MBA FROM CITY UNIVERSITY, SEATTLE, USA

ABOUT ASM'S IIBR

Established for over 22 years.

Collaboration with Harvard School of Business & IBM

International Faculty

Tie-ups with industries for designing of syllabus especially for niche courses, internship and subsequent placement support.

Promoted by Asia's largest regional industrial chamber - MCCIA.

                                                    

ADVANTAGES OF THE COURSE

**Mentors from all around the world**

**Harvard case studies**

**Internship opportunities**

**Seminars and workshops conducted by foreign faculty, industry experts and noted academicians Assisted by City University Placement Cell Easy Transfer of credits from the first year**

**PGDM to the second year of MBA at city U**

**Worldwide validity**

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www.asmgroup.edu.in



**STRATEGIC INTERNATIONAL TIE-UPS**

**EXPERIENCE IN DEALING WITH INTERNATIONAL UNIVERSITIES, THROUGH RESEARCH PROGRAMS, STUDENT EXCHANGE, FACULTY EXCHANGE, JOINT ACTIVITIES ETC.**



Alumni base of 60,000+ in leading companies

INTERNATIONAL MBA DEGREE AT AN AFFORDABLE PRICE 1 year at IIBR with additional certification from Harvard & IBM

+ 9 months in City University, Seattle, USA

ABOUT CITY UNIVERSITY OF SEATTLE

A legacy of more than 42 years Top ranked accredited university in the USA

Excellent infrastructure with world-class facilities Over 9,000 students annually 27 campuses around the world

Presence across Europe, Asia, Mexico, Canada, and the USA.

PGDM SPECIALISATIONS

• Marketing Management • Financial Management • Human Resource Management & Change Leadership • Supply Chain & Logistics Management • Operations & Project Management • Tourism Management • Retail Management • Banking, Financial Service & Insurance Management • Information Technology Management • Agri-Business Management • Infrastructure & Real Estate Management

CITY UNIVERSITY OF SEATTLE SPECIALISATIONS

**Finance**

**Accounting**

**Entrepreneurship**

**Change Leadership**

**Project Management**

**Global Management Global Marketing**

**Sustainable Business Technology Management**

**Human Resource Management Management Consultant**

COURSE DETAILS

ASM's Institute of International Business and Research (IIBR)

DURATION OF THE COURSE:

1 year at IIBR with additional IBM & HBX CORe certification from Harvard University

9 months at City U, Seattle

**Opportunity for OPT after completion of MBA as per the US government norms**

ELIGIBILITY:

A candidate should be holding a three year or four year bachelor's degree. However in our case, since the student is enrolled for the PGDM programme, he/she needs to have a 3.0 grade in the credits that are to be transferred. Current and ex-students of PGDM may also apply.

PREREQUISITES

Students must possess a valid passport Student should have a valid English test score like TOEFL/IELTS Student must secure 3.0 CGPA in the first year of PGDM

ADMISSION PROCEDURE:

Eligible students can also apply for direct admissions at the institute level by mailing all the testimonials for verification on

admission@asmedu.org and attend the PI conducted by the institute.

EXCLUSIVE COLLABORATION

ABOUT THE IBM AFFILIATION

The affiliation involves a short term course in analytics that will be incorporated in the first year of the programme at IIBR. The course is a scientific approach using data and mathematics to analyze business problems and make precise corporate decisions.

The IBM certification will be a part of the first year of the programme at IIBR.

WHY RESEARCH & BUSINESS ANALYTICS?

* With figures derived from Deloitte, analytics has been proven to be one of the most lucrative and fastest growing industries.
* The augmentation of business intelligence with cloud will compound the growth rate by 84%
* There is a 56.40% growth in job opportunities in Market Research and Analytics.



• It is claimed to be one of the highest paying sectors in the industry.

ADVANTAGES OF IBM AFFILIATION

ASM's quality education with an IBM affiliation.

 Course jointly developed with IBM as per industry needs.

Certification from IBM at the end of the course.

Mentoring & real world challenges by IBM experts

Latest software content

Real world industry experiences

Hands on lab courses

Best practices and case studies for the participants

INDIA’S FIRST BUSINESS PROGRAMME IN ASSOCIATION WITH HARVARD BUSINESS SCHOOL

ABOUT HBX CORe - The Programme

The HBX Credential of Readiness (CORe) is an online program on business fundamentals developed by exclusively Harvard Business School since 2015. The program is a digital learning initiative that leverages technology and multimedia to deliver engaging online learning experiences to business leaders around the world. With real-world, practical case studies and an interactive, social course platform, HBX is extending business education and the pursuit of excellence in teaching and learning into the digital age. Reinvent the future of education with HBX.

PROGRAM DELIVERY

The HBX CORe certification will be a part of the first year of the programme at IIBR.

The entire course is delivered online with a set date of commencement because one undertakes the course along with a group of peers. The course is integrated and divided into modules with these set dates. Students must complete the course contents and the quizzes at the end of the module at regular intervals. Students can log into the course platform, complete assignments, and interact with peers at any time of day. The program ends with a single 3 hour final examination. The goal of the program is to offer learners a varied experience that balances the program's schedule with their particular lifestyle and responsibilities.