



Not all are Aware of Opportunities in  
“Project Management”

Get specialised in What Counts!



## Post Graduate Management Program in Business and Project Management



The course is endorsed by PMI (Project Management Institute), which is the world’s largest and most accepted voluntary body of practicing project managers. This course is designed around the PMBoK (Project Management Body of Knowledge), the official guidebook of PMI



Amplify is one of the very few select Academic Partners with SAP, India for integrating the SAP program in their mainstream curriculum. A live exposure to SAP R/3 for in-depth understanding is included as a part of the course.



Amplify Mindware is the one of the first Institutes in the country to enter into a Strategic Academic Alliance with the Microsoft Corporation. A detailed hand-on exposure to Microsoft Projects is a part of curriculum.

### FIDIC

Program introduces to students, one of the world’s most-accepted contract-management paradigms from FIDIC (Fédération Internationale Des Ingénieurs-Conseils i.e. International Federation of Consulting Engineers)

For the first time in India, a full-time MBA-equivalent professional program, leading to University Post-Graduation, specializing in **Project Management and Business Principles** is being offered by Amplify.

The course is endorsed by **PMI** (Project Management Institute) and is designed around the PMBoK (Project Management Body of Knowledge) - the official guidebook of the PMI. A 2 year full time program in Project Management, with inputs from PMI – India has formally taken the initiatives of PMI worldwide & Amplify Mindware into a course offering for aspiring Project Managers.

To get authentic and updated content, Amplify has official tie-ups with SAP and Microsoft as their official partners. PMI Pune Deccan Chapter works closely with Amplify to enable world-class curriculum and teaching methods.

MBA (PGD) in Project Management primarily admits aspiring corporate professionals apart from few seats for fresh graduates. The program is practice oriented, business-case driven and hands on. Experienced professionals who undertake this MBA program may use these 2 years for securing adequate PDU’s that will allow them to directly appear for PMP certification. PMP certification is globally considered as an elite certification and allows participants to consider job offers from international organizations. Fresh graduates may use the learning to qualify for the CAPM certification from the PMI, meant for people without work experience.

Students doing this course are prepared and qualified to appear for the internationally renowned professional vendor certification e.g. Certified Consultant of SAP or CAPM of PMI. Coaching for these is available in the market at very high prices, while it is included within the curriculum for Amplify students.



“ I have always felt that there is a need for developing management resources that are well trained into this challenging profession of project management. I am very happy to note that Amplify Mindware has taken the initiative to start the first of its kind MBA program dedicated to Project Management ”

**Dr. Ketan K Gokhale**

Ex-Managing Director, Konkan Railway Ltd.

“ As the number of projects swell, the pool of credentialed talent is not keeping pace. There is a wide gap between what the industry needs and the output that the management colleges are generating. I see a great demand for qualified and professional project managers, and academia has a big role to play in building the talent pool. ”



**Raj Kalady**

Managing Director,  
PMI India Organization

## Bharati Vidyapeeth University

"Social Transformation through Dynamic Education"

Chancellor: Dr. Patangrao Kadam, M.A., LL.B. Ph.D., Minister in State and National Cabinets since 1991

Started in 1964, the Bharati Vidyapeeth was recognized as a University under the GoI UGC Act 1956 and has grown to be amongst the largest universities of India. It is rated 'A' Grade by the NAAC (National Assessment and Accreditation Council). It is a member of Association of Indian Universities and the Association of Commonwealth Universities. The University has campuses in Pune, New Delhi, Navi Mumbai, Solapur, Kolhapur, Karad and Sangli & Dubai. All campuses are equipped with facilities including hostels, banks, hospitals and gymnasiums.

The university has seventeen constituent units, including colleges imparting education in various schools of Health Sciences (Medicine, Nursing and Pharmacy), Engineering, Management, Social Sciences, Architecture, Environmental Research, Physical Education, Law, Commerce, Basic Science, Information Technology and Biotechnology.

Students hail from all parts of India and from over 30 different countries.



### About Amplify

Amplify Mindware Department of Information Technology & Management is an Industry-Institute initiative under Bharati Vidyapeeth University. It conducts Industry-oriented courses as a constituent unit of the Bharati Vidyapeeth University, at its campus at Dhankavadi, Pune. Amplify DITM courses award successful students a recognized University Degree by the Bharati Vidyapeeth University.

Amplify Mindware was started in 2004 with a simple vision - to be the "Partner of Choice" of quality-conscious companies requiring technology training solutions. Amplify was chosen by the Bharati Vidyapeeth University to run its DITM activities with a mandate to integrate academics & industry oriented work culture and environment of learning for professional courses.

Amplify admits students from all over India. Candidates can apply with CAT / MAT / MH-CET / ATMA / BVU-CET or take BVU Amplify Entrance Test (BVU-AMCET) for applying. The evaluation takes into account basic graduation, detailed personal assessment of candidates & interviews with a panel of experts. The professionally designed pedagogy ensures fast learning and polishes their potential to provide professional excellence to their career in the industries. Amplify creates ready to perform young persons who can undertake corporate careers across a wide variety of industries.

### 8 Reasons Why BVU-Amplify is the Institute of Choice

- \* Amplify is managed by highly experienced professionals
- \* Integration of Industry-oriented professional practices and practical pedagogy for experiential learning
- \* Faculty members with rich educational background and practical field experience across a number of disciplines
- \* Comprehensive range of consulting, training & development services offered by Amplify
- \* Institute has good infrastructure in Pune Campus.
- \* Personalized attention to students for overall improvement in personality & soft skills
- \* Active workforce dedicated to placements & internship assignments
- \* Good placement track record of past students



#### Ramam Atmakuri

VP & Head-Invensys  
India Development Centre  
PMI Component Mentor, Western Asia

*With more and more global projects spanning across various industries being executed from India, there is a compelling need to bring a specialized MBA course in Project Management.*

*This will bridge the demand supply gap in this promising domain by developing "industry ready" students who can contribute in this vital profession.*

“ Projects can make or mar the profitability of any commercial venture.

This course will impart practical insights to all the students and prepare aspiring students well for handling the challenges. ”

#### Nikunj Vyas

Sr. VP, Projects & Corporate affairs  
Reliance Communications Limited





# BEATING THE RECESSION

As a committed provider of employability by education to masses, Amplify views placement as the highest index of its achievement.

The 2008-09 placement season was calamitous for the entire Indian academic community. The IT industry put up a “frozen” façade. Many known Management schools were also not able to manage placements. **Amplify’s primary weapon to tackle the problem was innovation.**

Amplify identified very fast the sectors which were really providing placement opportunities in this tough season (Telecommunications, Insurance, Pharma and KPO), and focused very closely on them. The technical students were lapped up by specifically approaching the only niches in the IT industry which were recruiting.

Amplify students undergo a continuously revised, balanced and rigorous program that ensures a thorough understanding of management concepts. Students hone their existing managerial, leadership, team, analytical and interpersonal skills by taking assignments and corporate interaction at Amplify Mindware. Workshops on career counseling, business etiquette, group discussions and interview skills, verbal and non-verbal communication skills are a regular feature at Amplify. Student volunteers form a cell which participates in the process of building databases of recruiters, contacting and approaching them, and conducting the interviews.

The academic year, 2008-09 saw around **80%** of the batch getting at least one offer. Some of the students even got more than 1 offer based on their performance in the selection process.

## Companies that Visit our Campus

- |                               |                                |   |  |
|-------------------------------|--------------------------------|---|--|
| • Bharti Airtel               | • TATA Motors                  | • Vodafone  | • IDBI Bank                            |
| • Coca-Cola                   | • HDFC Bank                    | • HCL   | • Pepsi Co                             |
| • Birlasoft                   | • Cummins India Ltd,           | • Videocon  | • Tata Communications                  |
| • L&T Finance,                | • Nokia                        | • Reliance Communications                         | • Jindal Steel Plant                   |
| • Idea Cellular               | • Siemens                      | • Reliance Life Insurance                         | • SMC Global                           |
| • Max New York Life Insurance | • Nuclear Power Co-operation   | • HAL   | • ONGC                                 |
| • NTPC                        | • Bajaj Allianz Life Insurance | • SBI Mutual Fund                                 | • DNA Newspapers                       |
| • BHEL                        | • Bharat Aluminium             | • Future Generalli                                | • Career Forum                         |
| • Bhilai Steel Plant          | • Pharmalink                   | • India Infoline                                  | • Karvy Stock Broking                  |
| • Knight Frank India          | • Future Care Consultants      | • TRF Limited                                     | • Conquer Systems                      |
| • MetLife India Insurance     | • JP Cement                    | • City Heights Homes & Resorts                    | • Corona Bus Manufacturers             |
| • RK FoodLand                 | • Ductmaster Sharjah           | • Jss Steeltalia Ltd                              | • Ascent Strategic Management Group    |
| • City Mall                   | • Envision Knowledge           | • Kajaria Tiles                                   | • Anagram Stock Broking Ltd            |
| • Calibre Software            | • HR Placements                | • International Institute of Metropolitan Detroit | • Nirmal Bang Securities               |
| • Global Enterprise Infotech  | • Infinity Data                | • MP Group  | • Pioneer Sales Company USA            |
| • RCM Infotech (India)        | • Remind Me Services           | • Steria India                                    | • VIVA Institute of Management Studies |
| • Real Estate Bank India      | • SMC Global                   | • Velocity Group                                  | • Wuerth India                         |



**Lion Dr. Suresh Shirke**

Ex-Secretary Government of Maharashtra, W. R. Dept  
Director General- WALMI, Aurangabad  
Chairman, ISET (plc), IWRS (plc)

“It is heartening to find that trained Project Management Professionals have performed better in real field and kudos to PMI for the same.

India is on a growth path and it is eminent that many large projects will be undertaken in our country in days to come. Effective training and practical exposure will enhance the abilities of the young professionals to perform better in real life projects.”

# DESIGNED TO PERFECTION

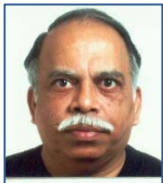
## Program Curriculum

The PGD-BPM program is intended to prepare post-graduates to pursue careers in various industries as project managers or to establish and run their own businesses as entrepreneurs.

The program is designed to develop high-quality formally trained professionals with a competitive edge in Project Management, reinforced with cutting edge skills in Information Technology (such as Microsoft Projects and SAP Enterprise Resource Planning) and industry best-practices from world leading Project Management bodies including the PMI and FIDIC.

The program provides hands-on work experience with inputs from highly-experienced Industry leaders. This program aims to provide the students with the technological, research, analytical and managerial skills necessary for the effective management in the industry. Management of complexity and transformation coupled with value addition to the industry are the underpinning themes of the program.

In the ever-changing business scenario, the program helps the students to acquire important skills and build their future capabilities using world-class technology. At the end of this program, the student will possess a strong foundation of project management & other domain processes.



**Mr. Girish Kelkar**

Director, cMAT Software Pvt Ltd  
President, PMI Pune Chapter

“ Project Management requires very different skills and particular type of attitude for taking the task at hand to completion.....

One can notice that Project Management will be required in almost every walk of life as long as Human race exists on this planet. It is important, therefore that MBA students have a chance to master this art. A dedicated Project Management MBA program from BVM Amplify indeed is welcome move.”

<b>Semester I:</b>
Management Theory & Practice
Marketing Management
Financial Accounting & Management
Business Communication & Professional Skills – Part I
Organizational Behavior
Managerial Economics
Manufacturing & Operations, Materials & Logistics
<b>Semester II:</b>
Management Information & Decision Support Systems
Project Management Fundamentals
Business Communication & Professional Skills – Part I
Applied Managerial Statistics and Quantitative Techniques
Principles of Human Resource Management
Financial Management & Budgetary Control
Advanced ERP Applications ( SAP/ R3) - Part I
<b>INDUSTRY INTERNSHIP 2 months Dissertation</b>
<b>Semester III:</b>
Managing Quality
Project Finance and Risk Management
Project Planning, Costing, Scheduling & Control
Business Domains
Advanced ERP Applications ( SAP/ R3) - Part II
Project Contract Management
Internship Dissertation
<b>Semester IV:</b>
MS Project (Planning, Evaluation, Review & Control)
Advanced Program Management Practices (Prof. Exam.)
Program Management
Advanced ERP Applications ( SAP/ R3) - Part III
Business Law & Regulations
Industry Project (On campus/ Off campus)

### For more details contact:

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Visit us at: [www.amplifymind.com](http://www.amplifymind.com) [www.bvuadit.com](http://www.bvuadit.com)



## Amplify Mindware

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