

e-empowered Management and Business Administration - eMBA



**SHARP  
MIND  
LEADS**



विद्याधनं सर्वधनं प्रधानम् ।

THE MET LEAGUE OF COLLEGES

**MET**

AS SHARP AS YOU CAN GET

## OUR FAITH

na caaŋŋ hayana\ naca raja hayana\  
na Baat Baaj yana\ naca Baar karl ||  
vyayao | tovaŋa to eva ina yana\  
iva Vaŋana Msavaŋana Paŋana ||

Knowledge can neither be stolen by a thief,  
nor snatched by a king.  
It is indivisible unlike ancestral property,  
it never burdens the bearer,  
it multiplies manifold when offered to others.  
Knowledge is the supreme form of wealth.

## OUR VISION

To shape professionals, to conquer the present and future challenges  
to the socio economic fabric of our society, by institutionalising search,  
development, research and dissemination of  
relevant knowledge through structured learning systems.

## OUR MISSION

To evolve, develop and deliver dynamic learning systems  
to equip professionals with conscience and commitment  
to excellence and courage to face business challenges.

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# MET LEAGUE OF COLLEGES



Just a stone's throw away from the Arabian Sea is an institution that is creating waves. Because, it is quite simply, a cut above the rest. The MET League of Colleges is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education, to make students sharp. Training is imparted round-the-clock, seven days a week. Projects and assignments are given utmost importance and students learn on the job. Application-oriented knowledge, garnered in the lecture halls, is applied to industry assignments. The faculty spares no effort to make the students razor sharp, so that they make their mark in the corporate world. No effort has been spared, to create an environment that encourages students, to push the limits of their minds. All this, to help young professionals face the challenges of life. And make their mark in the corporate world.

## **Bhujbal Knowledge Centre, Mumbai**

- Institute of Management
- Institute of Mass Media
- Asian Management Development Centre
- Centre for Insurance Training, Research & Development
- Institute of Pharmacy
- Institute of Medical Sciences
- Institute of Information Technology

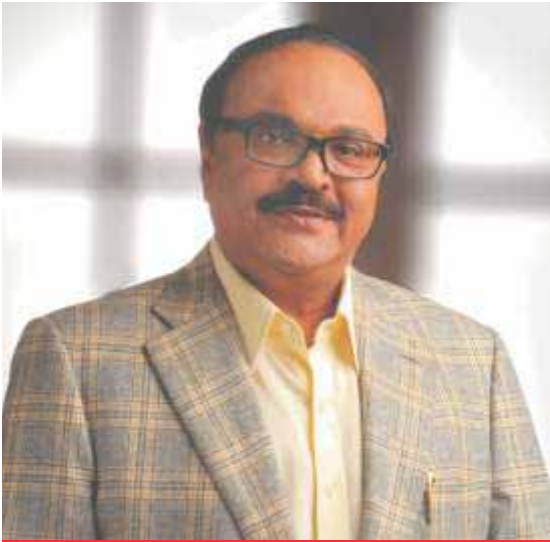
- Institute of Trichology
- Institute of Distance Learning
- Institute of Software Development and Research
- Institute of Computer Science
- Institute of International Studies
- Institute of Alternative Careers
- Rishikul Vidyalaya
- Knowledge Explorer - Publishing Division

## **Bhujbal Knowledge City, Nashik**

- Institute of Management
- Institute of Pharmacy
- Institute of Engineering
- Institute of Technology (Polytechnic)
- Institute of Information Technology
- Institute of Distance Learning

At MET, over four thousand students and faculty are involved in delivering unique learning systems, through ultra modern infrastructure and academic rigour. MET Institutes are ISO certified, with affiliations to the University of Mumbai, Directorate of Technical Education, All India Council of Technical Education, MSBTE, Pharmacy Council of India, C-DAC - Ministry of Communications and Information Technology, The Chartered Insurance Institute (CII), London, Michigan State University, East Lansing, and Tianjin University, China, Hawaii University in participation with the University of Mumbai. MET also has strategic institutional collaborations with the Association of Chartered Certified Accountants (ACCA), UK, Mountbatten Institute, UK, Edith Cowan University, Australia and the Global School of Management for alliances with various Universities in Australia and Canada.

# FROM THE CHAIRMAN'S DESK



**Chhagan Bhujbal**  
Chairman, Mumbai Educational Trust

*“All of us do not have equal talent,  
but all of us should have equal opportunity.”*  
- John F. Kennedy

During the last seven decades, since independence, the education sector has witnessed a metamorphosis of sorts - as structural and regulatory reforms have been built around the multi-dimensional public/private partnerships. While the haloed schools of learning, built at a huge cost, succeeded in building world class brands, catering to a microcosm, the private unaided institutions pulled all stops to shape the macrocosm of our country, for building an inclusive society. As Ms. Indra Nooyi, Dr. Raghuram Rajan or Satya Nadella ascend to the commanding heights, in the global business arena, one cannot but appreciate the unseen hand of private educational institutions. Take a bow – we all did it!

However, as the knowledge society seeks to hasten the tectonic shift to a learning society, riding the information age, we find that the digital divide is challenging the very fundamentals of traditional tutoring and scholarship, carefully crafted over decades. As the smart phone equipped youth outpace and over reach the digitised data bytes, the teachers and the academicians continue to grapple with pedagogy, in schools and colleges. Converting the overload of information/knowledge to wisdom is the greatest challenge of all learning institutions now.

We at MET, are constantly continuing to shape academics, by delivering holistic, value based, participatory learnings through state of the art tools and technologies that encompass the latest from the digital world. It is our endeavour to design and deliver unique learning journeys to students, so that they unravel the mysteries of the world and take ownership of their learning. Through constant research, a mix of fun and learn games, counselling, consulting and parent teacher collaboration, we reboot, to refine the critical balance between the outbound/classroom experience.

A lifelong, transformative and collaborative learning journey is our only promise at MET, as we believe in the words of the King of Blues - *“The beautiful thing about learning is that no one can take it away from you.”*

**Chhagan Bhujbal**  
Chairman  
Mumbai Educational Trust

# MET AMDC

## Offering eEnabled Global Business Management



At MET Asian Management Development Centre (MET AMDC), students are treated as managers under training. Training is imparted round-the-clock, seven days a week. Projects and assignments are given utmost importance and students learn on the job. Application-oriented knowledge, garnered in the lecture halls, is applied to industry assignments. The faculty spares no effort to make the students razor sharp, so they make their mark in the corporate world. MET AMDC has a wi-fi campus with state-of-the-art AC classrooms. E-enabled libraries that dock approximately 40,000 books, 200 periodicals and 3,700 international online magazines and databases. Fully loaded information and technology centres with wi-fi connectivity, conference rooms equipped with the latest audio-visual facilities and learning aids to create a quasi-corporate ambience.

A hi-tech convention centre for seminars and management workshops. Recreation areas to unwind. No effort has been spared to create an environment that encourages students to push the limits of their minds.

The MET Asian Management Development Centre offers e-empowered Management and Business Administration (eMBA) programmes:

- **eMBA** (Specialisations in Marketing, Finance, Human Resource and Digital Business Management, Banking Financial Services & Insurance - BFSI)
- **eMBA Finance - ACCA (UK)**, International Expertise in Accounting and Business Management

### Introducing eMBA specialisation - 'Digital Business Management'

In order to meet the growing challenges of the digitalised business, eMBA has begun to offer a unique specialisation in 'Digital Business Management'. This encompasses new frontier of innovative business models, e-commerce, social media management and its effect on futuristic business management.

This specialisation offers training in areas like digital branding, customer relationship management, digital technology and search engine optimisation with the help of state of the art technology and pedagogy involving practical training, converting the classrooms into laboratories.

# ADVANTAGE MET

- MET is an NGO in Special Consultative Status with the UN (ECOSOC)
- PGDM (e-Business) wins the Indian B School Specialisation Award\*
- Ranked 4th Best Marketing Communication & Advertising Management School (All India) and 4th Regional Best Media School (West) by The Edutainment Show 2015
- 6th Best Ad School in India by The Edutainment Show in 2014
- MET is a Ph.D. Research Centre of University of Mumbai & Savitribai Phule Pune University in Management and Computer & Mechanical Engineering
- MET is an approved Training Partner of the National Skill Development Corporation
- MET has the best e-enabled state of the art infrastructural facilities
- Focus on delivery of lifelong learning skills to build critical professional competencies
- Futuristic e-driven pedagogy and modules deliver e-commerce, IT and digital skills
- Global internship opportunities across USA, UK, China and Dubai
- Strong alumni base of over 15,000 students
- Freeship awards for meritorious students
- Excellent placement opportunities in India and overseas
- Superior intellectual capital armed with knowledge and experience
- Well-networked with the best of corporate in India and abroad
- Global faculty and international knowledge sharing modules
- Sensitising the students towards social causes through MET Seva CSR programmes
- In participation with the Mumbai University, MET has association with the Tianjin University, China and the Hawaii University
- International alliance with the Michigan State University
- Unique partnership with the Chartered Insurance Institute, London
- MET and ACCA (UK) have collaborated to launch eMBA Finance - ACCA (UK)
- MET along with Six Sigma and ValuerHR has set up the Centre of Excellence – Finance
- MET has an academic understanding with Sprott Shaw College, British Columbia, Canada and the Mountbatten Institute, UK
- MET has an MoU with Global School of Management for academic alliances with leading universities and institutes from UK, USA, Canada, Singapore and with Questkonnnect, Australia
- MET has an Institutional linkage with Edith Cowan University, Australia



Shri Pranab Mukherjee  
Hon'ble President of India



Smt. Pratibha Devisingh Patil  
Former President of India



Mukesh Ambani  
Chairman & MD, Reliance



Adi Godrej  
Chairman, Godrej



J. Hari Narayan  
Former Chairman, IRDA



Rahul Bajaj  
Chairman, Bajaj Auto



Graduating batch at the recently held MET Annual Convocation Ceremony

\* Discovery Education Media in 2013



# WHAT GIVES US THE EDGE



MET delegation visited the University of South Africa, as part of Mumbai University New Initiatives for Joint Action Now (MUNIJAN)



MET students and faculty in Shunde City, during the China Study Mission



Dr. Vasant K Bunwaree, then Minister of Education, Republic of Mauritius at MET



MET eCell members during eWeek celebrations



Mr. Paul A. Folmsbee, then Consul General, USA, expressing his views at the session 'US-India Relations: leading into the new administration' at MET



Mr. Nandan Nilekani, Chairman, UIDAI, then Co-chairman, Infosys, with MET management students during the TiE Summit



Motivation Guru Dr. Peter Chew delivering a power packed session on 'How to be a winner'



Michelle Obama with MET Management student at the University of Mumbai

**eMBA Global Initiatives** MoUs with the Michigan State University, the Association of Chartered Certified Accountants (ACCA), UK, Six Sigma, Singapore, ValuerHR, Sprott Shaw College, British Columbia, Canada, Mountbatten Institute, UK, Global School of Management for academic alliances with leading universities and institutes from UK, USA, Canada, Singapore and with Questkonnnect, Australia, Tianjin University, Tianjin University of Technology and Nankai University

**International Internships:** Eight batches of MET students have pursued internships with the UN (ECOSOC) Forum, New York, USA.

**MET eCell:** Designed to promote Invention and Entrepreneurship termed as 'Inventrepreneurship' at MET. MET eCell is a place for all to gel where each one has something new to tell. The MET eCell regularly holds workshops, seminars and guest lectures by eminent entrepreneurs.

**Sensitivity to Social Causes:** The students and MET faculty are currently executing Project TRUTH (Total Rural Upliftment Through Holistic Care) in cooperation with the United Nation Department of Economic and Social Affairs (UN DESA). Students involvement ensures development of social sensitivity towards problems of under development and poverty. It also helps understand the working of NGOs who are now the focal point of wider issues of corporate governance.

**Competency Mapping:** The in-house psychologist at MET maps the students' competencies, in order to guide them in their academic pursuits.

**MET Combat:** Students participate and compete in an inter and intra-class debate competition on contemporary & controversial subjects. This sharpens their analytical, logical and oratory skills.

**Grameen Expedition:** Rural visits had been organised through the MET Grameen Expedition. The aim of these trips is to encourage students to realise that fortune lies at the bottom of the pyramid.

**Stormet:** Operating through nine verticals, the Stormet groups, through discussions and in-house interaction, work towards knowledge enhancement.

**MET on Wheels:** A pioneering concept where MET students visit organisations in various sectors in the country, in order to study practical management system 'Know Thyself And Thy Country'. With a view to provide first hand experience of the work places, the institute arranges regular visits to select industrial and commercial undertakings.

**Management Consultancy Division:** It offers Management Development Programmes, Executive Training, Research and multi-consultancy support to corporate houses, such as Dun and Bradstreet, Nicholas Piramal, Mazgaon Dock, Ingenero, Goodlass Nerolac Paints, Merck Serono and Merck Chemicals in India, to name a few.

**MET Vault:** An in-house wall magazine where Creativity meets Management. This monthly wall journal was launched to provide Management students with a platform to express their creative sides.

**MMR:** MET Management Review is a Bi-annual Research Journal (ISSN 2394-4013). The main purpose of MMR is to promote evolution, nurturing and presentation of Innovative thoughts, theories, approaches, practices and applications in the context of Indian and Global management arena through research articles of the management fraternity. These articles cover a broad range of management and economic issues and is peer reviewed for wider acceptance.



# WHAT GIVES US THE EDGE

**MET Pedal:** A Perspective Entrepreneurial Design and Application Lab is being set up to attract entrepreneurial talent both in-house and from the open market, to develop design and applications for industrial and societal use.

## **Incredible India Yet Not Insured.**

**Sample Study - Mumbai Train Bomb Blast 7/11:** It was a series of seven bomb blasts that took place over a period of 11 minutes on the Suburban Railway in Mumbai, India's financial capital. 174 died and over 700 were injured, in this terrorist attack. The students undertook a study by visiting the family of each and every one of the victims and made an attempt to understand insurance penetration and density in Mumbai.

**METCONNECT Dubai:** It was an exclusive meeting of minds from the corporate, academic and student world. It was organised to introduce the MET League of Colleges to the corporate world in the Middle East with a focus on placements.

**Global Shapers Platform:** MET has co-sponsored the launch of Global Shapers platform in India as an extension of the Global Shapers initiative of the World Economic Forum. It is an attempt to link young achievers with grass root entrepreneurs making a positive impact on the entrepreneurial eco system and attract the youth to the self employment mode.

**METCONNECT:** A meeting of minds from the corporate, academic and student worlds. This interaction with the corporate houses serves as a forum for exchanging ideas in order to meet the requirements of the industry in India.

**MET Synergy:** An Industry Academia Interface, where students got an opportunity to interact with the doyens of the industry through platforms like CEO Speak and guest lectures.

**MET Kwhiz:** 'MET Kwhiz – News Power Knowledge' was launched to offer MET management students a

## **eMBA - A Cut Above**

- MET eMBA students have been selected to join paid apprenticeship programme of the Mountbatten Institute, UK for undergoing a unique blend of learning at work at world class institution along with the delivery of Global Business Management programme of the UK/USA universities.
- Signing of MOUs confirming International collaborations and apprenticeship/internship opportunities with Mountbatten Institute, UK, Global School of Management and Questkonnnect Australia as well as representatives of New Zealand based universities and technical institutions under the umbrella of Canterbury Development Corporation, University of Canterbury, Lincoln University, CPIT etc.
- Delivery of eMBA - Global Business Management module with Internship and apprenticeship opportunities abroad along with academic inputs from world class institutions.
- Unique partnership with Chartered Insurance Institute, London resulting into eMBA-Insurance dual with over 60 students placed worldwide during this decade.
- Sensitising the students towards social causes through CSR programmes: Save Water, Project TRUTH, Vidya Shakti, MET Seva, Swachha Bharat Abhiyan
- Unique Life Management sessions to create a holistic manager & human being
- Live management threshold & leadership ownership trusteeship modules
- Annual salary packages ranging from Rupees Five Lacs to Eighteen Lacs

weekly platform to understand and analyse the major events of the preceding week. It helps to keep them updated with current events and their implications, attempting to chart a course for tomorrow as an answer to the events of today.

**Global Faculty:** The curriculum at MET ensures that the students graduate as global managers. The international borders are shrinking and the world is fast becoming one global village, it is thus imperative that the students gain inputs from across the borders. We therefore invite global faculty to share their thoughts and experiences with the students. International experts from across various verticals help the students gain an international perspective.

**China Study Mission:** Management students from the Mumbai and Nashik campus undertake China Study Mission. The team visits various factories and retail outlets in the cities of Shanghai, Hongkong, Shenzhen, Shunde and Zhongshan.



Mr. Willem Woudenberg, Founder CEO, Brand Dialogue, being felicitated by Mr. Pankaj Bhujbal, Trustee - MET



MET hosted British Columbia and AIMS Educational Conclave to facilitate international networking.



In order to provide platform for innovation among youth & unleash the digital potential MET holds India's First Online Initiative: DIGIMET



High level delegates from the European Parliament visited MET for a round table meet in association with the Strategic Foresight Group

# MET GOES TO NEW YORK VIA UN (ECOSOC)

Any appreciation you get for your efforts is a reward. But when the United Nations handpicks you to implement a project, it is an international pat on the back! MET faculty and students are actively involved in Project TRUTH, an initiative for holistic development of tribals at Waliv in the Thane District. The project has been supported by the United Nations and as a token of the special efforts put in, the UN (ECOSOC) granted MET Special Consultative Status in May 2003, making it the only educational institution to have been conferred this rare honour. MET students also pursue their summer and winter internships at the United Nations.



“We cannot live without the students from Mumbai Educational Trust. In celebration of the 60th Anniversary of the United Nations, it is a great partnership established with MET. The NGO Section of Department of Economic and Social Affairs and the students from MET are a perfect team. It is great to have their contribution to the work that the UN is doing.”

**Dr. Hanifa Mezoui,**  
Chief, NGO Section, DESA, UN



## UN (ECOSOC) AMR Innovation Fair (Asia)

The UN (ECOSOC) Regional Annual Ministerial Review (AMR) Innovation Fair (Asia) was hosted by MET. This prestigious event was an initiative of NGO DESA - UN (ECOSOC). United Nations aims to eradicate poverty, to this end NGOs and Corporate Houses suggested innovative methods. On this occasion, MET and UN jointly instituted 4 innovation awards. The awards were for the best innovation in poverty eradication and promotion of health. The UN delegation was led by Dr. Hanifa Mezoui, Chief, NGO Section, DESA, UN, who spoke on the Role of Public/Private Partnership in eradication of poverty and hunger.

## UN CENTRE OF EXCELLENCE

The UN Global Annual Ministerial Review was held at Geneva, where MET was invited by the UN to showcase all its innovative efforts towards poverty eradication and promotion of health. The UN Secretary General, Mr. Ban Ki-moon was extremely appreciative of MET's efforts. At this prestigious event MET was declared to be the official Global Training Centre for specialised training in achieving the Millennium Development Goals laid down by the UN.

## MET RECEIVES THE GLOBAL AICESIS MDG AWARD

**The honour was bestowed at Rome, Italy.**

MET received the globally coveted AICESIS MDG award at a glittering ceremony in Rome, Italy. MET was chosen from amongst entries from many countries to be given the prestigious AICESIS MDG award for the exemplary work in the field of education and consistent efforts to serve the cause of the socially disadvantaged.



## MET CHAIRMAN WINS EDUPRENEUR AWARD

Founder Chairman Mr. Chhagan Bhujbal recently won the coveted Edupreneur Award and was featured amongst 11 iconic education-entrepreneurs from Maharashtra by The Times Group.

# MET'S TRYST WITH THE FIRST CITIZEN OF INDIA

The President of India grants audience to MET Schools of Management and Engineering



In a 'dream come true' expedition, over 100 students and faculty members from the MET Schools of Management and Engineering, Mumbai and Nashik, successfully completed a week long 'Chalo Delhi' knowledge exchange and ideas interaction between the national governance apparatus and MET.

At the Rashtrapati Bhavan, **Hon'ble Shri Pranab Mukherjee**, The President of India, said, "Our country is poised for a greater role in the world economy by 2020 and you have to play a crucial role in the inclusive development and progress of the country". He also exposed them to the transition in India's eco-political journey; gave a lesson on the empowerment of people as well as the value of education in achieving growth, stating, "Someday, one of you will be occupying my chair".

In an exchange with the Former President of India - Hon'ble (Late) Dr. A. P. J. Abdul Kalam, he exhorted the

delegates to balance theoretical knowledge with practical application and suggested they focus on innovation, creativity and work-life balance, thus emerging as victorious leaders.

At the Constitution Club, students met numerous dignitaries. Then Hon'ble Union Minister for HRD Shri Pallam Raju stated that the only way to eradicate poverty was the development of the human resource potential to the fullest, by training youth and developing skills and competencies to make them employable. Then Hon'ble Union Minister of State for HRD Shri Shashi Tharoor highlighted the colossal task of achieving 100% literacy, critical for the development of our country. Shri Francisco Sardinha, then MP and Former CM of Goa spoke about 100% literacy resulting in the multi-dimensional growth achieved by Goa. Shri Mohammed Azharuddin, then MP from Western UP emphasised the importance of virtues such as teamwork, sportsmanship and enlightened leadership. Dr. Bhalchandra Munekar, then MP and Former Member of Planning Commission highlighted the fundamental synthesis of economics and management and advised the gathering to take more pains in raising the bar of professional education. Prof. Saugata Roy, then MP from Kolkata, gave a panoramic review of the Indian economy.

MET also presented to the dignitaries a unique concept of spreading functional literacy, especially among the people Below the Poverty Line, by using mobile phones as a means of learning and communication, by involving students. The Hon'ble Ministers were appreciative of this suggestion and requested for a formal proposal. An industrial excursion was taken to the Maha Navaratna PSU - Bharat Heavy Electricals Limited (BHEL) at Haridwar, which was set up in 1958 and produces heavy duty steam/gas turbines up to 800 MW, so that students gain insights into the working of industries and understand the various facets of management.

The MET team also visited the Red Fort, Indira Gandhi Memorial, Jawaharlal Nehru Memorial, India Gate, the 'Kingdom of Dreams', took a dip in the Ganges and visited the magnificent Taj Mahal – the pride of India, thus exposing them to a blend of India's art, culture, heritage, craft and performing art.

The 'Chalo Delhi' expedition was a grand success, due to the close guidance and direction of MET Trustee Shri Samir Bhujbal and Prof. Vijay Page with the esteemed faculty and staff, who worked tirelessly for its success. It was a remarkable, stimulating knowledge sharing experience for MET's sharp minds!

MET Chalo Delhi Knowledge Expedition 2013 also appears on the website of The President of India: <http://presidentofindia.nic.in/re010313.html>



# LIFE AT MET



In order to infuse a change of thinking and communication at the corporate level, MET Schools of Management organised an HR Meet on 'Innovation in Organisational Positivity'



With a view to connecting the theoretical knowledge gained with the practical application to the real world, the entire batch of eMBA-Insurance visited London for a week



AIMA's National Competition for Young Managers (NCYM) was hosted by MET, theme for the competition was 'Inspired Leadership for Turbulent Times and the Power of Youth'



Mr. K. Sankaranarayanan, then Maharashtra Governor, unveiled the statues of Mahatma Jyotirao Phule and Smt. Savitribai Phule at MET with Mr. Chhagan Bhujbal, Chairman, MET, Mr. Pankaj Bhujbal and Mr. Samir Bhujbal, Trustees, MET



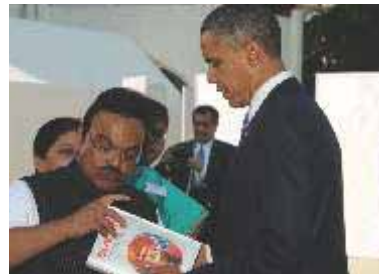
METCONNECT Dubai was organised with an aim to network with corporate houses in Dubai keeping placements in the focus



MET students with the tycoon Ratan Tata at the Asia Business Responsibility Summit



Mr. Pankaj Bhujbal, Trustee - MET, felicitating Ma Jianbioo, President, Tianjin University of Technology, China



'Slavery' - Book written by Mahatma Jyotirao Phule in 1873, dedicated to American struggle against Slavery & Racism, being presented to the US President - Barack Obama by Mr. Chhagan Bhujbal, Chairman - MET



MET launched the Fellowship Awards in association with Global Shapers and MTHR Global for the MET management students



MET Seva is the dedicated cell for social outreach programmes wherein help is rendered to the under privileged strata of society with students' involvement



A 16 member UNISA delegation comprising of the Dean, faculty, students belonging to multi disciplines visited MET for a global ideas exchange programme



Mr. Chhagan Bhujbal, Chairman, MET with Dr. Buhler, Dean, MSU & Dr. Karim Maredia, Head, Global Agri-Business-MSU, for a global mission partnership between MET & Michigan State University



Former President of India, Hon'ble (Late) Dr. A P J Abdul Kalam with MET students at the knowledge expedition



MET students & faculty delegation at The Chartered Insurance Institute, London on an educational tour



Prominent Film Personalities Boney Kapoor, Ramesh Sippy and Andre Timmins, Founder - Wizcraft with Mr. Chhagan Bhujbal, Chairman - MET



Mr. Matthew John David Hancock, British Conservative Politician & Parliamentary Under Secretary of State for Further Education, along with a delegation comprising of academicians visited MET



# LIFE AT MET



MET conducted the 3<sup>rd</sup> HR Meet - MET SYNERGY in which professionals from renowned corporates like Ogilvy, Denstu, Big Synergy etc participated.



Former New Zealand Cricket Team Captain, Mr. Stephen Fleming visited MET. He addressed the audience on team building, leadership and winning in the competitive scenario



MET hosted the AIMA's 41<sup>st</sup> NCYM - Western Zone event in which leading blue chip brands and organisations participated and contested



MET presented the theatre show 'When God Said Cheers'. Written by Anurag Kashyap, directed by Cyrus Dastur, it featured Padmashree awardee veteran actor Shri Tom Alter



MET signed MoU with Edith Cowan University, Australia for an institutional linkage, following which an Australian delegation visited MET



Under the aegis of MET Seva, MET Management staff and 27 MET students participated in Tree Plantation and Clean Aarey drive



MET created headlines, as it was telecasted LIVE, exclusively on ET NOW, the popular equity stock show 'Buy Now Sell Now' (BNSN).



The 102<sup>nd</sup> Indian Science Congress 2015 was hosted by University of Mumbai. MET participated in the exhibition by displaying various academic and CSR initiatives.



MET and Genius Mind Academy have signed an MoU to deliver the world's best Super Sensory Development course for the mid brain power activation amongst school children



MET and the Association of Chartered Certified Accountants (ACCA), UK have signed an MoU to provide world's best learnings in the field of Finance, Management and Accounting

## MET students conquer the Mountbatten Institute, UK

Four MET students joined Barclays and the UBS as interns via the selection at Mountbatten Institute, UK to pursue the PG Certificate in Global Business Management.



# SHARP AWARDS FOR SHARP STUDENTS



**Winners of Avant - Garde (Marketing Strategies Event)**  
**Winner of Coherence**  
**Winners of the Awesome Opportunity (Innovative HR game)**  
**Winners of Four Sheep and the Shepherd (Management Game)**  
 Event: Evoke 2015



Organiser: Thakur Institute of Management Studies & Research

**Winners of Venture Capital Funding for Start Up**  
 Event: Young Ideas Forum  
 Organiser: Young Ideas Ventures Pvt. Ltd  
**Winners of Business Plan Competition and Amul Cricket Trophy**  
 Event: National Milk Day Celebration



Organiser: Gujarat Co-operative Milk Marketing Federation Ltd.

**Winners of All India Media and Marketing Competition**  
 Event: Simerations 2015



Organiser: SIMS, Research and Entrepreneurship Education

**Winners of Inter Collegiate Competition**  
 Event: Analysis of Union Budget 2015  
 Organiser: Indian Institute of Cost and Management Studies & Research  
**Winner of Star Manager - Sports Strategic Management Contest**  
 Event: INSIGHT - Marketing Conclave  
 Organiser: IIM, Ahmedabad



**Runners Up in Wizards of Barter**  
 Event: INSIGHT - Marketing Conclave  
 Organiser: IIM Ahmedabad

**Runners up in national debate Competition**  
 Event: Amana Samna  
 Organiser: Nirma Institute of Rural Management, Ahmedabad



**2nd Runners Up in Annual Business Summit**  
 Event: Confluence  
 Organiser: IIM Ahmedabad  
**1st & 2nd Prizes at the Best Summer Internship Projects Competition**  
 Event: Twelfth National Summer Training Project Report Contest  
 Organiser: PIMR, Indore

**1<sup>st</sup> Prize in Case Study Competition**  
 Event: NMIMS - SRF Sustainability Case Study  
 Organiser: BCCI in association with NMIMS-SRF  
**Winners of Entrepreneurial Convention**

Event: Navonmesh  
 Organiser: SJMSOM, IIT Bombay

**2<sup>nd</sup> Prize in Live Case Study Competition**  
 Event: Logistics Achievers Awards & Talent Hunt  
 Organiser: Million Minds and CILT

**Winner of first round of national stock event**  
 Event: StockMIND  
 Organiser: ICICI Direct Centre

**Winners in Admad - The Advertising Competition**  
 Event: IGNITE

Organiser: Thadomal Shahani Trust's Centre for Management  
**Winners and Runners up in Devil's Advocate - Debate Competition**  
 Event: IGNITE

Organiser: Thadomal Shahani Trust's Centre for Management  
**4th Prize at the Innovative Recruitment Competition**  
 Event: Top Recruit

Organiser: DCB Bank  
**Runners Up in Strategy Presentation Competition**  
 Event: National Youth Convention  
 Organiser: Ramakrishna Mission

**Runner Up in Inter B School Cricket Tournament**  
 Event: I.M.P.A.C.T  
 Organiser: WeSchool (Welingkar)

**Winner of four co-curricular contests**  
 Event: Chakravayuh  
 Organiser: Lala Lajpat Rai

**1st Prize in Business Quiz Competition**  
 Event: Quick Tick  
 Organiser: KBS



**MET Star Managers win at IIM A**  
 MET management students Aniket Singh, Vihit Bhalsod, Pankaj Thakur and Vaibhavi Memaya clinched the first position at INSIGHT 2014, the Marketing Conclave of the Indian Institute of Management, Ahmedabad, beating 54 teams including IIM Ahmedabad, IIM Lucknow, IIM Indore, IIM Ranchi, IIM Kashipur, IIM Raipur, Sydenham, Symbiosis, K.J. Somaiya to name a few.

**MET wins top honours at Wharton!**  
 MET management student Ms. Darshana Dave won the 2nd runner up international trophy at the Wharton B school, University of Pennsylvania. She presented the tool - 'Pocket Diary to increase efficiencies in Supply Chain Management'. The Innovation Tournament winners were selected by a panel of judges – Karl Ulrich and Christian Terwiesch, Professors - Wharton and Mr. Sanjay Gupta, VP – Wipro. Contestants and participants from world over made presentations at the event including scientists from NASA.





# eMBA: THE SHARPENING PROCESS

MCW: MET Class Work (in hours)

MFW: MET Field Work (in hours)

MPW: MET Practical Work (in hours) - for eEnablement

	$\frac{\text{MCW } 450}{\text{MFW } 150}$ $\frac{\text{MPW } 40}{\text{MPW } 40}$	$\frac{\text{MCW } 450}{\text{MFW } 150}$ $\frac{\text{MPW } 40}{\text{MPW } 40}$		$\frac{\text{MCW } 450}{\text{MFW } 300}$ $\frac{\text{MPW } 40}{\text{MPW } 40}$	$\frac{\text{MCW } 450}{\text{MFW } 500}$ $\frac{\text{MPW } 40}{\text{MPW } 40}$	$\frac{\text{Total MCW } 1800}{\text{Total MFW } 1100}$ $\frac{\text{Total MPW } 1600}{\text{Total MPW } 1600}$
<b>Orientation (Aarohan)</b>	<b>Certificate I</b> Introduction to e-Business Management and Administration	<b>Certificate II</b> Advanced e-Business Management and Administration	<b>Summer Internship with the Industry</b>	<b>Certificate III</b> Strategic e-Marketing / Finance / HR / Digital Business Management/ Finance - ACCA	<b>Certificate IV</b> Crossing the Corporate Threshold	<b>eMBA Certification</b>
<ul style="list-style-type: none"> <li>• Launchpad (Induction)</li> <li>• HeartTalk (Hitgaj)</li> <li>• Outbound training (Anubhav)</li> </ul>	<ul style="list-style-type: none"> <li>• Foundation course</li> <li>• Competency mapping</li> <li>• MET Combat (Class debates)</li> <li>• Foreign language</li> <li>• Principles &amp; practices of conventional management</li> <li>• Disciplines integrated with e-commerce &amp; business insights</li> <li>• Life management</li> <li>• Placement Focus</li> </ul>	<p>Advanced management competencies developed through knowledge inputs in business analysis for risk management &amp; decision making for profit maximisation &amp; growth empowered by:</p> <ul style="list-style-type: none"> <li>• Workshops &amp; Seminars</li> <li>• Industry Projects</li> <li>• MET on Wheels</li> <li>• Foreign Language Acquisition</li> <li>• Leadership Development</li> <li>• Specialisation offered in certificate II so as to make students industry ready before summer internship</li> </ul>	<p>At the end of the second certificate the students are at liberty to engage in industry internship to gain valuable practical experience. This lays the foundation for the final placements.</p>	<p>Enhanced through e-Business solutions facilitated by:</p> <ul style="list-style-type: none"> <li>• Electives</li> <li>• Rural Expedition</li> <li>• CEO Speak (Interaction with industry heads)</li> <li>• Math Hour</li> <li>• China Mission</li> <li>• Marketing Summit</li> <li>• Finance Meet</li> <li>• Internship overseas</li> <li>• Specialised FOREX Module</li> </ul>	<p>Strategic industry academia learning partnership, through research projects and assignments based industry internship. Strengthened by alumni networking, high end workshops, facilitating suitable placement opportunities.</p>	<p>Successful completion of credits, earned through the four certificate modules, makes the candidate eligible to receive e-empowered Management and Business Administration (eMBA) certification after putting in 2900 hours of inputs.</p>

# eMBA: THE SHARPENING PROCESS

## Orientation (Anubhuti)

**Launchpad:** An intensive induction programme is held prior to the commencement of regular classes for the students. Batteries of projects, presentations and case studies, followed by a slew of psychometric tests are administered to measure a student's mental and emotional mindset. In addition, students are made conversant with management styles and trained in corporate etiquette. Launchpad is followed by HeartTalk (Hitgij), a forum for open interaction between parents and MET faculty. The induction culminates in Outbound Training (Anubhav) that allows the students to bond through outdoor management games.

## Placement Focus

In order to achieve high level of professional excellence in every certificate, special inputs are given on value proposition, aptitude test, GD & PI.

This continuous improvement process enables the students to get a competitive edge in seeking opportunity in the industry for live projects, summer placement and executive placements.

Industry linkage is further strengthened, by facilitating the students to take up live projects from industry as well as summer placements (8 weeks), by helping them to cross the corporate threshold.

## Certificate I: Introduction to e-Business Management and Administration

From the very first day, the emphasis is on seeking out knowledge – a sharpening tool like no other! During this foundation course, students are encouraged to ask questions and analyse data through the various methods available. An in-house psychologist, based on the students academic pursuit, aligns their competencies to industry needs.

## Certificate II: Advance e-Business Management and Administration

Students are encouraged to participate in workshops, seminars and class debates, solve case studies, learn foreign languages and pursue live industry projects. In addition to the regular curriculum, project work is assigned to students, which is aimed at creating resourcefulness and enhancing networking skills.

## Certificate III: Strategic e-Marketing / Finance / HR / Digital Business Management / Finance - ACCA (UK)

At this stage, students choose their area of specialisation. This module involves highly specialised learning, targeted at bringing students on par with the standards set by the industry. Senior professionals deliver specially designed participatory modules as 'Electives'. This encourages application-based learning. Additional courses in Entrepreneurial Management and Project Design and Management help students learn the art of quality time management. In addition, industry projects are also undertaken by students.

## Certificate IV: Crossing the Corporate Threshold

During this module our students cross the final threshold into corporate management, through a broad based participative placement programme.

**Industry Orientation (Parichay):** Assistance is provided for industry placement.

**Alma Mater (Alumni Interface):** The Alumni Interface Cell maintains a constant rapport with the alumni.

Every possible support in terms of research, consultancy or lateral placement is offered to the alumnus.



Management games during 'Anubhav'

**Summer Internship:** To get a feel of corporate life, students are required to compulsorily take up summer internship with an organisation. An internship may last for eight weeks. It gives students a chance to experience the real corporate work environment. Management techniques learnt in the classrooms are applied to actual projects in the industry – a great way to enhance managerial skills. Prior to the summer internship, the students undergo a Summer Preparatory Module, in order to sharpen their perspective towards the upcoming assignment.

## Foundation Course

- Introduction to Accounts • Introduction to Quantitative Technique • Introduction to Business Communication • Dynamics of Indian Industry

### CERTIFICATE I: INTRODUCTION TO E-BUSINESS MANAGEMENT AND ADMINISTRATION

(450 Hrs. Class Work + 150 Hrs. Field Work + 40 Hrs. Practical Work)

1. Contemporary Management 2. Managerial Economics 3. Marketing Management-I 4. Organisational Behaviour 5. Financial & Cost Accounting 6. Statistics for Management 7. Operations Management 8. Business Ethics 9. Introduction to e-Commerce

### CERTIFICATE II: ADVANCE E-BUSINESS MANAGEMENT AND ADMINISTRATION

(450 Hrs. Class Work + 200 Hrs. Field Work + 40 Hrs. Practical Work)

10. Business Law 11. Human Resource Management 12. Management Accounting 13. Economic Environment of Business 14. Research Methodology 15. Financial Management-I 16. Placement Focus 17. Advance e-Commerce 18. Operations Research 19. Introduction to Telecom - II / Financial Markets and Its Regulations (Optional)

### CERTIFICATE III: STRATEGIC E-MARKETING/FINANCE/DIGITAL BUSINESS MANAGEMENT

(450 Hrs. Class Work + 300 Hrs. Field Work + 40 Hrs. Practical Work) Core Subjects: 20. Strategic Management

Marketing	Finance	Human Resource	Digital Business Management
21. Consumer & Industrial Buyer Behaviour 22. Marketing Strategy 23. Product or Brand Management 24. Quantitative Models in Marketing 25. Integrated Market Communications 26. Sales & Distribution Management	21. Mergers & Acquisition 22. Taxation 23. Security Analysis & Portfolio Management 24. Fixed Income / Debt Market 25. International Finance 26. Corporate Restructuring	21. Organisational Theories, Structure, Design 22. Labour Legislation 23. Industrial Relation & Law 24. Competency & Performance Management 25. HR Planning & Audit 26. Organisational Development 27. Compensation & Benefits 28. Training & Development	21. Digital Media Revisit 22. Digital Branding & Marketing Mix 23. Advance Search Engine Optimisation 24. Advance e-Customer Relationship Management 25. Mobile Marketing 26. IPTV, Mobile TV, DTH

Electives

Marketing	Finance	Human Resource	Digital Business Management
<ul style="list-style-type: none"> <li>• Service Management and Business to Business Management</li> <li>• Retail Marketing</li> <li>• Rural Marketing</li> <li>• Qualitative Research</li> <li>• Consumer Insights</li> </ul>	<ul style="list-style-type: none"> <li>• Wealth Management</li> <li>• Banking and Insurance</li> <li>• Derivatives</li> <li>• Capital Market</li> <li>• Quantitative Models in Finance</li> </ul>	<ul style="list-style-type: none"> <li>• International HRM</li> <li>• Strategic HRM</li> <li>• Quantitative Models in HR</li> <li>• Interviewing Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Technologies</li> <li>• Advanced Analytics</li> <li>• Business Models &amp; Revenue Streams</li> <li>• Legal Issues &amp; Policies</li> <li>• Digital Case Studies</li> </ul>

### CERTIFICATE IV: CROSSING THE CORPORATE THRESHOLD

(450 Hrs. Class Work + 500 Hrs. Field Work + 40 Hrs. Practical Work)

Under the guidance of eminent faculty and corporate executives, the students must prepare research projects and papers:

28. Management Control Systems 29. Digital Business Management 2.0-Project  
30. International Business 31. Environment Management and Sustainable Development 32. Entrepreneurship Management 33. Introduction to Business Analytics

After completion of the hours required to be put in for class work plus fieldwork, the certificate are issued for a particular module. There is no compulsion of minimum time for each module. So long as the credits are achieved, the certificate is issued accordingly. Students collecting all the above certificates are eligible to get the eMBA certificate.

## eMBA-Finance (BFSI)



MET is pleased to announce the professional programme e-empowered Management and Business Administration in Finance (eMBA-Finance) with dual specialisation in Banking, Financial Services and Insurance. We take pride in stating that we are a pioneering B-School, which offers this unique programme in response to the changes in the financial markets. There is tremendous scope for product development and value added services in the financial sector. Data service, call centre and security services have become the most important aspects of customer services. Banks have already entered the Insurance sector and Insurance companies are promoting banks. The financial services include stock broking, payment gateway, mutual funds, bonds and other instruments of finance with the integration of IT sector. Therefore it has become imperative for the MBA Finance students to specialise themselves in BFSI sector to enlarge the scope of acquiring skills, technical competency and placements.

We at MET put in efforts to cultivate the proper mind-set as the service sector personnel require service orientation to ensure customer delight. Both the sectors i.e. Banking and Insurance are at commanding heights in the Indian economy. The core knowledge of the subject when combined with the holistic Management skills and very sound Finance inputs, would provide a professional par excellence, capable of shouldering responsibilities afforded by key positions in the field of BFSI.

The syllabus is quite exhaustive covering the role of RBI, Investments, Commercial and Cooperative Banking, International Finance, Credit and Debit cards, Risk Management and Reinsurance with the specialised training in the related software programmes as the IT has become the backbone of all the services.

The unique feature of the programme is to prepare the students for practices in Business Ethics and Corporate Governance and higher financial regulations. The next decade is going to experience phenomenal growth in the career graph of Banking & Insurance professionals. MET has a unique mixture of young, dynamic, senior and highly experienced team of faculty members, who have the vision to impart world class critical inputs in the Banking, Financial Services and Insurance - BFSI.

# eMBA-Finance (BFSI): SYLLABUS

## CERTIFICATE I

1. Introduction to e-Commerce & Excel
2. Contemporary Management
3. Organisational Behaviour
4. Statistics for Management
5. Finance & Cost Accounting
6. Managerial Economics
7. Marketing Management
8. Basics of Banking & Banking Laws
9. Bank Lending
10. Principles & Practice of Life & Non Life Insurance

## CERTIFICATE II

11. Communication Skills
12. Business Ethics, Corporate Governance & Corporate Social Responsibility
13. Financial Management – I
14. Human Resource Management
15. Economic Environment of Business
16. Operations Management
17. Research Methodology
18. Foreign Exchange in Banks
19. Risk Management & Changing Dimensions in Banking
20. Life Insurance Underwriting & Fire Insurance
21. Financial Products' Marketing & Bancassurance

## CERTIFICATE III

22. Strategic Management
23. International Finance & Business
24. Financial Management-II
25. Equity Analysis & Research
26. Derivatives and Commodity & Interest Rate Derivatives
27. Personal and Corporate Taxation
28. Recovery Management in Banks
29. Marine Cargo & Hull Insurance
30. Motor Insurance & Reinsurance

## CERTIFICATE IV

31. Fixed Income (Bonds & Debt Markets)
32. Portfolio Management
33. Advanced Banking
34. Section I – Health & Miscellaneous Insurance  
Section II – Engineering & Liability Insurance
35. Projects and Presentations

# PEDAGOGY & PERFORMANCE ASSESSMENT

## Four Certificates – Modular System

The teaching methodology adopted by the institute will consist of classroom sessions wherein students will be exposed to case studies, experiential learning, role play, scenario building as well as live industry projects. The emphasis will be on developing an understanding of the subject by the students, since they are expected to convert teaching into the application and execution mode. To facilitate this interactive learning process, they will be mentored and subdivided into learning groups or work teams, which will facilitate team working as well as collective learning. Their curriculum would include industry visits, rural visits, societal relief exposures besides industry internships. Students' participation in all these activities is compulsory.

Selected subjects like Principles of Management, Perspective Management, Strategic Management, etc. will be taught through the Case Study method. For all subjects, students are expected to come to the class well prepared and updated. Faculty may take surprise exams at any point in time during the certificate. During the study, students will be assessed subject wise, based on the weightages mentioned here.

Students are hereby informed that a module based examination will be conducted and those who miss the module or do not appear for the module end examination will have to repeat the module only in the next academic year. Thus there will be no re exams for absentees.

In case of failures in two or less than two subjects, students will be given a re-exam at the end of each certificate course. Failures in more than two subjects will have to repeat the entire certificate. There will be only one re-exam conducted.

## MET Brass Tacks

MET Brass Tacks is a business management simulation game, which will hone the management skills of students and help them develop competencies, which the industry is looking for.

MET is one of the pioneering B School in India to introduce this first-of-its-kind initiative, wherein at the end of each certificate and before the final certificate examinations, workshops would be conducted and would work as 'practicals' for the students, gauging on how strong their fundamentals are, and how effectively and efficiently they can apply them to practical situations.

## Credit Points Evaluation System

Every subject will be given a maximum of 1 point for its credit and minimum credit points required to clear the subject is 0.5. These points will be given on the basis of students' marks in the subject.

The certificates will be issued depending upon minimum 0.5 credit received in each subject for the certificate module. e.g. if maximum credit points are 11, minimum 5.5 credit points are required besides minimum 0.5 credit points in each subject.

Sr. No.	Parameter	Weightage
1	Final Exam	50
2	Projects	20
3	Oral Evaluation - Viva	15
4	Quiz, Class Participation and Continuous Assessment	15
	<b>Total</b>	<b>100</b>

### Attendance:

- Attendance norms to be fixed at minimum 80% per subject per certificate
- Students failing to meet the above norm will not be permitted to appear for the exams
- All such students to repeat certificate

Sr. No.	Credit Points	Evaluation
1	0.70 and above	Passed with Distinction
2	0.60 to 0.69	Passed with First Class
3	0.50 to 0.59	Passed with Second Class
4	Less than 0.50	Fail



# THE INDUSTRY PERSPECTIVE



**Prof. Vijay Page**  
Director General, MET IOM

*Driving Passion to Compassion*  
*“Small minds and great empires go ill together”*  
– Edmund Burke

The grand march of the modern management juggernaut from Taylor/Fayol to Porter/Prahalad, over the last two centuries, appears to be drawing a close parallel to the rise and fall of the Roman Empire, as penned by Macaulay. We can see the same intensity based on expansionism, driven by armies built around rigid massive structures, obsessed with perpetuation of the victory parade to the applause of the Senators and Caesars. No doubt the Roman victors ruled with an iron hand conquering Europe and a part of African continents, but they also looted the subjects and their territories, while enslaving the locals. Thus they created a divide between the rulers and the subjects, which needed over two millennia for attaining societal equilibrium. Eventually greed, inept leadership and ultra-rigid structure of governance took the toll of the empire. Have we not learnt from history? Or are we following the same route as the modern mega corps and their leadership take on the past roles of the Empire and the Senators?

From the humble origins of Taylor's time and motion studies to the Johari Window and core competency/BCG matrix, management thought seems to have pervaded into almost every walk of human life and business. Caught between the dogma of science and art, it appears to deliver solutions to the ills of the man and the universe, from the microcosm to the macrocosm, largely to the satisfaction of the beneficiaries.

The fountainhead of strategic thinking -Chanakya says that in order to be successful, you have to focus on the manager, his army and the ally, as the principal constituents for success. Such successful partnerships have been forged between the industry, academia and the society and this synergic combination has produced millions of managers and co-sharers of the task of serving the society and the global economy, while facilitating the growth of professionalism. These evangelists, through their blood, toil, sweat and tears have built the global economy, almost touching one hundred trillion dollars annually.

As professional schools, colleges, engineering and management institutions shape millions of youth worldwide, there is great need and urgency to closely examine, rethink and fine tune the pedagogy and learning systems, which take centre stage in providing the tools needed to build a better future for the global economy. Social networks, Mobile applications, Analytics and Cloud (SMAC) are the principal tools and e-interventions, which separate the smart corps from the rest. But those laggards, who have missed the digital revolution, must ponder whether they are on the right track. Are we really tackling core issues? Or are we merely operating at a superficial level? Fundamentally, we must question: Are we equipped to handle the challenges of today and face those of the future?

As B-Schools are designed to deliver the future leaders of global business, we must immediately launch into critical self-introspection and a reality check, whether we are rising to meet the challenges of the new economy – innovation and entrepreneurship, empowered by the digital revolution. Are we just giving degrees or we are creating capabilities? How do we foster innovation and entrepreneurship in students? Do they have learning-ability and learning skills? Are we merely

# THE INDUSTRY PERSPECTIVE

focusing on the word Administration of the MBA term? What about the B i.e. Business? Unless we help students understand and do B (business) globally, they will be incapable of handling future challenges on their own.

This is possible only when the internalisation of learning is driven by the PASSION of the student. Instead of identifying the students' passion and allowing them to build business models around their core strength, we seem to bury them under the pyramid of academic overburden. As the semesters fly past, the hapless student resembles Columbus, who mistook Americas for the land of Indus.

It is heartening to note that even at the haloed schools of learning globally, there is a gradual focus on working on the strengths and passions of the students in imparting management learning. This helps unleash hidden forces of the students, to accept the challenges of the market place and deliver seamless solutions for professional success. Building a business is finally about channelling PASSION. So identifying passion and giving scope to its fruition is the new model of learning.

But in a world, where business is sharply divided between the haves and have-nots, excess of passion often breeds pure greed and avarice. If we focus on only the winning ability, can we be blamed for bringing out professionals with a lop-sided view of corporate success, to be achieved at any cost? How can we temper and divert professional passion to achieve societal goals, without compromising the bottom line? After all, it is elevating the corporate horizon to reach out to the last link in the value chain.

As passion driven Innovation and Entrepreneurship will create new business and value addition to the society, compassion for the poor will propel corporate deliverables to the last soul, waiting to be served, since creation. Passion and compassion need to go hand-in-hand. A soul without passion cannot visualise reaching out to the under privileged.

Therefore at MET we seek to integrate student passion into study, so as to sensitise students to the social sensitivities of the market place, shaping professional managers for the business world, to achieve the transcendence from passion to compassion, not only for societal needs, but for sustaining corporate success. This will help them to keep pace with the dynamic market place, as we move to 4G and beyond the third wave, as visualised by Alvin Tofler.

We are using innovative processes, to kindle the spirit of business leadership and ownership amongst young professionals, through exposure to a broad range of experiential learning processes and business simulations. Besides exposure to CSR initiatives and social entrepreneurship start-ups, our students are engaged in empowerment exercises, which help develop strategic and analytical thought processes, to use strengths of business models, for building sustainable enterprises. We hope these lessons empower them to rise to the challenges of the global economy, facilitating their journey from passion to compassion.

Welcome to Parichay 2016, offering the new batch of MET professionals, to steer the corporate houses and the economy to the chosen place of pride in the global business arena.

**Prof. Vijay Page**  
Director General  
MET Institute of Management

# SHARP MINDS AT LEADING COMPANIES

MET Placement Department strives to achieve the right job fit that will be mutually beneficial. Thus, the focus is completely on ensuring that students get placed in companies, where they fit in intellectually and culturally. Assertive, knowledgeable and global in their outlook, the MET alumni consistently add value to their organisations and have moved up the ranks faster. This has created an impact in the minds of the industry at large, thus making them prefer MET students. Some of the organisations where MET alumni are making a mark:

A K Capital Services Ltd.  
Abbott India Ltd.  
ABP News  
Accenture  
Aditya Birla Retail Ltd.  
Air India  
American Express Bank  
Aon Global Insurance Brokers  
Arab Orient Insurance Company (Dubai)  
Aranca  
Asian Paints  
BA Continuum Solutions  
Bajaj Allianz General Insurance Co. Ltd.  
Bank of Baroda  
Barclays Wealth  
Bharat Bijlee Ltd.  
Bharat Serums & Vaccines Ltd.  
Birla Sunlife Distribution Co. Ltd.  
Blue Star Ltd.  
Bombay Stock Exchange  
Bristol Mayor Squibb International Ltd.  
Camlin Ltd.  
Capgemini  
Ceat Ltd.  
Citibank  
CMIE  
CRISIL  
Dabur India Ltd.  
Darashaw Ltd.  
Datamatics Staffing Services  
Deloitte.  
Deutsche Bank  
Development Bank of Singapore

DrافتCB  
e Serve International Ltd. (Citicorp)  
eClerx  
Edelweiss Capital Ltd.  
Enam Financial Consultants Pvt. Ltd.  
Ernst & Young  
ESSAR Group  
Eureka Forbes Ltd.  
FactSet (UK)  
Frost & Sullivan  
Future Media  
GfK Mode Pvt. Ltd.  
Gitanjali Group of Companies  
Global Telesystems Ltd.  
Godrej Industries Ltd.  
Goodlass Nerolac Paints Ltd.  
Grand Hyatt  
Hansa Research Group  
HCL Infosystems Ltd.  
HDFC Bank  
HDFC Mutual Fund  
Hindustan Coca Cola Marketing Co. Pvt. Ltd.  
Hindustan Unilever Ltd.  
Hover Automotive (Nissan)  
Howden Insurance Ltd.  
HSBC  
HT Music & Entertainment Co.  
ICICI Bank Ltd.  
ICICI Lombard General Life Insurance Co. Ltd.  
ICICI Prudential Life Insurance Co. Ltd.  
ICICI Securities Ltd.  
IDBI Bank  
IDBI Bank Ltd.

IMRB International  
India Infoline Ltd.  
Indiabulls Securities Ltd.  
Indian Hotels, Resorts & Palaces  
Indian Overseas bank  
Jindal Iron & Steel  
JP Morgan Chase  
KPMG  
L&T Infotech Ltd.  
Lodha Group  
Lowe Lintas  
Madison Communications Pvt. Ltd.  
Maersk India Pvt. Ltd.  
Mahindra & Mahindra Ltd.  
Marsh Insurance Ltd.  
Mastek  
Mata Securities India Pvt. Ltd.  
McCann Erickson  
MF Global India Pvt Ltd.  
Millward Brown  
Morgan Stanley Pvt. Ltd.  
Motilal Oswal  
Motilal Oswal Securities Ltd.  
NDTV  
Nicholas Piramal Ltd.  
Nielsen India Pvt. Ltd.  
NSEIT  
Oberoi Hotels  
Pantaloon Retail Ltd.  
Pepsico India Holdings Pvt. Ltd.  
Percept Advertising Ltd.  
Percept Holdings Pvt. Ltd.  
Perfetti Van Melle India Pvt. Ltd.

Pfizer Ltd.  
Pidilite Industries Ltd.  
PricewaterhouseCoopers  
Raymonds  
Reliance MediaWorks Ltd.  
Royal Bank of Scotland  
Sanofi Pharma  
SRL Ranbaxy Ltd.  
Standard Chartered Bank  
Star India Pvt. Ltd.  
Stock Holding Corporation of India Ltd.  
Syntel  
TAM Media  
Tata Consultancy Services  
Tata Trent Ltd.  
TCS BPS  
Thomas Cook (I) Ltd.  
Times of India Group  
Transparent Value  
UBM India  
Universal Sampo General Insurance Ltd.  
Videocon Industries Ltd.  
Zee Group

## International Placements

- Emirates International Insurance Brokers LLC
- LifeCare International Dubai
- Noble Insurance Broker & Consultant Co. LLC
- Oman Insurance Co. LLC Dubai
- Arab Orient Insurance Co. Dubai
- Union Insurance Co., Dubai
- Al Salam Insurance Brokers, Dubai

# KEY CELEBRITY ALUMNI



"My MBA degree helps in understanding the professional management approach in Bollywood. It helps me understand the strengths of 'John Abraham' - the brand and maximise my earnings.

The MBA degree has given me a sense of worldly wisdom and empowers me to utilise my resources to the fullest."

**John Abraham, International Celebrity**



"I had the most memorable time studying at MET. The faculty was most helpful and guided me at every step in honing my core competencies. I thank all those who guided me for the wonderful experience. To the students I would like to narrate a few lines from Zen tradition: Those who keep their minds open to new concepts - those whose cups are always empty - will always move to higher levels of achievement and fulfillment."

**Tarun Katial, CEO, Reliance Broadcast Network Ltd.**



"The brilliant faculty and their passion to business motivated me to think 'out of the box'. People at MET are collectively a group of intellectual, outgoing, bright people that enjoy spending time together. It was a great source of inspiration & teamwork. During my campus days at MET, I worked with a variety of business cases & was exposed to many different industries. MET gave me the opportunity to work with top organisations in India & overseas. My learning curve at MET was steeper than expected."

**Gautam Gulati, COO, KIAH**

## MEDIA SPEAK

".....the paper is a result of the Vidya Setu project conceptualised by Mumbai Educational Trust.....The project has been widely appreciated and circulated among UN's 192 member nations. 'We are now awaiting approval from the academic council, following which Vidya Setu will become part of the curriculum'.

- Hindustan Times

"To sensitise management students on conserving energy and water, MET B-School is launching its energy conservation and water management project...As a commitment...to inculcate an attitude in the GenNext to protect nature from revenging destruction in the name of economic development of the nation, MET envisaged this mission."

- WSP, The Times of India

"The folks at Mumbai Educational Trust recognize the eclecticism and bottomless pit syndrome that characterize the youth of the 21st century, and assembled the MET World of Music. The best part of the endeavor is its indiscriminate outlook and musical liberality."

- Mumbai Mirror

## STUDENTS SPEAK



A combination of all the three sectors on which any country runs - Banking, Financial Services and Insurance, the course makes us masters of all these three.

**Harsh Dilip Shah - eMBA Finance (BFSI)**



It has been a great journey where we learnt many things useful for future professionals. eMBA has inherent qualities to explore the skills & talents in Marketing, with emphasis on Digital expertise.

**Parisa Jadhav - eMBA Marketing & Digital Business Management**

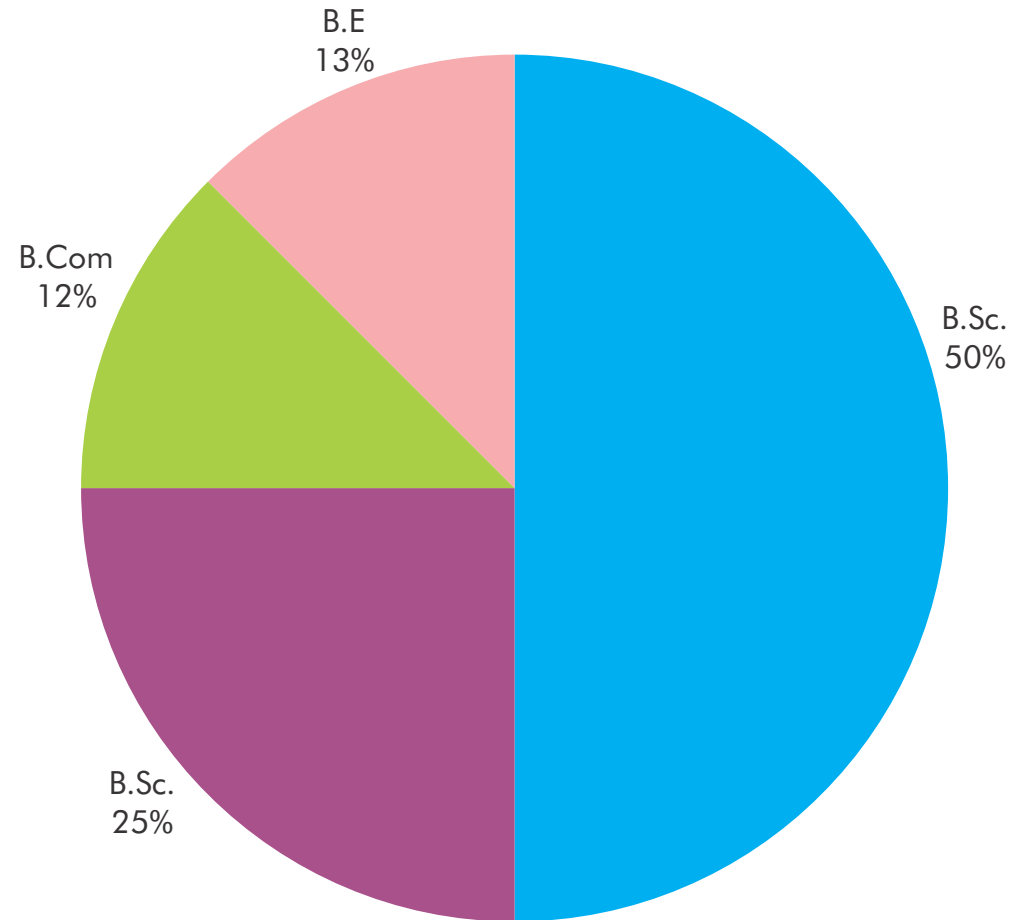


eMBA Finance is essentially designed to mould aspiring students for the corporate world. Being an autonomous course, the syllabus is constantly upgraded to suit the latest industry requirements.

**Faraz Khan - eMBA Finance (BFSI)**

# STUDENT PROFILES

## eMBA - DIGITAL BUSINESS MANAGEMENT



Bachelor's Degree	No. of Students
B.E./B.Tech.	1
B.Com.	1
B.M.S.	2
B.Sc.	4
Total	8

# eMBA - Digital Business Management



## **Akshay Mahurkar**

24

BCCS (Computer Application)

### **Summer Internship**

Insights of digital marketing and acceptance of E-commerce by Brands and Standalone Merchants with TORQ Interactive Pvt. Ltd.

### **Industry Project**

Digital Marketing of E-commerce for Match My Tee

### **Achievements**

Winner of State level technical event 'Tekdarshan' organised by RGCER Nagpur



## **Arbindar Kaur Bhangu**

23

B.Sc.(IT)

### **Summer Internship**

Brand awareness, promotion and digital marketing of 'Home Stays' with SaffronStays LLP

## **Ankit Gajakosh**

23

B.Sc. (IT)

### **Summer Internship**

Brand awareness, promotion and digital marketing of 'Home Stays' with SaffronStays LLP



## **Bipasha Pathak**

22

B.M.M. (Advertising), Diploma in Advertising & P.R.

### **Summer Internship**

Insights of Business Development and Client Servicing with Seventy Seven Entertainments Pvt. Ltd.

### **Achievements**

Won singing competition at Regional level, Mumbai





# eMBA - Digital Business Management



**Parisa Jadhav**

22

B. Sc. (Nutrition & Dietetics)

**Summer Internship**

Study of digital marketing and business research with Buy Right Consultancy



**Sanved Dhavale**

24

B.Sc. (IT)

**Summer Internship**

Brand Management for domestic and offshore properties with Concept Hospitality Pvt. Ltd.



**Kiran Rohra**

25

B. Tech. (Computer)

**Summer Internship**

Building Customer Engagements for Digital Payment Platform with Transerv Pvt. Ltd.



**Sandeep Patil**

25

B.B.M. (International Business)

**Work Experience**

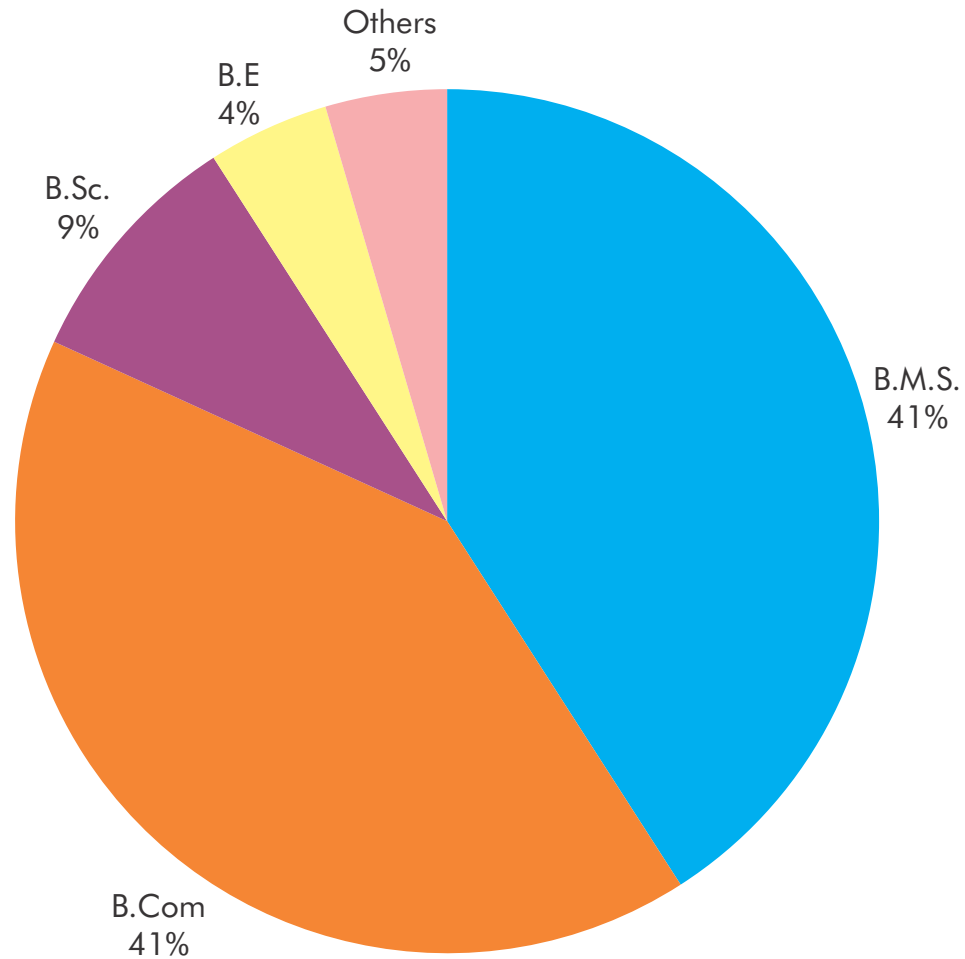
AIIESEC in India for 18 months

**Summer Internship**

Insides of business development, client servicing and creating business process for Mahindra Mobile App

# STUDENT PROFILES

## eMBA - MARKETING



Bachelor's Degree	No. of Students
B.E.	1
B.Com.	9
B.M.S.	9
B.Sc.	2
Others	1
Total	22



## **Ajay Nair**

23

B.Sc. (Hospitality)

### **Summer Internship**

Insights of business development and B2B sales of portal [www.buskiraya.com](http://www.buskiraya.com) with Vanijya E-Solution LLP



## **Deeivash Sharma**

23

B.M.M. (Advertising)

### **Work Experience**

Darshan Chemicals for 11 months

### **Summer Internship**

Digital marketing & social media marketing with Guvera India Pvt. Ltd.

## **Aditya Bagwe**

22

B.M.S. (Marketing)

### **Summer Internship**

Insights of Digital Marketing Sales with Bisleri International Pvt. Ltd.

### **Achievements**

Cricket at regional level (District sports organisation)



## **Arpit Jain**

22

B.Com. (Accounting & Finance)

### **Summer Internship**

Various activities pertaining to assessment of documents with Fine Gems Corporation

# eMBA - Marketing



**Dhanashree Meher**

22

B.M.S. (Marketing)

**Summer Internship**

Study and analysis of sales of real estate in the Wai region with CBD-Bhujbal Buildcon

**Achievements**

Cricket at district level



**Hardi Gada**

21

B.Com. (Accounting & Finance)

**Summer Internship**

Insights of business development and B2B sales of portal [www.buskiraya.com](http://www.buskiraya.com) with Vanijya E-Solution LLP



**Jaspreet Viridi**

21

B.Com. (Financial Markets)

**Summer Internship**

Insights of sales and fund raising for NGO activity with APPCO Ltd.



**Jinal Rathod**

22

B.M.S (Marketing)

**Summer Internship**

Study of digital marketing with Buy Right Consultancy



## **Kalpesh Kerai**

25

B.M.S. (Marketing)

### **Summer Internship**

Digital marketing & social media marketing with Guvera India Pvt. Ltd.



## **Mansi Tamhane**

22

B.Com.

### **Summer Internship**

Report on IDSL products and services with Indiabulls Distribution Services Ltd.

## **Jinang Vora**

24

B.Com. (Accounting & Finance), M.Com (Finance)

### **Work Experience**

Abans Group of Companies for 24 months

### **Summer Internship**

Market research for super precision ball bearings with NRB-Inc. Pvt. Ltd.



## **Kunvarjit Singh Matharu**

21

B.Com. (Accounting & Finance)

### **Work Experience**

Indo-German Surgical Corporation for 24 months.

### **Summer Internship**

Insights of Sales of Ophthalmic Instruments, Product Design & Website Maintenance of Indo-German Surgical Corporation



# eMBA - Marketing



**Mihir Shah**

23

B.Com.

**Summer Internship**

Digital marketing & social media marketing with Guvera India Pvt. Ltd.



**Mohak Joshi**

23

B.A. (Economics)

**Summer Internship**

Study of leasing - feasible finance method for buses with Tata Motors Ltd.



**Nikita Bhasin**

21

B.H.Sc. (Interior Designing)

**Summer Internship**

Insights of Sales and fund raising for NGO activity with APPCO Ltd.



**Omkar Naik**

22

B.M.S. (Marketing)

**Summer Internship**

Study of growth and production of cashew kernels with Sahyadri Agro Products Processing Co-op Industries Ltd.

## **Onkar Sathe**

28

B.Tech. (Electrical)

### **Work Experience**

Energetic Consulting Pvt. Ltd. for 24 months

Power Matrix Solutions Pvt. Ltd. for 12 months

Powerica Ltd. for 30 months

### **Summer Internship**

Insights of film branding for Prabhat Dairy and Panasonic for a regional movie with Celluloid Branding



## **Pranali Rawool**

23

B.M.S. (Marketing)

### **Summer Internship**

Insights of business development and B2B sales of portal [www.buskiraya.com](http://www.buskiraya.com) with Vanijya E-Solution LLP

### **Achievements**

District level football certificate, state level dance certificate

## **Pratibha Chaturvedi**

22

B.M.S.

### **Summer Internship**

Study on digital wellness options with [www.planmyhealth.in](http://www.planmyhealth.in)  
A digital wellness company by Jainam wellness marketing perspective





# eMBA - Marketing



**Pratik Agarwal**

22

B.M.S. (Marketing)

**Summer Internship**

Study and analysis on sales strategy in real estate with Royal Realtors Group



**Sahil Sanghvi**

22

B.Com.

**Summer Internship**

Study of television show a medium for public relation activity with Stock Watch Security Pvt. Ltd.



**Sonam Mhatre**

23

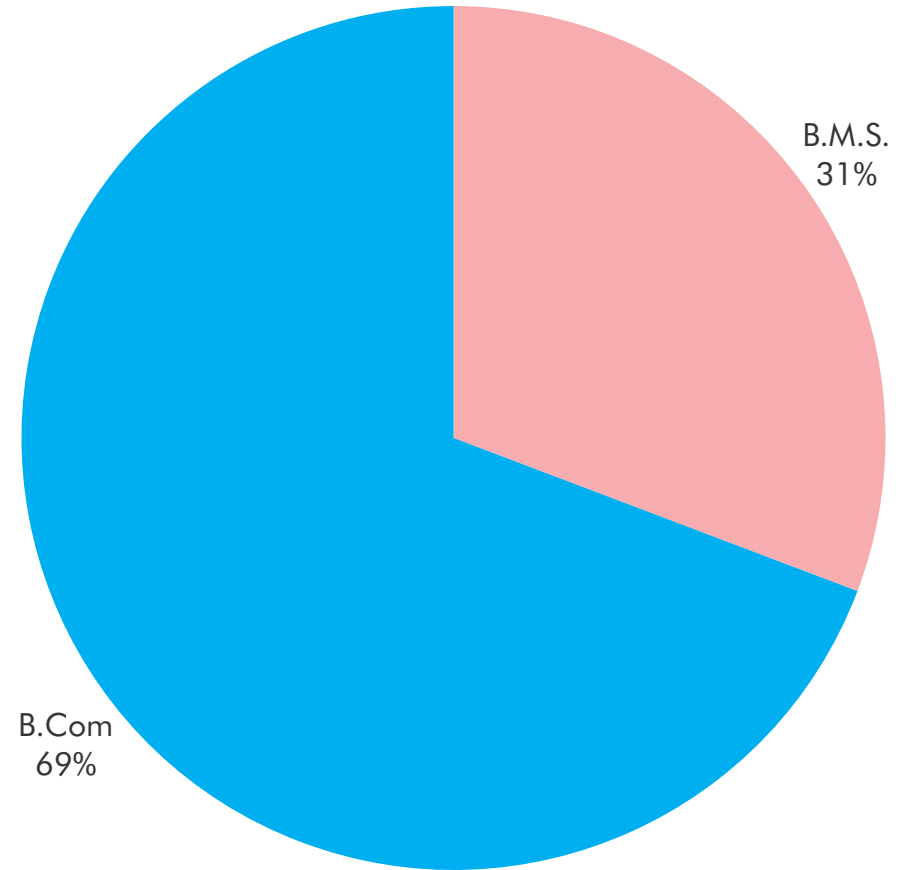
B.Com.

**Summer Internship**

Comparative study of existing & churn customers of 'Pride of Cows' with Parag Milk Foods Pvt. Ltd.

# STUDENT PROFILES

## eMBA - FINANCE



Bachelor's Degree	No. of Students
B.M.S.	4
B.Com.	9
Total	13

# eMBA - Finance



## **Akhil Chaturvedi**

26

B.Com.

### **Work Experience**

ADFC Pvt. Ltd. for 17 months

### **Summer Internship**

Study and analysis of Hospitality Sector in India with Buyrights Pvt. Ltd.



## **Garima Jhavar**

23

B.B.A. (Finance)

### **Summer Internship**

Study of Stock Prices using technical analysis with Angel Brokers Pvt. Ltd.



## **Bhoomi Mehta**

22

B.Com.

### **Summer Internship**

Study on Foreign Exchange Markets



## **Karan Vijan**

22

B.Com. (Accounting and Finance)

### **Summer Internship**

Analysis of Indian Petroleum Industry and supply chain of petroleum with Hind Automobiles



**Khyati Patel**

22

B.Com. (Financial Markets)

**Summer Internship**

Strengthening of Accounts and Finance SOP's with Ottobock Healthcare India Pvt. Ltd.

**Industry Project**

Business and Financial Statements Analysis of P.V.R. Ltd.



**Niraj Bhagat**

25

B.M.S. (Finance)

**Work Experience**

HDFC Securities for 6 month and Motilal Oswal for 20 months

**Summer Internship**

Financial Analysis of Ajanta Pharma Ltd. with Stockwatch Securities Pvt. Ltd.



**Karishma Amarnani**

24

B.Com., M.Com.

**Summer Internship**

Trends in dollar for financial year 2012-13 and 2013-14



**Nikita Jain**

23

B.Com. (Financial Markets)

**Summer Internship**

Analysis of two wheeler industry through Management Information System with Start Edge Consultants Pvt. Ltd.

# eMBA - Finance



**Nisha Pai**

26

B.Com., M.Com.

**Summer Internship**

Insights of Business Forecasting and daily MIS with Asha Tours and Travels



**Sujeeth Shetty**

22

B.Com.

**Summer Internship**

Study on Stock Markets and Services provided at Reliable Investments

**Sayed Zeba Mohammed Tahir**

22

B.Com. (Accounting and Finance)

**Summer Internship**

Study and financial analysis of NBFCs like Muthoot Finance and Bajaj Financial Services with Croissance Financial Services Pvt. Ltd.



**Zil Shah**

22

B.M.S. (Finance)

**Summer Internship**

Study of Sustainable growth in Banking Sector with Bank of Baroda

**Industry Project**

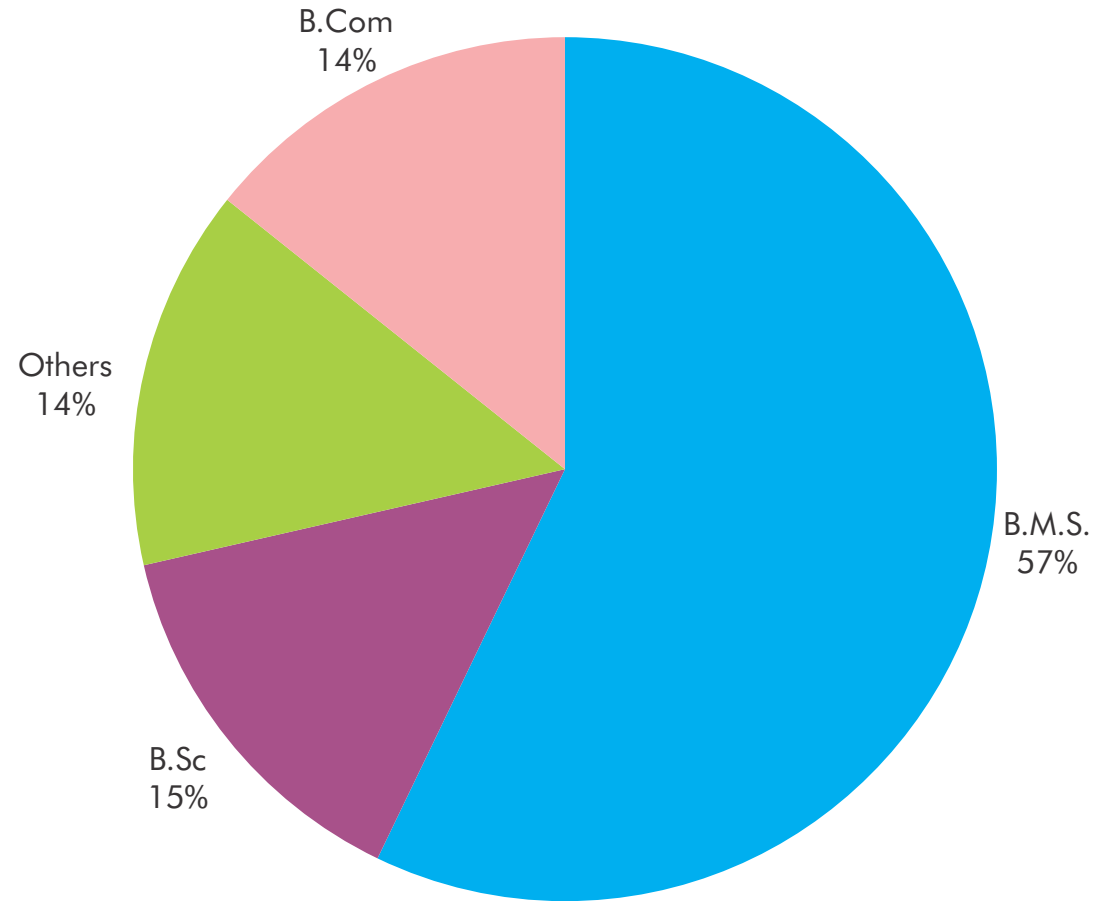
Business and Financial Statements Analysis of P.V.R. Ltd.





# STUDENT PROFILES

## eMBA - HUMAN RESOURCES



Bachelor's Degree	No. of Students
B.M.S	4
B.Sc	1
B.Com	1
Others	1
Total	7

# eMBA - Human Resources



## **Carina Sutari**

24

B.A. (Psychology Major)

### **Summer Internship**

Managing and leveraging the HRMS project, creation and designing of flowcharts for HR Processes, recruitment and selection with Sula Vineyards Private Ltd.

### **Industry Project**

Human Resources Management Systems project for Sula Vineyards Private Ltd.



## **Rashida Bhinderwala**

23

B.M.M. (Advertising), Diploma in HR

### **Summer Internship**

HR Audit of personnel files with Gems and Jewellery Export Promotion Council

### **Industry Project**

Designing and conducting training modules of Saint Gobain for E4 Development and Coaching Ltd.

## **Ojaswi Raut**

23

B.M.S. (Marketing)

### **Summer Internship**

Soft skills and communication training given to office administration assistants of banks with Vasai Vikas Bank Ltd.



## **Shikha Jain**

24

B.Com.

### **Summer Internship**

Recruitment and selection for Sales executive with Croma



# eMBA - Human Resources

## Vaibhavi Khanolkar

23

B.Sc. (Home Science Consumer Resources Management)

### Work Experience

The Orchid Hotel Private Ltd. for 12 months

### Summer Internship

Insights of recruitment and selection for accounts department with Ottobock Healthcare India Private Ltd.

### Industry Project

Designing training modules of Godrej India Private Ltd. for E4 Development and Coaching Ltd.

### Achievements

National level award winner in Harmonium



## Vishakha Godha

23

B.M.S. (Marketing)

### Summer Internship

Understanding business operations principles and KRA's with a motive to develop job description for unique roles with DCM Shriram Limited

## Vishakha Kale

22

B.M.S. (Marketing)

### Work Experience

ICICI Bank for 12 months

### Summer Internship

Attrition analysis in public sector banks and retention strategies to deal with attrition with Bank of Baroda

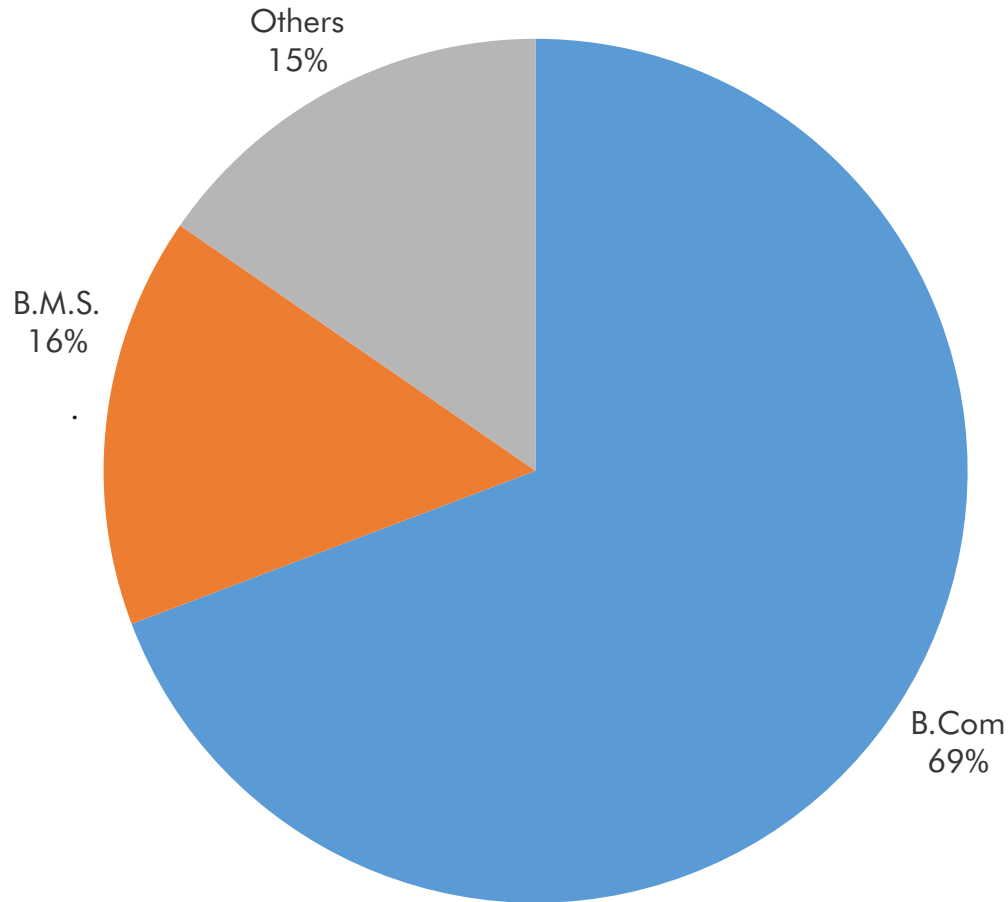
### Industry Project

Designing and conducting training modules of Saint Gobain for E4 Development and Coaching Limited



# STUDENT PROFILES

## eMBA-FINANCE (BFSI)



Bachelor's Degree	No. of Students
B.Com.	9
B.M.S.	2
Others	2
Total	13



**Kajal Jain**

23

B.Com.

**Summer Internship**

Analysis of Emerging SME sectors in India and their future prospects with Bank of Baroda



**Faraz Khan**

24

B.Com.

**Work Experience**

Deutsche Bank for 12months

**Summer Internship**

Study and Analysis of Retail loan and Housing loan with Bank of Baroda

**Priyesh Mody**

23

B.Com.

**Summer Internship**

Analysis of credit flow to SME sectors in India with Bank of Baroda



**Harsh Shah**

22

B.Com.

**Summer Internship**

Analysis of Indian advertising industry, CRM scoping and preparation of credit approval memorandum for a target customer with Yes Bank





# eMBA-Finance (BFSI)



**Dolly Maru**

21

B.Com.

**Summer Internship**

Study of business opportunities and viability of a particular branch with Bank of Baroda



**Vishal Jain**

21

B.Com. (Corporate Secretaryship)

**Summer Internship**

Study of business model of affinity verticals with Universal Insurance Brokers



**Bhavesh Kesarwani**

22

B.Sc. (IT)

**Work Experience**

IDP solutions for 18 months

**Summer Internship**

Study of customer profile of a particular branch and identifying profitable customer for increasing their share of wallet with Bank of Baroda



**Akash Thokale**

22

B.M.S. (Finance)

**Summer Internship**

Study of Emerging SME sectors in India and their future prospects with Bank of Baroda



**Keshvi Tank**

23

B.M.S. (Finance)

**Summer Internship**

Study of Emerging SME sectors in India and their future prospects with Bank of Baroda



**Shrutika Gaikwad**

21

B.Com.

**Summer Internship**

Study of Emerging SME sectors in India and their future prospects with Bank of Baroda

# eMBA-Finance (BFSI)



## **Ritika Mukherjee**

24

B.Com.

### **Work Experience**

Teflas for 12 months

### **Summer Internship**

Study of lending to commercial real estate and its challenges with Bank of Baroda



## **Swati Srivastava**

22

B.Com.

### **Summer Internship**

Study of Production Department with Bombay Talkies



## **Ajay Surya**

22

B.B.A.

### **Summer Internship**

Study on compliances of KYC guidelines by branch while opening accounts with Axis Bank

# RECRUITMENT FORM

Date: \_\_\_\_\_  
Name of the Organisation: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
e-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_

What category of students do you plan to hire?  
(Please tick appropriate boxes)

- Marketing       Finance       Finance (BFSI)  
 Human Resources       Digital Business Management

Location of Assignment  Mumbai     Outstation

Preferred academic background (Please tick appropriate boxes)

- Commerce / BBI     Science / Pharma     BMS / BBA  
 Engg. / Tech.       Humanities / Arts     BMM       Others

Work Experience required?  
\_\_\_\_\_  
\_\_\_\_\_

Summer Trainees required?  
\_\_\_\_\_  
\_\_\_\_\_

## Pre-Placement Presentation Details

Date of Presentation: \_\_\_\_\_  
Duration of Presentation: \_\_\_\_\_  
Facilities needed: \_\_\_\_\_

Contact us:  
The Placement Head,  
MET Placement Department (eMBA),  
3rd Floor,  
Bhujbal Knowledge Centre,  
Bandra Reclamation, Bandra (West),  
Mumbai - 400 050.  
Tel: (+ 91 22) 26440080, 39554222/37/69  
Telefax: (+ 91 22) 26440086  
Email: somplacement@met.edu





Bhujbal Knowledge Centre, Mumbai



Bhujbal Knowledge City, Nashik

**MET Asian Management Development Centre  
Bhujbal Knowledge Centre**

Bandra Reclamation, Bandra (W), Mumbai 400 050.

Tel: (+ 91 22) 26440080, 39554222/37/69 | Telefax: (+91 22) 2644 0086

Toll free: 1800 22 0234 | email: [somplacement@met.edu](mailto:somplacement@met.edu) | [www.met.edu](http://www.met.edu)

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