

# Scaling New Heights

**MBA PRIME**



[www.dimr.edu.in](http://www.dimr.edu.in)  
**Savitribai Phule University Pune.**



## Campus Infrastructure





# WHY MBA PRIME?

**To MBA, or not to MBA?** For many young professionals, this is the first question they have to answer after graduation. On the top of that the new term as MBA PRIME has started making buzz around the corner. What **MBA PRIME** offers which normal MBA cannot?

Well, the difference is in approach and the exposure students get in **MBA PRIME** based on innovative academic design.

An MBA is a post graduate degree focused on building leadership skills and learning business principles. But the **MBA PRIME** offer much more than that: a stronger professional network, access to job opportunities, international exposure through IBEP (Dubai) and indeed a bigger packages.

An **MBA PRIME** is highly ranked program that can give immediate access to industry oriented practices and seasoned faculty members who can help them make connections, and they can expect a significant pay in campus placements.

Given the amount of time, money, and effort that an **MBA PRIME** really requires, it's important to think about where you fit into this equation before deciding whether or not it is worth your while to pursue one. Following statistics will help students to understand where **MBA PRIME** makes the difference.

## Training and Skills Development

- Teaching & Learning – 5000 + hours rigorous classroom and practical training
- 200+ hours technical and functional training
- 300 + hours Soft Skills & Behavioral Training
- 250 + hours Case studies and live Industry Exposure training

## Industry Interaction

- 1000 + hours Industry interaction/ Internship projects / Industry Visits
- 400 + hours Guest lectures and knowledge sharing
- 150 + hours domain training
- 100 + hours exposure to CSR projects



**IBEP (International Business Exposure Program)** An **MBA PRIME** student will get an opportunity to travel international business destination (Dubai) and experience multinational business exposure through IBEP program at no extra cost. Students will visit industries in UAE (Dubai and allied locations), business seminars, international culture centers and many more. This will indeed enhance their corporate exposure and ability to connect with MNC's work culture.

**Dual Degree :**

**MBA PRIME** Students will benefit dual degree program – PGP degree from the world renowned international University – The Thames International University, Paris, France.

**Placement Assurance Program :**

**MBA PRIME** Students are assured with minimum placements of 5.00 Lakh PA (subject to certain conditions fulfilled as per placement policy). The DIMR institute has always excelled in MBA placements with an average package of Rs. 5.50 Lakh and highest package of Rs. 11.00 Lakh PA.

**ERP Certification :**

**MBA PRIME** Students will benefit from ERP – Certification from SAP Germany, which will enhance their placements prospects manifold.

**Value added Certifications :**

**MBA PRIME** students will be entitled to avail value added certifications like Business Analytics, Finance Analytics, HR Analytics, Digital Marketing, Python Programming, NSE Level 1 to Level 3 Certifications (for Finance domain), Six Sigma, MS Projects by Microsoft and R Statistical Tools.

**Internships :**

**MBA PRIME** students will get practical learning opportunity through Winter Internships for One month and Summer Internship for two/three months.

**Industry Visit :**

Students will get an opportunity for international as well as domestic industry visits.

**OMT and other Training :**

For leadership development initiatives students will go through OMT (Outdoor Management Training) and other relevant training.

**Program Structure :**

A two year full time **MBA PRIME** with semester system. The first year consists core subjects and the second year consists of few core subjects and the respective specializations.

**CHOICE BASED CREDIT AND GRADING SYSTEMS**

Duration	Two Years
Course Credits	27 Full credits and 17 half credits
Summer Internship	Two to Three months
Dissertation based on SIP	Three to four months

## Specializations Offered

Major Specialization	Minor Specialization
<ul style="list-style-type: none"><li>  Marketing Management (MKT.)</li><li>  Finance Management (FM.)</li><li>  Human Resources (HR.)</li><li>  Supply Chain &amp; Operations Management (SCOM.)</li><li>  Business Analytics (BA.)</li></ul>	<ul style="list-style-type: none"><li>  Rural and Agribusiness Management (RABM.)</li><li>  Pharma &amp; Healthcare Management (PHM.)</li><li>  Tourism &amp; Hospitality management (THM.)</li><li>  International Business</li></ul>

\*The Placement will be offered only for major specialization

## Placements

"Enquiring about placements at DIMR **MBA PRIME** program is like enquiring about swimming pool and gym activity center at 5 Star hotel properties".

Well, MBA PRIME Program assure a minimum placements of 5.00 Lakh PA. This is of course a minimum range however our endeavors are to scale new heights year on year as far as placements is concerned.

## Pre Placements Exposure

At DIMR we are not working on what students are, however we work on what their potentials are and it has made us different from the rest of crowd. For making students employable class room teaching and training is not enough but we need to create ecosystem wherein a student from day one starts getting the practical exposure and get into the journey of industry ready resources.

In **MBA PRIME** Program we constantly work on research and industry oriented practices that enhance student's employability skills.

## Some the best practices and techniques are as follows

- Psychological profiling
- Holistic experience
- Soft Skills Training imparted by professional trainers
- Accelerated Career Development Program
- Discovery Interviews
- Frequent mock GD's and Pi's
- Professional Resume writing guidance
- Industry Visits
- National and International level Seminars
- Corporate Interaction
- Campus drive and job fair



## Placements Statistics

- Nos. of Company Visited – 200 (every year)
- Highest CTC - 11.00 Lakh
- Average CTC for Top 50 – 8.25 Lakh
- Nos. of Students placed - 180
- Nos. SIP Offered – 300 +
- Placements Records - 100%



## Employability Enhancement and Skills Development programme

At DIMR Employability Enhancement and Skills Development is a very crucial and job oriented program that not only increases practical exposure but also make our **MBA PRIME** students placements ready. Apart from classroom lectures and teaching, co-curricular and extra-curricular activities play a very instrumental role in student's journey at DIMR. In EESD (Employability Enhancement and Skills Development) apart from Group Discussion, Discovery Interviews, Phycology profiling, industry visits, guest lectures, Leadership Talks Series, one very important aspect that makes EESD a very special instrument is Workshops based on specializations.

### Specialization based Certifications / Sem. I, II III & IV

▶ Marketing Management	▶ Finance Management
<ul style="list-style-type: none"><li>• Digital Marketing Workshop</li><li>• Selling Skills in Services and Product Markets</li><li>• Artificial Intelligent in Marketing</li><li>• Channel Marketing</li><li>• Six Sigma Workshop</li><li>• Business Analytics</li><li>• Sales MIS workshop using power BI</li></ul>	<ul style="list-style-type: none"><li>• Finance Modelling Workshop</li><li>• Technical and fundamental Analysis for Stock Markets</li><li>• Workshop on Mergers and Acquisitions (financial management)</li><li>• Workshop on Emerging Trends in Financial Management</li><li>• Workshop on US Taxation</li><li>• Workshop on Advance Excel</li><li>• Financial Analytics Workshop</li></ul>

### Employability Enhancement and Skills Development



## International Collaboration

DIMR have signed MoU with THE THAMES INTERNATIONAL UNIVERSITY 250 Bis Boulevard Saint Germain, 75007, Paris - France.

The inherent objective of this international collaboration is to give our MBA PRIME students an international exposure and connect to the worldwide network. The journey of one year Post Graduate Management Program is a combination of online lectures, webinars, group discussions, and industry & academia experts' guidance. The successful landing of this Post Graduate Management Program degree shall smoothen student's travel and migration in the industry helping to attain new heights, vision and horizon. It shall enhance and boost student's business productivity since the program is Management & Leadership centric.

### PGMT PROGRAM FEATURES :

- Duration one year
- Online mode
- Webinars by international industry and academic experts
- 500+ online lectures
- Recorded lectures available if required
- Capstone International Projects



## SAP Certification

**MBA PRIME** students will be entitled for SAP ERP Certification from Germany. SAP Certification will be based on domain (specialization) and it will have major significance on student's placements and long term career.

SAP means 'Systems Applications and Products' and was initially expected to furnish clients with the capacity to connect upon a typical information base along with a complete application range. Progressively more applications started to be collected and today, SAP is being utilized by driving organizations.

SAP is all around the world perceived business stage today in different utilitarian fields including Financial Accounting and Controlling (FICO), Production Planning (PP) and Materials Management (MM). The interest for SAP mastery is expanding in both production facilities are managerial workplaces, with organizations thinking of a wide range of SAP encouraged modules.

**Good Job**

**Better Placements**

**Honor and Reputation**

**Faster Career Progression**

**Competitive Advantage in job markets**

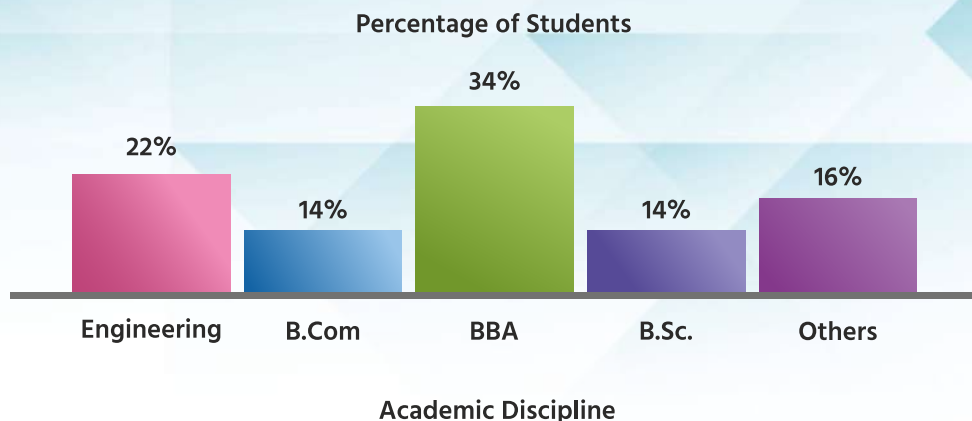
**Top 5 benefits  
of being  
SAP certified!**





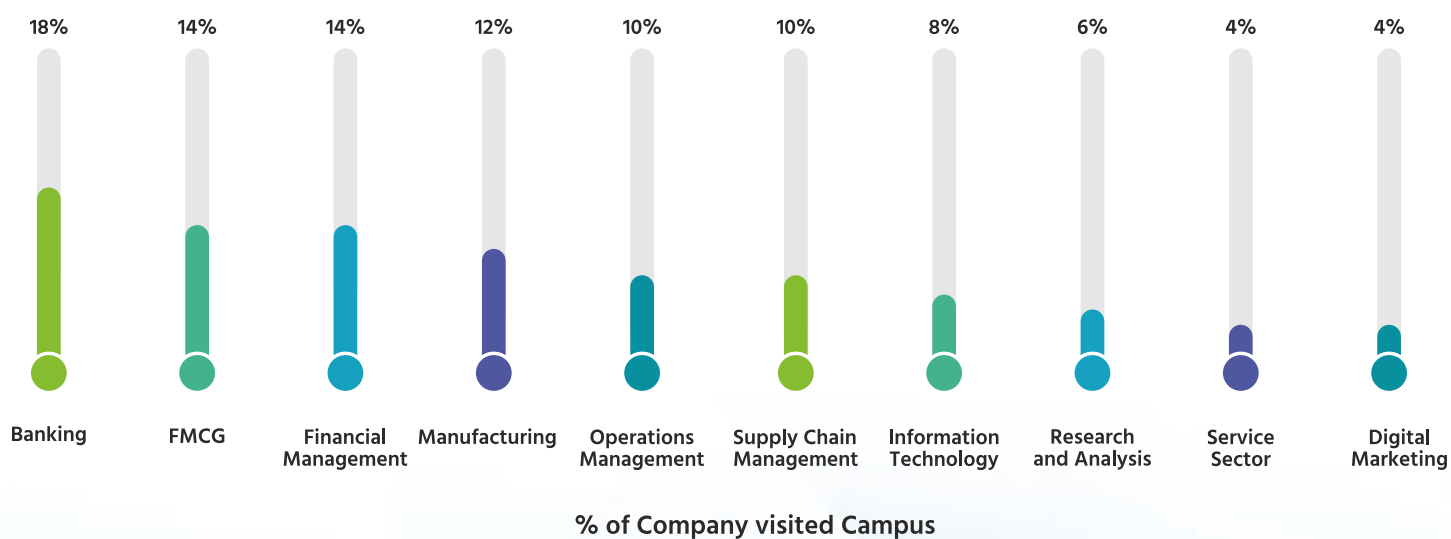
## Placements details at DIMR MBA PRIME Program

### Students' Academic Background

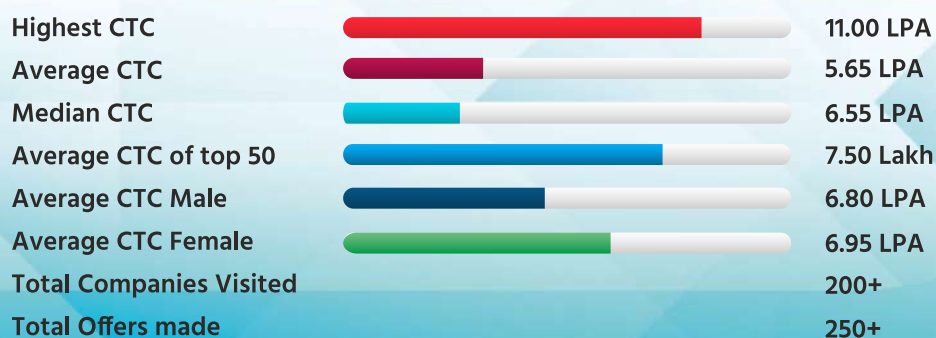


**MBA PRIME** Program's unique Employability Enhancement and Skills Development Program offers verity of long term career and job opportunities for our students. MNS's and Indian multinationals companies participate in DIMR Campus Placements and offers life time career avenues for our students.

### Company Sector



### Campus Placements of last three years





## Life @ Campus









## Our Recruiters

Atos Syntel



Tech Mahindra



IndusInd Bank



nexdigm



Justdial



eHealthFlex™  
CONNECTING THE DOTS

INDEXNINE



HDFC SALES



INTERNSHALA



INSPLORE  
WE INSPIRE, YOU EXPLORE



## DIMR B School prominent placements of previous batches -

Student Name	Company	Designation	Package Offered	Specialization
Ms. Poonam Khot	Information Technology	Manager - Employee Relations	11.00 LPA	Human Resources
Mr. Vinod Pawar	Shipco IT Pvt. Ltd.	Assistant Manager	10.00 LPA	Software Engineer
Mr. Ramdas Sanap	Tata Technologies	Sr Engineer	7.50 LPA	Operations Management
Mr. Anup Mote	Infosys Ltd.	Technology support	7.50 LPA	Operations Management
Mr. Pritam Bhambure	Saini Industries India pvt ltd	Deputy Branch Manager	7.00 LPA	Marketing
Mr. Ashok Jadhav	Tipco Industries Pvt. Ltd.	QA Engineer	7.00 LPA	Software Engineer
Mr. Ganesh Dak	Cummins India	Market Intelligence Analyst	7.0 LPA	Marketing
Mr. Sushma Wankhade	FRANKFINN INDIA	DEPUTY MANAGER	7.00 LPA	Finance
Mr. Hemant Tripathy	Sony Eriision	Program Manager	6.50 LPA	Software Engineer
Ms. Damini Parikh	Ehealthflex SolutionS	Marketing Manager	6.25 LPA	Marketing
Ms. Yamini Bondhate	Cumulus Systems pvt ltd	QA Engineer	6.00 LPA	Operations Management
Mr. Akshay Dange		QUALITY ANALYST	6.00LPA	Supply Chain and Operation Management
Mr. Vithal Bhandary	ICICI Bank	Deputy Branch Manager	5.90 LPA	Finance
Mr. Santosh Bhosale	Tata Technologies	Senior System Manager	5.90 LPA	Software Engineer
Mr. Sarvesh Naarvekar	Adient India pvt ltd	Junior Accountant	5.50 LPA	Finance
Ms. Neha Chhabadia	Tata Consultancy Services	QA Engineer	5.25 LPA	Software Engineer
Mr. Ravina Sonar	KPIT Systems	Management Trainee - HR	5.25 LPA	HR
Mr. Nandkumar Mane	Infosys Ltd.	Management Trainee - Business Analytics	5.00 LPA	Business Analytics
Mr. Nitin Raina	Ceasefire pvt ltd	Management Business Development	4.20 LPA	Marketing
Mr. Pravin Late	Ware- Housing Engineer	Sr. Officer	4.20 LPA	Supply Chain and Operation Management





## Admission Procedure

### ► Eligibility

- The Candidate should be an Indian National.
- Passed minimum Three Year duration Bachelor's Degree (at least 50% marks for General Students & 45% marks for backward class, Person With Disability)
- Obtained valid score in CET conducted by the competent Authority, CAT, MAT, ATMA, & CMAT



## MBA PRIME Admission Process

### ADMISSIONS IN MBA PRIME PROGRAM

The said seats shall be filled in by the institutional through Institutional Level Round with prior approval of the Competent Authority.

- Aspiring Candidates fulfilling the eligibility criteria as notified by the Government and specified by the appropriate authority, from time to time shall apply to the Director of the institution for admission at the Institution level.
- The institution may give admission to the applicants on the basis of their inter- se-merit derived from Merit list declared by the Competent Authority for filling the seats in the Institutional Quota.

### REFUND OF FEES AFTER CANCELLATION OF ADMISSION

- The Candidate shall apply online for cancellation and submit signed copy of system generated application for cancellation of admission to the institution.
- After receiving admission cancellation request from the Candidate the institution shall cancel the admission immediately and generate online acknowledgement of cancellation of admission through institution login and issue a signed copy to the Candidate.
- The refund of fees before cut-off date of admission shall be made within university guidelines. Total fee minus the processing charges of Rs. 1000/- or refund rule shall be as per the guideline of the appropriate authority, or the State Government as the case may be.
- If the admission is cancelled after the cut- off date of admission declared by the Competent Authority, there shall be no refund.

### MBA PRIME Fees Structure

1st Year Fees (2023-24)	3,90,000/-
2nd Year Fees (2024-25)	2,00,000/-

### Fees Installments

At the time of Admission	2,50,000/-
One month within the date of admission	50,000/-
On or before the commencement of MBA Classes	3,15,000/-

### Hostel and Mess Fees (approximate for Boys and Girls)

Hostel	4,80,000/- (twin sharing)
Mess Fees	40,000/-

### The program fees is inclusive of following

1. International Study Tour to overseas business destinations.
2. Dual degree - PGP certification from The Thomson International University, Paris Franch.
3. SAP ERP (Germen) Certification
4. Professional Training on Placement
5. Value added certifications
6. International Industry Visit
7. Placement assurance program



### Important guidelines for Hostel and Mess

- MBA PRIME total fees does not include hostel and mess fees, as mentioned aforesaid and needs to be paid separately.
- Facilities in Hostel Bed, Study Table, attached washroom, washing machine on each floor, TV in common entertainment room.



## International Exposure Program (Dubai)

DIMR MBA students benefited from the International Exposure Program in Dubai. Knowing international business norms and studying their culture is indeed a great opportunity for the students. The students also gained further insights in Industry Visit in Dubai. The other fun element was to experience Desert Safari, visit the largest mall in UAE -Dubai mall, Dubai Museum, Ferrari World to add a few.





# DIMR CAMPUS

Balewadi High Street, Pune.

**"The intention behind education is to pass the values, rules and concepts to the next generation."**

We @ DIMR encourage exploratory learning process, wherein teachers and students are co-travelers in search of 'Understanding of Knowledge'. In our approach we do not want to label anything as 'Final Answer', we believe in triggering the curiosity in the minds of students, rest will happen in its own accord.

DIMR is approved by AICTE - New Delhi, and affiliated to Savitribai Phule Pune University. Established in 2008, the Institute has achieved a status of distinction by following the path envisioned by its founders. The secret of its spectacular growth lies in its commitment to provide world-class education, with curriculum imparted with the help of industry experts and a team of highly qualified faculty with academic excellence and industry exposure.

A state-of-the-art infrastructure in the heart of Pune City – Balewadi High Street provides the environment for nurturing talent and for empowering the students with the knowledge and skills. A symbiotic relationship is encouraged between the industry and the academia through a mutual exchange of practical and theoretical aspects of management concepts.

**Address :** SKP Campus, Balewadi High Street, Pune, Maharashtra 411045

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