



# INDIRA INSTITUTE OF MANAGEMENT, PUNE

An Autonomous Institute, Affiliated to Savitribai Phule Pune University (SPPU)  
Approved by AICTE, New Delhi

[www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)

# BBA \ BACHELOR OF BUSINESS ADMINISTRATION

Accelerate Your Career Right After 10+2



## Specializations

- Digital Business and Marketing
- Banking and Financial services
- Healthcare Management
- Mass Media Management
- BBA International Business



**BROCHURE**  
BATCH-2021

## ADMISSIONS OPEN

Full-Time Career-Oriented BBA Degree (3 Years)  
2021-2024

## REGISTER NOW... IBET-2021

IIMP BBA ENTRANCE TEST



## ADMISSION

### INDIRA GROUP OF INSTITUTES (IGI), PUNE

IGI was founded in the year 1994 under the aegis of Shree Chanakya Education Society (SCES) by Dr Tarita Shankar, a doyenne in the field of education and an idealistic leader, along with Prof. Chetan Wakalkar.

In the last 26 years of presence, IGI has initiated and managed 15 educational institutes in the field of Management, Pharmacy, Mass Communication, Acting, Architecture, Information Technology, Engineering, Science, Commerce and Schooling. IGI has a dedicated team of talented and experienced teachers excelling in their respective domains. It also has highly skilled staff and management to support the student in all walks of life. IGI is a renowned name in India and it is now expanding its horizons globally by initiating many international ventures.



**DR. TARITA SHANKAR**  
Chief Managing Trustee, SCES  
Chairperson, IGI



**PROF. CHETAN WAKALKAR**  
Managing Trustee, SCES  
Group Director, IGI

### INDIRA INSTITUTE OF MANAGEMENT, PUNE (IIMP)

Indira Institute of Management, Pune (IIMP) a flagship institute of IGI is one of the pioneering management institutes in Pune and is accredited for 3 years by National Board of Accreditation (AICTE), New Delhi for its MBA program. Our value-based education has resulted in IIMP being consistently ranked amongst the top 50 B-schools in India. Indira Institute of Management, Pune (IIMP) has established a reputation for providing industry and employability focused quality education in management and IT. It has always remained sensitized and dedicated to strengthening collaboration between Industry and Academia, by the way of programs that have witnessed industry experts coming to our campuses to guide our students. The Institute has therefore always sensed a greater need for responsible initiatives, aiming to foster economic development.

- **AN AUTONOMOUS INSTITUTE APPROVED BY UGC & AICTE, NEW DELHI**
- **AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY**
- **FIRST MANAGEMENT INSTITUTE IN PUNE TO BE ACCREDITED BY THE NATIONAL BOARD OF ACCREDITATION (NBA) OF AICTE, NEW DELHI FOR MBA COURSE**





## WHY IIMP?

Indira Campus is one of the finest Management and IT education infrastructures in the country. Some distinctive features of our campus:

- 40,000 sq. ft. built-up space Modern classrooms, syndicate rooms & conference centre
- 400 seating capacity air-conditioned auditorium
- 150 seating capacity air-conditioned convention centre
- Wi-Fi broadband internet
- Well-equipped and maintained computer laboratories
- 100% placement assistance,
- Career guidance by the experts in the field
- Various pre-placement and placement activities to prepare students for the industry
- Industrial tie-ups for hands-on-practical training/ internship and certifications
- Industry-driven comprehensive curriculum

## TEACHING METHODOLOGY

- Online /Offline interactive sessions
- High quality pre-recorded videos for reference
- E-learning activities with innovative case-studies and assignments
- Remedial classes
- Certification-oriented training from collaborative companies
- Career and Leadership Development Program from Industry experts
- Contextual learning with the help of case studies
- Project-based assignments

## FACULTY MEMBERS

We have highly experienced in-house faculties for the Healthcare Management Program. We also have tie-ups with hospitals and other Healthcare industries to provide practical training and hands-on experience to our students.

- **Industry Experts** ➤ **Trainers with International Exposure** ➤ **Ph.D & University Approved** ➤ **Consultants**



### **ADMISSION OPEN FOR THREE YEARS FULL TIME CAREER-ORIENTED BBA DEGREE (2021-24)**

- 27 Years of glorious Legacy of quality Management Education.
- Qualified faculty with rich industry experience. Strong industry academia interface.
- Focus on holistic development of students.
- Updated course curriculum as per latest industry requirement.
- Adequate infrastructure for Co-curricular and extra-curricular activities.
- Practical experience with the experts from the industry.
- IIMP campus is situated near Hinjewadi IT park with excellent connectivity to all parts of City.
- Excellent placement record of IIMP.

### **ADMISSION PROCEDURE ACADEMIC YEAR**

- A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration- shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured at least 40% marks at 12th Std.
- Three Years Diploma Course after S.S.C. i.e. 10th conducted by of Maharashtra Board of Technical Education or its equivalent.
- Two Years Diploma in Pharmacy after H.S.C, conducted by of Maharashtra Board of Technical Education or its equivalent.



# BACHELOR OF BUSINESS ADMINISTRATION (BBA)



## SPECIALIZATIONS:

Healthcare Management

Mass Media Management

Digital Business & Marketing

Banking & Financial Services

**BBA - International Business**

## ADMISSION PROCEDURE

Stage 1: Registration for IBET

Candidates will fill up the IBET online registration form for Entrance Test, available on [www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)

Stage 2: Entrance Examination centres

Appear for exams at BBA Entrance examination centres in Following cities

### Examination Center

Pune

IIMP "Saarathya" Campus

Date: 30th May 2021

### Mode of Examination

Online & Offline

Date of Examination

Date: 30th May 2021

Time : 11.00 am to 1.00 pm

### Merit List

First-8th June 2021

Second-15th June 2021

Note- IIMP Reserves the right to change the date of examination, centre of examination etc. depending on the feasibility. Changes will be conveyed to the candidates well in advance.

Stage 3: Merit List for Admission

- First Merit list on or before 8th June 2021. The last date for admission for first merit list will be 14th June 2021.
- Second Merit list on 15th June 2021. The last date for admission for second merit list will be 21st June 2021.

Note: For updated details regarding admission keep visiting respective IIMP website: [www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)

## ELIGIBILITY

- ▶ 12th Std. Examination (H.S.C. 10 +2) from any stream with English as passing subject and has secured at least 40% marks at 12th Std.
- ▶ Three Years Diploma Course after S.S.C. i.e. 10th Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

**COMMENCEMENT OF CLASSES FROM 15<sup>th</sup> JULY 2021**



# HEALTHCARE MANAGEMENT

## INTRODUCTION:

Shree Chanakya Education Society's Indira Institute of Management has introduced BBA in healthcare management in Pune; a three-year bachelor degree program available for the candidates who are looking for a career in the healthcare industry. The course is strongly backed by Indira College of Pharmacy and renowned hospitals in Pune for skill enhancement. The program trains students for evaluating, presenting and researching data related to healthcare management. The program also aims at providing students with changes and updates in the healthcare regulations, laws and technology. It prepares the students for "Careers of Tomorrow".

Training in the BBA in healthcare management aims at producing future leaders in healthcare management. BBA in healthcare management subjects includes some of the important topics like microeconomics, business statistics, marketing management, human resource management, consumer behaviour, clinical services and healthcare information systems. Besides this, the program also includes working on live projects and training. This specially designed healthcare management course takes into account industry needs, existing gaps and future requirements.

## COURSE OBJECTIVES

BBA Healthcare Management is a programme that aims at equipping eligible candidates with expertise in researching, evaluating and presenting arguments and data that can help them in management or administration of hospitals and understand the changes in healthcare laws, regulations and technology. The healthcare management course is an excellent blend of management and healthcare functions, which makes it an application-based management programme.

- ▶ To integrate healthcare ethics with business and industry knowledge.
- ▶ To develop young dynamic professionals for managing healthcare organizations.
- ▶ To provide intensive and practical knowledge of healthcare management.
- ▶ To build knowledge, develop skills and expose students to real work situations in healthcare institutions.
- ▶ To make students face managerial actions in healthcare-related industries or firms by projects & training.
- ▶ To acquire and practice leadership and managerial skills that will positively affect performance as a healthcare manager.
- ▶ To promote research in the field of healthcare and hospitals in order to improve the efficiency of health care delivery systems.
- ▶ To promote the development of high-quality health care services.

## CAREER OPPORTUNITIES

Based on the acquired skills and knowledge through successful completion of BBA Healthcare Management Course, one has abundant career opportunities, a few have been mentioned below:

- |                          |                                  |
|--------------------------|----------------------------------|
| ▶ Healthcare Manager     | ▶ Pharmaceutical Project Manager |
| ▶ Hospital Administrator | ▶ Healthcare Finance Manager     |
| ▶ Health Service Manager | ▶ Medical Office Administrator   |
| ▶ Hospitality Executive  | ▶ Healthcare Quality Manager     |
| ▶ Health Care Analyst    | ▶ Healthcare Administrator       |

## INTRODUCTION:

BBA in Mass Media Management is a course designed for media enthusiasts who wish to seek a career in Journalism, Television, Newspapers, Films & Radio, Public Relations, Advertising, etc. and are taught about the other potential streams of Media Management, blended with Business Administration exposure.

The course provides an in-depth understanding of the World-wide Media. The module is coupled with insights from industry professionals, practical learning and improving media literacy. The course structure is curated and geared towards creating professionals for the Indian Media and Entertainment industry.

## COURSE OBJECTIVES

- ▶ A foundation for understanding the communication and media studies discipline that prepares them to focus on the humanistic aspect of media and its impact on society
- ▶ Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
- ▶ Critical thinking skills, effective oral and written communication skills, and the ability to create works of high quality
- ▶ An improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
- ▶ To enable the students to integrate various functions with organizational goals and strategies

## CAREER OPPORTUNITIES

Depending upon your personal inclination you could work as:

- |                                   |                                    |                                      |
|-----------------------------------|------------------------------------|--------------------------------------|
| ▶ Radio or TV Announcer           | ▶ Advertising and Branding Manager | ▶ Film/Television Production Manager |
| ▶ News Reporters                  | ▶ Video Editor                     | ▶ Script/Screen-Writer               |
| ▶ PR Specialist                   | ▶ Journalist                       | ▶ Creative Director                  |
| ▶ Corporate Communication Officer | ▶ Event Manager                    | ▶ Social Media Expert                |
| ▶ Creative Manager                | ▶ Film/Theatre Director            | ▶ Content Writer or Copy Writer      |
| ▶ Cinematographer                 | ▶ Photographer                     |                                      |



# DIGITAL BUSINESS AND MARKETING

## INTRODUCTION:

This specialization is designed, keeping in mind the rapid integration of digital media tools in diversified business sectors. It has been structured to let the students understand the changing nature of business due to the rapid evolution of digital marketing tools. Students are expected to learn tools in the digital marketing arena and their application for leveraging marketing goals for the organization.

## COURSE OBJECTIVES

- ▶ To develop the right understanding about the changing digitalization of business environment and the role of various types of organizations
- ▶ To enhance leadership attitude and aptitude among students to work at different levels in an organization
- ▶ To develop a keen interest in offline and online communications in the digitized world

## CAREER OPPORTUNITIES

There are countless opportunities after completing BBA in Digital Marketing. Following is the list of the roles a student can assume after successful completion of the course.

- ▶ Web Analytics Manager
- ▶ Digital Marketing Manager
- ▶ Creative Director
- ▶ Content Strategist
- ▶ Interactive Marketing Manager
- ▶ SEO and SEM Specialist
- ▶ Head of Digital Operations
- ▶ Email Marketing Specialist
- ▶ Chief Experience Officer
- ▶ Internet of Things Marketing Specialist

# BANKING AND FINANCIAL SERVICES

## INTRODUCTION:

BBA in Banking & Finance Services help students to develop an understanding of the banking sector, key skills like analytical skills and other people skills specific to the career opportunities in the service sector. This specialization is designed to equip the students with knowledge of the rapidly growing financial services and banking industry. After the three-year degree course with a specialization in banking and financial services, students can look forward to entry-level job opportunities in banking and various financial sectors.

## COURSE OBJECTIVES

- ▶ To inculcate a managerial and entrepreneurial attitude amongst the learners and help them to become a successful business leader.
- ▶ To enhance leadership abilities, cognitive capacities and cultivating rational business vision.
- ▶ To develop a right understanding regarding various financial institutions and agencies governing various aspects of business
- ▶ To equip the students with knowledge of the rapidly growing financial services and banking industry

## CAREER OPPORTUNITIES

There are numerous job opportunities after completing BBA in Banking and Financial Service. Few of them are as follows:

- ▶ Financial Advisor
- ▶ Loan Officer
- ▶ Financial Analyst
- ▶ Insurance Advisor
- ▶ Financial Manager
- ▶ Commercial Banker
- ▶ Budget Analyst
- ▶ Venture Capitalist



- Placement Cell** at Indira Institute of Management, Pune frequently interacts with the corporate world, thereby developing and maintaining symbiotic relations. It undertakes various activities related to campus placement.

- ## PLACEMENT TRAINING

Our Placement cell aims to provide suitable career and training to students according to their interests and capability. The interest of the students is looked into so that there will be a smooth transition into the corporate world. The institute aims in assisting students for summers as well as final placements by arranging campus interviews for recruitments in corporate houses and to all public sectors, private sectors and MNCs. Industry experts are invited to train and develop our students more employable and take any challenge in the professional world.

**Following are the important activities of our placement cell.**

- 100% placement assistance
- Career guidance by the experts in the field
- Various pre-placement and placement activities to prepare our students corporate ready
- Industrial tie-ups for hands-on practical/ internship and certifications





## FACILITIES

### Hostel

IIMP provides hostel facility to girl students within its campus itself. The hostel is nothing but "a home away from home for the girls" & is also safeguarded by the warden & security guards round the clock. Hostel accommodation to boy's students is also available within walkable distance from the campus.

Hostel Facility is available for both Girls & Boys

Approximately INR 99,800 per Academic year including food & Accommodation.

### For further information contact:

**For Boys Hostel- Mr. Nitin Phadatare (020-66168150)**

**For Girls Hostel- Mrs. Rekha Kadam (020-66168222/66168224)**

### Canteen

The Institute has a Cafeteria, which is uniquely designed and located in the main campus. Cleanliness and hygiene are given immense importance here. Canteen authorities always make it a point to provide the hygienic and balanced food to the students so that they are better prepared to cope with the rigors of the course.

### Classroom and Seminar Rooms

It has spacious classrooms enabled with modern audiovisual facilities and computer labs to facilitate digital learning. The classrooms have been equipped with facilities to conduct virtual class room sessions to ensure compliance with social distance and safety precautions. The college has a 300 seater air-conditioned auditorium located in the main campus to facilitate seminars and sessions by industry speakers. There are basketball, volleyball courts, gymnasium and infrastructure for other sports. It helps in distressing and maintaining physical and mental wellness.

### Library

The Library of the Institute has an excellent collection of reference, textbooks and encyclopedias related to the field of Management. Library has subscribed to all popular business news papers and magazines of India. The library is regularly updated by periodicals and journals. In addition to curriculum-related books, our library is also well stocked with books on general reading, self-help and motivational literature.

### IT Infrastructure

The IT Infrastructure also covers the latest licensed software for designing, editing and simulation of projects, statistical analysis and project presentation. Security (physical & data access) within the campus is administered via surveillance cameras and data access policies implemented via various servers using Microsoft Technology. IIMP has dedicated computers labs with broad band connectivity to help students complete different task and presentation assigned to them. IGI has got the office365 communication platform for communication between students and faculty members. Students are assigned individual email-ids for their individual communication with the fellow students and faculty. Besides, IIMP has rolled out comprehensive ERP system which takes care of the entire student's academics, examination and allied activities management during their stay at Indira.



**BBA Students , faculty and Director-IIMP**



**Students Participation in FICCI FLO Marathon in Pune**



**Industrial Visit to Sant Tukaram Sugar Factory**



**Validating classroom learning- Students trying to satisfy real customers**

## AWARDS AND ACCOLADES 2020

- ◆ “Top Private B-School Award (West)” at the National Awards for Excellence in Education.
- ◆ Times of India All India Ranking Survey Ranked at No. 7 amongst top Private B-Schools.
- ◆ “Outstanding Institute of the Year Award” - ET NOW – Business Leader of the Year [www.indiraicem.ac.in](http://www.indiraicem.ac.in)
- ◆ “Education Leadership Award” to Indira Group of Institutes, Pune at the Asia Education Leadership Awards in Singapore.
- ◆ “Most Admired Human Resource Provider Award” to Indira Group of Institutes, Pune at the World BFSI Congress and Awards.
- ◆ “Best Educational Group using Technology in Education Award” to Indira Group of Institutes, Pune at the National Awards for Excellence in Education.



# INSTITUTES UNDER INDIRA GROUP

## INDIRA INSTITUTE OF MANAGEMENT, PUNE

COURSES OFFERED: BBA, MBA  
Offering: Post Graduate Research Center (PGRC) - Ph.D.  
[www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)

## INDIRA SCHOOL OF BUSINESS STUDIES PGDM, PUNE

COURSE OFFERED: PGDM  
[www.indiraisbs.ac.in](http://www.indiraisbs.ac.in)

## INDIRA INSTITUTE OF MANAGEMENT PGDM, PUNE

COURSE OFFERED: PGDM  
[www.indiraiimpghdm.edu.in](http://www.indiraiimpghdm.edu.in)

## INDIRA SCHOOL OF BUSINESS STUDIES, PUNE

COURSE OFFERED: MBA  
[www.indiraisbsmba.edu.in](http://www.indiraisbsmba.edu.in)

## INDIRA COLLEGE OF ENGINEERING AND MANAGEMENT, PUNE

COURSES OFFERED: BE, MBA, MCA  
[www.indiraicem.ac.in](http://www.indiraicem.ac.in)

## INDIRA COLLEGE OF COMMERCE AND SCIENCE, PUNE

COURSES OFFERED: BBA, BCA, BA, B.COM, B.SC., M.SC., M.COM  
[www.iccs.ac.in](http://www.iccs.ac.in)

## INDIRA COLLEGE OF PHARMACY, PUNE

COURSES OFFERED: B. PHARM, M. PHARM,  
D. PHARM, PHARM.D. PHARM.D-PB  
[www.indiraicp.edu.in](http://www.indiraicp.edu.in)

## INDIRA GLOBAL BUSINESS SCHOOL, PUNE

COURSE OFFERED: MBA  
[www.indiragbs.edu.in](http://www.indiragbs.edu.in)

## INDIRA NATIONAL SCHOOL, PUNE

STD-I TO STD-XII  
[www.indiranationalschool.ac.in](http://www.indiranationalschool.ac.in)

## INDIRA NATIONAL SCHOOL, PARANDWADI, PUNE

CLASSES - JUNIOR KG, SENIOR KG, STD-I TO STD-VI  
[www.insparandwadi.edu.in](http://www.insparandwadi.edu.in)

## INDIRA SCHOOL OF COMMUNICATION, PUNE

COURSES OFFERED IN JOURNALISM, ADVERTISING & PR,  
RADIO, TV & FILM.  
[www.indiraisc.edu.in](http://www.indiraisc.edu.in)

## INDIRA COLLEGE OF ARCHITECTURE & DESIGN, PUNE

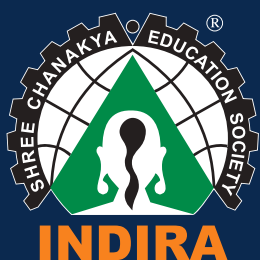
COURSE OFFERED: BACHELOR OF ARCHITECTURE  
[www.indiraicad.ac.in](http://www.indiraicad.ac.in)

## INDIRA KIDS, PUNE (AUNDH, BANER, TATHAWADE)

CLASSES - PLAYGROUP, NURSERY, JUNIOR KG, SENIOR KG  
[www.indirakids.ac.in](http://www.indirakids.ac.in)

## INDIRA GLOBAL STUDY CENTRE, PUNE

COURSE OFFERED: M.SC. (BIG DATA & BUSINESS ANALYTICS)  
[www.indiraigsc.in](http://www.indiraigsc.in)



## Indira Institute of Management, Pune

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