

**DTE CODE - 6925**



MASTER OF BUSINESS  
ADMINISTRATION

**MBA**

(Savitribai Phule Pune University)



**FUTURE  
LOOKS  
BRIGHT**



ASBM PUNE



asbm.pune

(Conversion of PGDM into MBA under process)

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## About Us

Aureole School of Business Management (ASBM Pune) is a leading institute shaping future business leaders through its industry - oriented MBA programs and professional certifications in Marketing and Finance.

Located in Pune, one of India's most vibrant education hubs, ASBM combines academic excellence, real-world learning, and global business perspectives. Our programs are designed by industry experts to ensure students are career-ready from day one. With a strong focus on internships, live projects, and certifications in emerging fields like AI, Business Analytics, and Digital Marketing, ASBM prepares students for the dynamic corporate world.

At ASBM Pune, we emphasize leadership, innovation and ethical business practices. Our expert faculty, modern infrastructure, corporate tie-ups and vibrant campus life create a holistic environment where students learn, grow and succeed.

### Why Choose ASBM Pune?

- Industry-focused **MBA specializations**
- Industry oriented **certifications**
- **100% internship** and **placement support**
- **Mentorship** from corporate leaders
- Exposure to **cutting-edge technologies**
- **State-of-the-art** campus facilities

**ASBM Pune**  
Transforming Aspirations  
into Success.

**ASBM**



# The Executive Team



Dr. Prof. A. P. Rao, a distinguished Chartered Accountant and Fellow of the ICAI, ICSI, and ICMA, brings over 45 years of teaching and 25 years of industry experience. Former Head of Finance at Kinetic Honda, he has taught at leading institutions like Symbiosis, Shri Balaji Institute, and PIBM. An acclaimed author and Director of the Academy of Corporate Training, Prof. Rao is a respected thought leader in finance and corporate education.

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**Dr. Prof. A. P. Rao**  
Executive Director,  
ASBM Pune



Dr. (Mrs.) Surya Ramdas Pabbaraju is a senior academician with over 36 years of experience in management education and 17+ years of leadership in reputed Pune-based business schools. She has published more than 35 research papers, edited a Scopus-indexed book, guided PhD scholars, organized national and international conferences, and contributed to NAAC accreditation. Her expertise includes Marketing, Strategic Management, Leadership, and Tourism, emphasizing experiential and industry-integrated

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**Dr. Mrs. Surya Ramdas**  
Director,  
ASBM Pune



Mr. Hemant Rao, CEO of ASBM Pune, has a strong international background with a Harvard certification in Negotiation Mastery and a Master's in International Trade & Transport from London Metropolitan University. An alum of Symbiosis College Pune, his expertise spans global trade, strategic planning, and leadership, making him well-equipped to lead ASBM Pune towards academic excellence and positive

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**Mr. Hemant Rao**  
CEO,  
ASBM Pune

# Chief Mentor



## Dr. A. B. Rao

Renowned Scholar and Visionary Leader

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Dr. A. B. Rao, with over 40 years in academia, holds degrees in M.A., LL.B., Ph.D., and MIMA. He has served as Director at Bharati Vidyapeeth's Institutes of Management in Pune, Navi Mumbai, Solapur, and New Delhi for over 19 years and at Pillai Institute of Management for 3 years. As Professor and Head of Statistics and Mathematics at B.M.College of Commerce, Pune, he served for 19 years.

Dr. Rao has guided 50+ Ph.D. and 78+ M.Phil. scholars in Management and Commerce and authored over 20 textbooks on subjects including Business Mathematics, Statistics, and Ethics. He has been a member of academic councils at Pune and Mumbai Universities.

His accolades include being named "International Man of the Year" by the Cambridge Biographical Society, UK, in 1997, and recognition from Ball State University, USA, in 2006. A Life Member of AIMA, Indian Institute of Public Administration, and NIPM, Dr. Rao has participated in numerous international conferences across the USA, Europe, and the UK.

Dr. Rao's extensive experience and contributions have significantly impacted educational institutions and the academic community globally.

# Principal Director



## Dr. Ramdas Pabbaraju

Principal Director  
(Dr. Rao's Institute of Business Management)

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Dr. Ramdas Pabbaraju is a seasoned professional with over 35 years of experience in engineering, operations, and safety across the pharmaceutical, marine and defense industries. A former Indian Coast Guard Officer, he has led complex projects like BSL-3 facility commissioning and energy-saving initiatives.

Recognized in "100 Managers in Action", Ramdas Sir is known for his leadership, technical expertise and commitment to excellence

# Director's Message



## Dr. Mrs. Surya Ramdas

Director - Academics, ASBM, Pune

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Dear Students,

Welcome to our esteemed institution! We are delighted to have you join our MBA program. Our program is designed to equip you with the knowledge, skills and values necessary to excel in the dynamic business world.

Our experienced faculty, industry experts, and mentors will guide you through a journey of learning, growth, and transformation. We encourage you to take advantage of our state-of-the-art infrastructure, innovative pedagogy, and collaborative learning environment.

As you embark on this exciting journey, we invite you to engage actively, think critically, and push boundaries. Our goal is to empower you to become future business leaders, entrepreneurs, and change-makers.

We look forward to witnessing your growth and success.

**Best regards,**

**Dr. Mrs. Surya Ramdas**

# Managing Trustee



## Mr. Deepak Shinde

Managing Trustee | ASBM

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### Trustee & Visionary Leader Expert in Management Education Pioneer in Industry Collaboration

ASBM is a business education hub offering unique opportunities to engage with industry stalwarts, delegates from various walks of life. We continuously innovate in teaching & learning processes with both in-class training and on-field experience to help students become leaders with moral depth and intellectual intensity.

ASBM is extremely proud of the rich tradition of practical, experience-based education with the vision of high-quality management, which has inspired the continuously evolve and rank among the best.

We Inspire and share Success. We think Fearlessly. We drive Total Transformation. Our curriculum is designed to develop skills, an attitude of endurance, independence, rational choice that builds relationships and friendships that last a lifetime.

# Board of Advisors



**Dr. Mrs. Surya Ramdas**  
( Member )



**CA. Deepa Rao**  
Chief Advisor  
Sustainability & climate  
change leader - Cognizant UK  
( Member )



**Mr. Ajay Korimili**  
Excellence Leader, Cargill  
( Member )



**Mr. Jeetendra Sharma**  
Management Consultant  
( Member )



**Abdulaziz Al Blooshi**  
Regional CEO ( Abu Dhabi Ports)  
( Member )



**Mohan Das**  
Executive Advisor  
Maritime, Ports, Logistics  
& Infrastructure Strategy  
( Member )



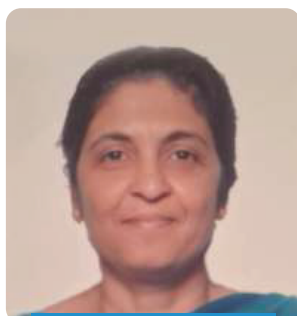
**Dr. Vijayalakshmi Srinivas**  
Director of the Progressive  
Education Society's Modern Institute  
( Member )



**Dr. Sundar Parthasarathy**  
CEO/CXO Coach,  
Business Consultant  
( Member )



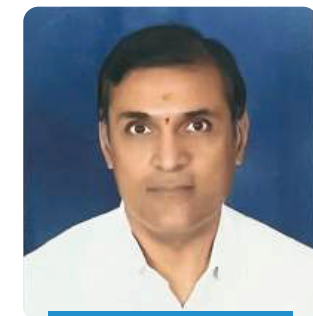
**Dr. Sachin Vernekar**  
Dean, BVDU Pune &  
Director IMED, Pune  
( Member )



**Dr. Olive Pinto**  
Principal from Vincent college  
( Member )



**Dr. M D Lawrance**  
Vice Chancellor of Dr. P. A.  
Inamdar University  
( Member )



**Mr. Mani Iyer Viswanathan**  
Ex. HSBC COO - Finance &  
Technology  
( Member )



**Dadas**  
Director and Professor at  
Neville Wadia Institute  
( Member )

# Industry Mentors



**CA. Deepa Rao**  
Chief Advisor  
Sustainability & climate  
change leader - Cognizant UK



**Mr. Ajay Korimili**  
Excellence Leader,  
Cargill



**Abdulaziz Al Blooshi**  
Regional CEO ( Abu Dhabi Ports)



**Mohan Das**  
Executive Advisor  
Maritime, Ports, Logistics  
& Infrastructure Strategy



**Vinod Bidwaik**  
Transformational CHRO, Author, Coach  
Group Director-HR, People & Culture  
Sakal Media Group/AP Global



**Mr. Sachin Apte**  
General Manager  
Reliance Jio Infocom, M & G



**Ms. Yogini Vaidya**  
Associate Vice President  
ICICI Prudential AMC Ltd



**Hemant Deshpande**  
Author  
EZ & Labour Law Consultant



**Dr. Deepak Toshniwal**  
Founder  
SNOW GLOBAL BUSINESS  
NETWORKING PLATFORM



**Mr. Satyawan Phadtare**  
Director  
Suyog Business Consulting  
Private Limited,  
Suyog Management Consultant



**Ms. Madhura Kamble**  
Corporate Trainer | 250+ Corporate  
Clients Soft | Skills & Behavioral |  
Team Building | Technical Training  
Wellbeing | Ex HSBC | Director  
Corporate Excellence



**Mr. Sangram Pawar**  
Founder CEO  
People Tech



**Mr. Vasant Kamble**  
Assistant General Manager  
(AGM-HOD)  
SuMax Enterprises Pvt. Ltd.



**Mr. Yogesh  
Chandrakant Todkari**  
Business Analyst & Author



**Mr. Subir Verma**  
Executive Director & CHRO  
Power Business, RP Sanjiv  
Goenka Group



**Mr. Vaibhav Deshmukh**  
Corporate Manager  
Human Resource,  
Venky's (India) Limited

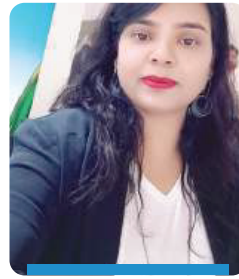
# Industry Mentors



**Mr. Manish Khare**  
Associate Director,  
Talent and People Operations  
Delivery, Worley Sweden



**Mr. Sachin Apte**  
General Manager  
Reliance Jio Infocom, M & G



**Dr. Vaidehi R. Janjale**  
Founder Director of Brilliant  
Mind Counselling



**Mr. Bhushan Hirlekar**  
Founder and Director Trainer  
Corporate Excellence



**Mr. Nitten Mahadik**  
ICF-PCC Coach & Client  
Sales Director  
Ariel Group Australasia



**Mr. Prashant Nayakawade**  
Director – 70 Degree  
HR & Compliance Specialist



**Mr. Dr Prashant Khankhoje**  
Founder & Director  
A2Z energies



**Mr. Shashikant Phadtare**  
Director  
Trigger HR Services



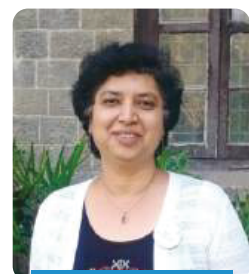
**Dr. Bension Jacob**  
Founder  
StressNil.com  
Wellness & Life Coach



**Dr. A. G Nagarkar**  
Senior Scientist (Retd. MOD)  
Missile Technology Expert



**Mr. Dattatray Khalipe**  
Director  
Hopes Consultancy Services



**Ms. Arundhati Katdarev**  
Education & Training Specialist



**Capt. Raman Raina**  
Head of Human Resources  
Grindwell Norton Ltd



**Vishwanath Yerwa**  
Senior HR Leader & Administrator



**Dr. Sharad Joshi**  
CEO  
S Global Tech

# Faculties at ASBM Pune



**Dr.(CA) (Prof) A.P.Rao**  
Executive Director  
**Finance Specialization**



**Dr. Nitin Deshpande**  
Founder & Principal Consultant,  
DNYANAPEETH ACADEMY, PUNE  
**Human Resource  
Management Specialization**



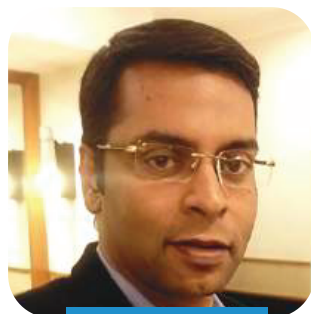
**Mr. Jeetendra Sharma**  
Globally accomplished Marketing  
& Management Professional  
**Marketing Specialization**



**Prof. Venkatesh Iyengar**  
Educator and Researcher  
**Marketing and HR Specialization**



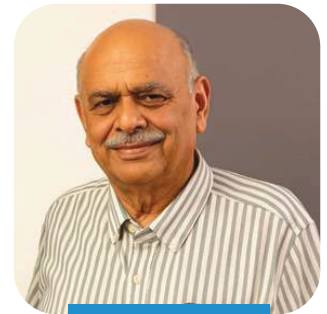
**Mr. J. P. Singh**  
Professor  
**HR Specialization**



**Mr. Rohit Ghosh**  
Professor  
**Aptitude Training and AI**



**Mrs. Hema Anand**  
Career span of over 31 years in  
Operations, Customer Interface,  
Business development & Academics.  
**Communications & Trainer**



**Mr. Harish Hingorani**  
Professor  
**Research Methodology**



**Mr. Rajesh Deshpande**  
Director, Strategist Management  
Consulting  
**Business Analysis &  
Spreadsheet Modeling**



**Dr. Deepak Toshnival**  
Founder of Snow Global Business  
Community & CEO of Deesha Chocolates  
**Sales Specialization**



**Mrs. Punam Aswani**  
Professor  
**Marketing Specialization**



**Mr. Krishnan Gopal**  
Professor  
**Finance Specialization**



# Your Journey to Leadership Begins at ASBM with **MBA PROGRAM**

(Savitribai Phule Pune University)

## Marketing & Finance with AI Edge



**ADMISSION OPEN**

(Conversion of PGDM into MBA under process)

# Why Choose an MBA ?

At ASBM, education goes beyond classrooms. We focus on building professional competence, ethical leadership and global business acumen.

## Program Highlights



**Global Corporate Readiness** – International case studies, exposure modules, and corporate interaction.



**Gen AI Edge** – AI-driven learning in Marketing & Finance for smarter strategy and decisions.



**Industry-Oriented Curriculum** – Aligned with current corporate needs for career readiness.



**Experiential Learning**– Live projects, simulations, and real business cases.



**Expert Mentorship**– Guidance from seasoned academicians and industry leaders.



**Placement Support** – Career guidance, interview prep, and recruiter connect.





# MBA Program To Build Leaders For a Global Tomorrow

At ASBM, we don't just teach management - we shape future-ready business leaders. Our MBA program is designed to combine academic excellence with real-world exposure, global business perspectives, and technology-driven learning. With a strong foundation in management principles, industry-aligned curriculum and an AI-enabled learning approach, ASBM prepares you to lead with confidence in today's dynamic corporate world.

## MBA Specializations:

- Marketing (Gen AI Edge) • Finance (Gen AI Edge)

## Key Learning Areas & Career Opportunities

At ASBM, the course is designed to build strong fundamentals, industry-relevant skills & clear pathways to rewarding careers.

### MBA in Marketing – Gen AI Edge

Master modern marketing strategies using technology, data and creativity.

#### Key Learning Areas:

- Brand Management & Consumer Behaviour
- Digital Marketing & Campaign Strategy
- Market Research & Data Analytics
- Sales & Distribution Management
- AI Tools for Customer Insights, Personalization & Automation

#### Career Opportunities:

Marketing Manager, Brand Strategist, Digital Marketing Specialist, Business Development Manager, Product Manager.

### MBA in Finance – Gen AI Edge

Build strong financial expertise with analytical depth and AI-powered decision-making.

#### Key Learning Areas:

- Financial Analysis & Reporting
- Corporate Finance & Investment Management
- Banking, Risk & Compliance
- FinTech & Financial Modeling
- AI-Driven Forecasting, Data Analytics & Strategic Planning

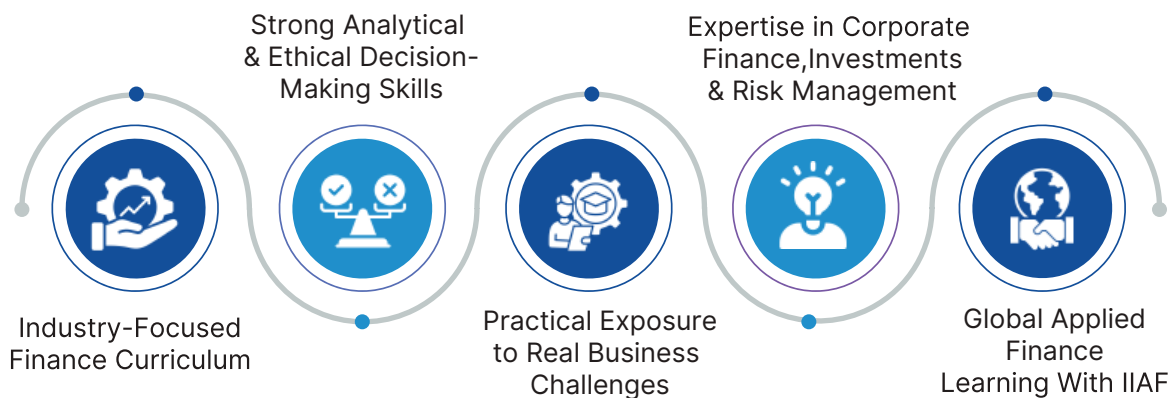
#### Career Opportunities:

Financial Analyst, Investment Advisor, Banking Professional, Corporate Finance Manager, Risk Analyst.

# MBA in Finance & Marketing- in Collaboration with IIAF & Industry Experts

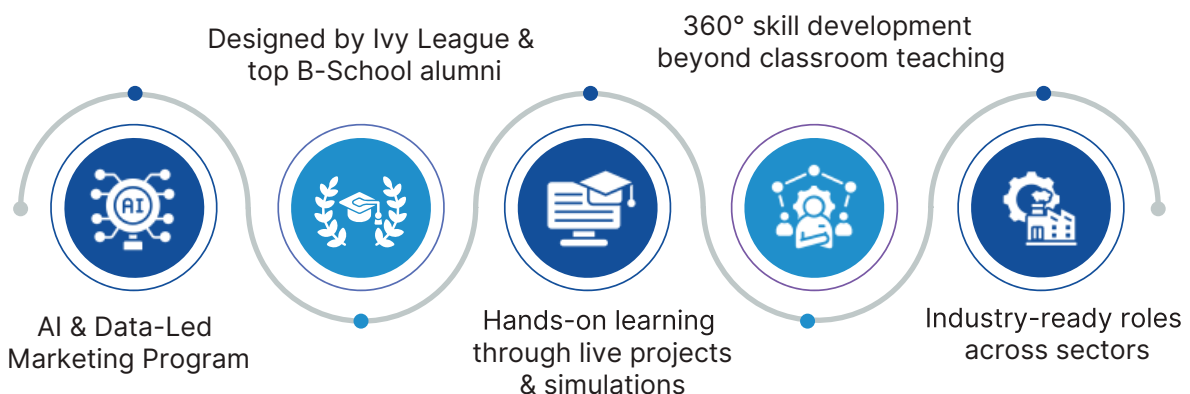
Industry-integrated MBA programs designed to build analytical, ethical and job-ready professionals for global business environments.

## MBA in Finance ( In collaboration with IIAF & Industry Experts)



## MBA in Marketing – MARCOS (Marketing + Gen AI)

India's 1st AI-Driven Marketing MBA



# Programme Overview

## MBA Marketing Specialization

### About the Marketing Specialization:

- This is described as “INDIA’S 1st 100% INDUSTRY - ORIENTED MARKETING MANAGEMENT MBA PROGRAM.
- It is also presented as “The MBA Marketing Professional Program- Pune’s FIRST & Top B-School alumni to shaping the future of marketing!”.

### Why Choose the Marketing Specialization?

The program aims to create “Future-Ready Marketers” and offers a “Job-Ready Approach: Designed for students aged 21-25 seeking a well-paying career.”

#### Here’s why you might choose it:

- Unleash the Marketing Professional of the AI Era!
- **Industry-Relevant Learning:** The program moves beyond outdated B2C frameworks to modern marketing. You’ll learn from experts with real-world experience and stay ahead of marketing trends.
- **Hands-On Training:** The program emphasizes Practical Learning Apply concepts through case studies,

projects and internships. Practical, real-world applications replace traditional PPT-led lectures.

- **Tech-Enabled Marketing:** The curriculum has a Focus on automation, analytics, and data-driven decision-making.
- **360° Development:** The program Covers Functional, Technical, & Behavioral skills for complete career readiness.
- **Career Advancement:** You can Connect with industry leaders and professionals.

**The program provides 360° Development:** Covers Functional, Technical & Behavioral skills for complete career readiness.



## 12 Dynamic Job Roles

12 Dynamic Job Roles that graduates of this program can aspire to:

- ▶ Customer Support Executive
- ▶ Client Service Associate
- ▶ Retail Business Management
- ▶ Digital Marketing Analyst
- ▶ Market Research Analyst
- ▶ Marketing Manager
- ▶ BDA Sales and Marketing
- ▶ Associate Relationship Executive Corporate
- ▶ Business Development Manager
- ▶ Product Associate
- ▶ Brand Manager

For more specific details about the Marketing specialization, including the complete curriculum and the application process, it is recommended to visit the ASBM Pune website or contact their admissions team directly using the contact information provided.

## Potential Recruiters



# MBA Finance Specialization

The provided document does not use the exact name “Finance Specialization”. However, it outlines a finance program with a curriculum that includes an “AI & ML in Investment Analysis” module and covers content for various NISM certifications. This suggests a Finance Specialization with a strong emphasis on modern analytical and technological skills relevant to the financial industry.

## Why to Choose this Finance Specialization:

Choosing this specialization can offer several advantages:

- The modules cover content for NISM certifications, which are considered as license for getting in to related job profiles with good written and spoken communication.
- Industry Experts Will Cover Application / Operation and cases Studies in related area, providing practical insights and real-world understanding.
- The curriculum includes a dedicated “AI & ML in Investment Analysis” module, indicating a focus on cutting-edge skills in the finance domain.

## Skills Included:

Graduates of this program will gain a range of skills, including:

- Advanced Excel Skills (Advanced Functions, Advanced Pivot Tables, Data Analysis Tools)

- Financial Modeling (Historical Data Modeling, WACC, Valuation)
- Investment Analysis (Technical Analysis, Portfolio Management, Risk & Performance Measurement)
- Financial Markets & Instruments Knowledge (Capital Market, Fixed Income Instruments, Mutual Funds)
- Fundamental Analysis & Equity Research Skills (Economic Analysis, Industry Analysis, Quantitative Analysis, Qualitative Parameters)
- Financial Advisory & Investment Planning Skills (Wealth Management, Investment Strategies & Asset Allocation, Regulatory & Ethics)
- Derivatives & Option Strategies ( Financial derivatives, Forward, Future, Option & Swap, Option Strategies )
- Industry Analysis Skills (Growth Drivers, Technology, Consumer Trends, Competition)
- Python for Finance (Financial Data Analysis & Visualization, Quantitative Finance & Algorithmic Trading)
- Valuation Techniques (Earning Based Valuation, Asset Based Valuation, DCF (Discounted Cash Flow) & Others)
- Investment Banking Operations Knowledge (IB Services, Trade-life Cycle, Corporate Actions)
- AI & ML in Investment Analysis (Data Processing, Machine Learning Models for Investment)

## Job Roles:

The “Targeted Job Profiles” for graduates of this program include:

- Investment Banking
- Corporate Finance
- Private Equity
- Asset Management
- Risk Management
- Equity Research
- Equity advisor
- Credit Analysis
- Portfolio Management
- Financial Planning & Analysis

## Potential Recruiters

Hiring partners specifically for this finance specialization



## Student-Driven Clubs at ASBM Pune

### Where Learning Meets Leadership

At ASBM, we understand that holistic management education extends beyond textbooks and classrooms. Our vibrant student clubs are at the heart of this belief providing hands-on experiences, fostering leadership, and building essential career skills. Among the most active and impactful are the Marketing Club, Finance Club, and HR Club, each offering specialized platforms for students to explore, engage, and excel in their areas of interest.

### Marketing Club – Shaping Strategic Thinkers

The Marketing Club is a hub for students who aspire to become brand strategists, digital marketers, or market research professionals. It promotes creativity, analytical thinking, and innovation through a variety of activities such as case study competitions, advertising simulations, brand analysis projects, and workshops on emerging marketing trends. Guest lectures by industry experts, live projects, and social media campaigns help students gain exposure to real-world marketing dynamics. The club's activities are designed to bridge the gap between academic theories and practical marketing applications.

By connecting students with professionals from leading companies in FMCG, retail, tech, and advertising, the Marketing Club enhances corporate interaction and builds

meaningful industry networks. These engagements often lead to mentorship, internship offers, and valuable insights into the evolving landscape of modern marketing.

### Finance Club – Nurturing Financial Experts

The Finance Club serves as a platform for students keen on pursuing careers in investment banking, corporate finance, financial consulting, or fintech. It conducts mock stock trading sessions, budgeting and valuation challenges, financial modelling workshops, and panel discussions with finance leaders. These activities deepen students' understanding of financial principles while encouraging analytical thinking and strategic decision-making.

The club maintains strong ties with financial institutions, investment firms, and alumni working across various sectors, thereby creating rich opportunities for corporate connect. Regular interactions with industry practitioners enable students to stay current with market trends and technologies and also help build a strong foundation for successful placements in finance roles.

# Internship & Placement Opportunity

## Internship Program at ASBM Pune

At ASBM Pune, we emphasize that learning extends beyond the classroom. Our Internship Program is a vital part of the Master of Business Administration (MBA) experience, preparing students for the dynamic corporate landscape. Through practical industry exposure, students build a robust professional foundation and gain the confidence to excel.

## Purpose and Importance

**Internships are essential for professional success and offer students the chance to:**

- Apply classroom concepts in real-world settings.
- Develop critical thinking, leadership, and problem-solving skills.
- Build a professional network.
- Understand organizational cultures and expectations.
- Clarify career interests.

## Specialized Internship Opportunities

Students can specialize in key areas and pursue relevant internships:

- **Marketing Management:** Market research, digital marketing, brand strategy, and customer insights.

- **Financial Management:** Financial planning, investment analysis, auditing, and risk management.
- **Business Analytics & AI:** Data-driven projects focusing on analytics and AI applications.

## Career Advancement

Many students convert internships into Pre-Placement Offers (PPOs), highlighting the caliber of talent at ASBM Pune. Our Placement Cell supports students in finding internships that align with their career goals and prepares them for final placements.



# Industry-Oriented Certifications

## Enhancing Domain Expertise - Delivered by Industry Experts

As part of the MBA program, students can earn industry-relevant certifications that align directly with their specialization. These certifications are powered by top learning partners and focus on practical, real-world skills to boost career readiness.

Each certification is structured to deliver focused, application-based learning, equipping students with a competitive edge from day one.

### Marketing Specialization – Certifications in Collaboration with Marcos Learning

- Digital Marketing
- Customer Retention and Engagement
- Content Marketing
- B2B Marketing
- Negotiation Framework
- Canva + AI
- Excel for Sales and Marketing
- ChatGPT + AI Tools
- Power BI
- Cold Calling + Sales Playbook
- Project & Brand Management

### Finance Specialization – Certifications in Collaboration with FinPro Education

The modules in the curriculum will cover content for the following NISM certifications:

- NISM V (A) – Mutual Fund Advisory
- NISM VIII - Equity Derivatives
- NISM X (A) – Investment Advisor (Level 1)
- NISM X (B) - Investment Advisor (Level 2)
- NISM XV - Research Analyst



# Coffee with Corporates: Bridging the Gap between Industry and Academia

At ASBM Pune, we believe in fostering a culture of industry-academia collaboration. Our monthly program, “Coffee with Corporates,” provides a unique platform for students to interact with seasoned corporate executives and gain valuable insights into the world of business.

## What is Coffee with Corporates?

“Coffee with Corporates” is an exclusive initiative where prominent corporate executives visit our campus to share their experiences, successes, and challenges with our students. These informal sessions are designed to encourage open discussions, Q&A and networking opportunities.

## What do students gain from this program?

- **Industry Insights:** Students gain a deeper understanding of the latest industry trends, challenges, and best practices.
- **Networking Opportunities:** Students get to interact with corporate leaders, building valuable connections and networks.
- **Career Guidance:** Students receive practical advice on career paths, resume building, and interview preparation.
- **Real-world Learning:** Theoretical concepts come alive as students learn from real-world examples and case studies.

## Why is Coffee with Corporates important?

- **Bridging the Gap:** The program bridges the gap between academia and industry, ensuring students are industry-ready.
- **Practical Knowledge:** Students gain practical knowledge and skills, making them more employable.
- **Inspiration:** Interactions with corporate leaders inspire and motivate students to pursue their career goals.

## Our Corporate Partners

We are grateful to our esteemed corporate partners who have shared their expertise with our students through this program. Their contributions have enriched our students’ learning experience and prepared them for the challenges of the corporate world.



# Life at Campus



# DTE CODE - 6925



+ 91 9960583986 | +91 99755 52512 | [admissions@asbmpune.in](mailto:admissions@asbmpune.in) | [www.asbmpune.in](http://www.asbmpune.in)

Corporate Office - Office No 312, Crossroads, Bhumkar Chowk, Wakad, Pune - 411057

Campus Address - 116/3, Ambi, Talegaon MIDC Road, Talegaon Daabhade, Opp-HP Petrol Pump, Pune, MH - 410507

