



Param Poojya Dr. Babasaheb Ambedkar Smarak Samiti's
**Dr. Ambedkar Institute of Management Studies
and Research, Deekshabhoomi, Nagpur**

AN INSTITUTE RECOGNISED UNDER SECTION 2(F) AND 12(B) BY UGC
MBA PROGRAM ACCREDITED BY NBA FROM 2019-20 TO 2021-22
ACCREDITED BY NAAC WITH 'A' GRADE

VALUES | COMMITMENT | EXCELLENCE



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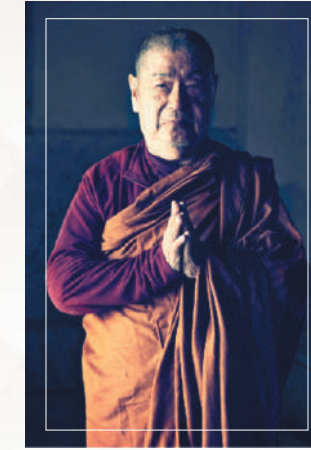
DAIMSR
PROSPECTUS - 2020-21

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OUR PATRONS



PRESIDENT
Arya Nagarjun Sheurei Sasai

VISION

To develop a center of excellence for Value - based management education and research through commitment and continuous learning, significantly partner the industry and be conscious to societal responsiveness.

MISSION

To prepare students to become creative, risk takers and ethical leaders throughout their professional career. To develop skills that prepare future managers to succeed in an ever changing business environment. To provide an atmosphere for students to solve complex organizational issues and not get mired in the traditional paradigm of management.

QUALITY POLICY

We, the members of DAIMSR family are committed to develop the institution into a model in business education for learning, practicing, and building knowledge, raising the quality of education to global standards, catering to the expectations of stakeholders, while addressing the dynamics of corporate environment.

VALUES - COMMITMENT - EXCELLENCE

The three words are the associated symbols, which outline DAIMSR's guiding philosophy of it's existence for nearly three decades. Moral values are deep rooted in every policy and action that is initiated in the institute and is the first principle which guides every decision. Commitment forms the second principle, which indicates a deep sense of responsibility towards endeavor howsoever big or small it may be. Commitment is from where the institute draws all it's energy and enthusiasm. The last symbol Excellence is what the institute aims to achieve through all it's actions. It helps in setting up benchmarks and sets newer standards of work, ethics, proficiency and knowledge.

Hence, these three symbols are practiced and taught at DAIMSR, and forms an inseparable part of its culture.

THE GOLDEN PRINCIPLES OF DAIMSR



Educate - Empower - Elevate
Presence - Participation - Progress



DIRECTOR'S MESSAGE

We at Dr. Ambedkar Institute of Management Studies and Research, have always believed in delivering knowledge and education with a deep sense of responsibility. Our innovative training techniques stem out of well researched and time tested instructional practices. Being the oldest private Management institute in the region, we acknowledge our responsibility of leading by example and setting higher standards.

It is our endeavour to infuse intellectual energy in our students, to cater to ever rising corporate demand for quality

professionals. We seek to understand the dynamics of business environment and unravel it with eloquence.

We offer a wide range of short term courses in management, along with our flagship MBA course, for working professionals as well as job seeker, and of course budding entrepreneurs. Over the years, we have developed strong corporate linkage and most of our students are highly valued by employers. I welcome you to DAIMSR to share our vision of excellence with commitment and values.

CO-ORDINATOR'S MESSAGE

Welcome to DAIMSR, one of central India's most prestigious business school. At the outset, let me acknowledge that we're happy to be recognized as a highly disciplined institute with long working hours. I promise that you will realize it in the very first week when we start the induction of your batch. So, it would be better if you're prepared for it.

As future managers the first thing that we want to inculcate in our students is the ability to work long hours because unlike the developed economies, working hours in the Indian corporates is easily around 9 to 10 hours a day.

I would like to reinforce the fact that you've selected a professional course and we thus expect very high standards of professionalism from you. Each student has been allotted a Mentor who will help you settle and

grow in this institute. Please get in touch with them and make yourselves comfortable as early as possible.

We strongly believe in 3 Ps - Presence | Participation | Progress. We expect you to be in the institute, on time, in the right attire and actively participate in competitions, presentations and events. Ultimately you will find yourself marching the path of progress.

Welcome again. Have a prosperous and a memorable stay at DAIMSR.



DR. SUDHIR S. FULZELE
B.E., M.B.A., Ph.D.



DR. VILAS M. CHOPDE
M.Com., M.Phil., Ph.D.

THE INSTITUTE

The Dr. Ambedkar Institute of Management Studies & Research was started in 1987 under aegis of P. P. Dr. Babasaheb Ambedkar Smarak Samiti, Deeksha Bhoomi, Nagpur. Being one of the oldest Business Schools in Central India, the institute attracts students from all the corners of the country. The mother institution has been accredited with A+ grade by NAAC, which is the only institution in central India to receive such rare distinction.

The institute has a state-of-the-art infrastructure, which includes wi-fi Campus, Hi-tech auditorium, Conference room, and well-stocked library and two internet ready LANed computer labs apart from basic amenities.

This is backed by a highly qualified faculty pool, having vast experience in industry and teaching. Two-thirds of the faculty members are conferred with Doctoral Degree and are continuing research in their respective

specializations apart from guiding the research scholars from various universities across India. On the academic front, the Institute has made its presence felt at state and national level competitions and produced excellent results in the university every year since inception.

Being the oldest private institution in the region, DAIMSR enjoys vast patronage from the industry with over Twenty Five years of operations, the institute has developed strong linkages with the industry. The quality of placements achieved in the past stands as strong evidence of this linkage. The institute has its alumni placed across the length and breadth of the country as well as internationally. Critical to early success in career, is recognizing individual talents and leveraging it through conscious mentoring and monitoring. At DAIMSR every student has a designated mentor who holds the responsibility of creating a path for the student to stride.



UNIVERSITY MERIT RANK HOLDER - 2019

MBA



1st Rank
Ayushi Sanjay Khandelwal
CGPA - 8.58



3rd Rank
Bhakti Sakhari Agnihotri
CGPA - 8.42



8th Rank
Meenal Pramod Mude
CGPA - 8.19



9th Rank
Bhagyashree Satish Gaikwad
CGPA - 8.15



9th Rank
Protusha Prithwish Bera
CGPA - 8.15



9th Rank
Nikita Nitin Wahane
CGPA - 8.15



9th Rank
Rohanti Awadhut
CGPA - 8.15



10th Rank
Ashwini Narendra Mendhe
CGPA - 8.12

MCM



4th Rank
Priya Jagatram Chawla
CGPA - 8.96



6th Rank
Anam Ayyub Khan
CGPA - 8.88



6th Rank
Diksha Ashokrao Wani
CGPA - 8.88

BBA



4th Rank
Nikita Devidas Paunikar
CGPA - 9.08



5th Rank
Komal Naresh Jejani
CGPA - 9.04



9th Rank
Prachi Agarwal
CGPA - 8.96

PROGRAMME STRUCTURE

Master Of Business Administration (MBA)

SEMESTER - I

- Managerial Economics
- Management Information Systems
- Business Research
- Organizational Behavior
- Financial Reporting, Statements and Analysis
- Business Statistics and Analytics for Decision Making
- Legal and Business Environment
- Managerial Skills for Effectiveness

SEMESTER - III

- Summer Internship Project Assessment
- Elective I - Paper 1
- Elective I - Paper 2
- Elective I - Paper 3
- Elective II - Paper 1
- Elective II - Paper 2
- Elective II - Paper 3
- Strategic Management

SEMESTER - II

- Financial Management
- Marketing Management
- Human Resource Management
- Operations Management
- International Business Management
- CSR and Sustainability
- Cost Accounting
- Management Case Analysis

SEMESTER - IV

- Elective I - Paper 4
- Elective II - Paper 4
- MOOC 1
- MOOC 2
- Project Work & Viva Voce
- Exit Seminar and Open Defense

SPECIALIZATION

CORE GROUP

MARKETING MANAGEMENT

Paper - 1 : Sales and Distribution Management
Paper - 2 : Digital and Social Media Marketing
Paper - 3 : Integrated Marketing Communication & Brand Management
Paper - 4 : Retail Sales Management and Service Marketing

FINANCIAL MANAGEMENT

Paper - 1 : Investment Analysis and Portfolio Management
Paper - 2 : Project Appraisal and Finance
Paper - 3 : Financial Derivatives
Paper - 4 : Managing Banks and Financial Institutions

HUMAN RESOURCE MANAGEMENT

Paper - 1 : Manpower Planning, Recruitment and Selection
Paper - 2 : Performance Management System
Paper - 3 : Compensation and Benefits Management
Paper - 4 : Team Dynamics

COMPLEMENTARY GROUP

BUSINESS ANALYTICS

Paper - 1 : Data Visualization For Managers
Paper - 2 : Data Mining
Paper - 3 : Data Science Using R
Paper - 4 : WEB and Social Media Analytics

ENTREPRENEURSHIP DEVELOPMENT

Paper - 1 : Entrepreneurial Theory and Practices
Paper - 2 : Business Plan Formulation
Paper - 3 : Social Entrepreneurship
Paper - 4 : Entrepreneurial Marketing

INTERNATIONAL BUSINESS MANAGEMENT

Paper - 1 : International Marketing Management
Paper - 2 : Export Documentation and Procedures
Paper - 3 : International Finance
Paper - 4 : International Human Resource Management



The Programme

The MBA programme at DAIMSR is approved by All India Council of Technical Education (AICTE), New Delhi; recognized by Directorate of Technical Education (DTE), Mumbai and is affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur. The duration of MBA course is 2 years comprising of Semester I and II in the first year and semester III and IV in the second year.

The institute admits 240 students in the first year of the MBA programme (180 students in first shift and 60 students in second shift.) The specializations offered by the institute are Marketing Management, Financial Management, Human Resource Management, International Business Management and Operations Management.

Program Educational Objectives - Master of Business Administration

Our MBA Programme will create graduates who:

1. Will be recognized as a creative and an enterprising team leader.
2. Will be a flexible, adaptable and an ethical individual.
3. Will have a holistic approach to problem solving in the dynamic business environment.

The **CLAD** Learning Model

Modern education encompasses a whole gamut of pedagogical inputs in order to facilitate learning and application of learned concepts to real environment. At **DAIMSR**, a unique learning model has been developed that combines various teaching & training mechanisms.

A combination of theoretical concepts and applied knowledge by experience is developed in order to achieve the objective of all round and industry focussed learning. Special efforts are taken to develop qualities & traits which transforms the students in to a professional.

Admission Process

Candidates desirous of securing admission to the two year MBA programme has to go through the admission procedure prescribed by the Directorate of Technical Education (DTE), Mumbai.

Pedagogy

The institute has a splendid blend of academicians and professionals who together constitute the faculty strength. These experienced faculty members use a mix of pedagogical inputs to make the learning process enjoyable at the same time ensuring that the students are capable of applying their learning in the real world. The institute also has access to a large pool of practicing professionals who are more than willing to add to the existing knowledge base.

Eligibility

The candidate should have passed three years degree course of any statutory university recognized by Association of Indian Universities with minimum 50% marks in aggregate (45% for the candidates of reserve category)

The candidate should have appeared and have valid score in MBA/MMS-CET (Common Entrance Test) conducted by DTE, Mumbai for the academic year 2019-20

OR

Appeared for CMAT (conducted by AICTE), CAT (conducted by IIMs), JMET (conducted by IITs), MAT (conducted by AIMA in 2019), XAT (conducted by XLRI), ATMA (conducted by AIMS) for academic year 2019-20. For details please refer information brochure of DTE or website of DTE i.e.

www.dtemaharashtra.gov.in
www.mahacet.org

Fee Structure

The ad hoc annual fee for the year 2019-20, as prescribed by the Shikshan Shulka Samiti is is.1,07,825/- (Rupees One Lakh Seven Thousand Eight Hundred Twenty Five only)

* The annual fee is subject to revision by the Shikshan Shulka Samiti, Govt. of Maharashtra.

Other university expenses, for e.g. examination fees, eligibility certificate etc, are not included in the above mentioned fees.





INFRASTRUCTURE & FACILITIES

Lecture Halls

The air-conditioned lecture halls are spacious and state of the art, in the sense that they are fully equipped with latest teaching aids such as whiteboards, multimedia projectors, sound system, etc. The campus is Wi-Fi enabled which enhances the use of internet as and when desired.



Virtual Classroom

The institute has entered into an mou with watchwiz technologies (p) ltd. To provide interactive sessions with eminent speakers from industry and academia across india. The apropos gumption initiative is sponsored by the department of science and technology, govt. of india. Daimsr is proud to be among the top 50 institutes in maharashtra to avail this facility for its students.

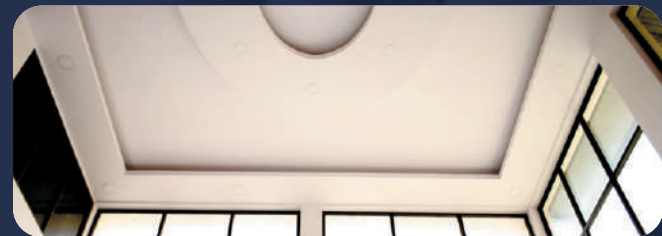
Recreational Rooms for Boys & Girls

A healthy body is home to a healthy mind. Students at DAIMSR are encouraged to indulge in sports as it is perceived to be the most effective tool to develop team building and competitive skills. There are separate rooms allotted for girls and boys where they can engage in games and sports.



Seminar Halls

DAIMSR has the finest seminar-halls which are fully air-conditioned and well equipped with the latest presentation tools such as Multimedia projection system and a modem audio-visual facility.



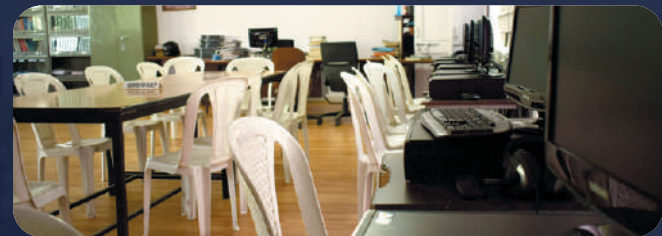
Conference Hall

A conference hall is integral to a management programs. DAIMSR has an air conditioned hall having a seating capacity of 50 people with the latest presentation equipment's and sound system.



Auditorium

The State of the Art Auditorium with a capacity to seat about 600 students is available at Institute. The Auditorium is equipped to hold large format cultural and academic events. The Auditorium is equipped with Acoustics and latest lighting equipments and is full air conditioned



First Aid & Medical Room

Students at DAIMSR are our valuable possession and we make sincere efforts to ensure that they are physically fit and heal thy. Every caret is taken to provide medical facility and first-aid treatment to the needy. The institute has tie up with corporate hospitals meet the medical needs of its students.



Language Lab

It is crucial for every students to learn have English as their of communication. We at DAIMSR, cannot agree, more. The institute has an English Lab which caters to the need for developing English writing and speaking skills of the students. The lab is equipped with the best learning software for this purpose.



Computer Lab

The institute provides the latest computer system to the students. The institute has for large computer labs equipped with servers and computers having the latest software and internet connectivity providing unlimited access to students and faculty members. Over 600 students can access competing facilites at any point of time.



Library & Reading Room

The institute has a well stocked library with around 23761 books and volumes. The institute has subscribed to a large variety of management journals and magazines. The institute has access to DELNET, which means all the books available in the Delhi Library Network are available to our students and faculties through the internet.

The internal environment enables the student to have an open access to books and journals and paves the way for discussion and facilitates group learning.



Cafeteria

The cafeteria experience is a must for each management student. DAIMSR is having a spacious and well furnished cafeteria. The canteen provides refreshment and the necessary break from the daily hectic routine of lectures and activities. The Cafeteria serves food at economic prices.



Insurance

All the students at DAIMSR are insured under the group insurance scheme. The insurance cover includes accidental injury or loss of life.





THE CERTIFICATIONS OFFERED

Licentiate & Associate Certification by Insurance Institute Of India

The insurance industry⁷ has shown a phenomenal growth in the last decade. Taking into consideration the demand for professionals in this sector, DAIMSR has been introduced this course. This module prepares students to become well versed with the present day requirements of the life insurance companies in Sales and Training & Development. DAIMSR acts as a training center for aspirants in this sector.

International Business Management (IBM)

For small and medium sized enterprises in the business or professional sendees industry, expanding to a foreign market can be a daunting proposition. Many such companies limit their growth by not taking the chance, while others proceed with insufficient preparation and then wonder why they didn't succeed. Our certificate course in International Business & Documentation is a brief outline of the key steps that should be undertaken prior to launching into an international venture, and some of the issues to consider as an organization or an individual.

Marketing Management (MM)

Marketing department is the backbone of any organization today. Developing competitive marketing strategies is a journey and not a destination. Organizations big or small face various marketing challenges. Companies are required to respond to challenges in the new context with very little support from past experience. Many new concepts have emerged in the field. The certification programmes in marketing at DAIMSR are aimed at contemporary marketing practices and developing skills among professionals to deal with emerging issues in marketing research, brand communication, consumer behavior and sales communication.

NISM's Certification In Financial Markets

The National Stock Exchange conducts Certificate Exams for several Financial Market Modules. DAIMSR acts as a training center for aspirants seeking to get these certificates. Some prominent certificate courses at DAIMSR are: Capital Markets Dealers Module, Derivatives Market Dealers Module, Mutual Fund Distributors Module, Commodities Market Module, etc.

Human Resource Management (HRM)

To provide valuable understanding in the field of human resources as a discipline and potential career DAIMSR conducts various certificate courses on Human Resource Management. Some prominent HR certificate courses at DAIMSR are: Competency Mapping, Designing FIR/Induction/Orientation/ Employee Manual and Effective Payroll Management. We believe these certifications helps future managers to engage with the industry and witness HRM in practice.

Operations Management (OM)

Operations Management Certification on "Fundamentals of Operations" imparts relevant and essential knowledge and helps the students to develop an orientation towards the subject. The certification on "Microsoft Project 2007 for Effective Scheduling" is an excellent way for the students to prove their professional prowess to prospective employers as it helps in putting their resumes a rank above.

Marketing Management (MM)

Marketing department is the backbone of any organization today. Developing competitive marketing strategies is a journey and not a destination. Organizations big or small face various marketing challenges. Companies are required to respond to challenges in the new context with very little support from past experience. Many new concepts have emerged in the field. The certification programmes in marketing at DAIMSR are aimed at contemporary marketing practices and developing skills among professionals to deal with emerging issues in marketing research, brand communication, consumer behavior and sales communication.

Data Analysis using Excel

This course focuses on how to effectively and efficiently utilize Microsoft Excel for data analysis. An effective use of Excel is helpful in enabling the learner how to crunch a large data dump. It helps to minimizing manual labour, thereby saving time and performing a detailed analysis quickly. The course teaches the application of commonly-used formulas in new and different ways; uncover often over-looked Excel formulas; streamline number crunching and analysis via functions and tools.

Introduction to Python Programming

The Certificate in Introduction to Python Programming is intended for support personnel who wish to learn the Python programming language. This course offers an introduction to computer programming via the Python programming language. The learners gain practical experience with basic coding concepts.

Introduction to Cloud Computing

This introductory course on Cloud computing will teach both the fundamental concepts of how and why Cloud systems works, as well as Cloud technologies that manifest these concepts, such as from Amazon AWS, Microsoft Azure, and OpenStack. Students will learn distributed systems concepts like virtualization, data parallelism, CAP theorem, and performance analysis at scale.

DAIMSR FACULTY PROFILE - MBA



Dr. Sudhir Fulzele
Ph.D, MBA, B.E., NET
Director



Dr. Nirzar Kulkarni
Ph.D, MBA, MCM, B.E.(Mech), SET
Associate Director



Dr. Vilas Chopde
Ph.D, M.Com., M.Phil.
Coordinator



Dr. Ashutosh Paturkar
Ph.D, MBA, PGDBM, B.Sc., B.A.
Dean - Academics Matters



Dr. Mujahid Siddiqui
Ph.D, MBA, LL.M, AMIE , B.J., NET
Co-Ordinator - IQAC &
Incharge :- Entrepreneurship



Dr. Vivek Pimplpure
Ph.D, MBA, M.Com., M.Phil.
Incharge :- Exams & Evaluation



Dr. Aniruddha Bodhankar
Ph.D, MBA, M.Sc., D.M.M.
Incharge :- Placements & Internships



Dr. Ruhi Bakhare
Ph.D, MBA, M.Com.
Incharge :- Publications & Magazine



Dr. Rashmi Gupta
Ph.D., MBA, M.Com., NET
Incharge :- Institutional Social Responsibility



Dr. Snehal Godbole
Ph.D, MBA, B.Sc., NET
Incharge :- Career Development & Training



Dr. Pushparaj Kulkarni
Ph.D., ICWA, M.Com., MBA, NET
Incharge :- Database & Institutional Ranking



Dr. Dipesh Uike
Ph.D., MBA, M.A.(Psy), B.E. (IT), NET
Incharge :- Mentoring Records

DAIMSR FACULTY PROFILE - MBA



Dr. Vijay Joshi
Ph.D., MBA, M.A. M.Phil., B.Sc,PGDIT
Incharge :- Certifications Add on Courses



Dr. Vandana Rao
Ph.D., M.Phil, MBA, M.Com.
Incharge :- Extension Activities



Dr. Sushant Waghmare
Ph.D, MBA, LLB, B.Com.
Incharge :- Library & Learning Resources



Prof. Hemant Deshmukh
MBA, B.Sc., NET
Incharge :-
Career Counseling & Placement Records



Prof. Amardeep Kurukwar
MBA, B.E. (Elec), B.A., M.A.(Eco), NET
Incharge :- Computing Facilities & Website



Dr. Pallavi Ughade
Ph.D, MBA, B.Tech
Incharge :- Online & Blended Learning



Prof. Chetna Soni
MBA, B.Com.
Incharge :- Events Records



Prof. Sachin Panchbhai
MBA, B.Sc., LL.M, NET
Incharge :-
Students Support Services & External Events



Prof. Chandresh Chakravorty
MMS, B.J. (Print Media) B.Com. NET
Incharge :- Media & Alumni Relations



Prof. Anup Dhore
MBA, B.B.A.
Incharge :- Students Welfare & Sports

PROGRAM EDUCATIONAL OBJECTIVES - BACHELOR OF BUSINESS ADMINISTRATION

Our BBA programme will create graduates who:

- ❑ Will be recognized as a resourceful and innovative executive.
- ❑ Will be a flexible, adaptable and an ethical individual.
- ❑ Will have a holistic approach to problem solving in the dynamic business environment.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

A three-year Degree Programme affiliated to R.T.M. Nagpur University. The programme is a stepping-stone to the field of Management. With our focus in the area of Management, we provide intensive training to students with skill and attributes to get a jumpstart. Professionally, this course will help in creating managerial skill and leadership qualities to climb the corporate ladder. A rigorous programme with focus on skills development.

DAIMSR FACULTY PROFILE (BBA)



Dr. Monika Jain

Ph.D. NET,M.B.A.,M.Phil.,
M.Sc., MCM,PGDCCA
Incharge : Research & Publication



Dr. Raghvendra Mishra

NET in Management, MBA,M.Com,
PGDCCA,M.C.M, B.Com.
Incharge : Career Development & Training



Dr. Saket Bansod

MMS, Ph.D.
Incharge : Media Relations & Publicity



Prof. Sonal Dubey

MBA (FINANCE), BSC
Assistant Professor



Prof. Amrita Taide

UGC-NET (Management), M.Sc,
MBA, B.Sc and Pursuing Ph. D(Management)
Incharge : Students Publications & Magazine



Prof. Anoop Khobragade

BE, MBA, NET (Management)
Assistant Professor



Prof. Chhagan Dudhpachare

B.Tech, MBA, NET (Management)
Assistant Professor



Prof. Varsha Mundhada

MA (English) B.Ed.
Assistant Professor

PROGRAMME STRUCTURE BACHELOR OF BUSINESS ADMINISTRATION (BBA)

THREE YEAR DEGREE COURSE (SEMESTER PATTERN)

BBA 1st Semester

- ⊙ English & Business Communication - I
- ⊙ Fundamentals of Business Management
- ⊙ Computer Application for Business
- ⊙ Cost Accounting

BBA 2nd Semester

- ⊙ Principles of Marketing Management
- ⊙ Financial & Management Accounting
- ⊙ Micro-Economic Fundamentals
- ⊙ English & Business Communication - II

BBA 3rd Semester

- ⊙ Principals of Financial Management
- ⊙ Basic Statistical Techniques
- ⊙ Evolution of Business & Commercial Geography
- ⊙ Environment Management

BBA 4th Semester

- ⊙ Principles of Human Resource Management
- ⊙ Money, Banking & Finance
- ⊙ Introduction to Sociology & Psychology
- ⊙ Business Legislation

BBA 5th Semester

- ⊙ Entrepreneurship Development
- ⊙ Principles of Operations Management
- ⊙ International Business Environment
- ⊙ Research Methodology

BBA 6th Semester

Elective A) Financial Management

- ⊙ Fundamentals of Business Finance
- ⊙ Advance Financial Management

Elective B) Human Resource Management

- ⊙ Fundamental of HRM
- ⊙ Advance HRM

Elective A) Financial Management

- ⊙ Fundamentals of Marketing Management
- ⊙ Advance Marketing Management

Project Work

Eligibility : 10+2 (HSSC) or Equivalent from any Stream/MCVC

Course Fee : Annual fees as per Shulka Samiti RTM Nagpur University is 12,925/-

BACHELOR OF COMMERCE (COMPUTER APPLICATION) (BCCA)

With Technological advancement in Computing and the major role that it plays today, commerce has also benefitted from technology and computers. In modern times computers will continue to provide a leading light to professionals of all fields. Being a three year full time course affiliated to R.T.M. Nagpur University, this course gives an extra edge to students, with primary inputs in the field of commerce and computing technology. Updated with the technological part of commerce, students enrolling to this course find an easy entry into corporate.

Program Educational Objectives – Bachelor of Commerce (Computer Application)

Our B.Com. (CA) programme will create graduates who:

- ❑ Will be recognized as a resourceful and competent executive.
- ❑ Will be a flexible, adaptable and an ethical individual.
- ❑ Will have a holistic approach in analysis, design, and system development using computer applications.

DAIMSR FACULTY PROFILE (BCCA)



Dr. Sarang Jawkhedkar

Ph.D, MBA, M.Com, MIRPM
Incharge : Placements & Internships



Dr. Suparana Deo

Ph.D, MCA, MCM, PGDCA, B.Sc.
Certifications , Add-On Courses &
Incharge : Entrepreneurship



Dr. Mitali Gupta

B.Sc. , MCM, MBA (HR)
Incharge : Exams & Evaluation



Prof. Kothiram N. Girsawle

M.B.A. , M.C.M.
Incharge : Students Welfare & Sports



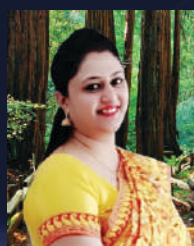
Prof. Sheetal Nafde

UGC-NET (Commerce), MLISc ,M.Com,
B.Com
Incharge : Library & Learning Resources



Prof. Jayant Gondane

MCA, MCM, B.Sc.
Incharge : Computing Facilities & Website



Prof. Priya Mcwann

MA (English) B.Ed.
Assistant Professor

PROGRAMME STRUCTURE BACHELOR OF COMMERCE (COMPUTER APPLICATION) (BCCA)

THREE YEAR DEGREE COURSE (SEMESTER PATTERN)

Semester - I

Theory

Business Communication
Financial Accounting
Fundamentals of Computer
Programming in 'C'

Practical

Fundamentals of Computer &
Programming in 'C'

Semester - II

Theory

Business Communication - II
Principles of Business Management
Programming in 'C++'
E-Commerce and Web Designing

Practical

Programming in 'C++' & E-Commerce
& Web Designing

Semester - III

Theory

Environmental Studies
Business Economics
Visual Basic Programming
Database Management System

Practical

Visual Basic Programming &
Database Management System

Semester - III

Theory

Mathematics
Business Law
Core Java
PHP & MySQL

Practical

Core Java & PHP & MySQL

Semester - V

Theory

Computerized Accounting Using Tally
VB.Net
SEC-I : (Any One)
(i) Management Information System
(ii) System Analysis & Design
DSE-I : (Any One)
(i) Cost & Management Accounting
(ii) Corporate Accounting

Practical

Tally & VB.Net

Semester - VI

Theory

C#.Net
SEC - II : (Any One)
(i) Python
(ii) Ruby on Roll
DSE-II : (Any One)
(i) Entrepreneurship Development
(ii) Company Law and Secretarial Practice

Practical

C#.Net & SEC II
Project

Eligibility : 10+2 (HSSC) or Equivalent from any Stream/MCVC

Course Fee : Annual fees as per Shulka Samiti RTM Nagpur University is 19,090/-

Program Educational Objectives – Master of Computer Management

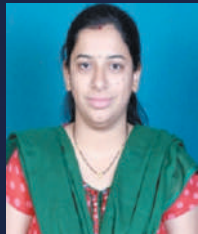
Our MCM programme will create graduates who:

- ❑ Will be recognized as a resourceful and skilled team leader.
- ❑ Will be a flexible, adaptable and an ethical individual.
- ❑ Will have a holistic approach in analysis, design, and development of applications.

MASTER OF COMPUTER MANAGEMENT (MCM)

A three-year Degree Programme affiliated to R.T.M. Nagpur University. The programme is a stepping-stone to the field of Management. With our focus in the area of Management, we provide intensive training to students with skill and attributes to get a jumpstart. Professionally, this course will help in creating managerial skill and leadership qualities to climb the corporate ladder. A rigorous programme with focus on skills development.

DAIMSR FACULTY PROFILE (MCM)



Dr. Pritichhaya Tamboli

Ph.D, M.Phil, MBA, MCM
Incharge : Alumni & Corporate Relations



Dr. Vaishnavi Khedkar

MBA, MCM, B.Sc.(Computer Science)
Assistant Professor



Prof. Rinki Moolchandani

MCM, M.Com, B.Com., Pursuing Ph.D
(Business Management)
Incharge : Students Researched Publishers



Prof. Prashant Dupare

MCM, MCA, M.Phil(CS),
Advance Diploma in Computer Application
Incharge : F & B & Facilities Management



Prof. Megha P. Nanhe

B.Com.(C.A), M.C.M.
Incharge : Career Counselling & Placements Records



Prof. Shital Kene

B.com, MCM.
Incharge : Mentoring Records

PROGRAMME STRUCTURE MASTER OF COMPUTER MANAGEMENT (MCM)

TWO YEAR DEGREE COURSE (SEMESTER PATTERN)

Semester - I

Theory Subjects

- ⊙ Fundamental of Information Technology
- ⊙ Programming in C & OOPs Concepts.
- ⊙ Introduction to Operating Systems
- ⊙ Computerized Accounting (Tally ERP 9)

Practical

- ⊙ Practical - I : Programming in C & Operating Systems
- ⊙ Practical - II : Tally (ERP 9) & MS-Office

Semester - II

Theory Subjects

- ⊙ Management Information Systems
- ⊙ Core Java
- ⊙ Quantity Techniques & Operating Research
- ⊙ E-Commerce and Web Designing

Practical

- ⊙ Practical - I : Core Java
- ⊙ Practical - II : HTML, Java Script

Semester - III

Theory Subjects

Advance Database Management System
Principles & Techniques of Management

Electives : (Any One)

- (i) PHP & MySQL
- (ii) VB.Net
- (iii) C#.Net

Compulsory Foundation

- (i) Research Methodology

Practical

- Practical - I : SQL & PL/SQL
- Practical - II : Electives

Semester - IV

Theory Subjects

ASP.Net

Electives : (Any One)

- (i) Advance Java
- (ii) Android Programming
- (iii) Python

Elective Foundation : (Any One)

- (i) Big Data & Hadoop
- (ii) Software Engineering
- (iii) Strategic Management

Practical

- Practical - I : ASP.Net
- Practical - II : Electives

Project Work

Eligibility : Any Graduate (Minimum 3 Year) from any Stream

Course Fee : Annual fees as per Shulka Samiti RTM Nagpur University is 16,690/-

AAGMAN



ANUBHUTI



ABHIYAN



FACULTY ORIENTATION FOR NEW CURRICULLUM



ANALYSIS



INSTALLATION



WOMEN'S DAY



AYAAN



INDUCTION



PARENTS-TEACHER MEET



AGIS



ROTRACT CLUB ACTIVITIES



WEST CAMPUS

ISR



SPORTS & CULTURAL DAY



NCC ACHIEVERS



INTERNSHIP



INDUCTION



CERTIFICATION



ALUMNI MEET



YOGA DAY



AASMAN



COLLEGE DEVELOPMENT COMMITTEE DAIMSR

In accordance with Maharashtra Public Universities Act 2016, (Clause 97)
Members of the committee are as follows :-

Chairperson	:	Arya Nagarjun Shurei Sasai President, Dr. Babasaheb Ambedkar Smarak Samiti
Head of The Department	:	Dr. Nirzar Kulkarni Dean (Admin & Admissions) Ph - +91- 927 120 3904
Faculty members	:	Dr. Monika Jain Ph - +91- 996 022 7330 Dr. Sarang Javkhedkar Ph - +91- 989 069 4851 Dr. Rashmi Gupta Ph - +91- 996 022 7330
Non - Teaching Staff Member	:	Mr. Rajesh Dambhare (Asst.Admin Officer) Ph - +91- 927 123 2065
Local Members Nominated by The Management	:	Mr. Rohit Randhir Director, Duratech Ind, D-68, MIDC Area Hingna Road, Nagpur. Ph - +91- 937 100 3652, 976 769 666 (Industry) Dr. Vinayak Deshpande Professor Department of Business Management and Dean Faculty of Commerce and Management, RTM Nagpur University (Research) Dr. Vinod Asudani President, Blind Graduate Forum of India (Social Service) Dr. Anil Hirekhan Deputy Registrar Academic RTMNU and Alumnus of DAIMSR (Education & Alumnus)
Coordinator of IQAC	:	Dr. Mujahid Siddiqui Ph- +91- 989 032 5497
Secretary of Students' Council	:	Shraddha Pawar Ph- +91- 913 080 5789 BBA - III Sem.
Principal of the college and Member-Secretary	:	Dr. Sudhir S. Fulzele Ph - +91- 982 256 3970

THE COMMITTEES AT DAIMSR

Public Information Committee

1. Dr. Sudhir S. Fulzele	Chairman	9822563970
2. Dr. Nirzar Kulkarni	Appellate Authority	9271203904
3. Dr. Mujahid Siddiqui	Public Information Officer	9890325497

Internal Complaints Committee

1. Dr. Vandana Rao	Presiding Officer	9850379576
2. Dr. Monika Jain	Internal Member	8329084306
3. Adv. Manjeet Bedi	Member (NGO)	9370473232

Women Grievance Redressal Committee

1. Dr. Mrs. Ruhi Bakhare	Chairman	9665094245
2. Dr. Mrs. Rashmi Gupta	Member	9960227330
3. Mrs. Pallavi Badre	Member	9890755495

Anti Ragging Committee

1. Dr. Sudhir S. Fulzele	Chairman	9822563970
2. Mr. Snehal Godbole	Member Secretary	9970653950
3. Mrs. Chetana Soni	Member	8087922243
4. Mr. Kothiram Girasawle	Member	9545002866
5. Dr. Monika Jain	Member	8329084306

Research Advisory Committee

Chairman	:	Dr. Sudhir Fulzele (Director – DAIMSR, Nagpur)
VC Nominee	:	Dr. Sanjay Kavishwar (Dean Academics- TIME, Nagpur)
VC Nominee	:	Dr. Amishi Arora (Director-CIBMRD, Nagpur)
Supervisor	:	Member
Research Scholar	:	Member

SOME RECRUITERS AT DAIMSR

- ◆ GSK
- ◆ TCS
- ◆ ITC
- ◆ HDFC Bank
- ◆ S & P Global
- ◆ Capital First (Now IDFC-Capital First)
- ◆ Saint Gobain
- ◆ Swiggy
- ◆ I Talent
- ◆ Axis Bank (Profile- I,II,III)
- ◆ QLB
- ◆ FSC (Future Supply Chain Ltd.)
- ◆ Apollo Munich Health Insurance Ltd.
- ◆ HDB Financial Services Ltd.
- ◆ HDFC- Back / AMC / Ergo
- ◆ Jeevan Saathi
- ◆ Pidilite
- ◆ Spin Décor
- ◆ Ashok Leyland - Hinduja Finance Ltd.
- ◆ Jaro Education
- ◆ Modi Naturals
- ◆ Property Pistol
- ◆ Capital Life
- ◆ Paytm
- ◆ Prudent
- ◆ India Mart
- ◆ Coolberg
- ◆ D'Mart
- ◆ Karvy
- ◆ Leben Labs.Ltd.
- ◆ Hinduja Housing Finance Ltd.
- ◆ Ensaara Metro Park
- ◆ Polycab
- ◆ Vivo Mobiles
- ◆ Loyal
- ◆ ICICI-Pru
- ◆ India Info Line
- ◆ CavinKare
- ◆ Swiggy
- ◆ Just Dial
- ◆ Patanjali
- ◆ TCS
- ◆ Universal Hunt
- ◆ Shinex
- ◆ Aditya Birla Health Insurance
- ◆ AFC
- ◆ Axykno Capital Services
- ◆ Byju's
- ◆ D Mart
- ◆ Decimal Point Analytics
- ◆ eClerx
- ◆ ESAF Small Finance Bank
- ◆ Italent
- ◆ Kotak Life
- ◆ Ledo Learning
- ◆ Property Pistol
- ◆ Relight Foods
- ◆ S & P Global
- ◆ Servosys Solutions
- ◆ Square Yards
- ◆ Universal Hunt
- ◆ Utkasha Small Finance
- ◆ Vivo Mobiles
- ◆ Win-Medicare Ltd.



THE OFFICE ADMINISTRATION & SUPPORT TEAM AT DAIMSR

The Office Administration Team



C.S. Deshpande

Office Superintendent
Area : Accounts, Cash / Bill Transactions



Rajesh E. Dambhare

Asst. Administrative Officer
Area: MBA Admissions, Students' record, University & DTE correspondence



Sujit R. Kolhekar

Clerk
Area : Admissions, Fees, University Correspondence



Rakesh M. More

Clerk
Area : University Exam Forms & Correspondence



Pramod R. Gajghate

Clerk
Area : Accounting Assistant



Roshan P. Mate

Clerk
Area: University Exam Forms & Correspondence, Admissions, Enrolment (MKCL)



Mangesh Lokhande

Clerk
Area: Scholarship, Freeship, EBC related Work



Siddharth Shambharkar

Lab Attendant
Area: Online Record & University Correspondence

The Library Management Team



Nilesh N. Yeole

Senior Asst. Librarian
Area: Library Management & Books - Records Maintenance



Ravi P. Gaikwad

Library Assistant
Area: Books - Records



Deepak V. Mehar

Asst. Librarian
Area: Books - Records

Computing Resource Management Team



Vishal B. Sute

Library Assistant
Area: Books - Records



Kamalkishor N. Nihate

System Analyst
Area: Lab In-charge, Computer Maintenance & Lab Records



Krishna Bhandarkar

Lab Attendant
Area: Maintains Computers

The Facilities Management Team



Gulab A Pichkate

Office Assistant
Area: Assists in Official work & Banking Work



Diwakar D. Kale

Office Assistant
Area: Assists in Official work & Banking Work



Ranjit R. Tirpude

Office Assistant
Area: Assists in Official work & A/V System.



Samir Nayak

Office Assistant
Area: Assists in Official Work



Hemant Chitriv

Office Assistant
Area: Assists in Official Work

INSTRUCTIONS TO STUDENTS

- ◆ Be regular and attentive in class. 75% attendance is a must.
- ◆ Bring your ID and Student's Guide daily.
- ◆ Ragging in any form is strictly prohibited. Anybody found guilty of ragging and/or abetting shall be dealt with in accordance with the provisions of the UGC / AICTE Regulations on curbing the menace of ragging in Higher Educational Institutions, 2009. (You may obtain the copy of this Regulation from the institute Website)
- ◆ Always keep your cell phones in Silent Mode, while in campus
- ◆ Follow the timings and rules of Parking as framed by the concerned contractor.
- ◆ Language of communication in the campus is English.
- ◆ Be prompt in proper feedbacks via suggestion box kept at various places all over the campus. Be participative in all the activities and events of the institute as they are for your development. Be responsible and honest in performing the duties as a member of various committees.
- ◆ Be sincere, helpful and courteous while you are engaged in Rotaract Club and NSS activities.
- ◆ Use the laboratory and instruments with utmost care without damaging them.
- ◆ Do not take your laptops into the computer lab.
- ◆ The responsibility of mobile phones, laptops and other valuables rests with the students.
- ◆ The diary given to you has a 'Personal Benchmark' section, which is designed for recording your development. Proper records and updation of the same is important to measure quantifiable growth if any.

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STATUTORY INSTRUCTIONS TO STUDENTS

Smoking and Tobacco is strictly prohibited in the Campus.
The Institute has a Safe Campus & is under CCTV Surveillance.

The annual fees is charged strictly as prescribed by
RTM Nagpur University Shulka Samiti.

***RAGGING IN ANY FORM IS STRICTLY PROHIBITED**

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