



**PROSPECTUS 2025-2027**

**ENHANCING  
CAREERS**

**B-School Of Digital Age**

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# VISION, MISSION & VALUES

## VISION

To be globally recognized as an epitome of learning and innovation, imparting multi-faceted management education driven by social responsibility and supported by state of art infrastructure.

## MISSION

To impart quality education that encourages students to be competent enough for best-fit job roles and to provide faculty members with facilities to research, experiment and implement contemporary learning tools.

## VALUES

An establishment driven by free exchange of ideas, diversity and harmony with a feeling of gratitude.

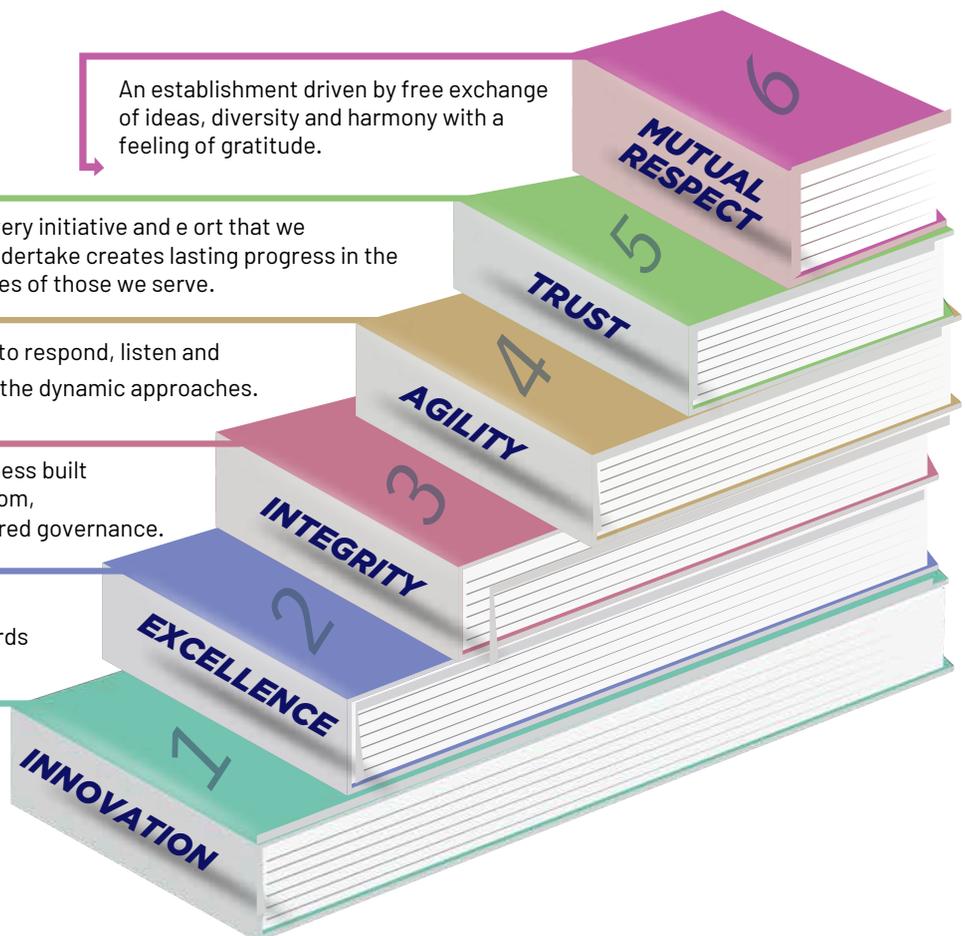
Every initiative and effort that we undertake creates lasting progress in the lives of those we serve.

Willingness to respond, listen and act through the dynamic approaches.

An experience of wholeness built through academic freedom, ethical behavior and shared governance.

Eminence in teaching and research leads to a path towards excellence.

Idea is an asset, we believe. We nurture an idea and take it to a newer level each time.



# ABOUT ASBM

“Empowering Future Leaders & Entrepreneurs through Industry-Integrated Excellence”

In a world characterized by rapid disruption, digitization, and global interdependence, the demand for transformative business leaders and entrepreneurial problem-solvers is greater than ever. Aditya School of Business Management (ASBM), located in the financial hub of Mumbai, stands at the forefront of this change—offering a new-age management education that blends academic rigor with practical relevance and leadership impact.

Established under the Shree Ameya Public Charitable Trust and located in the thriving business district of Borivali (West), Mumbai, ASBM is approved by the All India Council for Technical Education (AICTE) and affiliated with the University of Mumbai. ASBM is consistently ranked among the top emerging B-Schools in India and was recently ranked 6th among private B-schools in Mumbai by the Times B-School Survey 2025.

At ASBM, management education is more than a qualification—it’s a launchpad for leadership, entrepreneurship, and value creation. The two-year Post Graduate Diploma in Management (PGDM) program is curated with input from senior corporates, industry leaders, academic scholars, and international experts. The curriculum is refreshed annually to remain contemporary and aligned with global business practices. Domains like Artificial Intelligence, Business Analytics, Digital Marketing, FinTech, Innovation Strategy, and Design Thinking are embedded into the learning journey, ensuring students graduate with cross-functional agility and digital fluency.

To ensure industry-readiness from day one, ASBM integrates

- Live consulting projects with corporates across BFSI, FMCG, Retail, IT, and Startup ecosystems
- Summer internships, value-added certifications

- Corporate mentorship and CXO interactions through the “Alumni Coffee Meet series”
- Simulation-based learning, case method pedagogy, and international business conclaves

Our placement track record reflects our commitment to career outcomes. The most recent PGDM cohort achieved an average CTC of ₹7.75 LPA with top offers reaching ₹25 LPA. Our students are placed in organizations such as Deloitte, Aditya Birla Capital, HDFC Bank, Infosys, Capgemini, ICICI Bank, TCS, Oppo, Decathlon, among others.

ASBM’s academic environment is enriched by a distinguished faculty comprising IIM alumni, PhD scholars, and industry practitioners. With 100+ guest sessions annually, students benefit from continuous exposure to real-world business challenges. ASBM also supports student-led research, funded projects, and publication opportunities through its dedicated Research & Innovation Cell.

Leadership and entrepreneurship are not electives at ASBM—they are embedded in the institutional DNA. The Entrepreneurship Cell (collaborates with incubators, angel investors, and startup mentors to support idea-to-market journeys. Domain clubs in Finance, Marketing, HR, Analytics, CSR, and Strategy foster peer learning and leadership through events, case challenges, and national competitions.

Our state-of-the-art, Wi-Fi-enabled nine-storey campus features smart classrooms, an innovation and incubation space, a 12,000 sq. ft. convention center, and a digital learning resource hub. Student life is vibrant, collaborative, and oriented towards building global perspectives with a local grounding. Driven by our core values—Integrity, Excellence, Agility, Mutual Respect, Innovation, and Trust—ASBM is not merely preparing graduates. We are shaping visionaries who can adapt, lead, and transform organizations and societies.

# GOVERNING COUNCIL MEMBERS

**Shri Harishchandra Mishra**  
Chairman, Founder Trustee

**Shri Ashish Mishra**  
Trustee

**Shri Aditya Mishra**  
Trustee

**Arun Upadhyay**  
Eminent Scholar and Professor of Finance  
at Florida International University - College  
of Business

**Dr Amit Shrivastava**  
Associate Professor, Adani Institute of  
Infrastructure Management (AIIM)

**Dr Debashis Sanyal**  
Director, Great lakes

**Dr Suresh Mony**  
Ex Director, NMIMS Bangalore

**Dr. Rajan Saxena**  
Ex VC, NMIMS University

**Dr. Shiv Tripathy**  
Dean of the Faculty at Berlin School of  
Business and Innovation

**Shri Deepak Karanjikar**  
Director, Rail Vikas Nigam Ltd & Trustee,  
Arthkranti

**Shri Nishith Chaturvedi**  
Chief HR & Admin in NPCI

**Shri Prashant Verma**  
GM- Head HR Business-ICICI

**Shri Sailesh Chaturvedi**  
CEO Tommy Hilfiger

**Shri Sandeep Gokhale**  
Ex-President JSW Steel Limited

**Shri Siddheshwar Rajadhyax**  
Marketing Technology Consultant

**Shri Vijay Chandok**  
Managing Director, NSDL

**Mr. Ashank Desai**  
Corporate, Non-Executive Director, Founder  
Member of Mastek Ltd & NASSCOM

**Shri Yogi Sriram**  
Ex Senior Vice President, Corporate Human  
Resources, Larsen & Toubro Limited

**Shri Yugal Sikri**  
Managing Director, RPG Life Sciences Limited

**Smt Deena Mehta**  
Director, Asit C. Mehta Financial Services

# ACADEMIC ADVISORY COMMITTEE

**Dr. Guru Murthy Kalyan Ram**  
Managing Director & Group CEO, NuSummit  
Technologies

**Dr. Satyam Priyadarshy**  
Chief AI Officer, Reignite Future; Renowned Expert  
in Quantum Technologies and Artificial Intelligence.

**Dr. Prasad Ramanathan**  
Senior Director, Capgemini; Specialist in  
Enterprise Strategy and Digital Transformation.

**Prof. Sarada Samantaray**  
Member, Executive Management, HDFC Ltd.

**Mr. Hemant Jog**  
Associate Dean, NMIMS; Academic leader with  
a focus on management education innovation.

**Mr. Niteen Bhagwat**  
Director, Karira Consulting (Marketing Thought  
Leadership)

**Mr. Viraj Save**  
Former EVP, Sales & Marketing, Alembic Pharma  
(Marketing Strategy)

**Mr. E.N. Venkat**  
Senior Partner, Venture Capitalist (Financial  
Strategy and Investments)

**Mr. Uday Patkar**  
GM – Indirect Taxation, Tecnimont (Taxation and  
Compliance)

**CA. Rupesh Shah**  
Director, Masflair Leadership Solutions (Finance  
& Leadership Development)

**Ms. Vandana Shejwal**  
Vice President – HR & Admin, Daiwa Asset  
Management (Human Resource Management)

**Ms. Leena Dadlani**  
AVP, Barclays UK (Operations Excellence)

**Mr. Hemant Jog**  
Director, Dietz Consulting Partners (Operations  
and Business Strategy)

## From the CHAIRMAN's Desk

**"Hope is the pillar that holds the world."**

Shree Ameya Public Charitable Trust has been formed with a mission to provide service for nation building. What better source could there be for achievement of this vision than thinking about and investing in education.

Archimedes said, "Give me a place to stand and I will move the earth." Aditya Institute of Management Studies and Research believe in

growth of individuals and community, with reason and passion. We believe in imparting management education not for years but for life. There are only two ways to live. One is as though "nothing is a miracle". The other is "as if everything is". AIMSR stands as a pillar of quality education and research for Mumbai Suburbia. The incredible infrastructure, a focused faculty group with curious student fraternity make AIMSR a force to reckon with. Explore this new and upcoming hub of holistic learning.

"Our talents bring to your organisation a fresh set of ideating minds working in tandem to pursue a single-minded goal-of achieving excellence."

**Dr. Harishchandra S. Mishra**  
Chairman & Founder Trustee  
Aditya Group of Institutions



## MESSAGE FROM TRUSTEE

Our institution's vision and essential philosophy is founded on several key components of modern-day learning, namely innovation, excellence, integrity, agility, trust and mutual respect. Learning is based on doing - not merely knowing - things. We therefore ensure provision of the best environment for learning for our students. They are motivated to experiment through a number of class activities, including research, experimentation and use of contemporary learning tools.

A state-of-the-art infrastructure to support real-life situations, role plays, live projects, internships, etc. is provided to each student in order for them to relate to real life situations and motivate them to acquire and apply the knowledge

Our institution has set specific objectives and planned activities for achieving excellence in all spheres of management education for the benefit of our students. We strongly believe in academic excellence and follow the best standards in the field of management education. We take this opportunity to acknowledge students, parents, our faculty, our non-teaching staff and the industry for their continuous support in taking this institution to greater heights. I wish all my students success in the coming years. May God bless them with a great future!

**Mr. Ashish Mishra**

Trustee

Aditya Group of Institutions



# MESSAGE FROM TRUSTEE

Aditya Group of Institutions (AGI) has, in very short span of time, become one of the leading educational groups in Mumbai. We believe 'Education is the most powerful tool to bring about a desirable change in one's personality and to bring about positive changes in our society'. It is this medium that enables one to move from darkness to a world full of light.

AGI believes in creating a strong academic foundation for social, cultural, scientific and economic development of our Nation. We have deep-rooted values and our dynamic culture has made us achieve benchmarks in academic excellence and holistic grooming to help our students meet their career goals in

the increasingly competitive and professional environment. Aditya Group of Institutions has thus earned goodwill of all our stakeholders - students, parents, teachers, staff and society at large.

As an institution, AIMSIR has achieved great heights in the nine years of its existence, by instilling in its students, the core values of excellence, mutual trust, respect, innovation, integrity and agility. We provide golden opportunities for students to lead a life of dignity and prosperity. To achieve this goal, AGI continually strives to provide value-added programs for personality development as well as the enhancement of communication and other soft-skills.

## **Mr. Aditya Mishra**

Trustee  
Aditya Group of Institutions



# FROM THE DEAN DESK

It is with great pride and pleasure that I welcome you to the PGDM program at Aditya School of Business Management (ASBM)—a journey that marks the beginning of your transformation into competent, ethical, and future-ready professionals. At ASBM, we believe that management education must evolve to match the complexities of the real world. Our approach is rooted in academic excellence, but extends far beyond it—through a rich blend of industry immersion, entrepreneurial learning, innovation-driven thinking, and value-based leadership development.

The PGDM program is not merely a steppingstone toward a corporate role; it is a launchpad for life-long learning, strategic thinking, and responsible leadership. You will learn to decode real business challenges, navigate uncertainty, collaborate across functions, and develop critical decision-making skills—skills that are not just relevant for today's workplace, but essential for tomorrow's world.

We take great pride in our faculty's academic pedigree and corporate experience, our industry-aligned curriculum, and our deep-rooted corporate linkages. Our aim is to mentor you into leaders who can not only adapt to change but also lead it—whether you choose to become a CXO, an innovator, a change agent, or a first-generation entrepreneur.

I urge you to engage fully—with your peers, your professors, and with every opportunity that the ASBM ecosystem presents. Be inquisitive, be collaborative, and most importantly, be purposeful in everything you do.

We are deeply invested in your journey and excited to support your growth every step of the way.

Welcome to ASBM. Welcome to the start of your journey as a future changemaker."

**Dr. Balkrishna Parab**  
Dean Management



# FROM THE DIRECTOR'S DESK

It gives us immense pleasure to welcome you to the Post Graduate Diploma in Management (PGDM) program at Aditya School of Business Management (ASBM)—a place where potential is nurtured, possibilities are explored, and futures are built.

This is not just the beginning of a two-year academic curriculum—it is the start of a transformative journey that will shape the way you think, lead, and create impact in an evolving global landscape. In an era defined by constant disruption, innovation, and digital acceleration, success no longer depends solely on knowledge—it requires agility, critical reflection, resilience, and a bold willingness to act.

Our PGDM program is meticulously designed to go beyond textbooks and rote learning. Here, you will be challenged to think differently, approach problems with an entrepreneurial mindset, and apply your learnings through immersive projects, internships, live case studies, and industry engagement.

You will learn from distinguished faculty, experienced mentors, and business leaders who bring the real world into the classroom.

We encourage you to bring your curiosity, humility, and hunger for growth. Ask questions. Seek clarity. Learn to navigate ambiguity and lead with empathy. The world needs thoughtful managers, responsible innovators, and ethical leaders—this is your chance to become one.

Let this journey be more than academic. Let it be personal. Allow yourself to grow—not just in knowledge, but in character, confidence, and purpose.

We are honoured to be part of your journey and excited to witness the professional and personal transformation that lies ahead.

Welcome to ASBM. Welcome to a future filled with purpose, growth, and leadership.

**Prof. Mukund Prasad**  
**I/c Director**



# ASBM AWARDS & RANKINGS



## RANKING

- ★ Ranked 6th among the top private B-Schools in India by Times B-School Survey: 2025
- ★ Ranked 6th among the top private B-Schools in India by Times B-School Survey: 2024
- ★ Ranked 6th among the top Private B-School in the India by Times B-School Survey, 2023
- ★ Ranked 45th among the top Private B-School in the India by Times B-School Survey, 2020
- ★ Ranked 10th among the top Private B-School in the Mumbai by Times B-School Survey, 2019
- ★ Ranked as the Top 2nd emerging B-School in India by Times B-School survey 2018.
- ★ Ranked as the Top 2nd emerging B-School in India by Times B-School survey 2018.



# KEY HIGHLIGHTS

## **Innovative Learning | Industry Connect | Entrepreneurial Thinking**

- **Curriculum Aligned with Industry Evolution:** Incorporates domains like data science, AI, blockchain, ESG, and digital transformation, updated in line with market trends.
- **Faculty Expertise:** Comprised of scholars and professionals with multidisciplinary backgrounds and corporate consulting experience.
- **Engaging Pedagogy:** Emphasizes real-world application through simulation labs, business films, scenario planning, and project-based learning.
- **Leadership Development:** Offers structured training in executive presence, conflict management, public speaking, group dynamics, and behavioural sciences.
- **Entrepreneurship & Innovation Cell:** E-Cell nurtures entrepreneurial mindsets through mentorships, incubation support, ideation labs, and startup summits.
- **Industry Immersion Engagement:** Over 100 corporate speakers annually through masterclasses, industry panels, leadership outbound programs, and corporate immersion enhancing students' understanding of current industry practices and trends.
- **Social Responsibility Projects:** Integrated CSR modules aligned with UN SDGs, fostering ethical leadership and community engagement.
- **Cross-Functional & Individualized Learning:** Custom learning pathways supported by elective baskets, interdisciplinary faculty teams, and digital content repositories.
- **Holistic Development:** Mindfulness and life-skills programs rooted in Indian ethos, global philosophy, and evidence-based psychological practices.
- **Experiential Learning:** ASBM emphasizes hands-on learning through workshops, live projects, and internships. This includes industry projects, case studies, and simulations that provide practical exposure to real-world business challenges.



# INFRASTRUCTURE

- 9-Storeyed Wi-fi Campus
- 1,20,000 Sq. Ft. Area
- 12,000 Sq. Ft. Convention Center
- 2,000 Sq. Ft. Airy Atrium for Informal activities
- Smart Interactive Classrooms
- Auditorium with a seating capacity of 500+ Students
- Cafeteria with a seating capacity of 300+ Students
- 200+ Computers and Licensed Software
- 750+ Sq. Ft. Office area for E-Cell



- Language Labs and Special Boardrooms for conducting Group Discussions, Meetings and Interviews
- Separate Library and Reading Zone with thousands of Books, Magazines and Periodicals
- Easily accessible Location, Proximity to Station, National Highway, SV Road and Link Road



# FACULTY



**Dr. Srinivas Ainavolu**  
Professor



**Dr. Aaditya Desai**  
Associate Professor



**CA. Sandhya Menon**  
Assistant Professor



**Dr. Pinkey Bhardwaj**  
Assistant Professor  
Marketing



**Prof. Neha Bhatia**  
Assistant Professor



**Prof. Amit Kamkhalia**  
Assistant Professor -  
Finance



**Prof. Hitesh Kaushal**  
Assistant Professor



**Dr. Vritte Parikh**  
Associate Professor -  
Human Resource



**Dr. Krati Sharma**  
Associate Professor -  
Marketing



**Dr. Sonali Kale**  
Associate Professor - Finance



**Dr. Neeta Bhatt**  
Associate Professor



**CA. Vinay Tiwari**  
Assistant Professor -  
Finance



**Prof. Dinesh R Mehra**  
Assistant Professor



**Prof. Jay Palaria**  
Assistant Professor -  
Marketing



**Prof. Ramakrishnan Iyer**  
Assistant Professor



**Prof. Ajeet Mishra**  
Assistant Professor



**Prof. Shweta Nigam**  
Assistant Professor



**Prof. Samir Charania**  
Edupreneur -  
Students Solutions



**Prof. Rashmi Pathak**  
Assistant Professor



**Prof. Mithila Chavan**  
Assistant Professor



**Prof. Sarita Jha**  
Assistant Professor



**Ms. Leena Dadlani**  
Assistant Vice President



**Dr. Chintan Vora**  
Senior Vice President

# OUR ASSOCIATIONS

## Memberships



## MOUs



**DISCLAIMER**

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# ELIGIBILITY PGDM

## Eligibility Criteria

- Educational Qualification: Bachelor's degree in any discipline with minimum 50% marks (45% for SC/ST candidates).
- Accepted Test Scores: CAT, XAT, CMAT, MAT, ATMA, GMAT.
- Provisional Admission: Final-year undergraduate students are eligible to apply.
- Admission Process: Includes a written aptitude test, group discussion (GD), and personal interview (PI).

## Required Documents

- Valid Entrance Exam Scorecard
- Marksheets (X, XII, Graduation)
- Transfer or Leaving Certificate
- Work Experience Certificate (if applicable)
- Medical Fitness Certificate
- Three Passport-size Photographs
- Aadhaar Card
- Caste / Migration / GAP Certificate (as applicable)

# TERMS & CONDITIONS

- ASBM follows a transparent and merit-based admission process. **No donation or capitation fee** is accepted under any circumstance.
- The institution has **not appointed any agent or intermediary** to collect fees or facilitate admissions on its behalf. All official communication and transactions must be conducted directly through ASBM's admission office.
- All PGDM programs are **approved by AICTE, Ministry of Education, Government of India & DTE**, and are subject to periodic revisions and updates in line with AICTE guidelines and industry requirements.
- Admission to any program at ASBM is **provisional until verification of academic credentials, eligibility documents, and successful completion of the selection process.**
- ASBM reserves the right to **modify or withdraw any program, course content, faculty allocation, or schedule** based on academic or administrative requirements.
- The institution is committed to upholding the highest standards of academic integrity, ethical conduct, and student welfare throughout the academic journey.

The logo for PGDM+ features the text "PGDM+" in a bold, dark blue, sans-serif font. To the right of the text is a large, dark blue, stylized bracket shape that partially encloses the text. The background of the top left corner of the page is a yellow-to-white gradient with a white curved border.

# PGDM+

At **Aditya School of Business Management (ASBM)**, our pedagogy is rooted in the principle of **"learning by doing,"** emphasizing experiential, collaborative, and reflective learning to shape future-ready leaders. The PGDM program is designed not just to teach management concepts, but to immerse students in the real-world dynamics of business decision-making and innovation.

We believe that transformative learning occurs when theory meets practice. Hence, our students are consistently engaged in a rich blend of instructional methods and high-impact experiences that bridge the gap between classroom learning and industry realities.

### **Key Pedagogical Components:**

- **Case-Based Learning:** Real business cases from diverse industries are used to build strategic thinking, analytical ability, and decision-making competence.
- **Simulation Exercises:** Business simulations and gamified modules help students explore dynamic environments and practice risk-based thinking.
- **Live Projects & Fieldwork:** Students work on industry-sponsored projects, market surveys, and grassroots assignments to develop actionable insights.
- **Interactive Lectures & Role Plays:** Classroom sessions are interactive, encouraging role-based participation, critical inquiry, and problem-solving discussions.
- **Workshops & Guest Lectures:** Thought leaders and domain experts conduct hands-on workshops and share best practices from the field.
- **Industry Interface:** Regular panel discussions, CEO talks, and corporate mentoring sessions ensure consistent exposure to current business challenges and innovation trends.
- **Global Exposure:** International study tours and global immersion programs allow students to observe and understand diverse business ecosystems.
- **Internships & Certifications:** Intensive summer internships and skill-based certifications equip students with career-oriented capabilities in marketing, finance, analytics, operations, and HR.
- **Ethics and Value-Based Learning:** Our pedagogy integrates ethical reasoning, leadership integrity, and sustainable management practices through dedicated modules on CSR, ESG, and governance.

ASBM's pedagogy aims to develop not only successful professionals but responsible leaders—individuals who bring competence, character, and commitment into every organizational or entrepreneurial challenge they encounter.

# PGDM+ SUBJECTS: CORE & ELECTIVES

## Trimester I Cr

• Financial Accounting	3
• Marketing Management	3
• Organizational Behaviour	3
• Data Analysis for Managers	3
• Economics for Managers	3
• Business Communication	3
• VAC 1 - Visual Analytics XL/PBI/TAB/Zoho/SF	1
• Core Credits	19
• Elective Credits	0
• Trimester Credits	19

## Trimester II Cr

Cost Accounting	3
Financial Management	3
Operations Management	3
Human Resource Management	3
Business Analytics	3
Digital Business Systems	3
VAC 2 - Visual Analytics XL/PBI/TAB/Zoho/SF	1
• Core Credits	19
• Elective Credits	0
• Trimester Credits	19

## Trimester III Cr

• Business Research Methods	3
• Strategic Management	3
• Advanced Business Communication	3
• Generic Elective - AI/Intl. Bz./Proj. Mgt.	3
• Specialization Elective	3
• Specialization Elective	3
• VAC 3 - Value Added Course on Python	1
• Core Credits	10
• Elective Credits	9
• Trimester Credits	19

## Trimester IV Cr

• Business Law	3
• Generic Elective - AI/Intl. Bz./Proj. Mgt.	3
• Specialization Elective	3
• Specialization Elective	3
• Specialization Elective	3
• Core Credits	3
• Elective Credits	12
• Trimester Credits	15

## Trimester V Cr

• Ethics, Sustainability, and Governance	3
• Specialization Elective	3
Core Credits	3
Elective Credits	12
Trimester Credits	15

## Trimester VI Cr

• Specialization Elective	3
• Specialization Elective	3
• Generic Elective - AI/Intl. Bz./Proj. Mgt.	3
• Core Credits	0
• Elective Credits	9
• Trimester Credits	9

**TCC (Total Core Credits) 54**

**TEC (Total Elective Credits) 42**

**Total Program Credits  
(TCC+TEC+SIP) 102**

# PGDM BUSINESS ANALYTICS

Transforming Data into Strategy, Insight into Innovation

In an era where data is the new currency of business value, organizations are increasingly relying on analytics-driven intelligence to craft agile, responsive, and forward-looking strategies. At **Aditya School of Business Management (ASBM)**, the **AICTE-approved two-year Post Graduate Diploma in Management (PGDM) in Business Analytics** is meticulously designed to bridge the gap between data science and strategic business leadership.

This program offers a comprehensive curriculum that prepares students to tackle complex organizational challenges using modern data analytics techniques. Emphasizing real-world application and cross-functional integration, the program cultivates the ability to decode patterns, interpret business intelligence, and drive innovation across domains.

## Program Overview

The PGDM in Business Analytics enables students to derive high-impact insights and translate them into effective strategic decisions. ASBM's Business Analytics program builds a robust analytical mindset, empowering future-ready professionals to lead in fast-paced digital environments.

## Program Features and Highlights

- **Strategic Application of Data Science:** Students learn how to apply analytical models directly to strategic problems in marketing, operations, finance, and HR.
- **Hands-on Tools & Technologies:** Training in Python, R, SQL, Tableau, Excel, and Power BI through lab-based assignments and real-time case studies.
- **Predictive Analytics and Decision Science:** Curriculum built around practical methods in regression, classification, clustering, time series forecasting, and simulation modeling.
- **Capstone Project:** End-of-program applied project allows students to work on real industry data and present actionable insights to business stakeholders.
- **Business Storytelling & Visualization:** Students develop narratives and dashboards that simplify complexity and support data-driven decision-making in the boardroom.

- 
- **Cross-functional Integration:** Focus on using analytics for interdepartmental alignment and strategic innovation.
  - **Inspired by Leading Global Programs:** Inspired by Leading Global Programs: Merges conceptual rigor with the hands-on depth of internationally benchmarked certification programs in data analytics and business strategy.
  - **Career Opportunities:** The PGDM in Business Analytics positions students for accelerated careers across sectors. Graduates may pursue roles such as:
    - Business Analyst
    - Data Analytics Manager
    - Analytics Consultant
    - Product Strategist
    - Financial Risk Analyst
    - Operations Optimization Analyst
    - Customer Insights Manager

ASBM's emphasis on ethics, agility, and strategic thinking ensures that its graduates are not just skilled analysts but transformative business leaders who turn data into decisive advantage.

# PGDM BA SUBJECTS: CORE & ELECTIVES

## Trimester I Cr

• Financial Accounting	3
• Marketing Management	3
• Organizational Behaviour	3
• Data Analysis for Managers	3
• Economics for Managers	3
• Business Communication	3
• VAC 1 - Visual Analytics XL/PBI/TAB/Zoho/SF	1
• Core Credits	19
• Elective Credits	0
• Trimester Credits	19

Special Course - Intro. To Social Psychology

## Trimester III Cr

• Business Research Methods	3
• Strategic Management	3
• Advanced Business Communication	3
• Generic Elective - AI/Intl. Bz./Proj. Mgt.	3
• Specialization Elective - Python	3
• Specialization Elective - Data Mining	3
• VAC 3 - Value Added Course on Python	1
• Core Credits	10
• Elective Credits	9
• Trimester Credits	19

Summer Internship Program during April - June 6

## Trimester V Cr

• Ethics, Sustainability, and Governance	3
• Specialization Elective - Advanced Predictive Analytics	3
• Specialization Elective - Financial Analytics	3
• Specialization Elective - Operational Analytics and IoT	3
• Specialization Elective - HR Analytics	3
• Core Credits	3
• Elective Credits	12
• Trimester Credits	15

## Trimester II Cr

• Cost Accounting	3
• Financial Management	3
• Operations Management	3
• Human Resource Management	3
• Business Analytics	3
• Digital Business Systems	3
• VAC 2 - Visual Analytics XL/PBI/TAB/Zoho/SF	1
• Core Credits	19
• Elective Credits	0
• Trimester Credits	19

## Trimester IV Cr

• Business Law	3
• Generic Elective - AI/Intl. Bz./Proj. Mgt.	3
• Specialization Elective - Marketing Analytics	3
• Specialization Elective - BI Reporting	3
• Specialization Elective - Supply Chain Analytics	3
• Core Credits	3
• Elective Credits	12
• Trimester Credits	15

## Trimester VI Cr

• Specialization Elective - Emerging Topics in Data Sciences	3
• Specialization Elective - Text Analytics	3
• Generic Elective - AI/Intl. Bz./Proj. Mgt.	3
• Core Credits	0
• Elective Credits	9
• Trimester Credits	9

**TCC (Total Core Credits) 54**

**TEC (Total Elective Credits) 42**

**Total Program Credits (TCC+TEC+SIP) 102**

# PGDM ARTIFICIAL INTELLIGENCE & DATA SCIENCE

Empowering Future Leaders in Intelligent Decision-Making and Data-Driven Innovation

## Program Overview

In response to the rapidly evolving landscape of digital transformation, **Aditya School of Business Management (ASBM)** has introduced a two-year full-time **AICTE-approved PGDM in Artificial Intelligence & Data Science (AI & DS)**. This forward-looking program has been strategically designed to address the soaring demand for AI and data science professionals across industries in India and abroad.

ASBM's initiative is aligned with the national vision of developing next-generation talent proficient in intelligent technologies. This specialization offers students a dynamic blend of conceptual frameworks, algorithmic thinking, and real-world application of AI and data science tools that are revolutionizing how businesses operate, compete, and innovate.

## Program Features & Highlights

- **AICTE-Approved Postgraduate Diploma** focused on interdisciplinary learning between business, AI, and data engineering.
- **A robust, industry-aligned curriculum** blending statistical modeling, programming, neural networks, and AI governance with functional management applications.
- Capstone projects, simulation labs, and live case studies from diverse sectors such as **retail, healthcare, BFSI, logistics, and manufacturing.**
- **Hands-on training** in Python, R, Tableau, Power BI, TensorFlow, and NLP tools.
- Emphasis on **Ethical AI, Responsible Innovation, and Data Privacy** as part of socially responsible AI learning.
- Personalized mentorship through ASBM's **industry-academia advisory board**



## Career Opportunities

Graduates of the PGDM (AI & DS) program can pursue roles such as:

- AI & Machine Learning Engineer
- Data Scientist / Data Science Consultant
- Business Intelligence Analyst
- AI Product Manager
- Natural Language Processing (NLP) Specialist
- Computer Vision & Image Recognition Engineer
- AI Strategy & Innovation Consultant
- Data Engineer / Cloud Data Architect
- Ethical AI & Risk Analyst
- Automation and Robotics Analyst
- Applied AI Researcher
- AI-Driven Decision Systems Designer

## Beyond the Technical – A Humane Approach to Intelligent Leadership

While technical expertise is central to the program, ASBM remains committed to instilling **value-based leadership** and **emotional intelligence** through its integrated modules on ethical decision-making, mindfulness, sustainability, and inclusive leadership.

Through the AI & DS program, ASBM is building future leaders who are **technologically capable, ethically anchored, and socially conscious**—ready to thrive and transform the industries they serve.

# PGDM AI & DS SUBJECTS: CORE & ELECTIVES

## Trimester I Cr

• Financial Accounting	3
• Marketing Management	3
• Organizational Behaviour	3
• Essential Mathematics and Statistics for Machine Learning	3
• Calculus for Economics, Commerce and Management	3
• Business Communication	3
• VAC 1 - Decision Making with Spreadsheet (NPTEL)	1
• Core Credits	19
• Elective Credits	0
• Trimester Credits	19

- Special Course - Intro. To Social Psychology

## Trimester III Cr

• Business Research Methods	3
• Strategic Management	3
• Advanced Business Communication	3
• Introduction to Algorithm and Analytics	3
• Big Data Computing	3
• Business Data Management	3
• VAC 3 - Artificial Intelligence for Economics (NPTEL)	1
• Core Credits	10
• Elective Credits	9
• Trimester Credits	19

SIP during April - May months 6

## Trimester V Cr

• Business Law	3
• Deep Learning	3
• Distributed Optimization and Machine Learning	3
• Artificial Intelligence - Search Methods for Problem Solving	3
• Introduction to AI Deployability	3
• Core Credits	3
• Elective Credits	12
• Trimester Credits	15

## Trimester II Cr

• Cost Accounting	3
• Financial Management	3
• Operations Management	3
• Human Resource Management	3
• Introduction to Python Programming	3
• Database Management System	3
• VAC 2 - Data Visualization and Design Using ZOH0/PBI/Tableau	1
• Core Credits	19
• Elective Credits	0
• Trimester Credits	19

## Trimester IV Cr

• Design Thinking	3
• Supervised Machine Learning	3
• Unsupervised Machine Learning	3
• Data Analysis and Decision Making	3
• Introduction to Neural Networks	3
• Core Credits	3
• Elective Credits	12
• Trimester Credits	15

## Trimester VI Cr

• Large Language Models and Generative and Responsible AI	3
• Ethics in AI	3
• Project Management	3
• Core Credits	0
• Elective Credits	9
• Trimester Credits	9

**TCC (Total Core Credits) 54**

**TEC (Total Elective Credits) 42**

**Total Program Credits (TCC+TEC+SIP) 102**



## **Campus Dress Code Guidelines for students**

- At Aditya Educational Campus, we strive to create an environment that is respectful, professional, and conducive to learning. As part of this commitment, we have established the following dress code guidelines to ensure that all students present themselves in a manner that reflects the values and standards of our institution.

### **1. General Attire**

- Modesty: Clothing should be modest and appropriate for an academic setting. Avoid attire that is too revealing, such as short shorts, crop tops, or low-cut tops.
- Neatness: Ensure that your clothes are clean, well-maintained, and properly fitted. Torn or excessively worn-out clothing is not permitted.

### **2. Classroom Attire**

- Formal Days: On designated days or during formal events, students are required to wear business casual or formal attire. This may include collared shirts, trousers, blouses, skirts, or ethnic formal wear.
- Regular Days: Smart casual wear is acceptable. This includes jeans, t-shirts, or kurtas, provided they adhere to the guidelines on modesty and neatness.

### **3. Footwear**

- Closed-toe Shoes: For safety reasons, closed-toe shoes are required in certain areas such as laboratories and workshops.
- Casual Footwear: Sneakers, sandals, and other casual shoes are acceptable on regular days, but avoid slippers or flip-flops.

#### **4. Specific Restrictions**

- **Slogans and Graphics:** Clothing with offensive language, inappropriate images, or controversial slogans is strictly prohibited.
- **Accessories:** Avoid excessive or distracting accessories. Hats, caps, or hoods should not be worn inside classrooms or during formal events unless for religious reasons.

#### **5. Professional Representation**

- **Internships and Placements:** When attending internships, placements, or representing the institution at external events, adhere to the dress code specified for those occasions, usually formal or business casual attire.

#### **6. Enforcement**

- **Compliance:** All students are expected to adhere to the dress code. Faculty and staff have the authority to remind students of these guidelines if necessary.
- **Consequences:** Repeated non-compliance may result in disciplinary action as per the institution's policies

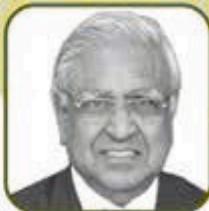
#### **7. Special Days**

- **Cultural Days:** On designated cultural or thematic days, students are encouraged to dress according to the theme while maintaining the spirit of these guidelines.
- By following these guidelines, we can maintain a respectful and focused academic environment that reflects the pride we all have in being part of Aditya Educational Campus.

## FEE REFUND POLICY

- In the event of a student withdrawing before the start of the Course, the entire Fee collected from the student, after a deduction of the processing Fee of not more than Rs.1000/- (Rupees One Thousand only) shall be refunded by the Institution. It would not be permissible for Institutions to retain the School/ Institution Leaving Certificates in original.
- In case, if a student leaves after joining the Course and if the vacated seat is consequently filled by another student by the last date of admission, the Institution must refund the Fee collected after a deduction of the processing Fee of not more than Rs.1000/- (Rupees One Thousand only) and proportionate deductions of monthly Fee and hostel rent, where applicable.
- The last date for withdrawal of PGDM admission for the purpose of refund of fee shall be as per the last date mentioned in the Academic Calendar.
- In case the vacated seat is not filled, the Institution should refund the Security Deposit and return the original documents.
- The Institution should not demand Fee for the subsequent years from the students cancelling their admission at any point of time. Fee refund along with the return of Certificates should be completed within 7 days.

# CORPORATE CONNECT



**Dr. Lalit S. Kanodia**  
Senior Vice President – IMC Chamber  
of Commerce & Industry  
Chairman – Datamatics Group



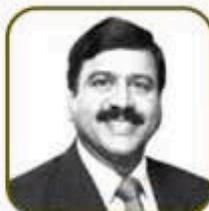
**Mr. Gregory R. Garrett**  
CEO & Managing Director  
CGS Advisors, USA



**Mr. Ashank Desai**  
Co-founded Mastek Limited  
Executive Chairman and  
Managing Director



**Dr. Krishna Sudhir**  
Physician and Cardiologist  
Divisional Vice President,  
Abbott Vascular,  
Santa Clara, California



**Mr. R. Ramkrishanan**  
Vice Chairman,  
Joint Managing Director &  
Group CEO at Polycab Group



**Mr. Harish Prabhu**  
Ex- Chief Operating Officer,  
Electronic Payment &  
Services Private Ltd &  
Founder FinEssence Advisors



**Mr. Gaurav Johri**  
Senior Vice President and  
Head, Platforms Business,  
Asia Pacific and Corporate Strategy,  
Mindtree Bangalore



**Mr Vishal Kanvaty**  
Senior Vice President  
Products and Innovation  
Technology & Services  
National Payments Corporation of India



**Mr. Anand Rathi**  
Co-Founder & Chairman  
Anand Rathi  
Financial Services Limited



**Mr. Motilal Oswal**  
Chairman &  
Managing Director  
Motilal Oswal  
Financial Services Limited



**Mrs. Deena Mehta**  
Managing Director  
Asit C. Mehta Investment  
Intermediates Ltd.



**Mr. Vithal V. Kamat**  
Chairman,  
Ecotel Hotel - The Orchid



**Mr. Ashish Chauhan**  
MD & CEO, BSE



**Mr. K.H. Sriram**  
Senior Vice President  
Business Development  
Chella Software



**Ms. Bharati Lele**  
Executive Vice President  
& Global Head, KWatt



**Mr. Manish Karlekar**  
Sr. Director, Data & Analytics  
GE, Bengalure



**Mr. Sandip Ghose**  
Director, NISM



**Mr. Pradeep Nair**  
CFO  
OTIS Elevators Co.



**Mr. Uttam P. Agarwal**  
(CA)  
Founder Chartered  
Accountants Academy



**Mr. Boman R. Irani**  
Chairman &  
Managing Director  
Rustomjee Group



**Swamiji Shubh Vilas Prabhu**  
Author of "Ramayana  
The Game Of Life"  
(Spiritual & Motivational  
Speaker, ISKON)

# OUR CORPORATE ASSOCIATES





**DISCLAIMER**

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# PRABHANDHAN







# TEACHER'S DAY



Shri Ashish Mishra ji, Trustee & Dr. Sunita Srivastava, Director AIMS R presenting Best HR award Leader to Ms. Madhvi Chatla, Sr HR Synoptics Ltd.

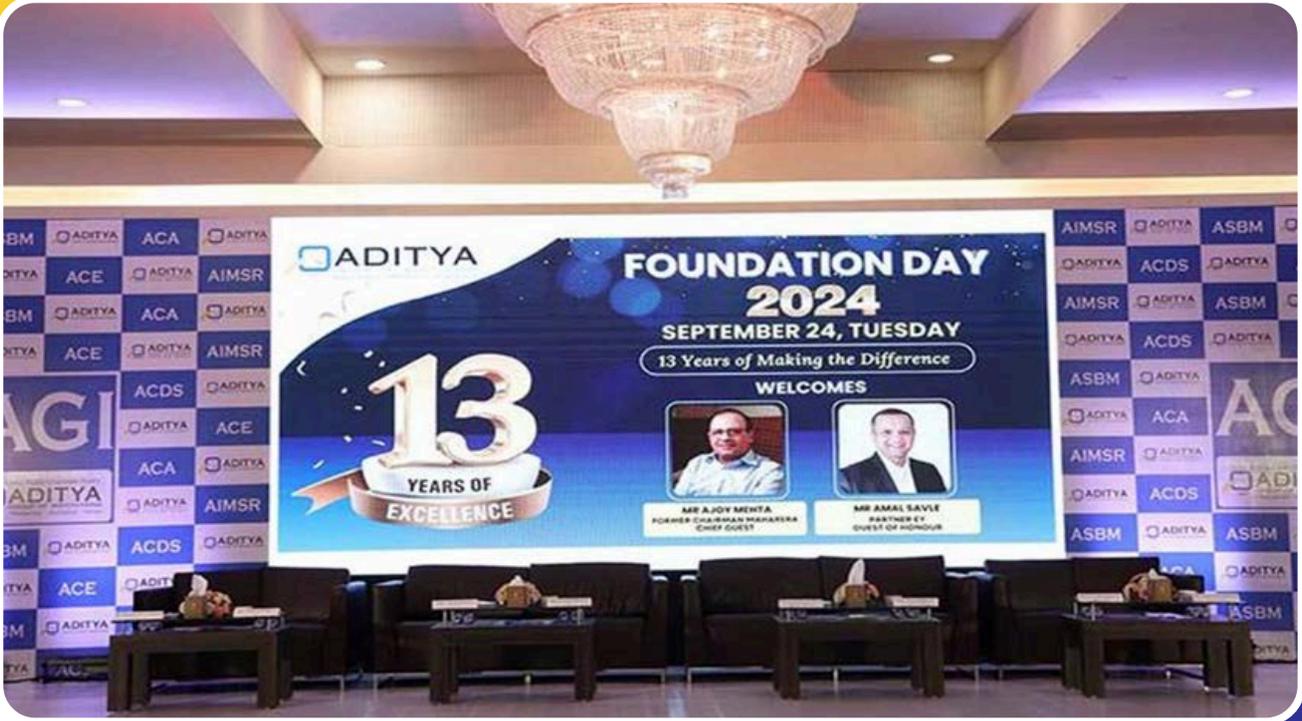


Shri Ashish Mishra ji, Trustee & Dr. Sunita Srivastava, Director AIMS R presenting Best HR award Leader to Ms. Madhvi Chatla, Sr HR Synoptics Ltd.





# FOUNDATION DAY





# ALUMNI MEET 2024



# 12<sup>TH</sup>-13<sup>TH</sup> INTERNATIONAL CONFERENCE





# CONVOCATION 2025





# CONCLAVES



# TECHFEST



# INNOVATION SUMMIT



# INTERNATIONAL WOMEN'S DAY



# BLOOD DONATION DRIVE



# MATRU BHASHA DIWAS



# MAKAR SANKRANTI



# INDEPENDENCE DAY



# BORIVALI DESIGN FAIR



