Parle Tilak Vidyalaya Association's
Institute of Management
Affiliated to University of Mumbai, Approved by AICTE & DTE Maharashtra

Scaling New Heights with our MBA

Explore your world!

MMS
Master of Management Studies
MMM / MFM / MHRDM
Part Time Masters Degree Program

2014-15
About PTVA's Institute of Management

Parle Tilak Vidyalaya Association (PTVA) was established in 1921 to pay tribute to the iconic freedom fighter Lokmanya Bal Gangadhar Tilak. In its illustrious journey of over 9 decades, PTVA has carved out a niche for itself in the field of academics by providing quality and value based education. The Institution has grown exponentially in quality and quantity of students at school and college level, in areas spanning Science, Commerce, Arts and Management. A natural extension of this coveted journey was its foray into Management Education under the auspices of PTVA's Institute of Management. Our Institute offers 2 Year Full Time MBA Course namely MMS (Master of Management Studies) & 3 Year Part Time MBA Course, for working executives, namely Masters in Marketing Management (MMM), Masters in Human Resources Development & Management (MHRDM) & Masters in Financial Management (MFM).

Vision

To be one of the top value driven knowledge-hub to enable students to self-actualize their potential.

Mission

To provide a stimulating learning ambience that inspires and enable students to develop their academic, entrepreneurial & leadership acumen in congruence with dynamic needs of business and society.

Values

Honesty, Integrity and Strong work ethics. Continuous learning and development with focus on pursuit of knowledge, personality development and understanding between faculty & students.
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Advisory Board

Chairman: Shri. Anil B. Ganu
Shri. Ganu is a Chartered Accountant and a finance professional with rich and varied industry experience with MNCs. He is a Trustee and Hon. Secretary of Parle Tilak Vidyalaya Association (PTVA).

Dr. (Smt.) Snehalata Deshmukh
Dr. (Smt.) Deshmukh is a renowned pediatrician and a pioneer of the neo-natal department of KEM Hospital, Mumbai. She was the Dean of the Lokmanya Tilak Medical College & Sion Hospital. She is also the former Vice Chancellor of University of Mumbai.

Shri. Dilip M. Pethe
Shri. Pethe is a BGL & MBA. He is a partner in M/s. Waman Hari Pethe Jewellers. He is a trustee and President of Parle Tilak Vidyalaya Association (PTVA).

Shri. Praveen Kadle
Shri. Kadle is a Chartered Accountant, Cost & Works Accountant and Company Secretary. He is the Managing Director & CEO of Tata Capital Limited, a subsidiary of Tata Sons Limited. He has been working for the Tata’s for more than two decades and has played a major role in the turnaround and growth of Tata Motors. He was also instrumental in the turnaround and financial restructuring of the erstwhile Tata Finance Limited. Shri. Kadle has received a number of awards in recognition of his outstanding contribution to Tata Motors Limited, which are: CNBC-TV18, the Country's best performing CFO in the Auto & Auto Ancillaries sector for 2006; 'The Best CFO of the year 2005' in India by Business Today; The 'CFO of the year 2004' by IMA (formerly known as Economist Intelligence Unit) among others.

Shri. Deepak Ghaisas
Shri. Ghaisas is a Chartered Accountant, Cost Accountant, Company Secretary as well as an alumnus of London Business School. Mr. Ghaisas was the former Vice Chairman of i-flex Solutions, a leading technology company in banking services. He is currently the Chairman of Gencoval group of companies engaged in biotech. He is also on the board of several listed companies in Pharmaceutical and retail spaces.

Shri. Deepak Chibba
Shri. Chibba is a Mechanical Engineer with vast experience in general management & manufacturing. He is the Executive Vice President of the Tractor’s division, Mahindra & Mahindra.
Shri. Manohar Bhide
Shri. Bhide is a Certified Associate of the Indian Institute of Bankers and has a Master's Degree in Arts from the University of Mumbai. He was the Chairman and Managing Director of Bank of India and also the Managing Director and Group Executive (National Banking) of State Bank of India. He has served on various committees constituted by the RBI. Presently, he is a Member of the Executive Committee - Currency Derivatives Segment, NSE. He is also on the board of Mahindra & Mahindra Financial Services Limited, Mahindra Trustee Company Private Limited, J. P. Morgan Securities India Private Limited, Mahindra Shubhlabh Services Limited, and Talwalkar's Better Value Fitness Limited.

Dr. (Smt) Madhavi S. Pethe
Dr. (Smt) Pethe is the Principal of M. L. Dahanukar College of Commerce. She has a doctorate in Human Resources. Her illustrious career in education spans almost two decades. She has taken M. L. Dahanukar college to new heights.

CA Mukund Manohar Chitale
CA Mukund Chitale is a Chartered Accountant and a Member of Governing Council of Banking Codes and Standards Board of India. He also holds important positions in a Group of Amalgamation of Urban Co-operative Banks. Since 2011, CA Mukund Chitale has been appointed as a Chairman of National Advisory Committee on Accounting Standards by the Ministry of Corporate Affairs and continues to occupy this position till date. He held many prestigious positions in the past. To name a few, Chairman of WIRC of ICAI during 1984-85, Member of Central Council of ACAI during 1985-88, President of Institute of Chartered Accountants of India during 1997-98 and a Member of the International Auditing Practices Committee of the International Federation of Accountant during 1998-2000.

Shri. Pramod Hari Lele
Shri. Lele is currently working as a Chief Executive Officer of Hinduja Hospital, Mumbai. Formerly, he was associated with Parke Davis India, as a Chairman & Managing Director. He also worked with Johnson & Johnson Ltd. as Executive Vice President. Currently, he holds a coveted position as a Member of Court - Indian Institute of Science, Bangalore. He is on the Advisory Board of Welingkar Institute of Management. He is a trustee of Marathi Vidnyan Parishad and also a Member of Rotary Club of Mumbai Parleshwar.

Dr. Harish Kumar S. Purohit
Dr. Purohit comes with about 21 years of rich expertise spread across industry, academics and research domains. He has the distinction of being associated with numerous prestigious Seminars, Presentations & Workshops. In his distinguished career, Dr. Purohit has the honour of having interacted with industry icons like Mr. Ratan Tata, Mr. Keshub Mahindra, Dr. Anji Reddy, Mr. Sajjan Jindal and Dr. Verghese Kurian among many notable dignitaries. Dr. Purohit’s core competence lies in his tremendous organisational skills, which are exemplified by the various events that he has organized in terms of training programs, including an international training program, and seminars. He is also a guiding spirit and a successful mentor of young minds, including Ph. D., M. Phil. and MBA students, and has successfully guided summer internships and junior scholars under him.
Dear Aspirant,

With immense pleasure, I welcome you to PTVA's Institute of Management. Our institute is affiliated to the University of Mumbai, approved by All India Council for Technical Education (AICTE), New Delhi and Directorate of Technical Education (DTE), Maharashtra.

Appreciating the importance of education in nation building, our parent trust, namely Parle Tilak Vidyalaya Association (PTVA) has been strongly active since 1921 in the field of education and has cultivated a laudable value system which has been tested and proven in the real world through the achievements of its illustrious alumni.

Our elegant infrastructure, good blend of core and visiting faculties and industry focussed academic program, strive to create practical but well-groomed managers and leaders for today and tomorrow. We spare no efforts in the process of providing efficient managers to the world of business. Our curriculum pursues a unique blend of strategic thinking and practical implementation while sensitising students to complex corporate atmosphere.

In our endeavour in providing quality and contemporary management education, we provide not only the Two Year Full Time MMS Program but also Three Year Part Time MBA Program for working executives and managers. These programs enhance their career prospects by offering courses like Masters in Marketing Management (MMM), Masters in Financial Management (MFM) and Masters in Human Resources Development & Management (MHRDM).

Strong connectivity of our institute with the industry provides an ideal platform for budding management students to actively participate at various events, forums to demonstrate their abilities to learn fast and the latest. This helps our students to willingly join the mainstream of industry for mutual gains. Our academic-industry interface is getting stronger day by day.

To put it simply, our foundations are strong with a vision that PTVA fosters such as inculcating strong values by providing an environment for learning & innovation so as to emerge victorious and take forward the aspirational values for the well-being of all the stakeholders of the society.

“All our dreams can come true –
if we have the courage to pursue them”

......Walt Disney

Come; join us in this electrifying journey. If you dare to dream, as stated in this inspirational quote, our Management School will foster your overall development of being a committed global citizen.

Wishing you the best of success.......... 

Dr. Harish Kumar S. Purohit

Director
MMS Program
Master of Management Studies
(2 year full-time MBA Program)

Objectives:
- To provide a steady stream of competent young men and women with necessary knowledge, skills, values and attitudes to occupy positions of management and administration in business, industry, public system and the government.
- To impart the students latest and relevant knowledge from the field of management theory and practice.
- To provide opportunities to the students for developing necessary managerial skills.
- To impart/ develop the right kind of values and attitude to function effectively in Managerial/ administrative positions.

Program Structure:
MMS is a two year program affiliated to the University of Mumbai. On successful completion, the student gets the MMS degree from the University of Mumbai. Our focus is on nurturing employable managers. To do this, we have taken the University curriculum and imparted it to make it contemporary and relevant.

Pedagogy:
- Case studies of global and Indian companies which provide an opportunity to analyse real life corporate problems.
- Projects which provide an opportunity to students to work in groups and develop their team skills along with studying the subject.
- Guest lectures where experts from the industry share their valuable knowledge and experience.
- Industrial visits which expose students to witness the actual functioning of corporate organization.
- Role plays which help students simulate real life situations.

Evaluation Criteria:
We follow a system of continuous evaluation of student performance during each of the semesters. This includes class tests, assignments, projects and presentations.

Benefits of the Program:
- Relevance of the curriculum to practical business applications
- Fusion of theoretical inputs with practical applications
- Emphasis on fostering team work and on personal effectiveness
- Focus on self-management and development of learning skills

Value Addition:
- Personality development courses
- Foreign languages
- Study tours
- Training on Microsoft Packages and Advanced MS-Excel

In the second semester, a student shall select a special subject, from the following Functional areas:-
- Marketing Management
- Financial Management
- Human Resource Management
- Operations Management
- Information Technology Management
## Course structure

### First Year - Semester I
- Perspective Management
- Business Communication and Management Information Systems
- Organisational Behaviour
- Financial Accounting
- Operations Management
- Marketing Management
- Managerial Economics
- Business Statistics

### First Year - Semester II
- Cost & Management Accounting
- Financial Management
- Operations Research
- Human Resources Management
- Legal Aspects of Business and Taxation
- Business Research Methods
- Specialisation Elective I
- Specialisation Elective II

### Electives (Students are supposed to choose any two of the following specialisation Electives as per their area of specialisation)

#### First Year - Semester II Marketing Specialisation Electives (Any Two)
- Rural Marketing
- Event Management
- Retail Management
- Export Documentation & Procedures

#### First Year - Semester II Finance Specialisation Electives (Any Two)
- Financial Markets, Products and Institutions
- Analysis of Financial Statements
- International Finance
- Banking & Insurance

#### First Year - Semester II Human Resource Specialisation Electives (Any Two)
- Indian Ethos in Management
- Human Resource Planning
- Human Resource Information Systems
- Compensation & Benefits

#### First Year - Semester II Operations Specialisation Electives (Any Two)
- Total Quality Management
- Supply Chain Risk and Performance Measurement
- Designing Operations Systems
- Technology Management & Manufacturing Strategy

#### First Year - Semester II Information Technology Specialisation Electives (Any Two)
- Rural Marketing
- Event Management
- Retail Management
- Export Documentation & Procedures

#### First Year - Semester II Finance Specialisation Electives (Any Two)
- E - Commerce
- Networking & Communications
- Enterprise Applications
- Software Quality Assurance & Manufacturing Strategy

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*For more details, visit our library or University of Mumbai website*
Program Objectives

As you rise up the corporate ladder, you feel the necessity of a management degree - not a certificate program, but a master’s degree. The Three Year Master’s Degree courses - Masters in Marketing Management (MMM), Masters in Financial Management (MFM) and Masters in Human Resources Development & Management (MHRDM), have been designed by the University of Mumbai with clear vision and objective of empowering promising executives, with practical experience, to earn a management degree while they continue to work.

The Part time Masters courses follow the course structure set by the University of Mumbai.

The first three semesters in the Part Time courses are common across all the disciplines. These courses offer grounding in the core disciplines of Management, enabling the executives to get grounding necessary to perform in a complex integrated global environment. The fourth, fifth and sixth semesters are the specialisation semesters, where the executives immerse themselves in the specialisations they have chosen.

Master’s Degree in Marketing Management (MMM)

The program covers all the related areas of marketing. It seeks to develop an integrated top management perspective, which is necessary for marketing executives to move into top-level general management positions. Candidates seeking admission to this program must have practical experience in any of the following related areas: Marketing Planning, Sales Management, Marketing Research, Distribution, Public Relation, Advertising, Export Marketing and Applied Economics.

Master’s Degree in Human Resources Development & Management (MHRDM)

The objective of this program is to prepare Executives for top-level Human Resources positions in public or private sector organisations. The emphasis will therefore, be on developing a proper role perception of Human Resources Development in the Indian context by exposing them to a wide range of relevant areas, sufficiently in depth so that they may gain the confidence necessary to interact with people at all levels and develop the Human Resources skills for translating policies into action effectively. Candidates having executive experience in Human Resources Development related field in private/public organisation, Government, etc. will find this program useful.

The pedagogy used is a blend of

- Lectures
- Role Plays
- Case Studies
- Presentations
- Seminars & Workshops
- Group Discussion
- Guest Lectures Series
- Live Projects
**MMM/ MFM/ MHRDM**  
Part Time Masters Degree Program  
(3 year part-time MBA Program)  
(New syllabus w.e.f. Academic Year 2014-2015)

**Course Structure**

<table>
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<tr>
<th>Semester I</th>
<th>Semester II</th>
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<tbody>
<tr>
<td>- Principles of Management</td>
<td>- Production Management</td>
</tr>
<tr>
<td>- Financial Accounting</td>
<td>- Business Research Methods</td>
</tr>
<tr>
<td>- Organisational Behaviour</td>
<td>- Marketing Management</td>
</tr>
<tr>
<td>- Managerial Economics</td>
<td>- Legal Aspects of Business</td>
</tr>
<tr>
<td>- Business Communication</td>
<td>- Cost and Management Accounting</td>
</tr>
<tr>
<td>- Quantitative Methods in Management</td>
<td>- Human Resources Management</td>
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</tbody>
</table>

**Semester III**

- International Business  
- Management Information Systems  
- Financial Management  
- Taxation  
- Creativity & Innovation Management

**Semester IV / Semester V / Semester VI – Specialisation Semesters**  
Subject details available on our website
Dr. Harish Kumar S. Purohit, Director
B.Sc., M.M.M. (NMIMS), Ph.D.
Industry, Research & Academic
Experience: 21 years

CA Ajit Joshi, Assistant Professor
B.Com., M.Com., C.A.
Industry Experience: 4 years
Academic Experience: 9 years

Mr. Jigar Patel, Assistant Professor
B.Sc., M.M.S (HR)
Industry Experience: 1.5 years
Academic Experience: 2 years

Mrs. Krutika Zarapkar, Assistant Professor
B.Com., MMS (Finance)
Industry & Academic Experience: 4 years

Mrs. Prajakta Dhuru, Assistant Professor
M.Com., MMS (HR), Pursuing Ph.D.
Industry Experience: 1 year
Academic Experience: 8 years

Mrs. Priyanka Mathur Dhingra, Assistant Professor
B.Sc., MBA, Pursuing Ph.D.
Industry Experience: 9 years
Academic Experience: 9 years

Dr. Rupam Tiwari, Assistant Professor
B.A, B.I.T, R.H.C.E, MBA (System & Operations), Ph.D.
Industry Experience: 3 years
Academic Experience: 7 years

Mrs. Shalini Kakkar, Assistant Professor
M.Sc. (Maths), PGDM (Finance), Pursuing Ph.D.
Industry Experience: 4 years
Academic Experience: 8 years

Dr. Tejashree Deshmukh, Assistant Professor
B.A., MHRDM, Diploma in German Language, Ph.D.
Industry Experience: 2 years
Academic Experience: 6 years

Mrs. Trupti Gupte, Assistant Professor
B.Com., MBA (Finance & HR), Pursuing Ph.D
Industry Experience: 3 years
Academic Experience: 9 years

Mr. Utpal Samant, Assistant Professor
B.Sc Hospitality Studies, MBA (Marketing)
Industry and Academic Experience: 18 years

Mrs. Vidya Panicker, Assistant Professor
B.Sc., PGDTCPT, MMM, Pursuing Ph.D.
Industry Experience: 22 years
Academic Experience: 5 years
Mr. Abhay Daudkhane  
B.Sc. (Maths), MA (English), MBA (Marketing/HRM)  
More than 15 yrs of Industry and Academic Exp.

Mr. Abhijit Gokhale  
B.Tech., MBA  
More than 20 yrs of Industry and Academic Exp.

Mr. Ajay Chaubal  
B.E. (Electrical), MMS (Operations), Diploma in Imports and Exports from IIMM  
More than 42 yrs of Industry and Academic Exp.

CA Ameya Tanawade  
M.Com., ACA, NET, Pursuing Ph.D.  
More than 7 yrs of Industry and Academic Exp.

Mr. Apurva Mehta  
B.Com., MMS from JBIMS, University of Mumbai, Master In International Management (MIM) from The Garvin School of International Management, Thunderbird Campus, Glendale, Arizona  
More than 20 yrs of Industry and Academic Exp.

Mr. Ashish Dandekar  
M.S. (Electronics & Control), B.E. (Electronics), Certified in Business Continuity Management System  
More than 23 yrs of Industry and Academic Exp.

Mr. B D Dhongade  
B.Sc. (Dist), LLB (Spl), MSW, CAIIB, PGDCL, LLM, Pursuing Ph.D  
More than 35 yrs of Industry and Academic Exp.

Mrs. Bharti Godbole  
B.A. (Management), MBA, Pursuing Ph.D  
More than 20 yrs of Academic Exp.

Mr. Deepak Pathare  
More than 30 yrs of Industry and Academic Exp.

Mr. Devendra Bhatt  
B.E. (Prod. Engineering), PGDMS  
More than 36 yrs of Industry and Academic Exp.

Mr. Govind Sowani  
B.Sc. (Chem.), Post Graduate Diploma Course in Management and Marketing (PGDTMM), CAIIB (Certificated Associate of the Indian Institute of Bankers)  
More than 35 yrs of Industry and Academic Exp.

Ms. Indrayani Deekshit  
B.Sc (Chem. Hon.), Diploma in Management Studies from NMIMS  
Bachelor of Law, C.A.I.I.B (Certificated Associate of the Indian Institute of Bankers) Masters' degree in Financial Management from NMIMS  
More than 30 yrs of Industry & Academic Exp.

Mr. Jaiprakash Anand Kagal  
B.E., PGDM (Industrial Engineering), Certified MRO Business Process Consultant, Certified Project Manager, Certified Examiner Quality Management, Certified Enterprise Risk Assesor  
More than 40 yrs of Industry and Academic Exp.

Mr. M. P. Rege  
B.A. (Eco. Hons.), Masters in Development Economics  
More than 39 yrs of Industry and Academic Exp.

Mr. Milind Chitale  
B.Sc., Diploma in Business Management, Diploma in Materials Management, Techno-Commercial Consultant  
More than 31 yrs of Industry and Academic Exp.

Mr. Milind Nagarkar  
B.Sc. (Hons.) Mathematics, LLB, PG in Statistical Methods  
More than 40 yrs of Industry and Academic Exp.

Mr. P. M. Rao  
MBA, PGDCA, Diploma in Materials Management (DMM), Diploma in Excise and Customs (D.E.C.)  
More than 21 yrs of Industry and Academic Exp.
Visiting Intellectual Capital - Visiting

Mr. P V Gupte
B. Sc., Part Time Post Graduate Diploma in Materials Management,
Part Time Post Graduate Diploma in Management,
Part Time Post Graduate Masters in Financial Management from NMIMS.
More than 37 yrs of Industry and Academic Exp.

Mr. Pradeep Pai
B.E. (Production), MMS (Operations), University of Mumbai
More than 37 yrs of Industry and Academic Exp.

Mr. Rajagopal Mukundan
B.E. (Electricals), M.Sc. (TQM), Six Sigma Black belt Certification
More than 35 yrs of Industry and Academic Exp.

Mr. Rajesh Kamat
B.Sc. (Chemistry), M.A. in Personnel Mgmt & Industrial Relations (PMIR) from Tata Institute of Social Sciences (TISS).
More than 25 yrs of corporate experience in all facets of the HR spectrum

Mr. Rajiv Kumar
B.E., MMS from JBIMS, University of Mumbai
An alumnus of IIM Ahmedabad
More than 17 yrs of Industry and Academic Exp.

Mr. Sanjay Gupta
More than 23 yrs of Industry and Academic Exp.

Dr. Sarojini Seth
M.A. (Eco.), LLB (Criminology), Ph.D (Eco.)
More than 35 yrs of Industry & Academic Exp.

Mr. Satish Joshi
B.E. (Electrical), Master's in Computer Science - Indian Institute of Technology, Mumbai
More 34 yrs of Industry and Academic Exp.

Ms. Shilpa Bhalerao
B.Sc., MBA (Human Resource Management)
More than 16 yrs of Industry and Academic Exp.

Mr. Sunil Parkar
B.Com., C.A.
More than 20 yrs of Industry and Academic Exp.

Dr. S.P. Das
M.A. (Eco.), M.Phil (Eco.), MBA in Finance, Ph.D (Eco.)
More than 17 yrs of Industry and Academic Exp.

Dr. Satvinder Madhok
Master of Science (MS) New York, USA
Doctorate in Management Studies (DMS)
More than 18 yrs of Industry and Academic Exp.

Ms. Trupti Patankar
B.Sc. (Comp. Sc), PGDM-eBiz (HR)
More than 7 yrs of Industry and Academic Exp.

CA Umesh Kolapkar
B.Com., M.Com., FCA, ISA
More than 35 yrs of Industry and Academic Exp.

Mr. V. N. Kulkarni
M.Com., C.A.I.I.B (Certificated Associate of the Indian Institute of Bankers)
More than 40 yrs of Industry and Academic Exp.

Mr. V. D. Kanvinde
B.E. (Elec.), B.E.(Mech.), PGDMS from JBIMS, University of Mumbai
More than 34 yrs of Industry and Academic Exp.

Mr. Yogesh Funde
B.E. (Comp. Sc.), MMS (Marketing), M. Phil (Mgmt)
More than 18 yrs of Industry and Academic Exp.
Industry Testimonials

"It was a wonderful experience to have the communication with MMS student Community. I am deeply touched by the importance and respect given to the Industry. This will be a big learning for us too."

Mr. Sharad Godkar  
General Manager, Siemens Ltd.

"PTVA has very good infrastructure. Students are interactive and it was a pleasant experience. I too enjoyed the session as it was more of a dialogue. I wish all the students, staff & Professors of PTVA’s IM all the best."

Mr. Kedar Rele  
General Manager, Ultra Tech Cement (Birla White)

"It was a pleasure to visit and interact with the students as well as faculty. With excellent faculties & facilities you have a great opportunity to prove yourself as a distinct entity. All the Best!"

Mr. KCR Raja  
Renowned Educationist & Consultant

"It has been a great experience visiting PTVA’s IM and interacting with the students. They are an enthusiastic and inspiring group. A truly enjoyable learning experience!"

Dr. Keith Dsouza  
Human Touch HR & OD Services

"It was interesting to take first year’s 'Introduction to Chinese'. The students were enthusiastic and responded very well."

Prof. Prerna Singh  
International Chinese Language Expert

"Lovely students to interact with. I was amazed to observe their academic commitment. Have a great future."

Dr. Chandran  
Global Business Strategist

"Very good interaction with the students. Well managed and good level of understanding. Good housekeeping in the premises. All the best to the students and Institute”

Mrs. Savita Sholapurkar  
HR Head, Lafarge India

"It was very inspiring. Great job done. Keep it up."

Dr. C.M. Dwivedi  
President & Global Head, Datamatics
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<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Designation</th>
<th>Organisation</th>
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<tbody>
<tr>
<td>1</td>
<td>Ms. Geetanjali Chitale</td>
<td>Dietician</td>
<td>Four Care Hospital</td>
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<tr>
<td>2</td>
<td>Mr. P. S. N. Prasad</td>
<td>Joint Legal Adviser</td>
<td>Reserve Bank Of India</td>
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<tr>
<td>3</td>
<td>Mr. Rajesh Kamat</td>
<td>CEO &amp; Founder</td>
<td>The Learning Canvas</td>
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<tr>
<td>4</td>
<td>Mr. Mohan Tanksale</td>
<td>Chief Executive</td>
<td>Indian Banks' Association</td>
</tr>
<tr>
<td>5</td>
<td>Mr. Rajesh Kamat</td>
<td>CEO &amp; Founder</td>
<td>The Learning Canvas</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Shaivalaya Thakkar</td>
<td>Derivative Consultant</td>
<td>Entrepreneur</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Bhagirat Merchant</td>
<td>Ex President</td>
<td>Bombay Stock Exchange</td>
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<tr>
<td>8</td>
<td>Dr. Ajit Dandekar</td>
<td>Mental Health Practitioner</td>
<td>Consultants</td>
</tr>
<tr>
<td>9</td>
<td>Mr. Suneel Agarwal</td>
<td>CEO</td>
<td>Parichay Brand Consultants</td>
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<tr>
<td>10</td>
<td>Mr. Ajit Deshmukh</td>
<td>Director</td>
<td>Equirus Pvt. Ltd.</td>
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<tr>
<td>11</td>
<td>Mr. Upendra More</td>
<td>Regional Manager</td>
<td>ICICI Direct</td>
</tr>
<tr>
<td>12</td>
<td>Dr. Anjali Wagh</td>
<td>Medical Practitioner (Gynecologist)</td>
<td>Sumitrabai Wagh Maternity Hospital</td>
</tr>
<tr>
<td>13</td>
<td>Mr. Kedar Kotkar</td>
<td>CEO</td>
<td>Time Box Entertainment</td>
</tr>
<tr>
<td>14</td>
<td>Mr. Sachin Gupte</td>
<td>Head - Project Sales</td>
<td>Pidilite Industries Ltd.</td>
</tr>
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<td>15</td>
<td>Mr. P. R. Ramesh</td>
<td>Chairman</td>
<td>Deloitte India</td>
</tr>
<tr>
<td>16</td>
<td>Mr. Jayaraman Iyer</td>
<td>Sr. Advisor &amp; Consultant</td>
<td>Crosslink International</td>
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<tr>
<td>17</td>
<td>Mr. Nimesh J. Shah</td>
<td>Partner</td>
<td>JBS Group of Companies</td>
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<tr>
<td>18</td>
<td>Mr. Shamin Vora</td>
<td>Vice President</td>
<td>The Bombay Store</td>
</tr>
<tr>
<td>19</td>
<td>Mr. V. Sarangpani</td>
<td>Executive Director</td>
<td>Bombay Management Association</td>
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<td>20</td>
<td>Dr. Satvinder Madhok</td>
<td>Executive Director</td>
<td>J P Morgan Chase</td>
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<tr>
<td>21</td>
<td>Mr. Amit Pradhan</td>
<td>Vice President</td>
<td>MPS Engineers</td>
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<tr>
<td>22</td>
<td>Mr. Shailesh Kale</td>
<td>Leadership and Strategic Consultant</td>
<td>Kale Knowledge Management Service</td>
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<tr>
<td>23</td>
<td>Mr. Kiran Yadav</td>
<td>Director</td>
<td>Aerobase International</td>
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<tr>
<td>24</td>
<td>Mr. Paresh Sukhantankar</td>
<td>Partner</td>
<td>Reliable Investments (Motilal Oswal)</td>
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<td>25</td>
<td>Mr. Kedar S. Rele</td>
<td>General Manager</td>
<td>Ultratech Cement (Birla White)</td>
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<td>26</td>
<td>Mr. Sharad Shukla</td>
<td>Vice President</td>
<td>Axis Bank</td>
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<td>27</td>
<td>Mr. Arvind Talekar</td>
<td>Joint Secretary</td>
<td>Dabbawala Association</td>
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<td>28</td>
<td>Mr. Arunnagiri Mudaialiar</td>
<td>M.D.</td>
<td>Pacific Trend Pvt. Ltd.</td>
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<td>29</td>
<td>Mr. Ganesh S. Shanbhag</td>
<td>CEO</td>
<td>SMS Financial Services Pvt. Ltd.</td>
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<td>30</td>
<td>Mr. Satish Joshi</td>
<td>Vice President</td>
<td>iGate Patni Computers</td>
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<tr>
<td>31</td>
<td>Dr. Ashok Dolke</td>
<td>Senior HR Consultant and Director</td>
<td>Freelancer</td>
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<td>Date</td>
<td>Topic</td>
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<td>8th Mar 2014</td>
<td>Disclosure of Diet Secrets</td>
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<td>8th Mar 2014</td>
<td>MBA v/s RBA</td>
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<td>5th Mar 2014</td>
<td>Heart of HR</td>
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<td>1st Mar 2014</td>
<td>Economics of NPAS &amp; Credit Monitoring in Banks &amp; Career Opportunities</td>
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<tr>
<td>28th Feb 2014</td>
<td>Specialisation Deep Drive</td>
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<td>18th Feb 2014</td>
<td>Indian Financial Markets with a Focus on Derivatives &amp; Upcoming</td>
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<td>15th Feb 2014</td>
<td>Wealth Management &amp; Wealth Creation</td>
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<tr>
<td>14th Feb 2014</td>
<td>IQ, EQ, SQ - Session on Psychology</td>
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<td>13th Feb 2014</td>
<td>Brand Management</td>
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<td>6th Feb 2014</td>
<td>START-Ups</td>
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<td>30th Jan 2014</td>
<td>Stock Mind</td>
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<td>10th Oct 2013</td>
<td>Health and Awareness</td>
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<td>8th Oct 2013</td>
<td>Relevance of Communications in Marketing</td>
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<td>27th Sep 2013</td>
<td>Branding</td>
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<td>13th Sep 2013</td>
<td>Regulatory framework of Mergers and Acquisitions</td>
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<td>21st Mar 2012</td>
<td>Corporate Environments</td>
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<td>17th Mar 2012</td>
<td>Job opportunities in Logistic Industries</td>
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<td>16th Mar 2012</td>
<td>FDI in Retail sector</td>
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<td>16th Mar 2012</td>
<td>Inspirational Talk</td>
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<td>29th Feb 2012</td>
<td>Skill sets for Management</td>
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<td>28th Feb 2012</td>
<td>Starting Business in USA</td>
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<td>27th Feb 2012</td>
<td>Supply Chain Management</td>
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<td>14th Jan 2012</td>
<td>Career- Path to Success</td>
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<td>7th Jan 2012</td>
<td>Financial Planning and Wealth Management</td>
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<td>3rd Dec 2011</td>
<td>Pricing</td>
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<td>19th Nov 2011</td>
<td>Stock Market</td>
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<td>5th Nov 2011</td>
<td>Management of Dabbawalas - (Time Management)</td>
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<td>15th Oct 2011</td>
<td>Awareness about Corporate Expectation &amp; Empower of Knowledge of Power</td>
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<td>6th Aug 2011</td>
<td>Innovation</td>
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<tr>
<td>23rd Jul 2011</td>
<td>Transactional Analysis</td>
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At PTVA’s Institute of Management we strive to enhance the academic-industry interface through projects, field work and internships, thereby providing a much needed corporate exposure. Visiting experts and guest faculty members augment and enhance our curriculum by providing valuable insights in their areas of specialisation, share their experience and stature.

For our students, we conduct regular workshops in Resume Writing, Group Discussions and Personal Interview. Our Alumni regularly visit the campus to interact with current students about their experiences both as students and working professionals, the institute strongly endorses this activity for its continuity and validation of our philosophy.

PTVA’s Institute of Management’s Alumni are a constructive part of the following companies:

- Abbott India
- Bajaj Capital Ltd.
- Bharat Co-operative Bank Ltd.
- Bharti Airtel
- Canara Robeco
- Cipla Ltd.
- Citibank
- CMC Ltd.
- Decimal Point Analytics
- Dicitex Furnishings
- E-Clerx
- Edelweiss Securities
- Ernst & Young
- Fractal Analytics
- FUWA
- Glenmark
- Godrej Infotech
- HDFC Securities Pvt. Ltd.
- HEM Incense
- HR Mantra
- HT Media
- Hurix Systems
- ICICI Securities
- IndusInd Bank
- Info Edge (India) Ltd. – 99Acres.com
- InSync Analytics
- Kesari Tours
- Kotak Mahindra Bank
- L & T Infotech
- Lafarge
- Mahindra First Choice Services
- Mediacom
- Nielsen India
- Neon Laboratories Ltd.
- Nomura Services India Pvt. Ltd.
- Panoramic Group
- Randstad India
- RBS Business Services Pvt. Ltd.
- Resins & Plastics Ltd.
- SBI Cap Securities
- SMC Investments & Advisors Ltd.
- SS&C GlobeOp
- Sukho Thai India Pvt. Ltd.
- Swiss Re
- Syntel
- Tata Consultancy Services
- Value Consulting
- Wills Lifestyle
- Zicom Electronic Security Systems Ltd.

Our students have contributed as Interns in the following companies:

- Air India
- Asahi Glass
- Bank Of India
- Bharat Co-operative Bank Ltd.
- Bharat Petroleum Corporation Ltd.
- Birla Sun Life Insurance
- Bisleri International
- BNP Paribas India
- Edelweiss Financial Services Ltd.
- Edventus
- Equirus Capital Pvt. Ltd.
- Getit Infomedia
- Green Chilli Events Sports Media Pvt. Ltd.
- Hindustan Petroleum Corporation Ltd.
- HT Media Ltd. – Mint
- IBM Global Process Services
- ICICI Securities
- India Infoline Financial Ltd.
- Indian Oil Corporation Ltd.
- IndusInd Bank
- Interconnected Stock Exchange of India
- Jean-Claude Biguine
- Jet Airways
- JM Financial Ltd.
- KFCH Restaurants Pvt. Ltd.
- Lafarge
- Larsen & Toubro
- Mahindra First Choice Services
- Narang Danone Access Pvt. Ltd.
- Nielsen India
- ONGC India
- Reliance Securities
- R K Swamy BBDO
- Roche Diagnostics India (Pvt.) Ltd.
- Sahara Star
- Siemens
- State Bank Of India
- The Shipping Corporation Of India Ltd.
- The Times Of India
- Union Bank Of India
- VEMB Lifestyle
- Zicom Electronic Security Systems Ltd.
Disclaimer: The logos used and the company names referred or cited in this brochure are the properties of their respective owners.
Life and Times @ PTVA's IM

- Industrial Visit to Nashik
- Mandarin Course Inauguration
- Students visited IIM-A
- Students visited AMA Institute
- Industrial Visit to Nashik
- Industrial Visit
- Dramatics
- HR Conclave
- Indoor Games

[Images of various events and activities related to the above activities]
MMS students participated in a Four day live project with Future Group in August 2011. It helped the students to receive practical exposure to the retail sector and understand various insights of the business. It also helped the students to observe and understand various buying behavior of the customers.

“Ashirvacham” a farewell program was organised by the Institute for Students of Batch 2009-11.

MMS Students got an opportunity to be a part of “Confluence 2012” a flagship business summit of IIMA Ahmedabad. They attended the Management Students Program known as MSP, the flagship workshop series of Confluence designed especially for management students and also participated in on-the-spot registration events viz. Brand Mania and Literary event: Pot Pourri.

The students attended a four day program on “Excellence in Management” designed by AMA, at Ahmedabad

The editorial team with full zeal has successfully completed our magazine Aakaar. Faculties and students have shown their talent by writing various articles in our magazine Aakaar.

An MDP conducted on campus “Finance for Non Finance Executives” by Prof. Deepak Ukidwe.

MMS Students attended a workshop conducted by Bombay Management Association on “Successful Business Model by Women Entrepreneur- Veera Cabs”.

MMS Students participated in a Two days Finance Fair cum Seminar organised by Lokmanya Seva Sangh in association with Loksatta.

The students undertook a Five Day Live Project with Future Group (Big Bazaar Sale 22nd to 26th January, 2012) It helped the students to receive practical exposure to the retail sector and understand various insights of the business. It also helped the students to observe and understand buying behavior of the customers.

Industrial Visit was conducted from 21st to 23rd February 2012 to Goa wherein students got the opportunity to visit various industries such as Kingfisher, Tulip Diagnostics, Monginis.

Students have undergone a Live Project for “Simply Delicious - The Restaurant” wherein they got the opportunity to solve the existing problems of the restaurant such as Improving home delivery process, improving the existing restaurant business, ambiance modification, analysing pricing strategy of the restaurant.

One day workshop conducted by Dr. Keith C D'souza on the topic “Grooming for Jobs” which helped the students get prepared for facing their interviews. It helped the students by making them aware of their personalities and ways to enhance it, to be professionally effective, enhance interpersonal transaction skills, enhance leadership and group membership skills.

Students have undergone a Live Project on Dimdima Magazine selling assignment, wherein they got the opportunity for direct selling and successfully generated revenue of Rs 5680/- without having prior sales experience.

Industrial Visit was conducted from 13th to 15th March 2012 at Nasik wherein students got the opportunity to visit various industries such as Cable Corporation of India, Sula Vineyard, Raj Rajeshwari Paper Industry.

Financial Conference was organised by FIT from 1st to 3rd December 2011 at the Hotel Grand Maratha, Mumbai. A few of our students got an opportunity to be a part of the seminar. They volunteered to help the organisers in effectively conducting the event thereby getting an exposure to successfully manage a big event.

A two day seminar on Stock Market Awareness was organised in November 2011 by the Lok Seva Sangh, Vile Parle with the aim of creating awareness amongst the common man about the share bazaar, its advantages and risks. It was
attended by eminent speakers. A number of our students volunteered for this event and assisted the organisers in comparing, welcoming the speakers and giving vote of thanks.

- A one day trip to Agro Farm at Saguna Baug in Nerul, Thane was organised. The objective of this trip was to learn and see how sustainable development can be achieved. Students were able to explore organic farming and observed how water was recycled to avoid wastage. They saw bio gas units and its usefulness. These kind of practical examples helped them understand that development can take place even by being in harmony with nature.

- Acetech Exhibition was held on 27th to 29th January 2012 at the Palace Grounds in Bangalore and from 10th to 12th February 2012 at Hyderabad, and was attended by audience mainly from the Construction, Architecture and Designing industry. It helped students understand how large exhibitions are organised and the potential and the reach they provide to the target audience. It helped the students get knowledge on the latest technology in construction and interior industry and information of various key players in each type of business related to Construction, Architecture and Designing industry.

- One day seminar was organised on the topic SINO-INDIA relation who was addressed by Hon’ble Consul-General of the People's Republic of China in Mumbai, Mr. Niu Qingbao who visited our Institute on Thursday, 29th March 2012.

- Two days Induction Program was organised for MMS Semester III by Dr Keith D'souza. The objective was to refresh knowledge and understand the key management concepts, tools and techniques, to prepare participants for future managerial roles, enhance basic managerial skills for planning, organising, directing and controlling. Develop confidence in participants to take on managerial responsibilities, Acquaint participants with the principles of effective leadership for management roles, sharpen self-awareness of managerial and leadership behavior.

- The University of Mumbai with the Tianjin University, from China had arranged for a three week mandarin course from 18th September 2012 at the Institute.

- MMS Semester I students got an opportunity to be a part of the Ace Tech Property Expo 2012 organised from 16th to 20th October 2012 which is Asia's largest and World's third largest property expo as Exhibitors held at the Nesco ground at the Business Exhibition Centre (Goregaon). The students got an opportunity to work with the company DURABUILD dealing in Aluminum Composite Panels, and got adequate information on sales as well as marketing techniques.

- A special session was organised on psychology test mapping for the first year MMS students. The test included 60 questions regarding the psychological aspects of students' personal and professional life.

- MMS - I student Ms Tanushree Bhadranawar participated in Economic Times Young Leader Challenge on 26th October, 2012 and her answer to the case let got published in Economic Times.

- C-FAT a Finance aptitude test was conducted which helped the students to decide whether to opt for finance specialisation and the two top rankers in the exam got an opportunity to do a hard core finance project for eight months duration. Our First Year MMS Semester II student Mr. Himanshu Meena received a scholarship for an online live project in finance as he scored top 5% marks in the finance aptitude test conducted by C-FAT on 15th March 2014.
Aavega’14
Aavega’14, our first inter collegiate Annual Fest was organised in the month of February, 2014. Accomplished Singer and alumnus of PTVA, Ms. Vaishali Samant inaugurated the event. Aavega’14 aimed at exposing management students to the nuances of the corporate world and the business challenges of the new era. Several Management events were organised to inspire innovation, out of the box thinking, decision making skills etc., which are needed to prepare the students for the corporate life. Our students put up a variety of stalls ranging from garments and accessories to food and games. This activity encouraged entrepreneurial and money management skills among our students.

Students of each specialisation viz., Marketing, Human Resource and Finance held events in their respective specialisations which encouraged practical applications of the theoretical concepts learned during the classroom session. Marketing Events like “Ad-rupt” and “The PITCH” tested the skills of innovative thinking, marketing, communication and convincing skills of the students. Finance Events like “Mind your budget” and “Arbitration” tested the skills like money management and gauging the financial feasibility of a project. HR Events like “ACL (Aavega Cricket League) Auctioning” and “Blue Collar” tested the ability of the students to acquire right talent for the job and to face emergency situation in the organisation.

It was followed by Cultural events like Dramebaaz (Mono Acting), Group dance competition, Poster making (The Awakening), Photography contest (Snapshot), face painting (Paint Twist), and fashion show (Malang). The students had a great time learning and enjoyed this 4 day festival.
Infrastructure

Proximity
- Vile Parle Railway Station
- Domestic Airport
- W.E. Highway (NH8) @ Walking Distance

Classrooms
All the class rooms are air-conditioned and students have access to LCD for presentations. The classrooms are well equipped with audio facilities and plug and play PC connections, which give students a wholesome learning experience. The rooms are designed ergonomically for comfortable learning. Each classroom has capacity of approximately 70 students. The Institute, at present, has mini auditorium style of classrooms. They are equipped with modern communication and latest audio-visual aids including wireless microphones for lectures and seminars. In architectural terminology, these are referred to as 'Smart' classrooms.

Library
PTVA's Institute of Management boasts of having a fully computerized library with a collection of more than 6551 books till date and the collection grows with each passing year. It has been our library's constant effort to provide our students with the best and latest material including 51 national journals & 3802 international journals through EBSCO and JGATE. The students have access to variety of textbooks, reference books, management dictionaries, management classics, case-studies, biographies & success stories. Information on Indian Economy & Company profiles is readily available through PROWESS/CMIE database. Many books & journals are accompanied by CD/DVD which are also given to students for reference. A user-friendly software known as 'SLIM-21' has been implemented in the Library, which helps in searching particular books, showing circulation-status of issued books, select / exhaustive bibliographies on different topics. The Library has photocopying facility. The library with its friendly timings, sequential listing of books according to D.D.C. and a studious and inviting environment makes learning a pleasure for all.

Computer Lab
The Computer Lab at PTVA's Institute of Management is one of the best places to surf, prepare presentations and perform research work. There are 120 computers with internet access to the internet in the lab. If any faculty member wishes to conduct a classroom session in the lab, there is an LCD projector available.

Recreation Room
PTVA's Institute of Management always aims at the overall development of students and hence has set up a well-equipped recreation room. Here students can work out in a fully equipped gym and also de-stress with a game of carrom, chess or table tennis.

Auditorium
PTVA's Institute of Management has a state of the art air-conditioned auditorium with a seating capacity of 250 people. It has latest sound equipments having audio and video facilities. Various seminars, workshops and conferences are organised in the Institute's Auditorium.

Conference Room
Fully air-conditioned room where students along with their faculty members can brainstorm on creative ideas.
Mr. Ajit Deshmukh conducted a Guest Session on ‘Start-up’ which was quite informative and enlightening. He being an entrepreneur himself gave us many insights regarding the attractiveness of various sectors for budding entrepreneurs. He also conveyed that establishing a start-up was not for the faint-hearted. The journey of an entrepreneur is interspersed with very many failures and few success points during the initial stage. He should have the grit to surge forward with determination and maintain focus if he really believes in his venture.

Shrutika Bhalekar, Junaid Bhat, Sunny Kesarkar, Swapnil Amin, Rohan Jadhav

We, students of PTVA’s Institute of Management got an opportunity to attend the conference organised by Bombay Management Association, in association with A1MA which provided a platform to interact with leading icons in different fields. These icons spoke on their career and experience. The main reason behind this program was to help management students and young managers to find a common link between management of self, choosing a career path and achieving the right work environment.

Satyajit Dhargalkar, Jigar Lakhani, Foram Sakhida, Darshana Pandey, Neelam Joshi, Kavita Bhaghchandani, Snehal Khobragade, Bhavik Shah, Swapnil Bhagwat, Sachin Sable, Sachin Bhelekar, Dhaval Majithia, Vijay Singh

We, students of PTVA’s Institute of Management got an opportunity to attend “Business Standard Best B-Schools Project Award 2013” The key learning for us. The key quotes as said by Mr. Ravi Kant, clearly mentioned that Innovation is the only way to tide through the present uncertain time. The Summer Projects are not a mere compliance but a gateway to Corporate World not only in terms of Placements but it also enhances the Institutes credibility to deliver the “Industry ready” material. The platform of mere participation also gave us a great learning experience and further the Institute will be viewed as a promising source for recruitment.

Soham Rathod, Alok Singh, Prem Tiwari, Rohit Gedam - MMS
Student Receiving Achievement Award from Director, Dr. Harish Kumar S. Purohit

Director, Faculty members & Students at the Environment Rally

Celebrations

Diwali Celebration

Traditional Day

Creative Minds @ work
Neon Cricket at Aveya '14
Parle Tilak Vidyalaya Association's Institute of Management
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College, Vile Parle (East), Mumbai 400 057.