

MBA From City University of Seattle, **SEATTLE USA**

Ranked amongst the top Universities in the world



Since 1983

ASM

Education • Research • Consultancy

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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 **8,000** students annually
- **27** campuses around the world
- Alumni base of **60,000+** in leading companies
- Presence across Europe, Asia, Mexico, Canada, and the USA



***YOU CAN NOW GET AN MBA DEGREE
FROM A TOP UNIVERSITY OF USA
AT CONSIDERABLY REDUCED PRICE****



CityU
of Seattle

**Students complete
the first year of
Post-Graduation
Diploma in Management
while staying
at ASM's IIBR in India**

**The second year
they spend in USA (Seattle)
and receive an
MBA degree from
City University of Seattle after
successful completion of
the course**

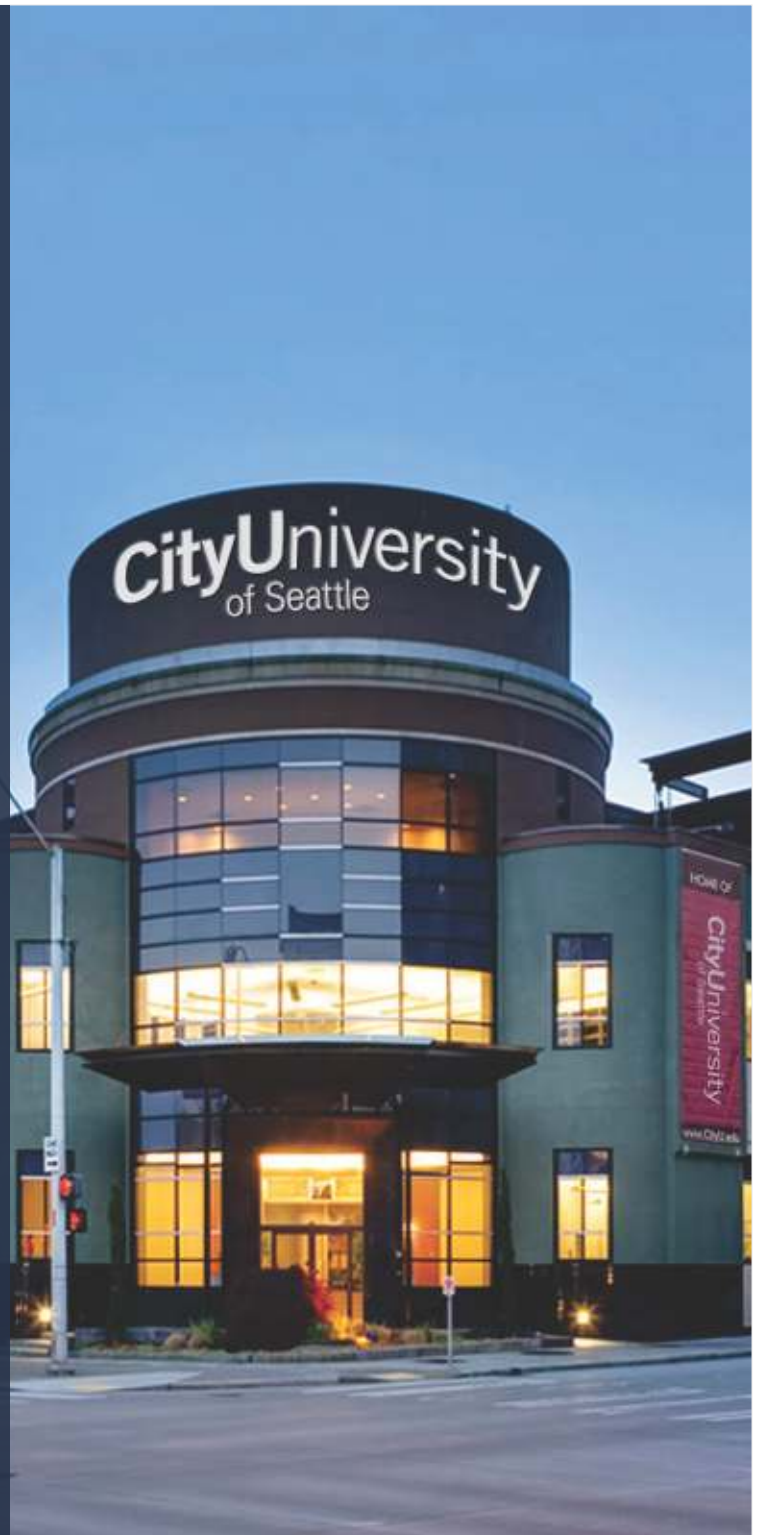
Students receive OPT for a year in USA

WHY MBA AT CITY U SEATTLE ?

The Master of Business Administration program at City University of Seattle prepares you to lead, manage and grow diverse organizations. You can customize the program to your personal career goals through our emphasis areas, which include accounting, human resource management, project management and more.

Your MBA from CityU will position you for advancement into managerial roles while sharpening your business acumen and communication skills. Our rigorous curriculum will prepare you to advance your career by focusing on the following skills:

- Capitalizing on business trends and opportunities in changing industries
- Applying a broad range of business theories, disciplines and technology
- Implementing strategies that promote social connections to your product
- Utilizing the diversity in today's domestic and global businesses



ABOUT ASM'S IIBR

- ASM's IIBR have been pioneers in business studies since last 23 years.
- At ASM's IIBR the teaching pedagogy is designed to keep this basic principle of the teaching process in view that "The purpose of teaching is not to produce little living libraries on a subject, but rather to get students to think logically for themselves, and take active part in the process of knowledge-getting.
- We aim to guide, train and develop entrepreneurial skills, and prepare young competent men and women for management careers in the public, co-operative and private sector industries.
- The placement activities at IIBR are fully supported by the largest regional chamber of commerce in the region (MCCIA), Pune.



COURSE DELIVERY PARTNERS



ASM has development EDGE to provide cutting-edge skills in association with IBMR, MILES & HBX CORE to provide guaranteed employability to students



HBX is the School's digital learning initiative, leveraging technology and multimedia to deliver an engaging online learning experience to students around the world. With practical case studies and an interactive, social course platform, HBX is extending business education and the pursuit of excellence in teaching and learning in the digital age.

Member
SAP Student Academy Program



Market leader in enterprise application software, SAP is at the center of today's business and technology revolution. SAP helps you streamline your processes, giving you the ability to use live data to predict customer trends – live and in the moment.



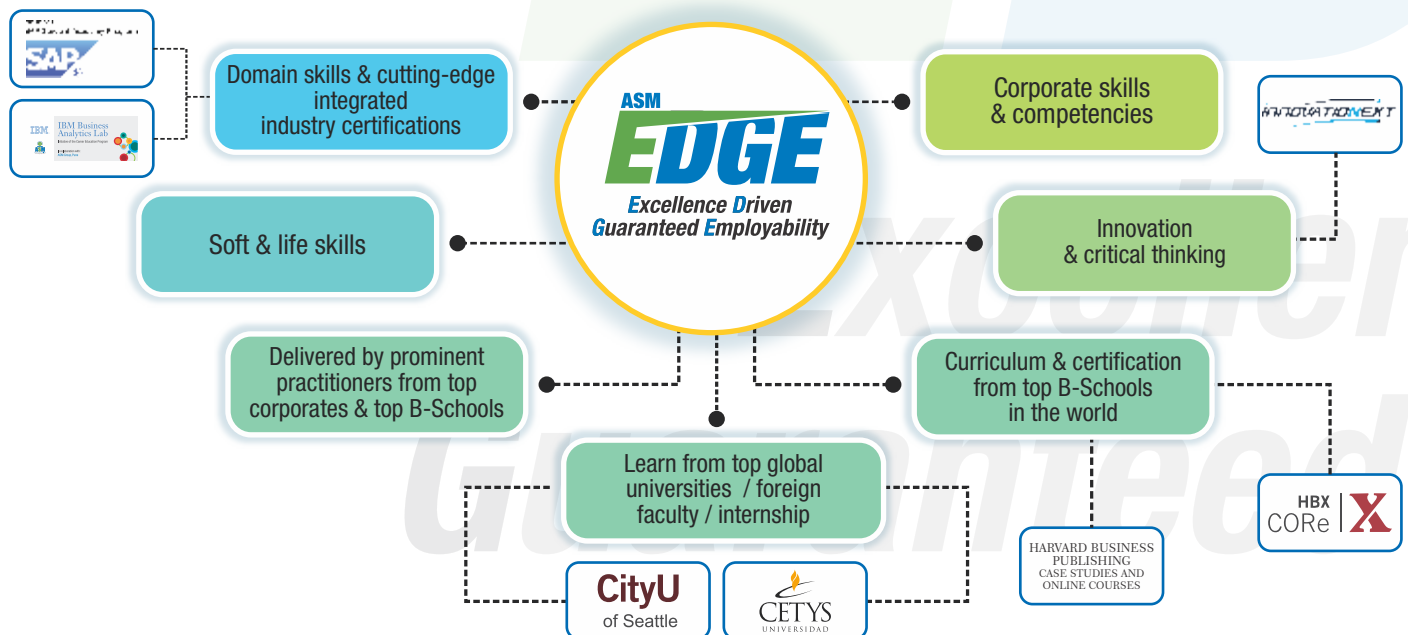
Experiential learning modules along with innovative curriculum developed & taught by IBM for the development of a perfect blend of technical and problem solving skills. Students work on projects that emanate from real-world business scenarios. They also work on cutting edge analytics & big data tools with access to in campus IBM business analytics lab.

ASM's EDGE

Excellence Driven Guaranteed Employability

Intensive research has led ASM to initiate a unique focused program designed to enhance employability of ASM Students by providing them holistic cutting edge certification of the latest in demand skills in association with the leading corporates and top business schools in the world. ASM's EDGE is driven towards bridging the gap between the fresh management graduate and the skills required by industries world wide. The program modules are co-designed, co-developed, co-delivered and certified by leading organisations like IBM, SAP, leading US-CPA training institute-MILES delivered in the state-of-the-art IBM analytics and SAP labs on campus. The curriculum is framed and delivered through an innovative experiential, personalised and highly effective pedagogy using HBS case studies / simulations & online courses / course materials from Harvard Business Publishing. These programs are delivered by globally acclaimed industry practitioners, faculty from top schools, industry mentors, & business leaders. The program is intensive & holistic and ensures employability through various industry certifications for domain & technical skills, industry visits, internships, soft skills, industry mentoring, interaction with global leaders & global interaction with international internships. Students undergoing EDGE are trained to be global business leaders and will definitely be a cut above the rest.

ASM EDGE aims to empower and enhance career path by offering credible and beneficial cutting EDGE industry certifications which complements traditional education curriculum.



GLOBAL OUTLOOK

Students have opportunities to study from faculty from across the globe from universities like CityU, Seattle-USA, CETYS University-Mexico, VSFS-Prague, University of Nysa, Poland, and various other universities. Its international internships varying from 1 week to 2 months are also available for students to develop to a global level. Foreign students exchange program, international conference, joint case study activities make the program universally relevant and instill a global outlook in students.

DOMAIN SKILLS AND CUTTING-EDGE INTEGRATED INDUSTRY CERTIFICATIONS

ASM students are trained and certified in latest cutting edge technologies like Business Analytics by IBM, user modules by SAP. Domain skills are delivered by leading practitioners and trainers like MILES for US-CPA.

INNOVATION AND CRITICAL THINKING

ASM's innovation lab provides programs like SAP I360, Innovation Next and Effective Manager modules to enhance innovative and critical thinking skills.

CURRICULUM AND CERTIFICATIONS FROM TOP B-SCHOOLS IN THE WORLD

ASM brings cutting edge curriculum and learning management systems from top B- schools in the world. The HBX CORE from Harvard Business School Program, the online courses and simulation from Harvard Business Publishing. Harvard Business Publishing's association with the ASM will allow access to the entire range of global and India centric content, including Participant Centered Learning tools such as case studies, simulations, online courses, videos, articles, etc. This will enable learning to be highly application oriented - it will develop the students with the critical thinking, analytical, decision making and communication skills required to succeed in the workplace.

CORPORATE SKILLS AND COMPETENCIES

Getting students industry-ready begins from the first day at ASM. Interview techniques, industry mentoring, aptitude classes, skill identification test from aspiring minds, industry visits, interaction with global business leader form an integral part of this training to ensure employability in new age careers.

SOFT AND LIFE SKILLS

Psychometric tests, etiquettes, language skills, team building activities are conducted on a regular basis along with presentations, book reviews, management events.

PROGRAM DELIVERED BY PROMINENT PRACTITIONERS FROM TOP CORPORATES AND TOP B-SCHOOLS

Eminent faculty members from institutions like IITs, IIMs, Harvard Business School Alumni, international faculty members from various universities of USA, Mexico, Europe along with prominent practitioners from top industries like IBM, SAP, Deloitte, Accenture, Syntel, HCL, Tata Motors are involved with delivering the program using innovative and experiential pedagogy and state-of-the-art learning management systems.



ABOUT THE COURSE

- The complete programme is of 2 years in duration.
- Students complete their first year of Post-Graduation Diploma Management (PGDM) from ASM's Institute of International Business and Research (IIBR) with a minimum grade of 3.0.
- The second year, students travel to City University of Seattle for 9 months and receive an MBA from CityU on successful completion of the course.
- The MBA will be awarded from the City University of Seattle .
- The programme is economically viable.
- Student gets the opportunity to undertake the OPT for 1 year as per the current USA laws.



MAKE YOUR NEXT STEP COUNT

COURSE DETAILS

ELIGIBILITY:

- Any graduate from a valid University can enroll for the MBA programme from City University, Seattle, USA. On completion the term of the first year at ASM's IIBR with a 3.0 grade in the PGDM, student gets transferred to USA.

ADMISSION PROCEDURE:

- Student enrolls for the PGDM programme at ASM's IIBR for the first year.
- On completing 1st year with minimum grade of 3.0, the student is transferred to USA for the second year.

USP IN TERMS OF COSTING:

- MBA degree of City U, Seattle is a full time 2 -year degree program.
- Student pay the one year tuition fee at ASM's IIBR for this program. The credits of 8 subjects are accepted by City U (4 Subjects direct and 4 subjects after qualifying exams if cleared).
- This gives an opportunity to students to save City U, Seattle tuition fee for 24 credits. and makes it extremely cost effective.

BANK LOANS:

- Bank loan procedure will be as per the regular existing procedure, we shall provide with all documentation necessary for the bank loan, disbursement may be deferred as per requirement. As per the new government rules, students applying for Bank Loans to study abroad can apply for Tax Benefits.

COURSE STRUCTURE

A. Business Core Subjects

The following subjects are offered having 3 credits each.

- Out of these 12 subjects students study 4 subjects of total 12 credits at ASM's IIBR and the credits are accepted by CityU Seattle.
- Out of the remaining 8 the student have an option to give the challenge examination at CityU Seattle, upto a maximum of four subjects and if cleared also gets the credits for the cleared subjects. The unclear subjects student will study at CityU Seattle.

The student will study the remaining subjects at CityU Seattle

1. MBA 500 -Essentials of Business Management (3 credits)
2. MBA 501 Global Business Communication and Research (3 credits)
3. MBA 511- Law for Global Business (3 credits)
4. MBA 515- Project Management and Prioritization (3 credits)
5. MBA 520- Managing with Technology (3 credits)- **To be studied at ASM's IIBR**
6. MBA 525- Applied Marketing (3 credits)
7. MBA 531- Applied Managerial Economics (3 credits)
8. MBA 535-Managerial Accounting (3 credits) **To be studied at ASM's IIBR**
9. MBA 540-Strategic Financial Management (3 credits)
10. MBA 545-People and Systems in Organizations (3 credits)- **To be studied at ASM's IIBR**
11. MBA 550- Business Operations (3 credits)- **To be studied at ASM's IIBR**
12. MBA 555- Business Strategy (3 credits)

COURSE STRUCTURE

B. Specialization Subjects

This Master of Business Administration requires students to take 12 credits elective from the approved offerings, in the following specialisations, and will study the same at CityU Seattle.

1. Accounting Emphasis (12 credits)
2. Change Leadership Emphasis(12 credits)
3. Entrepreneurship Emphasis (12 credits)
4. Finance Emphasis(12 credits)
5. Global Management Emphasis (12 credits)
6. Global Marketing Emphasis (12 credits)
7. Human Resource Management Emphasis (12 credits)
8. Specialized Study Emphasis (12 credits)
9. Project Management Emphasis (12 credits)
10. Technology Management Emphasis (12 credits)

PROGRAM OUTCOMES

- Leverage managerial effectiveness through recognition of individual strengths, values and leadership strategies.
- Plan, strategise, and capitalize on business trends and opportunities intrepidly changing global environment.
- Apply a broad range of comprehensive business theories, disciplines, and technology.
- Critically use information and results to identify problems, solutions and opportunities for continuous improvement.
- Demonstrate clear, concise and persuasive communication skills that enable them to lead, manage, and participate in diverse organizations.
- Identify and develop positive personal traits and ethical awareness.
- Envision, create, and implement strategies that promote and establish a strong social response and connection to a company, product, idea or service.
- Recognize the diversity in global business and cultural practices and respond in a socially appropriate manner.
- Apply socially responsible and sustainable business practices to an organization.



EDUCATION THAT LETS YOU HAVE A GLOBAL EXPERIENCE



STUDENTS SPEAK



MBA WITH CITY U

I have completed my first year of PGDM course at ASM Institute of International Business and Research, Pune and as the credits of this course is accepted by City University of Seattle, I am now at City University of Seattle admitted directly to 2nd year of the 2 year MBA program which I will be completing very soon. My studies and grooming was excellent at ASM's IIBR and I am delighted that I am now a part of the City University Dean group. The quality of lectures, intimate classroom setting and cultural diversity of my fellow students at ASM's IIBR, Pune, has provided me with an excellent learning experience. Thanks to the teachers and ASM's IIBR for giving me this opportunity and letting my dreams come true. I have spent some of the happiest and most memorable years of my life at City University of Seattle.

— Sneha Arora —

INTERNATIONAL INTERNSHIP

I had a kind of disciplined and gala time in IIBR. My professors would always inspire and encourage me. It's the culture of IIBR which gives you the needful and authentic exposure of international learning, where you not only build up your personality but also you get to have a tremendous podium to showcase your talents. One of the very few colleges in Pune, where professors and the director actually take care of your personal growth and makes you strive hard to get stronger in the international market as well! The learning at San Diego University (USA), CETYS University (Mexico), City University of Seattle (USA) & visit to organizations like Boeing's aircraft manufacturing facility at Seattle, USA made my International Internship outstanding

— Priyanka Bose —





ASM'S INSTITUTE OF INTERNATIONAL BUSINESS & RESEARCH (IIBR)

Approved by AICTE & Promoted in association with Maharashtra
Chamber of Commerce, Industries & Agriculture

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