Path, Pune - 411 001 (India)

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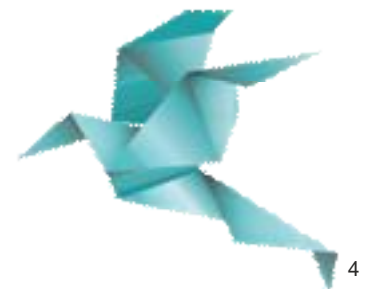
Web Site: www.nevillewadia.com

CONTENTS

Our Vision.....	4
Mission, Belief	5
From the President's Desk.....	6
Secretary's Message.....	7
Rector's Message.....	8
Director's Message	9
NWIMSR Values.....	10
Journey.....	11
Broadening the Horizon.....	17
Our Mentors.....	25
Visiting Faculty.....	26
Master of Business Administration.....	27
Examination System.....	28
Ph.D.....	29
Regulations Governing The Malpractices.....	30
Course Outcomes (COs).....	31
Our Recruiters & Trainers.....	40



Institution commits service to society through developing virtuous leaders by providing executive management education in a global setting.





OUR MISSION

Institution is convinced that success is measurable in the calibre of our graduates; we continuously seek to improve them and ourselves in an ecosystem that nourishes our spirit and intellect.

OUR BELIEF

Here, nothing is more purifying than Self-Knowledge. Knowledge is what a person should seek in life. The Sanskrit term for a student is Vidyarthin - a seeker of knowledge. Knowledge burns up all your Weaknesses and makes you aware of your inner strength and potential. This is what is called enlightenment.

FROM THE PRESIDENT'S DESK



It gives me great pleasure to communicate with you the young fresh minds, who are preparing to embark on a career in the world of commerce and industry having completed your education at the Institute of Modern Education Society. I hope that during your time at the Institute you have not only had the opportunity to imbibe and be equipped to face the world with confidence in the discipline that you choose, but that the Institute has provided you with the value systems with which you will conduct yourselves wherever opportunity takes you.

I am sure that over the years ahead you will make this Institute proud of your accomplishments and achievements. The Institute would greatly appreciate that you not only continue your connections with it but when you progress in life you bring back to the Institute your learning's, in order to share them with students and faculty of the time. I am sure that you will make the contribution which all citizens need to, in whatever their field, to the society and the nation of which this Institute can be justly proud of.

With all good wishes for a long, happy and successful life!

Mr. Nusli Wadia, the President of Modern Education Society, is a leading Industrialist and Philanthropist. He is the Chairman of listed companies like Bombay Dyeing, Bombay Burma, and Britannia Industries besides being a Director of reputed companies like Tata Steel, Tata Motors and Tata Chemicals. He is also the Chairman of Board of Governors of VJTI, the Chairman of the Wadia Hospital for Children and Women. He has also been a member of the Prime Minister's Council for Trade and Industry from 1998-2004. He was a member of the Special Subject Group to review Regulations and Procedures to unshackle Indian Industry and on the Special Subject Group on Disinvestment. He has made a name for himself also in public affairs and has been actively associated with leading charitable institutions.

Mr. Nusli Wadia
PRESIDENT

SECRETARY'S MESSAGE



The Indian corporate world is witnessing a total metamorphosis these days. Fundamentals are strong, corporate environment is buoyant and performance is bullish. New challenges are being constantly encountered, new equations are emerging and new solutions are being tested in the dynamic social scenario. The industrial environment is now more liberal and deregulated. It is turning into a more flexible, transparent and vibrant entity. India is already in the process of becoming a part of the global village. Several phases of this transition have already passed. The corporate world is keen to welcome new generation business executives who show a high degree of professional excellence, commitment and devotion to their mission. The human resources are gaining significance to prove their worth in the contemporary environment. We, at Neville Wadia Institute of Management Studies & Research, always strive to enhance the quality of the students walking out from our Institute and enable them to face the ground realities of the business world.

Our endeavour has always been to help students get larger perspective and widen viewpoints in order to gather holistic understanding of business in general. With changing time our role as academicians gets more and more challenging. But we embrace challenge for the larger benefit of our flag-bearers, our students.

Our students have the mental ability Strength to undertake challenges. They have been a part of an excellent team, showing a high degree of motivation and focus to their pursuits. We welcome you on our campus to get in-depth knowledge in various aspects of management.

Prof. D. A. Rajput
Secretary
M. E. Society

RECTOR'S MESSAGE



I consider it my privilege to pen the handbook of Neville Wadia Institute of Management Studies & Research. The students of our Institute represent the youth of India who are going to be the new locomotives of the Global Economy.

The last few years have been particularly challenging for the World Economy. In the midst of this, India has displayed remarkable stability as compared to many other countries. It is believed that the talent within our country is its biggest strength besides its enormous consumption potential. We at Neville Wadia strive to shape and polish our students to become champions of tomorrow. We help them unearth the potential in them, for them to use their talent & enterprise, for the benefit of Industry & Society.

The knowledge instilled in them, in conjunction with the values inculcated in them, would make them treasured assets of tomorrow's Industry.

We are immensely happy to shape your careers and make you ready as the future flag bearers of Indian corporate.

Thank you.
With warm regards

Dr. Girija Shankar
Rector

DIRECTOR'S MESSAGE



It gives me immense pleasure in welcoming you all to this August campus of Neville Wadia Institute of Management Studies and Research. Since our inception, corporate have recognized the difference in our training and its impact. Therefore even in the slowdown we were out of the few institutes to get a greater response for placements. Probably we are the only institute in the city of Pune, where the potential recruiters are learning the man-management skills in Masters programming and personal management and make it a point to visit our campus as recruiters.

We train our MBAs in such a way that right on the first day of their job they are regarded as corporate-friendly students. Well known corporate make it a point either to visit our campus or shortlist our candidates from the Dossier for the placement opportunity on the basis of experience and past performance of our students recruited by them in the recent past.

The prime objective of adopting a unique pedagogical style and methodology is to make our students aware of business realities. This translates into benefit when they get productive and mesh into new culture from the word go. Adding value, therefore, to their CVs is incidental, but creating the value to their persona is the ultimate motive. To make them really worthy for placement, value added courses such as business analytics, six sigma (basic & advance level), workshop on negotiation skills and relentless industry academic interaction as well as a module in foreign language are some of the features worth mentioning.

I whole heartedly welcome you to our campus.

Dr. A. B. Dadas
Director



NWIMSR VALUES

Established in 1991, NWIMSR is one of the most refined of Business Schools in India. Located at the educational Capital of India, NWIMSR has come to be known as one of the most respected B-schools in India. Having groomed managers and leaders of the corporate sphere for close to two and a half decades, NWIMSR boasts a legacy of Excellence & Integrity— the values of NWIMSR inculcates in every student. Inspired by the Jesuit spirit of *magis* – 'Ever Greater', NWIMSR aims at being a management school with a passion for academic excellence, uncompromising human values, a sensitive social conscience and an abiding commitment to improve the quality of life in organizations and society. It is these values that make an NWIMSR shine apart.

WHY NWIMSR?

1. Pedagogy: Extensive use of case studies as a method of learning to understand how management concepts apply in business situations along with hands on training that makes learning holistic and develops well rounded managers.
2. World Class Teaching Community: Action-centric research and industry consultancy keeps the teaching abreast in both the academic and the industrial world.
3. Industry Oriented Programs: The University proactively senses business world requirements and continuously innovates to build human capital to fit those needs. Introduction of MBA program was result of its thrust on continuous updating of programs to keep the deliverables contemporary.
4. Holistic Learning: The entire program is designed in such a way that it provides equal focus on knowledge, skill and attitude development.
5. Induction Program: Management games and simulation exercises are designed and implied in the MBA curriculum which helps participants to know each other, understand self and prepare for a better life ahead.

JOURNEY

Doing Easily What Others Find Difficult Is Talent; Doing What Is Impossible For Talent Is Genius. Located in Pune, the educational Capital of India, Neville Wadia Institute of Management Studies and Research encourages and helps its students to imbibe in themselves this element of 'genius', by providing them the best of facilities and management education. In doing so NWIMSR has always endeavored to mould its students into effective leaders who blend business practice into theory, ones who advance the evolution of strategies ideal for promoting a vibrant and throbbing business environment.

Neville Wadia Institute of Management Studies and Research was started by Modern Education Society in 1991. The institute is affiliated to the University of Pune and recognized by the All India Council of Technical Education (AICTE) and Government of Maharashtra. In addition to giving them value-added skills, the Institute provides the students with a solid foundation to base their practical knowledge on. It endows the students with management skills in the following areas:

1. Master of Business Administration (M.B.A.)

The Institute offers Masters in Business Administration. This course is affiliated to Savitribai Phule Pune University and approved by All India Council for Technical Education (AICTE) and Government of Maharashtra. The intake for this course is 60. The specialization offered is Marketing, Finance, Human Resources, Information Technology(IT). The program is designed in such a way that it provides equal focus on knowledge, skill and attitude development. This equips them to choose from a wide array of opportunities across industries thereby taking advantage of the India story.

2. PH.D.

NWIMSR is an approved Post Graduate Research Centre of Savitribai Phule Pune University. Our research scholars are under the close mentorship of a distinguished panel of guides. The Institute seeks advice from experts from different walks of life in order that the centre operates in a professional manner. There is a continuous endeavour to include a wide spectrum of subjects to make a meaningful contribution to business and to society.

CAMPUS



CLASS ROOM



RESOURCES



Our campus is purely academic but soothing and inspiring, conducive for learning. It is showered with pretty, serene and colorful gift of Mother Nature. Really it makes up a perfect, studious and academic atmosphere. The environment strikes right balance between learning and overall development of the students.



LIBRARY

Houses about 16500 Books, 33 Periodicals and National & International Journals, Reports, Interactive DVDs & VCDs Computerized setup backed by SOUL Software Developed and maintained by INFLIBNET Ahmedabad with Barcode Facility, Book Bank Facility, Business News Channels for students.

COMPUTER LABORATORY



- 2 Servers & 65 Terminals
- Online classroom setting with LCD setup
- Round O'clock Internet Facility, with WI-FI

- 5 Mbps (1:1) dedicated internet access.
- Well Equipped With CD Writer, Scanner and
- Laser-Jet Printers



PLACEMENT CELL



The Placement Cell is the nucleus of the Institute. Students are given personalized one to one guidance for appearing for interviews, identifying target organizations, creating a customized networking strategy and being placed in a job.

BATCH 2016-18



SEMINAR HALL



Spacious & wellfurnished state of the art seminar hall. Seating capacity of more than 450 students. Hosts various guest lectures, seminars, Pre-Placement talks, workshops and others cultural activities. Latest audio visual facilities like LCD projector, overhead projector to complement the various activities conducted in the seminar hall.



INDEPENDENCE DAY



BROADENING THE HORIZON



VALUE ADDITION TO STUDENTS

Personality Development Workshops	Industrial Visits
Workshops on Interview Skills and Group Discussions	Guest Lectures
Career Counselling Workshops	Internships
Certificate Course in Microsoft Excel	Programs to Induct Social Values
Book Reviews	Employment Skill Workshop



SOME OF OUR ALUMNI

Rajesh Kalan	ICICI Bank	VP, Corporate & Investment Banking
Moses Sibloon	JCB India Ltd.	General Manager (Facilities)
Suheil Sayyed	Inception Solution	CEO
Divyajeet Snehi	Feedback Infrastructure Pvt. Ltd.	Sr. Vice President
Satish Mudaliar	Intelligent INC.	VP-Business Development
Pawan Kumar	Origins Systems Pvt. Ltd.	CEO
Mustafa Raj	Fosco India Ltd.	Head, HR & Admin.
Sunita Ghorpade	R Systems Int. Ltd.	Proprietor
Mrunal Shah	Standard Chartered Bank	Relationship Manager
Thompson Xavier	Mercedes-Benz India Pvt. Ltd.	Manager-Human Resource
K.A.Patel	Amdocs	Operations Manager
Tejas Chitnis	HSBC,	Production Support Manager



INDUCTION PROGRAM



Every new student to the Institute is warmly welcomed to the esteemed Wadia Institute through the Induction Program. This program ensures that the students make a good rapport with the management and faculty of the institute.



NATIONAL CONFERENCE



National Conference on "Achieving Excellence in Higher Education through Accreditation" on 19th & 20th December 2016 in association with Savitribai Phule Pune University & Association of Indian Management Schools (AIMS). The objective of the conference was to make participants aware about broader aspect and operational issues related to accreditation.



INTERNATIONAL SEMINARS



International conference on “Global Corporate Village – Possibility and Scope” Neville Wadia Institute of Management Studies and Research in association with Savi tribai Phule Pune University organized an International Conference on “Global Corporate Village – Possibility and Scope” on the 20th and 21st Jan 2017.

Objectives of this conference were to access the possibility of Global Corporate Village becoming a reality and identify the unique forces driving the Global economy. The two day International conference had resource persons from different countries like Sri Lanka, Bangladesh, Thailand, Malaysia Oman, Jordan, Mauritius, Nepal, Sudan, Qatar and India. The inauguration session had dignitaries named Dr. Md. Musharaf Hossain – President, Asia Pacific Federation of Human Resources management, Bangladesh highlighting the growing importance of acknowledging human and resource to be successful in implementing the concept of Global Corporate Village.



JOB FAIR



The institute in association with University of Pune held a Times-job fair in 2016. This Job Fair was organized for students from various management institutes from Pune University area.

Many renowned companies visited and participated in the Job Fair to select students for summer placement.



INDUSTRIAL VISITS



Name of the Company	Type of industry	Location
Parle Products Ltd.	FMCG	Vile Parle, Mumbai
Volkswagen India Ltd	Automobile	Pimpri, Pune
Tata Motors Ltd.	Automobile	Pune
Mahindra Electro Chemicals Ltd.	Chemical	Pune
Kalyani Brakes Ltd.	Engineering	Vashi, Mumbai
Hindustan Petroleum Ltd.	Petroleum	Malegaon, Pune
Malegaon Sahakari Sakhar karkhana	Sugar	
Kalyani Forge, Ltd.	Engineering	Wagholi, Pune
RSB Transmissions Ltd.	Engineering	Wagholi, Pune
Automotive Stam ping & Assem blies Ltd, Pune	Engineering	Ranjangaon, Pune
Forbes Marshall	Automobile	Pimpri, Pune
JCB(I)Ltd	Engineering, Autom obile	Talegaon, Pune
Poon awala Group, Hadapsar, Pune	Engineering & Pharma	Hadapsar, Pune
512 Ammunition Factory	Defence	Khadki, Pune
Crom pton Greaves Ltd.	Engineering	Kanjurmarg, Mumbai

LIFE AT NWIMSR



OUR MENTORS

DR. A. B. DADAS
M.B.A., DLL&LW, MPM,
M.Com, M.Sc, M.Phil., Ph.D.
Director, NWMSR



"The teacher who is indeed wise does not bid you to enter the house of his wisdom but rather leads you to the threshold of your mind".

DR. ABHAY KINIKAR
M.Sc. (Chem),
MBA (Systems & Finance)
Ph.D.
Asst. Professor



PROF. VIKAS DOLE
B.Sc., MBA (HR, MKTG)
Asst. Professor



PROF. VINOD LALBEG
B.Sc. (Phy), MCM
Asst. Professor



DR. ANURADHA DANDNAIK
B.Sc., MCM, Ph.D.
Asst. Professor.



PROF. KARUNA JADHAV
B.E. (Comp. Sc.) MBA (HR)
Asst. Professor



PROF. RADHA DOGRA
M.Com, MBA (MKTG)
Asst. Professor



PROF. JAMSHED DARASHA
B.Com, MBA (MKTG)
Asst. Professor

VISITING FACULTY

1) MRS. MOUSHAMI SHAH
M.Com. C.A

2) ADV. SANTOSH LONKAR
B.Com, LLM, MBS

3) MR. RAVINDRA BORA DE
B.Sc., MBA, LLB

4) MR. VISHAL AMOLIK
M.A (Eco), B.Com,
M.Phil.

5) MR. ANINDYA MUKHERJEE
B.Tech (Petroleum Engineering),
PDGM (IIM Calcutta)



MASTER OF BUSINESS ADMINISTRATION

M.B.A. is a two year full-time post graduate semesterized degree program.

MBA fees is fixed for Maharashtra State (MS)/ Outside Maharashtra State (OMS) Foreign Students every year by Shikshan Shulka Samiti (SSS)

Eligibility for Admission:

A candidate possessing 50% for open & 45% for reserved category marks at the Degree or Masters Degree examination in any faculty of any statutory University shall be eligible for admission to M.B.A. course. The candidate should also have qualified in the Common Entrance Test for M.B.A. conducted by Government of Maharashtra, DTE.

Functional Electives / Specialization

Any one of the following Groups to be selected in second year:

1. Marketing Management (MKT)
2. Financial Management (FIN)
3. Information Technology Management (IT)
4. Operations Management (OPE)
5. Human Resources Management (HR)
6. International Business Management (IB)
7. Supply Chain Management (SCM)
8. Rural & Agribusiness Management (RABM)
9. Family Business Management (FBM)
10. Technology Management (TM)
11. Banking and Insurance Management (BIM)
12. Healthcare Management (HM)
13. Entrepreneurship Development (ED)
14. Services Management (SM)
15. Retail Management (RM)
16. Digital Media & Communication Marketing (MC)
17. Tourism and Hospitality Management (THM)
18. Defence Management (DM)

Examination System and Standard of passing

The final total assessment of the candidates shall be made in terms of an internal assessment and on external assessment for each course, except in the case of the internal papers.

- The internal and external assessment will constitute separate heads of passing and they will be shown separately in transcripts. For each course, the ratio of marks of internal assessment in relation to the external; assessment shall be 30:70.
- The external assessment shall be based on the external written University Examination to be held at the end of each semester for each course.
- Continuous evaluation pattern is followed in Internal Assessment which is based on the class tests/assignments/presentations and/or one internal examination.
- For external examination the breakup is 50 marks written examination & 20 marks on-line examination.

Degree Requirements:

- a) Earned Credits: A candidate who has successfully completed all the Core courses and accumulated, through elective courses, not less than minimum number of Credits prescribed shall be eligible to receive the Degree. The degree requirements for the MBA programme are completion of 100 earned credits.
- b) Final Grade Point Requirement: A student must obtain the Final Grade Point of a minimum of 00.50 to be eligible for award of the MBA degree.
- c) Aggregate: If a student fails to secure aggregate 40% marks out of 100 [concurrent evaluation (30) + online evaluation (20) + university evaluation (50)], such students will have to appear for University theory examination (50) only.

The performance of a student will be evaluated in terms of two indices, viz.

- a) Semester Grade Point Average (SGPA) which is the Grade Point Average for a semester
- b) Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed semesters at any point in time.

Semester Grade Point Average (SGPA): At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the student has passed, the weights being the credit values of respective courses.

For Detailed information students are requested to visit our website:

www.nevillewadia.com or <http://nevillewadia.com/mba-program/>

Doctor of Philosophy (PH.D.)

Today, Research has been given significant importance by University and accreditation agencies. The repute of an Institution depends upon quality and quantity of research. Neville Wadia Institute of Management Studies & Research is an approved Post Graduate Research Centre of Savitribai Phule Pune University.

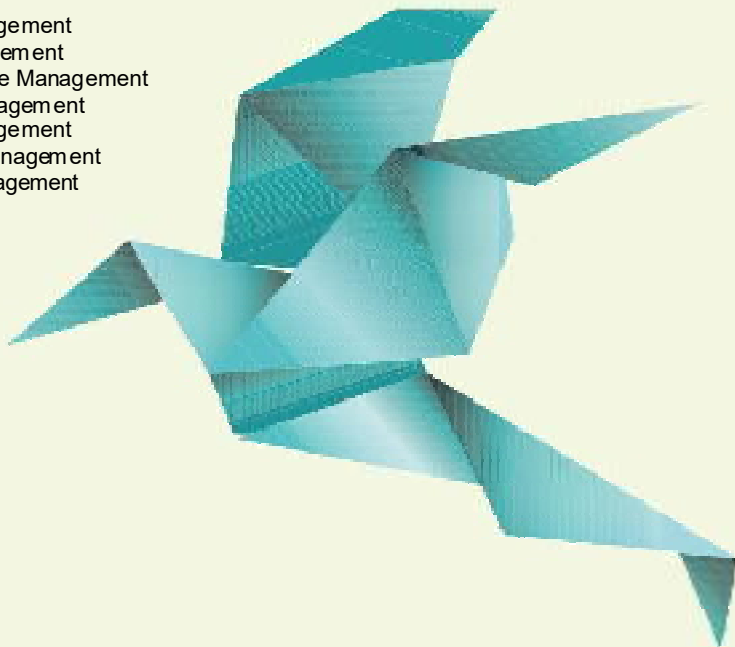
Post Graduate Research centre started in 2016. The research centre offers avenues for research in the areas like Computer Management, Financial Management, Human Resource Management, Knowledge Management, Marketing Management, Organisation Management and Production Management.

The Research Head, Coordinator, Research guides, Administrative Staff and Library Resources support research student to achieve better research output by providing enabling ecosystem. The students are motivated and guided to write quality research papers in reputed Journals. The guides and faculties are motivated to apply for various projects because of 12(f) and 2(b) approval. With commitment to Integrity and honesty, we have software 'turnitin' to prevent plagiarism, supported by Savitribai Phule Pune University.

We invite scholars to consider our research centre to pursue research.

Areas of Study:

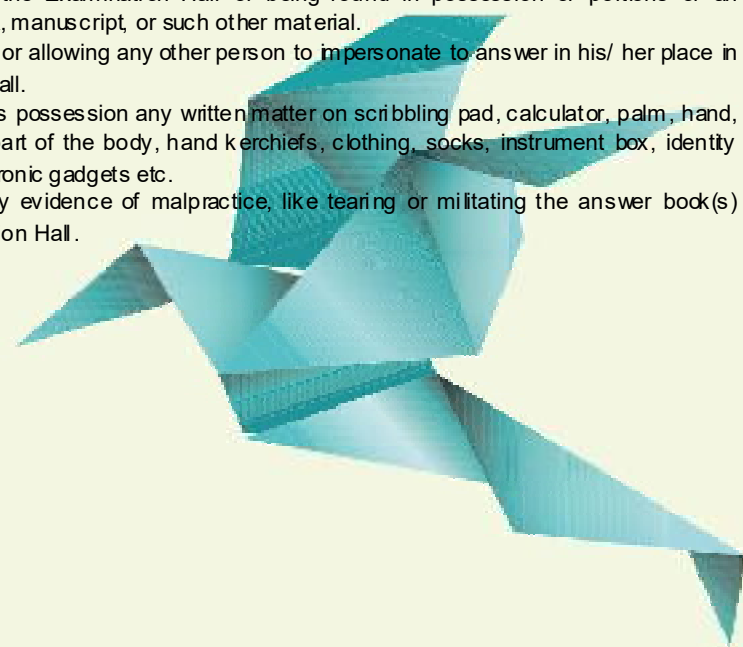
- Computer Management
- Financial Management
- Human Resource Management
- Knowledge management
- Marketing Management
- Organisation Management
- Production Management



REGULATIONS GOVERNING THE MALPRACTICES BY THE STUDENTS DURING ONLINE/ INTERNAL/ UNIVERSITY EXAMINATIONS

Every student appearing for the Online/ Internal/ External Examination is liable to be punished for committing malpractice(s), if he/ she is observed as committing any of the following acts:

1. Possession of electronic gadgets like mobile phones, programmable calculator or any other storage devices in the Examination Hall.
2. Misbehaving with officials or using obscene or abusive language.
3. Writing on the Question Paper and/ or passing on the same to other student(s) in the Examination Hall.
4. Communicating with any other student(s) or any other person(s) inside or outside the Examination Hall with a view to take assistance or aid to write answers in the examination.
5. Copying from the material or matter or answer(s) of another student or from similar aid or assistance rendered by another student within the Examination Hall.
6. Making any request of representation or offer of any threat or bribe to Junior/ Senior Supervisor and/ or any other official for favours in the Examination.
7. Approaching directly or indirectly the teaching staff to bring about undue pressure or influence upon them for favour in the examination.
8. Taking or bringing in the answer script pages or supplementary sheets or tearing them off and/ or inserting pages written outside the examination hall into the answer book.
9. Receiving material from outside or inside the Examination Hall, for the purpose of copying (inclusive of electronic communication).
10. Bringing into the Examination Hall or being found in possession of portions of an unauthorized book, manuscript, or such other material.
11. Impersonating or allowing any other person to impersonate to answer in his/ her place in the Examination Hall.
12. Having in one's possession any written matter on scribbling pad, calculator, palm, hand, leg or any other part of the body, handkerchiefs, clothing, socks, instrument box, identity card, scales, electronic gadgets etc.
13. Destroying any evidence of malpractice, like tearing or mutilating the answer book(s) from the Examination Hall.



COURSE OUTCOMES (COs)

Code	Course Name	Course Outcome
101	Accounting For Business Decisions	<p>To understand the basic concepts of financial accounting, cost accounting and management accounting.</p> <p>To know various tools from accounting and cost accounting this would facilitate the decision making</p> <p>To develop analytical abilities to face the business situations.</p>
102	Economic Analysis for Business Decisions	<p>Students are equipped of management with time tested tool sand techniques of managerial economics to</p> <p>Enable them to appreciate its relevance in decision making.</p> <p>Students are acquainted with general business law issues to help become more informed, sensitive and effective business leaders</p>
103	Legal Aspects of Business	<p>Students are given understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.</p>
104	Business Research Methods	<p>To understand the concept and process of business research in business environment.</p> <p>Students are equipped with the use of tools and techniques for exploratory, conclusive and causal research.</p> <p>Students understood the concept of measurement in empirical systems.</p> <p>Use statistical techniques for analysis of research data.</p> <p>Gained a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.</p>
105	Organizational Behaviour	<p>Obtained frameworks and tools to effectively analyze and approach various Organizational situations.</p> <p>Studied how individuals, groups, and organizations act in order to expand our options of approaches and in areas of our own effectiveness</p>
106	Basics of Marketing	<p>Introduced marketing as a business function and a philosophy</p> <p>The emphasize importance of understanding external environment in marketing decision making</p> <p>Exposure to students to a systematic framework of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.</p>

		<p>Understood the various concepts of management</p> <p>Made the students understand the contemporary management practices</p> <p>Learn t highlights of professional challenges that managers face in various organization</p> <p>Learn t to appreciate the emerging ideas and practices in the field of management.</p>
107	Management Fundamentals	
108	Business Communication Lab	<p>To acquaint the students with fundamentals of communication and help them to transform their communication abilities.</p> <p>To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.</p> <p>To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.</p> <p>To familiarize Students with basic intermediate skills for using Excel in the classroom vis-à-vis Business Applications</p> <p>To provide students hands on experience on MS Excel Utilities To gain proficiency in creating solutions for Data Management and Reporting</p>
109	MS Excel and Advanced Excel Lab	<p>To acquaint students with basic aspects of an Enterprise.</p> <p>To guide the students in analyzing an Enterprise w.r.t. a set of basic parameters.</p> <p>To help the students assimilate basic jargon and its meaning w.r.t. Enterprise Analysis.</p>
115	Enterprise Analysis - Desk Research	<p>To introduce the concept of Marketing Mix as a framework for Marketing Decision making.</p> <p>To sensitize the students to the dynamic nature of Marketing Function.</p>
201	Marketing Management	<p>To emphasize the need, importance and process of Marketing Planning and Control.</p> <p>To understand various concepts related to financial management.</p> <p>To study in detail, various tools and techniques in the area of finance.</p>
202	Financial Management	<p>To develop the analytical skills this would facilitate the decision making in Business situations</p> <p>To understand the role of HRM in an organization</p> <p>To learn to gain competitive advantage through people</p>

		To learn to study and design HRM system
2 03	Human Resource Management	To understand role of quantitative techniques in managerial decision making.
2 04	Decision Science	To understand process of decision problem formulation. To understand applications of various quantitative techniques in managerial settings. To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage. To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.
2 05	Operations and Supply Chain Management	To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, and HR To develop conceptual understanding about latest developments in the field of Information Technology To learn to use Information Technology to gain competitive advantage in business
2 06	Management Information Systems	To learn from, with a view to emulate, entrepreneurial venture in e-Commerce and m-Commerce To equip students with individual and group learning methods To understand intelligence and develop emotional competence To develop understanding and competence for personal and managerial effectiveness
2 07	Emotional Intelligence and Managerial Effectiveness Lab	To understand basics of project management and learn how to use MS Project 2007 to: A Create a New Project B Build Tasks To understand use of MS Project 2007 to track Project Progress
2 09	MS Project Lab	To encourage students to develop and use balanced self-determined behaviour. To help students in enhancing self, increasing life satisfaction and improving relationships with others.
2 10	Life Skills Lab	To develop new ability to practice new problem solving skills in group and use these skills in personal life. To help the students understand the dynamics of a specific industry. To acquaint students with various issues particular to an industry.
2 15	Industry Analysis - Desk Research	To provide a cross-functional perspective of the functioning of a business enterprise and an industry. To expose participants to various perspectives and concepts in the field of Strategic Management To help participants develop skills for applying these concepts to the solution of business problems

		To help students master the analytical tools of strategic management.
3 01	Strategic Management	To acquaint the students with a perspective of different facets of management of an enterprise To provide inputs with reference to the Investment Decisions along with the techniques for those decisions To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
3 02	Enterprise Performance Management	To develop the knowledge of the concept of auditing and its applicability as performance To instill a spirit of entrepreneurship among the student participants. To provide an overview of the competences needed to become an entrepreneur
3 03	Startup and New Venture Management	To give insights into the Management of Small Family Business To offer the opportunity for the students to acquire on skills, knowledge, perceptions with the experience for professional identity. To provide means to immerse students in actual supervised professional experiences.
3 04	Summer Internship Project	To give an insight into the working of the real organizations To gain deeper understanding in specific functional areas. To appreciate the linkages among different functions and departments. To develop perspective about business organizations in their totality. To help the students in exploring career opportunities in their areas of interest. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective. To design and produce, evaluate a research proposal & understand the quality of research studies.
3 05MKT	Contemporary Marketing Research	To learn the basic skills to conduct professional marketing research. To understand the applications of business research tools in Marketing decision making To highlight the importance of understanding consumer behaviour in Marketing. To study the environmental and individual influences on consumers

		To understand consumer behaviour in Indian context.
306MKT	Consumer Behaviour	To provide an overview of the range of tools available for Marketing Communications To provide an understanding of the basic principles of planning and execution in Marketing Communications To acquaint the with concepts and techniques in the application for developing, designing an effective advertising, promotion To sensitize students to the various facets of advertising, public relation and promotion management.
307MKT	Integrated Marketing Communications	To develop a managerial perspective and an informed decision-making ability for effective tackling of promotional situations. To make the students appreciate the various facets of the job of a product manager. To highlight the strategic role of product management in organizational and functional context.
308MKT	Product Management	To emphasize the financial and other metrics of effective product management. To introduce different approaches to measuring brand equity. To provide conceptual framework for managing brands strategically.
309MKT	Strategic Brand Management	To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands. To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity. To familiarize students with the terms, concepts, and nature of Business-to-Business Marketing. To expose the students to the industrial marketing functions of firms.
318MKT	Business to Business Marketing	The course introduces to the participants the specifics of marketing mix for Business-to-Business Marketing. To understand the basic concepts in Income Tax Act, 1961. To Calculate Gross Total Income and Tax Liability of an Individual.
305FIN	Direct Taxation	To acquaint with online filling of various forms and Returns. To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services. To acquaint students with various techniques used for Strategic Cost Management

306FIN	Financial Systems of India, Markets & Services	To develop an understanding of the adoption of various techniques of SCM for obtaining sustainable competitive advantage
307FIN	Strategic Cost Management	To make the student familiar with the integration of various techniques in decision making To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management To highlight the importance of various decision making areas of financial management
309FIN	Corporate Finance	To know the concept of Financial Restructuring in Companies. To get acquainted with factors leading to financial distress of the organization. To understand alternative sources of capital and planning of the same. To know the significance of the Corporate Governance in the overall functionality of the organization.
310FIN	Corporate Financial Restructuring	To understand the basics of Banking and the emergence of Banking in India. To get acquainted with the functionality of the Banks.
313FIN	Banking Operations – I	To know the meaning and use of commonly used technologies in Banking. To make the students understand rationale behind labour laws To equip students with important provisions of various labour laws
305HR	Labour & Social Security Laws	To give students insight into the implementation of labour laws To orient the students with the concepts related to human resource accounting & compensation management. To facilitate learning related to human resource accounting & compensation management for employees.
306HR	Human Resource Accounting & Compensation Mgmt	To learn the basic concepts of safety management To study the various provisions of employee health and safety.
307HR	Employee Health, Safety	To learn fundamental principles of HRIS. Developing specific HRIS skills competencies needed by professionals
310HR	Human Resource Information System	To create an awareness of fundamental principles, significance and implementation of quality management To use new concepts of TQM in the process of continuous improvement and learning

313HR	Quality Management System	Apply general ethical principles to particular cases or practices in business.
401	Managing for Sustainability	Think independently and rationally about contemporary moral problems. Recognize the complexity of problems in practical ethics. Demonstrate how general concepts of governance apply in a given situation or given circumstances.
402	Dissertation	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes and perception along with the experience. To provide means to immerse students in a actual supervised professional experiences To gain deeper understanding in specific areas.
403MKT	Service Marketing	To emphasize the significance of service marketing in the global economy To make the students understand the deeper aspects of successful service marketing
404MKT	Sales & Distribution Management	To provide insights to the challenges and opportunities in service marketing. To provide foundation in components of sales and distribution management. To introduce various facets of the job of a sales manager. To focus on decision making aspects and implementation of decisions in sales and distribution management. To provide insights into all functional areas of retailing. To give an account of essential principles of retailing
405MKT	Retail Marketing	To give a perspective of the Indian retailing scenario. To understand rural aspects of marketing To learn nuances of rural markets to design effective strategies
406MKT	Rural Marketing	To enhance deeper understanding of rural consumer behaviour To make the students understand the concept and techniques of international marketing. To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.
408MKT	International Marketing	To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment. To understand and apply the STP of marketing (segmentation, targeting, positioning).

410MKT	Marketing Strategy	To understand and appreciate the concept of marketing To understand procedural part of Indirect Taxes To acquaint with online filling of various Forms & Returns.
403FIN	Indirect Taxation	To understand the basic concepts in various Indirect Taxes. To make students familiar with the operations in foreign exchange markets. To sensitize students with complexities of managing finance of multinational firm. To highlight the importance of the regulatory framework of international financial transactions w.r.t to India.
404FIN	International Finance	To provide an alternative framework for understanding financial market behaviour. To demonstrate how cognitive biases and heuristics influence investment behaviour and determine asset prices.
405FIN	Behavioural Finance	To highlight the basic theories and strategies that make us aware of behavioural finance and investing. To understand how to do the trading of financial assets online To know practically the prerequisites of trading. To analyze the securities using the MIS reports available online.
408FIN	Online Trading of Financial Assets	To get acquainted with the charge drole of Banking post 1991 Reforms. To know the lending and borrowing rates along with the various mandatory reserves.
409FIN	Banking Operations – II	To know the procedural compliances by bank's functionality. To understand the concept of Wealth Management. To understand the concept of Portfolio Management.
410FIN	Wealth and Portfolio Management	To understand various tools and methods of evaluating the portfolio Give students insight into the IR scenario in India Make students understand important laws governing IR Create understanding about role of Govt., society and trade union in IR
403HR	Employment Relations	To make students understand HR implications of organizational strategies Understand the various terms used to define strategy & its process

404HR	Strategic Human Resource Management	Understand HR strategies in Indian & global perspective
		To develop an understanding of the nature, functioning and design of organization
		Be able to understand the theory and practice relating to the processes of organization development and change
405HR	Organizational Design & Development	Develop insight, competence in diagnostic & intervention processes & skills for initiating organizational processes & change in organizations
		To make students understand meaning of change and need for organizational Change
		To appraise students with the change management process
408HR	Change Management	To develop an understanding of the nature and strategies of negotiation.
		To understand conflict and strategies to resolve the conflict
409HR	Conflict & Negotiation Management	Introduction of CSR: Aims & Objectives, Importance of CSR CSR initiatives: Adopted by organizations in Indian Context as well as Global context
410HR	LAB in CSR	Desk Research/ Field Study: Faculty to divide students in a group of 6 each. Groups will visit various industries in nearby area, understand various CSR activities initiated by them & present as well as submit the report on same



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- + India Bulls Ltd. IDBI Bank
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- + J M Asset Management Company Ltd.
- + ING Vysa Group Insurance Company Private Ltd. Kotak Securities Ltd.
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