



**SAVITRIBAI PHULE PUNE UNIVERSITY**  
(Formerly University of Pune)  
**DEPARTMENT of MANAGEMENT SCIENCE (PUMBA)**  
**EXECUTIVE MBA**



**ADMISSION INFORMATION (ACADEMIC YEAR 2017-2018)**

**IMPORTANT DATES**

Sr. No.	Particulars	Date
1	Online forms for admission to EXECUTIVE MBA <a href="http://www.pumba.in">www.pumba.in</a>	1 <sup>st</sup> April 2017 to 31 <sup>st</sup> May 2017
2	Last date for receiving completed application at DMS (PUMBA) for Entrance	15 <sup>th</sup> June, 2017
3	Entrance Test	18 <sup>th</sup> June , 2017
4	Display of Final Merit List	30 <sup>th</sup> June 2017
5	Date of Admission	Between 5 <sup>th</sup> July to 8 <sup>th</sup> July, 2017
6	Induction and Commencement of Classes	20 <sup>th</sup> July 2017

**IMPORTANT INSTRUCTIONS**

1. Please read the entire prospectus carefully.
2. Incomplete forms will not be accepted.
3. Ensure that all your documents are ready at the time of Admission.

## **EXECUTIVE MBA AND ITS SCOPE**

### **Course Design**

Executive MBA is a two years programme conducted in the evening (from 6.30 PM to 9.30 PM) from Monday to Saturday. The 24 months programme consists of 4 semesters, each of six months duration. Each semester has Six courses. Six functional specializations [Marketing, Finance, Human Resource Management (HRM), Operations Management, Systems Management and International Business Management (IBM)] are being offered in the second year. Each student will opt for one specialization.

### **Course Delivery**

The exposure to the participant at PUMBA is highly focused and relevant in today's globalized world where experience and ability to manage change is the crux. The learning from the real life and fictitious case studies discussed in the classes and the projects done over the curriculum, prepares the participants for most business challenges they can expect at workplace. PUMBA places a special focus on International business and sensitization to cross-cultural issues associated with globalization further equips them for today's business needs. Participants have an opportunity to complete the project work related to their own industry, or industry of their own choice. This gives the participants the opportunity to test the application aspects of classroom learning. The participants can choose the set of electives in third and fourth semester from amongst the range of specializations offered by PUMBA, which will enable them to get a deeper knowledge in their areas of special interest.

Lectures on PUMBA campus are conveniently scheduled in the evening (6.30 PM to 9.30 PM during Monday to Saturday), so that candidate can pursue this programme while working. Candidates are evaluated continuously through seminars, presentations, assignments, case submissions as well as mid-term and end-term examinations. Faculty for this programme is derived from amongst the best talent in the industry and academics with rich experience in the concerned subject and industry.

### **Team Work and Leadership**

There is a strong emphasis on seeking solutions and working together as a group throughout the course. The aspect of leadership is ingrained in the very structure of the course. Participants are given group assignments and exposed to the challenges of teamwork. The aspect of time management is the key to the programme as it moulds to balance domestic requirements, job commitments and learning during the course. Successful time management and achieving the right 'Work life balance' is a key factor in achieving a sustainable competitive advantage in today's world.

## **DEPARTMENT of MANAGEMENT SCIENCES (PUMBA)**

### **About Ourselves**

Established in 1971, Department of Management Sciences (DMS) is one the first business schools in India and the pioneer of management education in Pune. Since its inception, DMS has organized itself on the basis of valuable principles. The first is that of education and research bring indivisible. Research brings competence and innovation to education and education brings fresh ideas and new minds to research. The second is that of freedom and solitude. Freedom allows students to pursue their natural curiosity and develop creativity whereas solitude protects them from unwarranted pressures. These qualities have served the department well over the years and have guided the establishment towards new management thinking.

Over the years, DMS has been providing the country with a steady stream of young, competent and disciplined individuals determined to leave their mark in their respective functional areas.

### **Academic Inputs**

The traditional lectures and simulation sessions are held in classrooms and conference rooms. The simulation of a business environment, where issues are discussed in totality and decisions taken, is an essential requirement for management education. These classrooms are equipped with the latest presentation aids and are also Wi-Fi Enabled. This provides instant access to the latest information available on the internet.

Further, the Savitribai Phule Pune University offers an idyllic and stimulating setting for informal discussions and debates. The students thereby have the opportunity to select or combine their environs under which they would like to enhance their knowledge base and further their cause for a meaningful and fruitful education at the University Department of Management Sciences.

### **Libraries**

Access to hard facts, latest theories and updated information is absolutely essential for a student's academic and business success. Hence, the students at DMS have access to not one but two comprehensive and constantly updated libraries. Our in-house library focuses on a variety of subjects in the field of Management and stocks books and periodicals on the related subjects. In addition, it is completely computerized and also has a 24 hours net connectivity that proves very helpful for the information seeker.

The Jayakar Library is a centrally located facility aimed at providing resources to support teaching and research in the university. It houses more than 5 Lakh books and subscribes to nearly 12 thousand journals. The library also stocks a large number of manuscripts, microfilms, video and audio cassettes. It is connected to 72 other libraries in Pune and all the other departments that are located on the University campus, giving students access to high-quality inputs in various fields.

## **ELIGIBILITY CRITERIA**

PUMBA 'Executive MBA Programme' is a Two Years' Post-Graduate Programme leading to MBA Degree of Savitribai Phule Pune University. Truly unique and thoughtfully designed, this programme is for working executives and entrepreneurs who inspire to be a part of movement for growth and prosperity. The objective of the programme is to provide an opportunity to enhance their knowledge and skills continually.

The interested candidate needs to be a Graduate in any discipline from UGC/AICTE/AIU recognized University/Institution or equivalent with minimum 50% marks (45% in case of reserved category candidates) AND minimum of 3 years work experience at managerial / Executive level after results declaration of Graduation Examination till the date of application. Work experience obtained only after graduation results will be considered.

Managers of private and public sectors and Government (State and Central) located in and around Pune region and having the requisite experience are the potential candidates. Entrepreneurs with sizable business and having the requisite experience can also apply provided the business is registered in their name (Proprietor or Partner or one of the Directors). However, profile & career objectives of the candidate will be given due weightage in admission process.

PUMBA insists for a minimum of 75% attendance in all academic sessions as a mandatory condition for grant of term to a student. Applicants are requested to ensure that they can fulfill this condition along with their day-to-day responsibilities.

## **ADMISSION PROCESS**

### **SELECTION PROCEDURE**

Candidates seeking admission have to appear in the Entrance Test. The Entrance Test will be of 200 marks consisting of objective multiple choice type questions. The University reserves the right to modify/amend the selection criteria based on the qualitative and quantitative analysis of the applications received.

**Entrance Examination contains following topics**

- Arithmetical Ability
- Data Interpretation
- Verbal & Non-verbal Reasoning
- General Mental Ability
- Logical Deduction

**Distribution of Seats**

The total intake capacity is 60 seats. Out of this 50% (i.e. 30 seats) will be filled as per statutory reservations only from State of Maharashtra as indicated in the table below. Remaining 30 seats will be filled in the open category. 3% of the total intake capacity (i.e. 2 seats) shall be reserved for physically handicapped candidates and shall be filled up over and above the intake capacity, if required. Decision of the Department in this regard shall be final.

All reserved category candidates must submit a copy of 'Caste Validity Certificate' at the time of application. Further, 'Non-Creamy Layer Certificate' is mandatory for all reserved categories other than SC/ST. This certificate should be valid for the current year.

<b>Sr.</b>	<b>Category</b>	<b>Percentage</b>	<b>No. of Seats</b>
1	Scheduled Castes & Scheduled Castes Converts to Buddhism (SC)	13	8
2	Scheduled Tribes including those living outside specified areas (ST)	7	4
3	Vimukta Jati and Denotified Tribes (VJ/DT) i.e. NT(A)	3	2
4	Nomadic Tribes – 1 i.e. NT(B)	2.5	2
5	Nomadic Tribes – 2 i.e. NT(C)	3.5	2
6	Nomadic Tribes – 3 i.e. NT(D)	2	1
7	Other Backward Classes (OBC)	19	11
<b>Total</b>		<b>50%</b>	<b>50</b>

**As per Government Rule 3% that is one seat is reserved for Physical Handicap candidate.**

- *The admissions for the course are governed by Savitribai Phule Pune University.*
- *The rules and regulations issued by the Directorate of Technical Education (DTE), Maharashtra State with regards to the MBA admissions will be applicable.*
- *In case of any dispute, the decision taken by the Head of the Department will be Final*

## **CERTIFICATES & OTHER DOCUMENTS REQUIRED**

The candidates will have to produce the following **original certificates and documents** before presenting himself / herself for the **Counseling (Admission)** .

- a. Statement of marks and Passing Certificates for SSC & HSC
- b. Statement of marks for Bachelor's / Master's degree Examination.
- c. Bachelors / Master's Degree Certificates
- d. Transfer Certificate (Original)
- e. Migration Certificate (if applicable)
- f. Domicile and Nationality Certificate
- g. Caste Certificate
- h. Caste Validity Certificate
- i. Non-Creamy Layer Certificate (if applicable).
- j. Gap Certificate (100 Rs. Stamp paper)
- k. Profile
- l. Work Experience Certificates
- m. Form 16 / IT Return FY 2016 form 16 for last consecutive 3 years.
- n. Shop-Act License/other relevant documents in case of Own business

**Note: The candidate has to bring the original Caste Certificate, Caste Validity Certificate and Non-Creamy Layer Certificate at the time of Counseling (Admission).**

**If the candidate cannot certify his or her caste at the time of Counseling (Admission), then he/she will be listed in the general merit list.**

## **Executive MBA Admission Process 2017-18**

The Executive MBA program conducted by the Department of Management Sciences (PUMBA) is a Two Years' Post-Graduate Programme leading to MBA Degree of Savitribai Phule Pune University with an intake of 60 students. Truly unique and thoughtfully designed, this programme is for working executives and entrepreneurs who inspire to be a part of movement for growth and prosperity. The objective of the programme is to provide an opportunity to enhance their knowledge and skills continually. All rules for admission of the reserved category candidates as directed by the Government of Maharashtra are applicable.

### ***The admission process consists of 3 stages***

Stage 1: Entrance test conducted by PUMBA on 18<sup>th</sup> June, 2017.

Stage 2: Submission of Application form and fees at PUMBA

Stage 3: Submission of documents, payment of fees and confirmation of admission

***To be eligible for the admission to Executive MBA program both stage 1 and 2 have to be completed.***

### **STAGE-1: Entrance test at PUMBA on 18<sup>th</sup> June, 2017**

The Department of Management Sciences (PUMBA) conducts a common entrance test for admission for this course. The date for the same is 18<sup>th</sup> June, 2017.

**Candidates should appear for this test scheduled on above date.**

### **STAGE-2: Submission of Application form and fees at PUMBA**

**Candidates should complete the online application form and pay the application fees online.**

The link for application forms will be available on PUMBA website (i.e. [www.pumba.in](http://www.pumba.in)) after April 1, 2017.

1. Register for admissions using the link given on the website
2. Complete the application form for Executive MBA admission online.  
(The online forms will be available from April 1, 2017 to May 30, 2017)
3. Select the method of payment of the application fees. Application fee is Rs. 1000/- for all category candidates.

4. Print the challan and pay the fees before the due date (due date is printed on the fees challan).
  5. Print the completed application form.
  6. Submit the application form along with all the requisite documents and application fees paid receipt to the Department of Management Sciences (PUMBA) office.
  7. The forms will be accepted on all working days between 11.00 am to 5.00 pm.
  8. The last date of submission of form at PUMBA is till 5 pm **June 15, 2017**.
  9. Reserved Category Candidates from the State of Maharashtra (as per Maharashtra State Government rules) are required to submit a **self-attested copy of 'Caste Certificate, Non-Creamy layer certificate and Caste Validity Certificate**, as the case may be, along with their application form.
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- ❖ **The merit lists will be prepared strictly on the basis of Merit Score of PUMBA Entrance Test.**
  - ❖ **Seat Allotment will be done as per Savitribai Phule Pune University Guidelines.**
  - ❖ **The provisional merit list will be displayed on the PUMBA website on June 23, 2017**
  - ❖ **Applications regarding grievances / objections regarding merit list will be accepted in the department till 4 pm on June 27, 2017.**
  - ❖ **Final Merit list for admissions will be displayed on the PUMBA website on June 30, 2017.**

**Stage 3: Submission of documents, payment of fees and confirmation of admission**

- The Final Merit list of admitted candidates will be displayed on the PUMBA website on 30<sup>th</sup> June, 2017.
- Applications regarding Grievances / Objections, with regard to the merit list will be accepted in the Department office till 4 pm on 27<sup>th</sup> June, 2017.
- First Merit List for Allotted candidates will be displayed on the PUMBA website on 5<sup>th</sup> July, 2017.

**Note: Admissions of candidates in the Final Merit / Allotment List will be conducted between 5<sup>th</sup> July, 2017 to 8<sup>th</sup> July, 2017**



## **Admission Process for Executive MBA at PUMBA**

Candidates whose name appear in the final merit / allotment list and are desirous of taking admission to Executive MBA program are required to report to PUMBA between 5<sup>th</sup> July, 2017 to 8<sup>th</sup> July, 2017 , for the purpose of document verification and seat allotment (Timing 11 am to 4 pm).

1. Candidates are required to submit the original documents\* at the time of seat allotment.
2. Candidates are required to pay the course fees online, after seat allotment.
3. Candidates are required to submit the fees payment receipt/ challan in the PUMBA office on or before 8<sup>th</sup> July, 2017 for admission confirmation in the Executive MBA program. (Timing 11 am to 4 pm).
4. Admission to the Executive MBA program will be confirmed only after submission of documents and payment of course fees.

**If any seats remain vacant, subsequent admission rounds will be conducted and the details will be updated on the website on 10<sup>th</sup> July, 2017 by 5 pm**

**Note: In case of any dispute / grievance the decision of the Head of the department will be final.**

## **IMPORTANT NOTES**

1. Candidates claiming seats under the reserved categories must produce the **caste certificate, caste validity certificate and non-creamy layer certificate** at the time of admission process.
2. Candidates belonging to VJ, NT-B, NT-C, NT-D and OBC categories will have to furnish a non-creamy layer certificate, valid for the current year (issued after January 2017) stating that the candidates' parents do not belong to creamy layer as per the relevant orders of the Govt.
3. If any of the backward class categories mentioned above does not get the required number of candidates for the percentage laid down, the seats so remaining vacant shall be filled in from amongst the candidates belonging to Special Backward Class (SBC) as per inter-se Merit, limited to the extent of 2% of the sanctioned intake capacity.
4. Seats remaining vacant in the reserved category after offering seat to Special Backward Class (SBC) shall be offered to the groups of reserved category with reference to the inter-se Merit of all

candidates belonging to that group as mentioned below. However, the total reservation shall not exceed 50%. The grouping of reserved categories is as follows:

- a. (i) Scheduled Caste and Scheduled castes converts to Buddhism (SC)
- (ii) Scheduled Tribes including those living outside the specified areas (ST)
- b. (i) Vimukta Jati (VJ)
- (ii) Nomadic Tribes (NT B)
- c. (i) Nomadic Tribes (NT C)
- (ii) Nomadic Tribes (NT D)
- (iii) Other Backward Class (OBC)

5. After doing so, the seats remaining vacant shall be filled in with reference to inter-se merit of all the candidates belonging to all reserved categories. However, the total reservation shall not exceed 50%.

6. After doing so, the seats remaining vacant shall be filled in with reference to inter-se merit of all the candidates belonging to open categories.

**7. Reservation for Physically handicapped Candidates:**

**(a)** As per the provisions in **Clause 39 of Equal Opportunities, Protection of Rights and Full Participation Act, 1995**, three (3) per cent seats of total sanctioned intake capacity **of the department (i.e. 2 seats)** shall be reserved for physically handicapped candidates.

Out of the three percent reservation for physically handicapped candidates:

**PH-1:** One (1) percent seats shall be reserved for visually impaired (blind) candidates (P1).

**PH-2:** One (1) percent seats shall be reserved for speech & hearing impaired (dumb and deaf) candidates, (P2).

**PH-3:** One (1) percent seats shall be reserved for candidates with orthopedic disorders and learning disabilities, Dyslexia, Dyscalcula, Dysgraphica, spastic (P3).

**(b)** Since the number of seats as per three percent reservation works out to be 2 seats which are less than 3(three), these 2 seats will be allotted on the basis of inter se merit of all the three sub categories with maximum one seat for any sub category.

**(c) Certificate required:** The candidate shall produce a certificate, in the prescribed proforma, 'D' from the director, All India Institute of Physically Handicapped, Mumbai or dean / Civil Surgeon, regarding his or her physical disability, and ability to undergo all parts of syllabus for the normal course.

8. **It is important for all the candidates to note that the admission will be given only against the online payment of course fees.**

9. **The Head of the Department's decision will be final.**

10. In case of any grievances related to category etc., the candidate should communicate such grievances in writing to our office on or before June 27, 2017 up to 5.00 PM. Any communication received thereafter will not be entertained. The decision in this regard will be taken and communicated at the time of admission.

**Relative merit in case of equal marks:**

In the case of the candidates securing equal final entrance exam score (i.e. Entrance Test Marks) their relative merit will be determined on the basis of the following order of preference:

- a. When the final entrance exam scores are the same, the candidate with the higher percentage of marks scored in the aggregate in the HSC or its equivalent examination will get preference.
- b. When the final entrance exam score and also the percentage of marks at HSC are the same, the candidates with the highest percentage of marks scored in the aggregate in the SSC or its equivalent will be given preference.

**Note: In the case of any doubts, the Head of the Department's decision will be final.**

**RULES FOR REFUND**

**The candidates canceling their confirmed admissions will be entitled to receive the refund of fees after deducting the amounts as indicated below**

**CANCELLATION RULES**

<b>Admission Cancelled</b>	<b>Deduction</b>
1. Up to July 30, 2017	20% of the Total fees
2. Up to August 14, 2017	40% of the Total Fees
3. After August 14, 2017	100% of the Total Fees (No Refund)

In case of any discrepancy, decision by the Head of the Department as a competent authority will be final.

## Fee Structure of MBA – Executive for the Academic Year 2017-18

<b>Program Fees for MBA(PBT)</b>	<b>Amount (INR)</b>
Academic Fees (Per Annum) For all candidates from the State of Maharashtra	Rs 76,594/- *#
Academic Fees (Per Annum) For all candidates Outside of the State of Maharashtra	Rs 77,094/- *#
<b>* Subject to University norms and regulations</b>	
<b># Fee structure under revision</b>	

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## CONDUCT AND DISCIPLINE

- \* If any student studying in Executive - MBA program at the Department of Management Science (PUMBA) is found indulging in antinational activities, or in activities, that run contrary to the letter and spirit of the provisions of acts and laws enforced by the Government or any activity that causes his/ her behavior to be contrary to rules of discipline, will be liable to be expelled from the Department of Management Sciences (PUMBA) forthwith without any notice by the Competent authority of the University.
- \* If any of the statements made in application form or any time, found to be false or incorrect and willful suppression of facts, his/her admission will be cancelled forthwith. The fees will be forfeited and he / she may be expelled from the Department of Management Sciences by the Competent Authority of the University and prosecuted, if deemed necessary.

### Action against Ragging:

Any complaint against ragging will be dealt with, as per the provisions of Maharashtra Prohibition of Ragging Act, 1999.

## COURSE STRUCTURE OF 'EXECUTIVE MBA PROGRAMME' (W.E.F. 2015)

\* A Full Credit Course (F) has 4 credits and Half Credit Course (H) has 2 credits.

### FIRST Year – Semester I

Course Code	Course Title	Credits Full/Half	Marks	
			Internal	External
101	Fundamentals of Management & Organizational Behaviour	F	50	50
102	Management Accounting	F	50	50
103	Managerial Economics	F	50	50
104	Statistical Methods & Research Methodology	F	50	50
105	Legal Aspects of Business	F	50	50
106	Business Communications	F	100	-
Total		24	600	



### First Year – Semester II

Course Code	Course Title	Credits Full/Half	Marks	
			Internal	External
201	Marketing Management	F	50	50
202	Financial Management	F	50	50
203	Human Resource Management	F	50	50
204	Manufacturing & Operations Management	F	50	50
205	Management Information Systems	F	50	50
206	Entrepreneurship Development	F	100	-
Total		24	600	

### Second Year – Semester III

Course Code	Course Title	Credits Full/Half	Marks	
			Internal	External
301	Business Policy & Strategic Management	F	50	50
302	International Business Management	F	50	50
303	Functional Elective – I	F	50	50
304	Functional Elective – II	F	50	50
305	Functional Elective - III	F	50	50
306	CSR & Business Ethics	F	100	-
307	Dissertation (VIVA)	F	50	50
Total		28	700	

### Second Year – Semester IV

Course Code	Course Title	Credits Full/Half	Marks	
			Internal	External
401	Management Control Systems	F	50	50
402	Business Environment & Managing for Excellence	F	50	50
403	Functional Elective – IV	F	50	50
404	Functional Elective – V	F	50	50
405	Functional Elective - VI	F	50	50
406	Case Writing & Development	F	100	-
Total		24	600	

### Functional Electives

#### Marketing (Group A)

Elective I (303-A) – Product & Services Marketing

Elective II (304-A) – Marketing Research & Consumer Behaviour Elective III

(305-A) – Sales & Distribution Management

Elective IV (403-A) – International Marketing

Elective V (404-A) – Digital Marketing & Customer Relationship Management Elective VI (405-A) – Integrated Marketing Communication & Brand Management **Finance (Group B)**  
Elective I (303-B) – Financial Services Elective II (304-B) – Company’s Act Elective III (305-B) – Corporate Finance Elective IV (403-B) – International Finance  
Elective V (404-B) – Security Analysis & Portfolio Management Elective VI (405-B) – Corporate Taxation

### **Human Resources Management (Group C)**

Elective I (303-C) – Employee Engagement & Compensation Management Elective II (304-C) – Competency Mapping & Career Development Elective III (305-C) – Industrial Relations & Labour Legislation  
Elective IV (403-C) – Performance Management, Training & Development Elective V (404-C) – Strategic Human Resources Management  
Elective VI (405-C) – Organizational Development

### **Operations Management (Group D)**

Paper I (303 D) - Operation Research  
Paper II (304 D) - Logistics & Supply Chain Management Paper III (305 D) - Quality and Technology Management Paper IV (403 D) - Advanced Project Management  
Paper V (404 D) - Strategic Manufacturing & Operations Management Paper VI (405 D) - World Class Manufacturing

### **Systems Management (Group E)**

Paper I (303 E) – System and System Dynamics  
Paper II (304 E) - Business Applications and Strategic Management for IT Paper III (305 E) – Computing Environment & infrastructure management for IT Paper IV (403 E) – Data Analytics and Business Intelligence.  
Paper V (404 E) – Systems Project Management Paper VI (405 E) - Systems Audit Control & Verification

### **International Business Management (Group F)**

Paper I (303 F) – International Business Environment & Global Competitiveness Paper II (304 F) – International Marketing  
Paper III (305 F) – International Finance  
Paper IV (403 F) – International Regulatory Environment & Business Operations Paper V (404 F) – International Logistics & Supply Chain Management  
Paper VI (405 F) – International Diversity Management

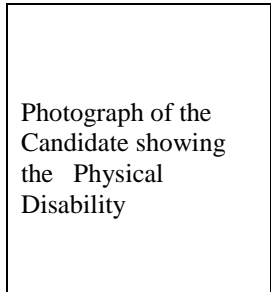


**Proforma- ‘D’**

**(For Physically Handicapped Candidates)**  
**(For P1, P2, and P3, Candidates)**

**CERTIFICATE**

1. This is to certify that I have examined Mr. / Ms./Mrs  
.....on.....  
He/She has .....  
.....  
(Type of the Physical Disability) which comes under the sub category



- (a) Blindness
- (b) Speech & Hearing impaired.
- (c) Orthopedic disorder.

2. The percentage of handicap is .....%.

3. The candidate is capable of carting out all activities related to theory and practical works as applicable to Post Graduate Degree course in Management without any special concessions and exemptions.

4. This certificate is issued for the purpose of his/her admission to Post Graduate Degree course in Management for the year 2015-2016.

Date \_\_\_\_\_  
Place: \_\_\_\_\_

Director  
All India Physically Handicapped, Mumbai  
(or)  
Dean/ Civil Surgeon