



K. J. Somaiya Institute of Management Studies & Research

ADMISSION BROCHURE 2013 - 15

- PGDM (MARKETING, FINANCE, HRD, OPERATIONS & SUPPLY CHAIN MANAGEMENT)**
- PGDM (INTERNATIONAL BUSINESS)**
- PGDM (RETAIL MANAGEMENT)**
- PGDM (FINANCIAL SERVICES)**
- PGDM (COMMUNICATIONS)**
- PGDM (EXECUTIVE)**

CHANAKYA

K. J. SOMAIYA INSTITUTE
OF MANAGEMENT STUDIES AND RESEARCH
ACADEMIC BUILDING



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1. SOMAIYA VIDYAVIHAR

Somaiya Vidyavihar was established in the year 1959 by Padmabhushan Late Shri K J Somaiya - an Entrepreneur, Philanthropist and a Visionary. He firmly believed that modern education must have its roots in strong values. This underlying theme and legacy of Somaiya Vidyavihar was continued and strengthened by his son Late Dr S K Somaiya and currently by his grandson Shri Samir Somaiya.

Within this context, Somaiya Vidyavihar believes in and provides for inclusive educational opportunities to all qualified students to discover and disseminate knowledge in order to serve communities around the world. Steeped in rich Indian culture and heritage and rooted in universal religious philosophies of the world, the Somaiya Vidyavihar Trust firmly believes in imparting education that teaches not just how to live but how to make a living. As a centre of learning, Somaiya Vidyavihar combines experiential learning with rigorous scholarship in all their educational programme to produce educated learners who are awake to new, challenging possibilities. The Trust is committed to academic excellence and intellectual competence. Freedom of expression and inquiry, exchange of ideas, cultural activities, intensive classroom instruction, and numerous informal events of the Somaiya Vidyavihar community combine to ensure that each student receives a thorough education in tune with the global realities of a rapidly evolving world. The ethos of Somaiya Vidyavihar ensures the development of community of scholars with talent and expertise that will garner regional, national and international recognition.

The Trust is dedicated to providing service to the communities by increasing their ability to make practical application of knowledge and provide an important engine for research and economic development. The Somaiya Vidyavihar campus comprises 34 fully integrated institutes dedicated to Liberal Arts, Sciences, Management, Health Care, Humanities, Philosophies and Social Sciences and is spread across a 60 acre complex in Vidyavihar, in north central area of Mumbai and a 90 acre complex at Sion in the heart of Mumbai. Somaiya Vidyavihar is home to over 27,000 students and 1,700 teaching staff. Majority of the colleges are affiliated to the University of Mumbai. The Trust also conducts autonomous post graduate courses, vocational training courses and has a High School within the campus as well as in rural India.

Somaiya Vidyavihar is presided over by Justice P.N. Bhagwati, former Chief Justice of India. Shri Samir Somaiya, a Cornell University and Harvard alumnus is the Vice President who provides invaluable direction to all the educational institutes within the campus.

2.DIRECTOR'S MESSAGE



Dr.Satish Ailawadi

K J Somaiya Institute of Management Studies & Research (SIMSR) is one of the top B-Schools in India with a vision to become one among the top 100 B-Schools in the world by 2025. We are constantly raising our bar to reach this ambitious vision. The institute is moving towards a global positioning by building strong international linkages with B-Schools across the globe. The research culture in the Institute nurtures original and scholarly ideas leading to development of knowledge. The institute is process driven with high standards of quality. We are in the final stages of getting accredited by SAQS (South Asian Quality Assurance System) and striving towards AACSB(Associate to Advanced Collegiate Schools of Business) accreditation, the most reputed international B-School Accreditation.

The institute has a lush green campus in the midst of urban Mumbai with modern amenities for students where they can pursue academic and extracurricular activities. At SIMSR, we focus on holistic development of students. The pedagogy followed at SIMSR is based on experiential learning where the students get a chance to practice the various facets of management. Students are encouraged in building innovation, creativity and entrepreneurial spirit so as to become competent professionals and future business leaders. Dual degree programmes, the international immersion programmes and student exchange programmes offer global exposure.

Students benefit from the blend of academicians and experienced corporate professionals who form the core faculty. SIMSR alumni hold senior positions in reputed companies in India and abroad. Alumni are actively involved in the various activities of the Institute. The emphasis at SIMSR is not just on how to earn a living but on how to live.

3. THE INSTITUTE

K. J. Somaiya Institute of Management Studies & Research (SIMSR) was established in the year 1981 as a part of Somaiya Vidyavihar with the objective of providing state of the art education in management and allied areas. The Institute was inaugurated by Dr. Manmohan Singh, the present Prime Minister of India, and is consistently ranked among top 20 Management Institutes and top 10 private sector B-schools in India.

The Institute has been aggressively strengthening its academic and research activities and this is evident by our improved rankings as published by various newspapers and magazines given as follows:

- Rank 9th - Business World (19 June 2011)
- Rank 9th - Top 10 Private B Schools, CNBC - TV 18 (18 May 2011)
- Rank 10th—Top 10 Private B Schools, Outlook (26th Sept, 2011)
- Rank 14th - Hindustan Times (31 August 2011)
- Super League 2 (between 9th to 17th Rank) - Business Standard (12 May 2011)
- Rank 16th - DNA (6 September, 2011)
- A' Category - Time Institute (August ,2011)
- Rank 8th – Private B-School (Outlook, Oct'2012)
- Applied for International Accreditation under South Asian Quality Assurance System (SAQS).

The Institute nestled in a 60 acre campus in the central suburbs of Mumbai offers full time and part time Masters and Post Graduate Programmes in Business Management, and Masters in Computer Applications. All the programmes are approved by All India Council of Technical Education, Ministry of HRD, Govt. of India, New Delhi and / or affiliated to University of Mumbai. Apart from the regular programmes, the Institute offers customized and subject / industry specific certificate and executive development programmes for government bodies, companies, defence personnel and NGO's.

- ◆ The Institute has been awarded Best Institute of Management by Bombay Management Association (BMA).
- ◆ Best Student Award by Bombay Management Association (BMA) won by our students for 2 years.
- ◆ Best Teacher Award by Bombay Management Association (BMA) won by our faculty for 2 years.
- ◆ The Institute has received ISO 9001:2008 Certification by Bureau Veritas.
- ◆ The Institute has a healthy student : faculty ratio of 15:1.
- ◆ Special Commendation Award 2011 from Public Relations Society of India for contribution to the Public Relations Profession.
- ◆ For two consecutive years, our students of MCA programme have figured in merit list of University of Mumbai.
- ◆ Best Information Technology Teacher Award by 18th Dewang Mehta Business Schools Awards won by Prof. Sujata Rao.
- ◆ Women Super Achievement award at the 18th Dewang Mehta Business Schools Awards won by Prof. Monika Khanna.

The lush green campus of the Institute, completely insulated from the hustle and bustle of Mumbai city provides an environment that is truly conducive for the process of learning and individual growth. Along with management education, a student can avail of the opportunity to learn several international languages including ancient languages like Sanskrit and Pali. Facilities to learn & practice yoga and a well developed sports infrastructure contribute to the all round development of the budding managers.

The rigorous teaching learning process ensures that the students of the Institute are able to apply their concepts to real world business problems. The Institute liberally uses case studies, experiential learning, simulation games and exercises to augment the regular learning process. The students and alumni have won laurels for the Institute at various forums and occupy strategic positions in MNC's and large Indian corporate across different industry sectors around the world. The Institute has strength of 80+ faculty members with 35 % of them holding doctoral degree and more than half of them with rich industry experience of more than 500 man years. The faculty have excelled themselves and brought glory to the Institute by winning number of national and international awards, publishing books and /or presenting research papers in reputed publication and conferences in India and abroad.

4. THE INSTITUTE PHILOSOPHY

Knowledge Alone Liberates

The founders and trustees of Somaiya Vidyavihar firmly believe that the only way to liberate an individual and unleash his potential is through education. If India is to take leadership position in the next decade and become an economic, political and spiritual powerhouse, it needs to cultivate true leaders. The only way to achieve this is through good quality education and the benefits of such an education must trickle down to the lowest levels of the Indian society. Inclusive and sustainable growth is possible only if more and more people are able to get access to education and also become part of the digital revolution sweeping across the world. The Institute believes that it has the capabilities to translate this dream into reality and become the enabler of change which India is looking for and the world is looking up to. A world class infrastructure and value systems grounded in Indian ethos reinforces the belief in our ability to groom managerial talent that would lead the country forward. At SIMSR, we believe that knowledge alone would liberate.

Vision

To be amongst the top 100 B-schools in the world by 2025

International Linkages

The Institute has international linkages with the following Institutes / Universities :

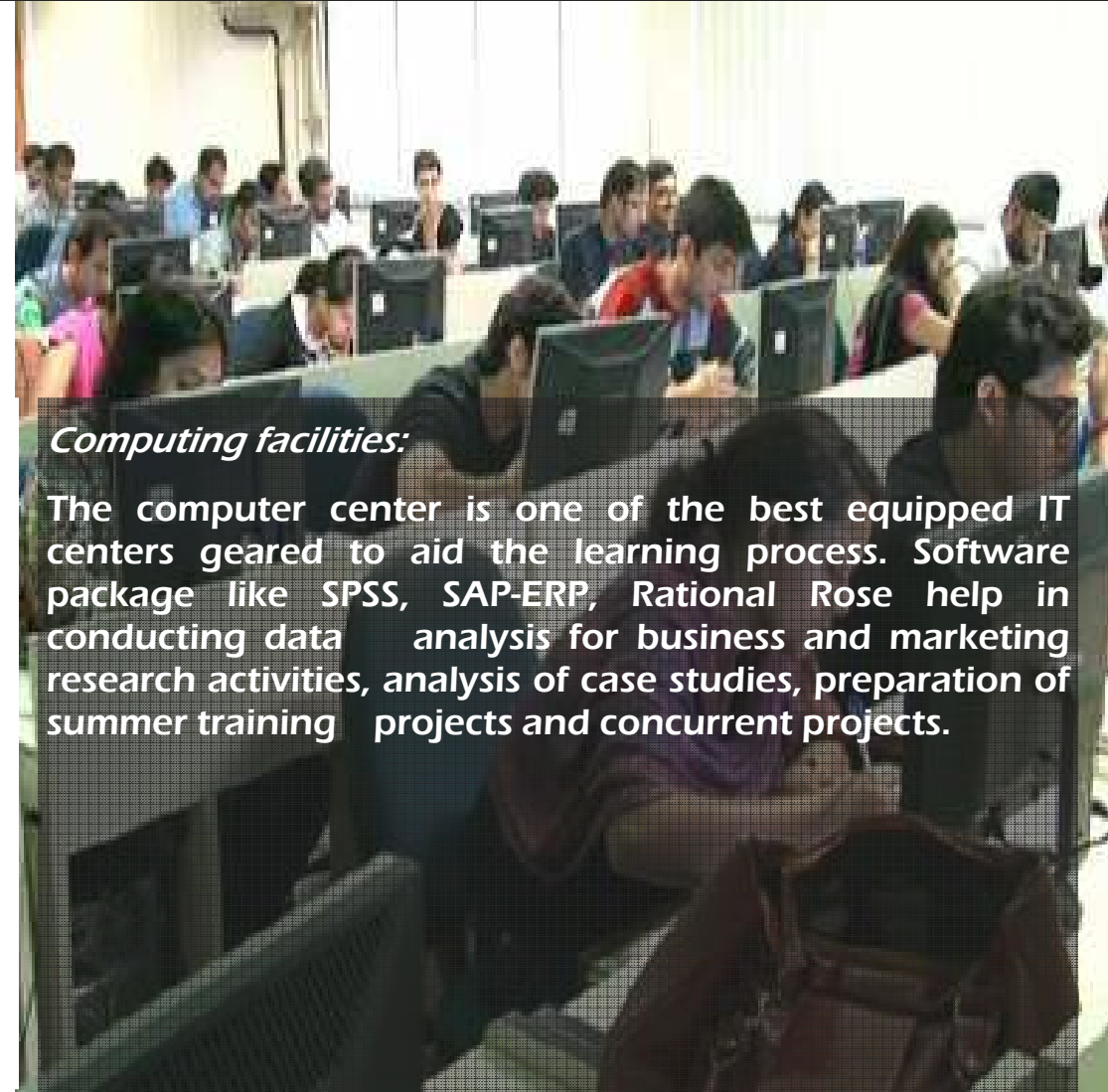
- School of Management, Asian Institute of Technology, Bangkok (Thailand) – student and faculty exchange
- Deakin University, Australia - student and faculty exchange
- Vaasa University, Finland - student and faculty exchange
- Nyenrode Business University, The Netherlands-student and faculty exchange

5. INFRASTRUCTURE FACILITY



Institute Building :

The Institute with the state of art teaching learning facilities, sports and culture makes it a true center of Academic excellence. The Institute is housed in two adjacent spacious, well furnished and air conditioned buildings of around 1,50,000 sq feet surrounded by lush green gardens and trees. The entire infrastructure has been created to develop a truly academic ambience. Two air conditioned seminar halls with a seating capacity of 250, multiple auditoriums, conference rooms for executive development programmes, student discussion rooms and Wi-Fi infrastructure make the Institute one of the best equipped educational centers in the city of Mum-



Computing facilities:

The computer center is one of the best equipped IT centers geared to aid the learning process. Software package like SPSS, SAP-ERP, Rational Rose help in conducting data analysis for business and marketing research activities, analysis of case studies, preparation of summer training projects and concurrent projects.

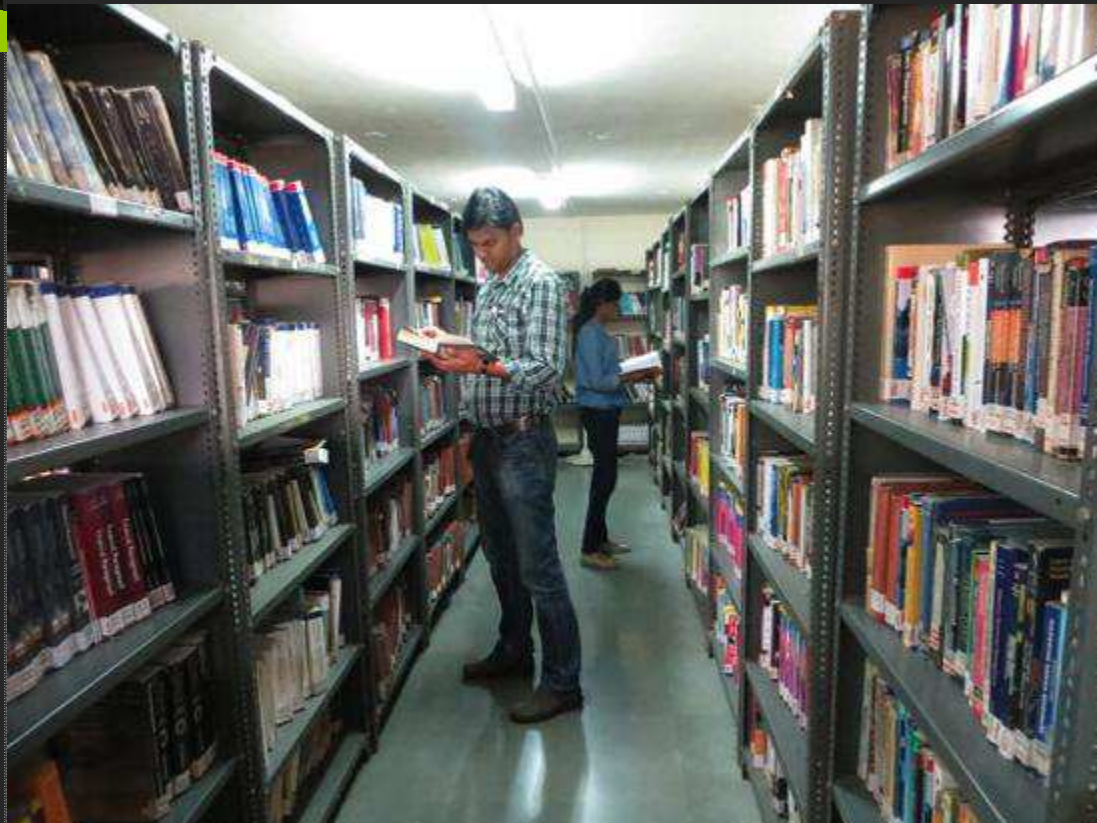


Sports facilities

Facilities exist for cricket, football, hockey, basketball, table-tennis, lawn tennis, yoga, squash, open air chess along with a well equipped gymnasium. In addition to this the Institute also has a newly built running track.

Library

The fully computerized library has more than 45,000 books, CD's and video films. Housed in an area of 7,000 sq feet, the library offers access to online data bases like EBSCO, PROQUEST and financial database like CMIE PROWESS which provide online access to over 8,000 national and international journals, research papers, articles, dissertations and financial data. The library also subscribes to a wide range of national and international newspapers, magazines and journals.





Hostel/Accommodation

The Institute offers compulsory in-campus separate hostel facilities for boys and girls of all the Post-Graduate Diploma in Management Programmes. The hostel offers 660 beds and 20 faculty residences. The hostel is well equipped with all modern facilities including 24x7 internet facilities, Laundromats, student mess and gymnasium.

Canteen

The canteen of around 2,250 sq feet is located on the ground floor of the Institute building. It is very well ventilated and has a seating arrangement of more than 100 students at a time. This is complimented by a covered open air seating arrangement with lots of greenery, that makes it a great place where students can get together to discuss their assignments and projects over cups of tea, coffee and tasty food bites.

Center of Excellence

The Institute has decided to set up the center for furthering research and bringing focus to the activity and dissemination of the same to academicians, industry professionals and society at large.

The benefits of setting up a Center of Excellence in Business Research are :

- Ability to Differentiate from other business schools
- Collaboration Opportunities with industry and academia
- Learning Opportunities for faculty and students through live projects
- Branding Opportunities through visibility in Industry and Academic Circles
- Research with transformational impact

Medical facilities

Medical facility is available within 0.5 km of campus.

Medical fitness test

Institute expects all students to be physically and mentally fit for the rigors of the course, for which all students will have to undergo and successfully clear a medical examination held by the campus medical team. The medical test, however, is not a part of the selection process.

6.INTERNATIONAL IMMERSIONS

Objectives:

- Facilitate 'on ground visits' to countries such as China, Brazil, Russia
- Interact with representatives/officials of business organizations and government bodies
- Organize visits to manufacturing and retail organizations
- Gain practical insights and enhance experiential learnings

Immersion activities :

- Visit office and/or manufacturing sites
- Visit retail markets and do analysis of brands for a particular industry
- Gather customer insights and appreciate consumer behaviour by interaction and observation
- Meet representatives of Indian embassy /consulates
- Meet representatives of Indian business organizations
- Understand Urban Planning and Infrastructure by visiting relevant offices and participating in appropriate focused group discussions
- Meet Project Managers of organizations
- Cultural immersion to appreciate cross-cultural aspects

7.PROGRAMMES

The Institute conducts management programmes not only for students and practicing managers but also for budding entrepreneurs who wish to enhance their knowledge through research and contribute new thoughts to the body of management knowledge.

The programmes have a rigorous academic schedule that includes case studies, presentations, assignments, exams, research papers and live end term projects.





PGDM

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) -21st Batch 2013-15

PROGRAMME OBJECTIVE:

The Post Graduate Diploma in Management programme is the flagship programme which moulds students into competent value – driven human beings with a strong grounding in management principles. The programme aims at imparting holistic education incorporating ethics, good governance and social responsibility. The programme instills positive attitudes and values enabling the students to function effectively in a very competitive environment while contributing to the society.

PROGRAMME HIGHLIGHTS:

- ◆ Two year full time AICTE approved programme
- ◆ Equivalent to MBA as per AIU (Association of Indian Universities) notification.
- ◆ Intake: 120 seats (Plus 15% of Supernumerary Seats)
- ◆ Children of Indian Workers in Gulf Countries, Persons of Indian Origin (PIO's) & Foreign Nationals (FN) are eligible to apply for 15% of Supernumerary seats.
- ◆ Seats under NRI (Non-resident Indian) Quota are also available.
- ◆ Fees for Non-resident Indian and Foreign Nationals will be as per applicable rules
- ◆ Started in the year 1993
- ◆ Programme was accredited in the year 2005 for a period of 5 years by National Board of Accreditation (NBA), a body of AICTE, Ministry of HRD, and Govt of India. The Institute has already initiated the process for re-accreditation and the same is likely to be renewed by December 2012.
- ◆ The specialisation offered in the second year are :-
MARKETING, FINANCE, HRD, OPERATIONS & SUPPLY CHAIN MANAGEMENT
- ◆ Open to students from India and abroad including Non Resident Indians(NRI's), Persons of Indian Origin(PIO's) and foreign nationals.
- ◆ ** Students are encouraged to participate in International Immersions. The institute will facilitate the process and all the expenses for the same will have to be borne by the students.

INDUCTION PROGRAMME:-

The batch comprises of students from different Universities/streams and with a view to bring all students to a common platform, the institute conducts two-weeks induction programme before the commencement of regular sessions. It is compulsory for all the students to attend the induction programme.

BASKET OF ELECTIVES:-

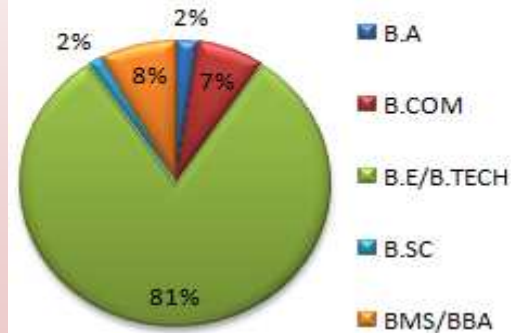
Keeping in mind the Institute's objective of training managers with cross functional skills, the Institute allows the students of PGDM, to choose a set of electives across different areas of specializations. This facility is subject to a minimum of 20 students applying for a particular elective.

PEDAGOGY:-

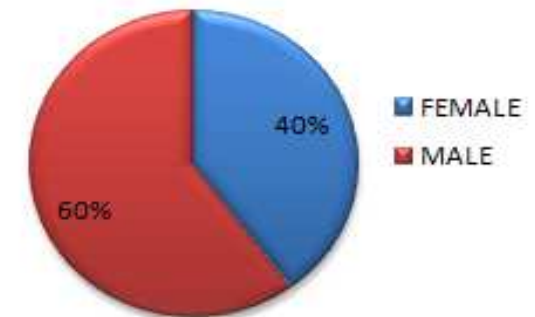
The pedagogy comprises of case studies, projects, assignments, presentations, guest lectures, role plays, field visits, field projects and interactive classroom lectures and discussions. Students are expected to spend considerable time on self study and come prepared for the classes. The teaching-learning process lays emphasis on case studies, industry relevant projects, research and seminar papers.

CURRENT BATCH PROFILE(PGDM)

EDUCATIONAL BACKGROUND



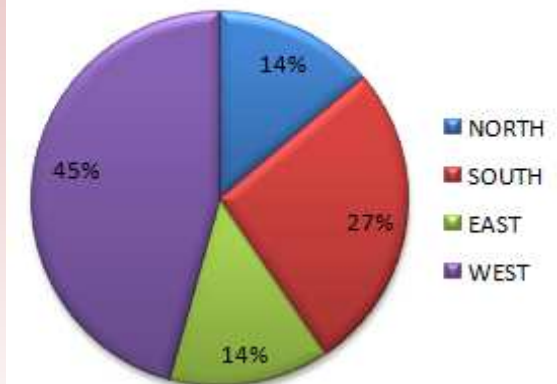
GENDER RATIO



WORK EXPERIENCE



REGIONAL BACKGROUND





PGDM - International Business

POST GRADUATE DIPLOMA IN MANAGEMENT-INTERNATIONAL BUSINESS(PGDM-IB) – 7th Batch 2013-15

PROGRAMME OBJECTIVE:

The Post Graduate Diploma in Management in International Business endeavours to make the students competent and versatile in all the functional areas like Marketing, Finance, Operations and Human Resources. The focus is on creating a global mindset and creating functional competencies which would be necessary for operating in the international environment. Accordingly, the subjects chosen for this programme are a judicious blend of common core courses, key Courses in functional areas and advanced level courses within the area of International Business.

PROGRAMME HIGHLIGHTS:

- ◆ Two year full time AICTE approved programme since 2007
- ◆ Equivalent to MBA-IB as per AIU (Association of Indian Universities) notification.
- ◆ Intake: 60 seats.
- ◆ Open to students from India and abroad including Non Resident Indians (NRI's), Persons of Indian Origin (PIO's) and Foreign Nationals within the intake of 60 seats without any additional fees.
- ◆ Conducted in six trimesters of 10-12 weeks each, spread over a period of two years with classes held six to seven days a week.
- ◆ Each trimester has 7-8 full credit subjects, requiring 30-45 hours of class work/ tutorial each.
- ◆ Mandatory individual summer internship after first year for 8-10 weeks in a commercial/social organization/ multi-national company.
- ◆ In the third trimester, Export Import Policy/ Procedures and FEMA are covered in depth as a subject, in addition to the common first year subjects.
- ◆ Fourth and Fifth trimesters consist of 7-8 full credit subjects each with a mix of core and specialization subjects along with research and seminar papers.
- ◆ Sixth trimester consists of 5-6 subjects including a final project involving field work related to International Business.
- ◆ Students are required to choose one foreign language from either of the two - French or Spanish, which is taught throughout the second year.
- ◆ ** Students are encouraged to participate in International Immersions. The institute will facilitate the process and all the expenses for the same will have to be borne by the students.

INDUCTION PROGRAMME:-

Since the batch is expected to comprise of students from different streams (such as Arts, Science, Commerce Engineering), in order to bring all the students at par with each other academically, the institute conducts two-weeks induction programme before the commencement of regular sessions. It is compulsory for all the students to attend the induction programme.

BASKET OF ELECTIVES:-

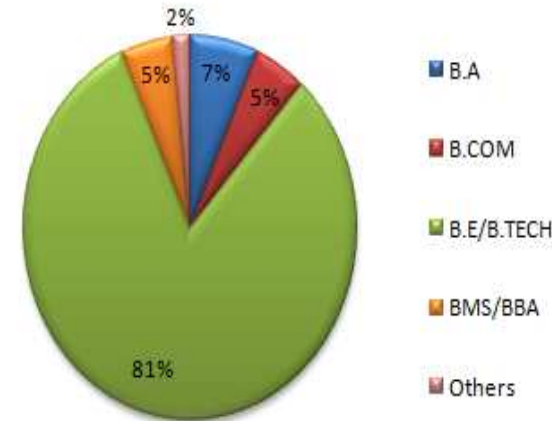
Keeping in mind the Institute's objective of training versatile managers possessing cross- functional skills, the Institute allows the students of PGDM-IB to choose from a set of electives from different areas of specialization. This facility available in second year and is subject to a minimum of 20 students applying for a particular elective.

PEDAGOGY:-

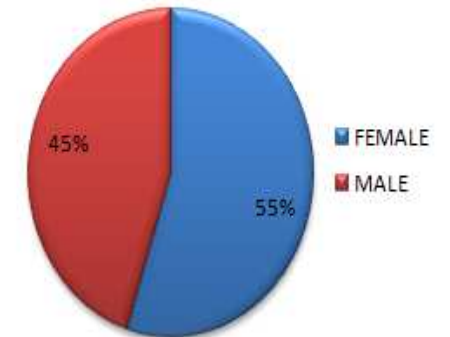
In addition to classroom learning through case studies, projects and assignments, the students learn through participation in co-curricular activities including interactions with key industry experts, which are arranged by International Business Society (IBS@SIMSR) functioning from November, 2009. Students also contribute to its quarterly publication e-Globuzz, which goes a long way to enhance their perspective of world affairs.

CURRENT BATCH PROFILE[PGDM(IB)]

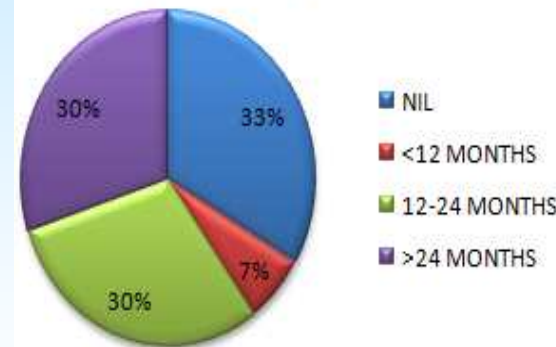
EDUCATIONAL BACKGROUND



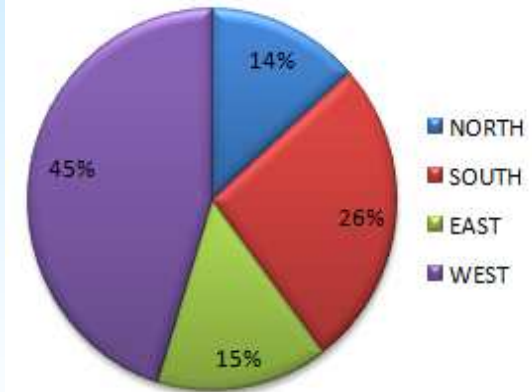
GENDER RATIO



WORK EXPERIENCE



REGIONAL BACKGROUND





PGDM - RETAIL MANAGEMENT



POST GRADUATE DIPLOMA IN MANAGEMENT-RETAIL MANAGEMENT(PGDM-RM) – 7th Batch 2013-15

The Retail Industry is on the cusp of a New Revolution with the passing of FDI in Retail by the Government of India. Retail is a US \$12 trillion industry and one of the largest employers after agriculture across the globe. The share of Organised Retail in India currently stands abysmally low at 7 percent and is growing at an exponential rate thereby having potential to create more jobs in Managerial as well as Store operations in the country. With increased consumption, changing lifestyles and online penetration, the Retail revolution is undergoing major churn in the country.

SIMSR is one of the pioneers who realized the urgent need for Retail Management education. The Institute started the two year Post Graduate Diploma in Management in Retail Management in year 2007, which is an AICTE approved Programme.

PROGRAMME OBJECTIVES:

- ♦ To prepare students to build a career and face the challenges in the retail industry by judicious mix of theory and practical applications.
- ♦ To build and foster a sense of servitude in the students that is essential for success in the retail industry.
- ♦ To convert students into retail professionals for meeting the growing opportunities in the retail industry in India.

PROGRAMME HIGHLIGHTS:

- ♦ Two year full time AICTE approved programme
- ♦ Equivalent to MBA-RM as per AIU (Association of Indian Universities) notification
- ♦ Intake: 60 seats
- ♦ Open to students from India and abroad including Non Resident Indians (NRI's), Persons of Indian Origin (PIO's) and Foreign Nationals within the intake of 60 seats without any additional fees
- ♦ First year comprises of compulsory foundation courses and is common across all PGDM programme.
- ♦ Each trimester has 7-8 full credit subjects, requiring 30-45 hours of class work/tutorial each.
- ♦ Mandatory summer internship after first year for 8-10 weeks in a commercial / social organization.
- ♦ Fourth and fifth trimesters consists of 7-8 full credit subjects each with a mix of core and specialization subjects along with research paper.
- ♦ Sixth trimester consists of 5-6 subjects including a final project involving field work.
- ♦ Subjects are introduced based on industry feedback and industry requirements.
- ♦ Classroom sessions are taken by the industry experienced professionals.
- ♦ Latest case studies in the area of retail management are included as part of course curriculum.
- ♦ ** Students are encouraged to participate in International Immersions. The institute will facilitate the process and all the expenses for the same will have to be borne by the students.

INDUCTION PROGRAMME

Since the batch is expected to comprise of students from different streams (Arts, Science, Commerce Engineering...), in order to bring all the students at par with each other academically, the institute conducts two-week induction programme before the commencement of regular sessions. It is compulsory for all the students to attend the induction programme

BASKET OF ELECTIVES

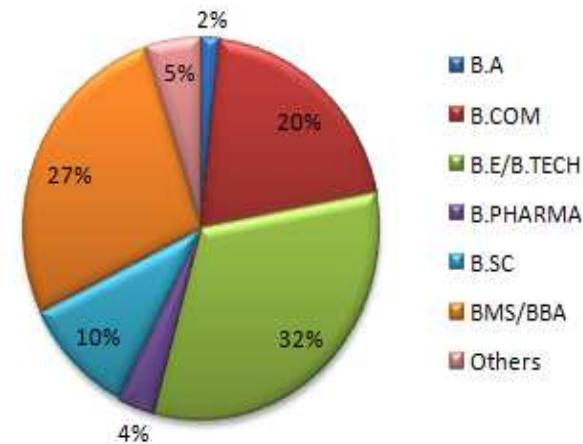
Keeping in mind the Institute's objective of training versatile managers with cross functional skills, the Institute allows the students of PGDM-RM to choose from a set of electives from different areas of specializations. This facility is available in second year and is subject to a minimum of 20 students applying for a particular elective.

PEDAGOGY

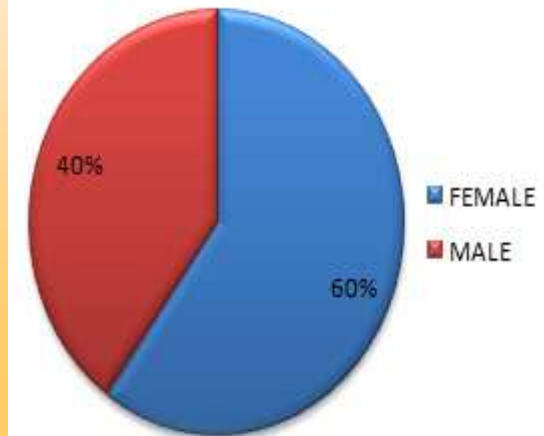
The pedagogy comprises of case studies, projects, assignments, presentations, guest lectures, role plays, field visits, field projects and interactive classroom lectures and discussions. Students are expected to spend considerable time on self study and come prepared for the classes. The process lays emphasis on case studies, industry relevant projects, and research papers.

CURRENT BATCH PROFILE [PGDM(RM)]

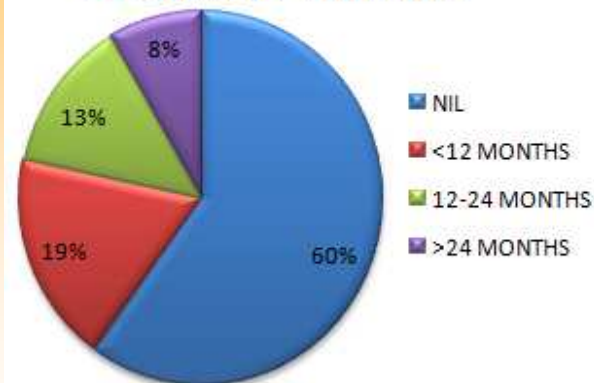
EDUCATIONAL BACKGROUND



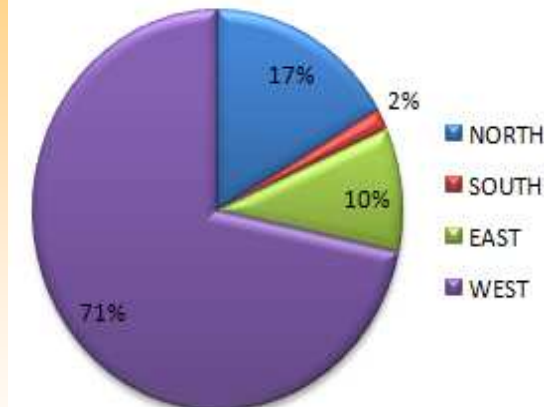
GENDER RATIO



WORK EXPERIENCE



REGIONAL BACKGROUND





PGDM – FINANCIAL SERVICES



POST GRADUATE DIPLOMA IN MANAGEMENT-FINANCIAL SERVICES(PGDM-FS) – 3rd Batch 2013-15

PROGRAMME OBJECTIVE:

The Post Graduate Diploma in Management - Financial Services offers a unique integration of management concepts in financial markets and techniques followed for market analysis and practices as well as policy formulation. The overall objective of the programme is to prepare and enhance the knowledge of the participants in the domestic as well as global financial services which enable them to understand the market complexity and take effective decisions. This programme proposes to facilitate the expansion of knowledge horizon through learning basic and modern concepts, techniques and best practices in the area of Financial Services along with a close synergy with other business functions which is prerequisite for an overall development.

PROGRAMME HIGHLIGHTS:

- ♦ Two year full time AICTE approved programme
- ♦ Intake: 60 seats
- ♦ Started in the year 2011
- ♦ Open to students from India and abroad including Non Resident Indians (NRI's), Persons of Indian Origin (PIO's) and Foreign Nationals within the intake of 60 seats without any additional fees
- ♦ Conducted in Six Trimesters spread over two years with classes held six to seven days a week.
- ♦ The programme focuses on specialised subjects on finance from the very first year itself.
- ♦ ** Students are encouraged to participate in International Immersions. The institute will facilitate the process and all the expenses for the same will have to be borne by the students.

INDUCTION PROGRAMME

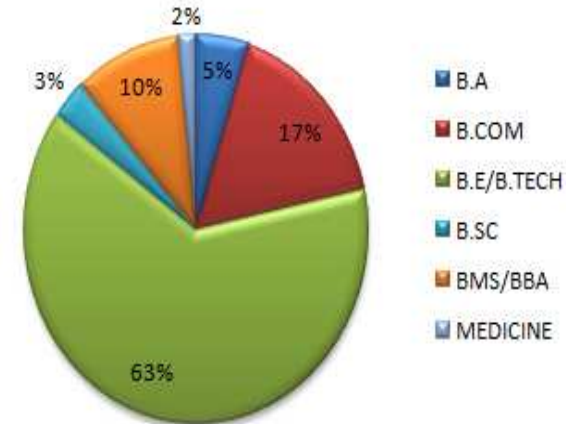
Since the batch is expected to comprise of students from different streams (Arts, Science, Commerce Engineering...), in order to bring all the students at par with each other academically, the institute conducts two-week induction programme before the commencement of regular sessions. It is compulsory for all the students to attend the induction programme

PEDAGOGY

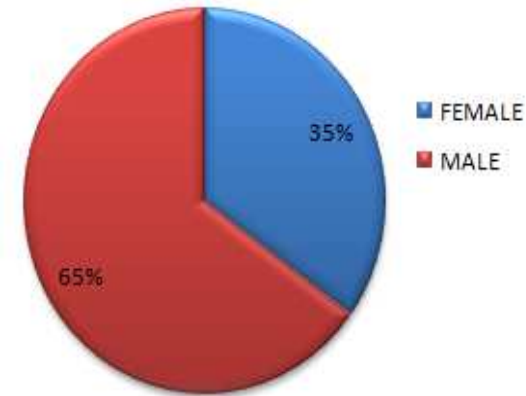
- ◆ Classroom Lectures
- ◆ Presentation
- ◆ Case study and Simulation
- ◆ Live Projects
- ◆ Visit to Financial institutions and markets

CURRENT BATCH PROFILE [PGDM(FS)]

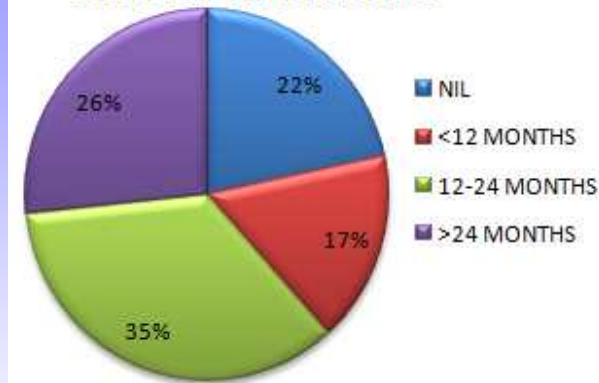
EDUCATIONAL BACKGROUND



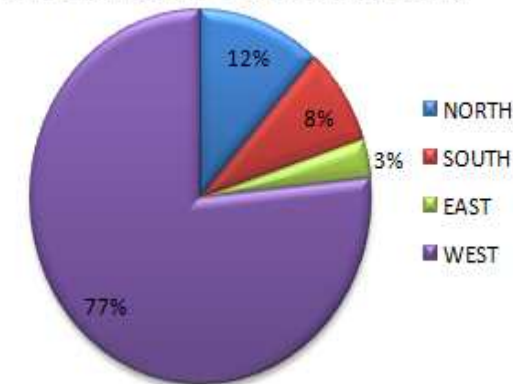
GENDER RATIO



WORK EXPERIENCE



REGIONAL BACKGROUND





PGDM - COMMUNICATIONS

POST GRADUATE DIPLOMA IN MANAGEMENT-COMMUNICATIONS(PGDM-Communications) – 2nd Batch 2013-15

PROGRAMME OBJECTIVE :

The Post Graduate Diploma in Management - Communications having an orientation to Integrated Marketing Communications offers a unique blend of General Management subjects and a judicious combination of Traditional and New Media, including Social Media Communication, Communication Planning and Strategy, and Creative Development techniques and methods followed by industry practitioners in India and abroad.

The overall objective of the programme is to prepare and enhance the knowledge base of the participants in the area of communications in domestic as well as global markets. This will enable them to understand the nuances of market complexity and cultures, select appropriate Integrated Marketing Communication tools & techniques and take effective managerial decisions in building compelling national and global brands.

PROGRAMME HIGHLIGHTS :

- ♦ To familiarize the participants with the importance of Integrated Marketing Communications in building strong brands.
- ♦ To acquaint the students with the emerging and contemporary aspects of 360 degrees Integrated Marketing Communications.
- ♦ To familiarize the students with new methods of understanding and analyzing markets which would enable better planning, execution and monitoring Brand and Corporate Communications.
- ♦ To impart current knowledge relating to emerging trends in brand related marketing communications globally and in urban & rural India.
- ♦ To design, develop and execute 360 degrees Integrated Marketing Communications programmes and campaigns to launch, build, maintain and rejuvenate brands.
- ♦ ** Students are encouraged to participate in International Immersions. The institute will facilitate the process and all the expenses for the same will have to be borne by the students.

INDUCTION PROGRAMME:

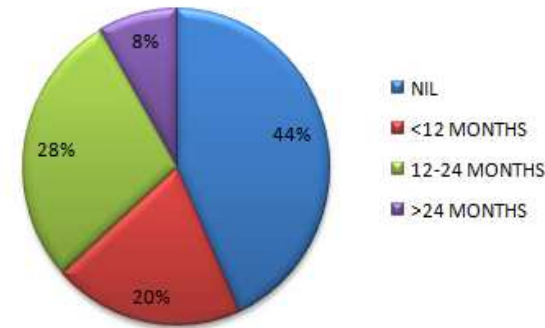
Since the batch is expected to comprise of students from different streams (such as Arts, Science, Commerce, Engineering), in order to bring all the students at par with each other academically, the institute conducts two-weeks induction programme before the commencement of regular sessions. It is compulsory for all the students to attend the induction programme.

PEDAGOGY:

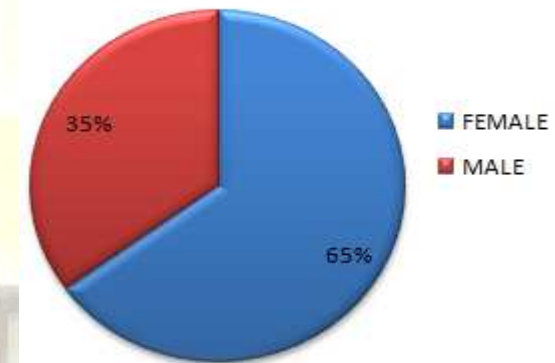
A judicious blend of theory and practice, case studies, live projects on brands, workshops and guest lectures by industry specialists, concurrent projects with industry for hands-on experience.

CURRENT BATCH PROFILE(PGDM-COMMUNICATION)

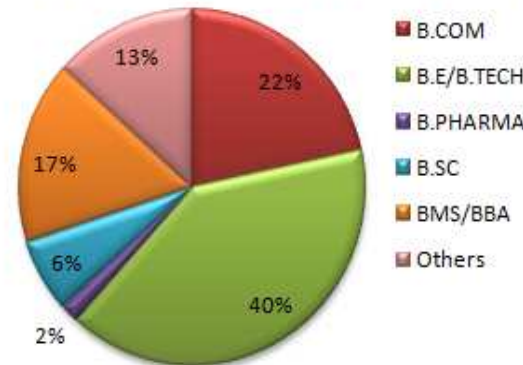
WORK EXPERIENCE



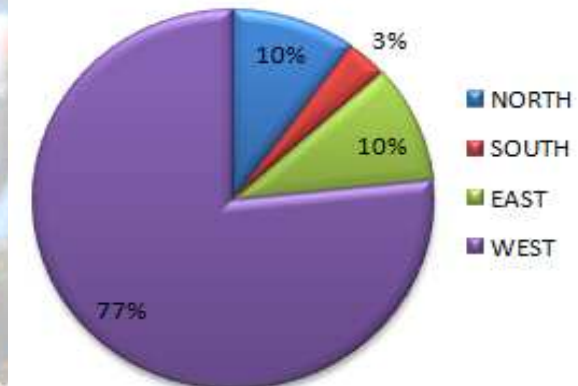
GENDER RATIO



EDUCATIONAL BACKGROUND



REGIONAL BACKGROUND





PGDM - EXECUTIVE



POST GRADUATE DIPLOMA IN MANAGEMENT-EXECUTIVE(PGDM-EXECUTIVE) – 3rd Batch (2013)

PROGRAMME OBJECTIVE:

- ◆ The participants will be trained to lead organizations in a knowledge economy fuelled by technology, globalization and constant change.
- ◆ Contribute to a performance driven culture in a climate of partnership and trust.
- ◆ develop general management competencies and decision making abilities of managers.
- ◆ Enhance entrepreneurial capabilities and business leadership.

PROGRAMME HIGHLIGHTS:

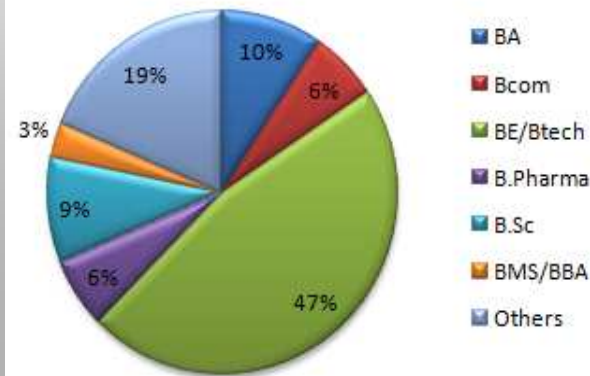
- ◆ Fifteen months full time AICTE approved programme comprising of five terms of three month each.
- ◆ Intake: 60 seats.
- ◆ Started in the year 2011.
- ◆ Open to students from India and abroad including Non Resident Indians (NRI's), Persons of Indian Origin (PIO's) and Foreign Nationals *within the intake of 60 seats without any additional fees.*
- ◆ The first two terms comprise of core courses that form the foundation of the management programme.
- ◆ Terms III and IV comprise of a mix of core and elective courses. Students will be given the option to major in any one / two areas or to be a generalist. They will select a minimum number of electives in each term in their area of interest.
- ◆ The programme has a four week social responsibility project or an international immersion assignment with an aim to provide additional exposure to the students.
- ◆ Term V acts as a culmination point where a student should be able to integrate the leanings from different courses in the form of a capstone project.

CURRENT BATCH PROFILE[PGDM(EXECUTIVE)]

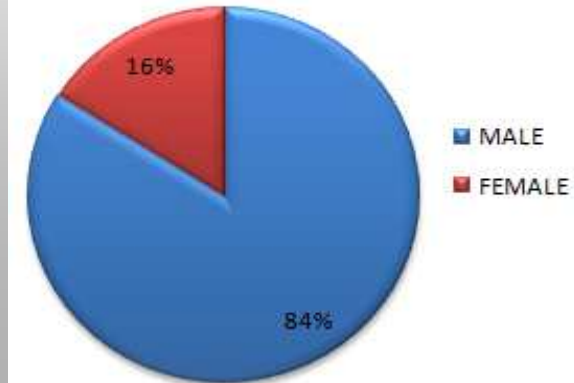
INDUCTION PROGRAMME :

The institute conducts a one week induction programme before the commencement of regular sessions to get the participants back into the academic mode. It is compulsory for all the students to attend the induction programme.

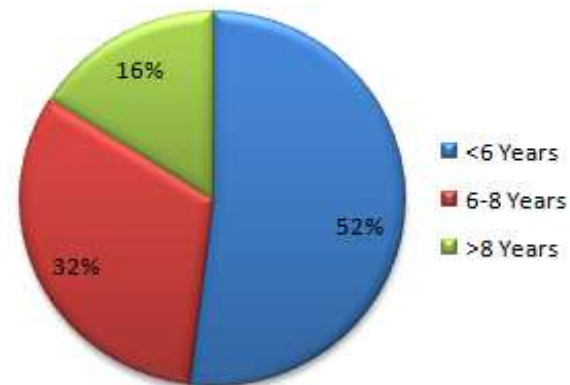
Education Background



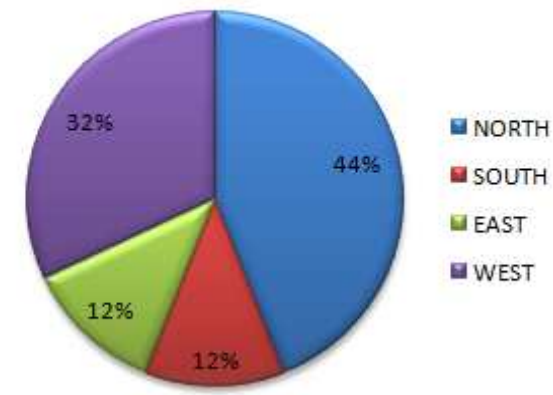
GENDER RATIO



WORK EXPERIENCE



REGIONAL BACKGROUND



8. Course highlights

Attendance

The students are expected to have 100 per cent attendance in the class and other academic activities, however 75% attendance is compulsory for all class sessions, tutorials, guest lectures and Institute seminars and events. Attendance along with class participation also forms an integral and important part of the evaluation criteria for each course. Students having less than 75% attendance run the risk of getting debarred from appearing in the exams and also from participation in placements.

Non credit subjects

Meritorious students are allowed the facility of taking a maximum of two subjects per trimester outside their areas of specialization as non-credit subjects in the second year. It helps them to work in their areas of interest and passion. It is mandatory to attend regular classes, complete the projects and/or assignments and pass the examinations to get the necessary certificates. In order to inculcate inter disciplinary skills students are encouraged to opt for non- business related non- credit electives such as Environmental Science/Earth Science/Indian Values etc.

Evaluation

The institute follows a continuous evaluation process, which consists of internal assessments (attendance, class participation, assignments, group tasks, projects etc) as well as written exams which consists of Mid Term Exams (during mid half of the trimester) as well as End Term Exams (at the end of the trimester). It is compulsory for the student to secure minimum 50% of the marks in each of the component in both internal assessment and the written exams separately for passing in the said subject. The institute follows the grading system.

8. Course highlights (contd.)

International exchange/dual degree programme

The Institute has entered into strategic alliances for student / faculty exchange programmes with School of Management, Asian Institute of Technology at Bangkok, Deakin University in Australia, Vaasa University at Finland and Nyenrode Business Universities the Netherlands. Students of all autonomous programmes can avail of these exchange programmes in the second year of the course.

The students are selected for these exchange programmes based on their merit and first year marks

Campus Code of Conduct and Discipline

Policy Against Ragging: As per the guidelines of the Honourable Supreme Court of India, University Grants Commission (UGC) and All India Council for Technical Education (AICTE), ragging in any form is strictly banned & strict disciplinary measures will be taken against any student indulging in ragging in any form. The Institute also has zero tolerance towards malpractices in the examinations / class assignments / projects and any other form of indiscipline.

Other Code of conduct: In keeping with the values of the founder of Somaiya Vidyavihar and the health guidelines - bringing in and consumption of non-vegetarian food, intoxicating products like tobacco, drugs and alcohol is strictly prohibited in the whole of Somaiya Vidyavihar campus.

PLACEMENTS

PGDM

Total Students	118
Students opting for placement procedure	113
Students placed	113
Maximum Salary	10.86 Lac
Average Salary	7.5 Lac
Number of companies visited	135

PGDM-IB

Total Students	59
Students opting for placement procedure	55
Students placed	55
Maximum Salary	10.73 Lac
Average Salary	7.5 Lac
Number of companies visited	135

PGDM-RM

Total Students	59
Students opting for placement procedure	40
Students placed	40
Maximum Salary	8.5 lacs (INR Domestic), 18.78 lacs (INR International)
Average Salary	5.47 lacs ((INR Domestic), 16.41 lacs (INR International)
Number of companies visited	40

9. ADMISSION PROCEDURE



Eligibility

PGDM /PGDM-IB/RM/FS/COMM

Student pursuing or having completed a minimum of three year graduate programme in any discipline with minimum 50% aggregate marks from any University, recognized by Association of Indian Universities (AIU)/AICTE, are eligible for Post Graduate Studies in Management. Students appearing for their final examination in April - May 2013 can also apply. However, they should produce documentary evidence of having passed the graduation examination with minimum aggregate marks as specified above, on or before 31st July 2013, failing which the students will forfeit their admission. The student must have completed the graduation examination process before joining the Institute.

PGDM –EXECUTIVE

Student having completed a minimum of three year graduate programme in any discipline with minimum 50% aggregate marks from any University, recognized by Association of Indian Universities (AIU)/AICTE and having completed 5 years of work experience as on 31st July 2013 are eligible for applying to Post Graduate Diploma in Management (PGDM-EXECUTIVE).

Admission Stages

Stage 1

- Appear for any of the Admission Test : CAT 2012, CMAT 2012, GMAT.* Fill up Somaiya On-line application form. Using a single form, a candidate can apply for more than one PGDM programme. However, for PGDM (EXECUTIVE) a separate form needs to be filled in.

Stage 2

- Shortlisting of candidates on the basis of test score in the entrance/qualifying examination-CAT 2012, CMAT 2012, GMAT. Marks for these qualifying exams will be normalized for comparison.

Stage 3

- Written Case analysis by each of the shortlisted candidate + personal in -depth interview that may include an extempore presentation.

Stage 4

- Declaration of the consolidated merit position for each of the candidate. Two lists - one for all PGDM programmes except PGDM (Executive) and other exclusive for PGDM (Executive)

Stage 5

- Counselling at the institute (KJ Somaiya Institute of Management, Mumbai). The candidate will be offered the choice of the programme based on the programme applied for, merit position and availability. All the merit-positioned candidates will be called for counselling at different time slots depending upon the rank.

* GMAT Scores of last 2 years are applicable only for applicants of foreign Nationals

Stage 1

- Appear for any of the qualifying examination i.e., CAT 2012, CMAT 2012 , GMAT(Scores of last 2 years—valid only for candidates of foreign nationals)
- Apply to K J Somaiya Institute of Management Studies & Research for admission through the Online Admission Form available on our website <http://simsr.somaiya.edu> . Student can apply for all the PGDM programmes (except PGDM-Executive) using a single form. A student can opt for all the five programmes viz.,
 1. PGDM (MARKETING,FINANCE,HRD,OPERATIONS & SUPPLY CHAIN MANAGEMENT)
 2. PGDM (INTERNATIONAL BUSINESS)
 3. PGDM (RETAIL MANAGEMENT)
 4. PGDM (FINANCIAL SERVICES)
 5. PGDM (COMMUNICATIONS)
- She/he will be considered only for the programmes opted for – during the counseling session (step 5)
- A candidate can opt for any programme with an online application form fee of Rs.2050/-.
- A candidate can opt for any two programmes with an online application form fee of Rs.2550/-.
- In case the candidate wants to opt for more than two programmes (Upto all five programmes) the application form fee would be Rs.3050.

Application Form Fees can be remitted through Debit Card / Credit Card (With no extra Cost) / Demand Draft in favor of “K J Somaiya Institute of Management Studies & Research” Payable at Mumbai / Receipt of IMS Learning Center.

For e.g., Online Application form fee for a candidate to be considered for one programme would be Rs.2050.

For e.g., Online Application form fee for a candidates to be considered for two programmes would be Rs 2550.

For e.g., Online Application form fee for a student to be considered for more than two programmes would be Rs 3050.

- Candidate opting for PGDM – Executive programme will have to fill an exclusive form meant for the programme. The fee for Online application form would be Rs.2050/-
- Take printout of the filled up application form and paste photograph at the space provided.
- Send the following documents to the Institute in an envelope :
 1. Filled up application form.
 2. Attested photocopies of the Work Experience Certificates, latest pay slip (to claim credits for work experience if any), Past academic records (SSC, HSC, Graduation, Post Graduate Degree and additional Professional Qualifications), Certificates of outstanding achievements - along with the filled up application form.
 3. Photo copy of Admit Card of the appropriate qualifying test
 4. Demand Draft / IMS Learning Center Receipt (as applicable)
 5. Superscribe the envelop with — **Admission to PGDM / PGDM-EXEC (as applicable)**

Send the mentioned documents to the Institute at the following address:

Admissions Coordinator

K J Somaiya Institute of Management Studies & Research

Vidyanagar, Vidyavihar (East)

Mumbai 400 077, India

Last date for filling up online application form is 15th February 2013.

Stage 2 (Short listing of candidates)

The short listing of candidates will be done on the basis of their qualifying test scores. The Institute reserves the right to use relevant work experience and / or past academic record and/or outstanding achievements score as the additional parameter for short listing candidates for the second stage of the admission process. The names of short listed candidates for stage 3, along with date, time and venue will be displayed at the notice board in the Institute premises by 5:00 p.m. and on the web-site on or before 18th March 2013. The above can be accessed on our website <http://simsr.somaiya.edu>.

Stage 3 (Case Analysis and Personal Interview)

The third stage of the selection process will be conducted at Bangaluru, Hyderabad, Kolkata, Mumbai and New Delhi. However, the Institute reserves the right to change/drop any of these venues, which will be intimated through a notice on our web site.

For PGDM (Executive) the center for stage 3 will be Mumbai only.

Stage 4 (Declaration of merit position for each applicant)

Merit position for each of the applicant will be based on the scores obtained by the candidate in the following parameters; the respective weightage for the parameters is given in the Table below. The management reserves the right to fix the minimum qualifying marks for each of these parameters and/or change the parameters and their weightage. Two merit lists - one for all PGDM programmes except PGDM (Executive) and another exclusive list for PGDM (Executive) will be generated.

Stage 5 (Counselling Session & payment of fees process)

All the merit rankers of PGDM programmes (other than PGDM-Executive) will be called for counseling at different time slots depending on the rank, intake of the programme and the availability of seats. The status will be updated on web-site at the end each day of counseling. (Refer to Appendix A for further details)

Table 1 : Selection Parameters

PARAMETER	PGDM Programmes	PGDM (EXEC)
Qualifying Exams (CMAT/CAT/GMAT– as applicable)	40%	40%
Case Analysis (Written)	15%	10%
Personal Interaction -I		
Presentation	05%	10%
Personal Interview	15%	10%
Interview 2	NA	10%
Work Experience (Table 2)	10%	NA
Past Academic record (Table 3)	10%	10%
Outstanding Achievements (Table 4)	05%	05%
Statement of Purpose	NA	05%
Total	100%	100%

Table 2 : Work Experience

Up to 1 year	0 marks
More than 1 year but less than or equal to 2 years	3 marks
More than 2 years but less than or equal to 3 years	5 marks
More than 3 years	10 marks

Table 3 : Past Academic Records^{#1}

#1 Subject to the maximum score of 22

Performance at	Percentage scored	PGDM Programmes (marks)	PGDM (EXEC) (marks)
S.S.C/10 th Std	70% to 79.99%	02	02
	80% and above	05	05
H.S.C/12 th Std	70% to 79.99%	02	02
	80% and above	05	05
Graduation	60% to 64.99%	02	02
	65% to 69.99%	05	05
	70% and above	07	07
Post Graduate degree from any recognised university with minimum 65%		03	03
Additional Professional Qualification such as CA/ICWA/CS etc.,		02	02

Table 4: Outstanding Achievements #2

A candidate with exceptional talent in sports/academics/creative arts/ theatre/ extra-curricular activities/ participation in professional bodies/recognized contribution at work place will be given additional marks under separate head.

The institute reserves the right to accept or reject the specified achievement.

Organisational level achievement	5 marks
National level achievement	5 marks
Top 3 positions in the order of merit of the university	5 marks
State level achievement	4 marks
District level achievement	3 marks
City/town level achievement	2 marks
College level achievement	1 mark

#2Maximum a candidate can score is 10 marks

10. Fee Details

Annual Fees for first year PGDM * PGDM (INTERNATIONAL BUSINESS) PGDM (RETAIL MANAGEMENT) PGDM (FINANCIAL SERVICES) PGDM (COMMUNICATIONS) *Fees for NRI and Foreign Nationals will be as per applicable rule.	Tuition Fees : Rs 2,40,000/- Caution Money: Rs 10,000/-
	Total : Rs 2,50,000/-
Fees for PGDM- Executive Programme	Rs 7,00,000/- (inclusive of international immersion)

IMPORTANT INFORMATION	
<ul style="list-style-type: none">• The fee for first year has to be submitted at the time of admission and the fee for second year will be announced at the end of the first year.• The fee is subject to approval from Shikshan Shulka Samiti and / or such competent authorities as empowered by the State / Central Government / Supreme Court / High Court, if required.• The fee mentioned above is interim and in case if the revised fee is greater than the interim fee, the student will have to pay the excess amount. If the revised fee is less than the interim fee the excess amount collected by the institute would be adjusted as a part of the second year fee.• Fee is payable by Demand Draft, drawn in favour of :— K.J. Somaiya Institute of Management Studies & Research payable at Mumbai.• Fees will be accepted only at the counseling center or the designated counters	

Hostel Fees for PGDM/PGDM-IB/PGDM-RM/PGDM-FS /PGDM – COMM/PGDM-EXEC:	
Accommodation Fee per year :	Rs 75,000/-
Hostel Deposit :	Rs 10,000/-
Mess Deposit :	Rs 3,000/-
Hostel Registration Fee	Rs 1,000/-
<hr/>	
TOTAL	Rs 89,000/-

Refund Details : As per the rules stipulated by the AICTE/competent authorities.

IMPORTANT DATES

IMPORTANT DATES

Last date for the submission of form	15th Feb 2013
Short listing of candidates for stage 3	18th March 2013
Case Analysis & Personal Interview	10th April 2013 onwards
Declaration of Merit Position	30th April 2013
Counselling Session	15th May 2013

***(The institute reserves the right to change the above schedule)**



11. Life @ SIMSR

11.1 STUDENT ACTIVITIES AND FORUMS

- ◆ The institute believes that management education should not only consist of academic inputs but also give the students an opportunity to exploit their organizational abilities and creative thinking. It should also give them a chance to interact with industry executives and students from other B-schools from India and abroad.
- ◆ The institute provides the students a platform where they can create various clubs and forums in their area of specialization.
- ◆ The students are also involved in the important processes of the institute like placements, admissions and events.
- ◆ Some of the important student clubs and forums are :

ADMISSION COMMITTEE



FINSTREET



STUDENT ACTIVITY FORUM



PUBLIC RELATIONS



SIFE SOMAIYA SOCIAL CELL



INTERFACE:THE MARKETING CLUB OF SIMSR



PLACEMENT COMMITTEE



CONSULTANCY@SIMSR



ALUMNI COMMITTEE



INTERNATIONAL BUSINESS SOCIETY(IBS)



GUEST LECTURE COMMITTEE



QUANTINUUM-THE QUANTS FORUM

CII YI SIMSR NET



GITA CLUB



PATHFINDER E-CELL



11.2 Student Achievements (2011-12)

Event	Organiser	Month	Position
ACARA	University of Minnesota	May, 2011	1st
PANKH 2011	NMIMS	Aug, 2011	1st
Vibhakti	Goa Institute of Management	Aug, 2011	1st
Video Ad competition	IIT Madras	Sep, 2011	1st
The 5 Samurai	IIT Madras	Sep, 2011	1st
Biz Barons	IIT Madras	Sep, 2011	1st
COVAXON	IIT Mumbai	Sep, 2011	1st
Wealthassurance	NMIMS	Sep, 2011	3rd
INVESTOCRAFT-2011	NMIMS	Sep, 2011	2nd
maHRath	IMT G	Oct, 2011	2nd
PRIZM	SIBM	Oct, 2011	1st
MUDRA-2011	IIT Mumbai	Oct, 2011	2nd
NAVONMESH-2011	IIT Mumbai	Oct, 2011	2nd
Ceat Campus Compass	Ceat Tyers	Nov, 2011	1st
DraftFCB+Ulka Comstrat 2011	SIMSR + DraftFCB+Ulka	Dec, 2011	2nd
The Fourth Annual Rotary Mega Ace Consultancy Rolling Trophy Competition for Management Studies	Mega Ace Consultancy in association with the Rotary Club of Bombay	Dec-11	1st
AGORA	SIOM	Jan-12	1st
Manifest	IIM L	Jan-12	1st
Parivartan 2012 - UR WAY of doing business	IIT Delhi	Jan-12	1st
ELUMINATE 2012	NMIMS	Feb-12	3rd
Khandelwal Case study competition	R. K. Institute of Management Research	Mar-12	2nd
R Idea by Raisoni group	Raisoni group.	Mar-12	1st

11.3 Illustrious Alumni

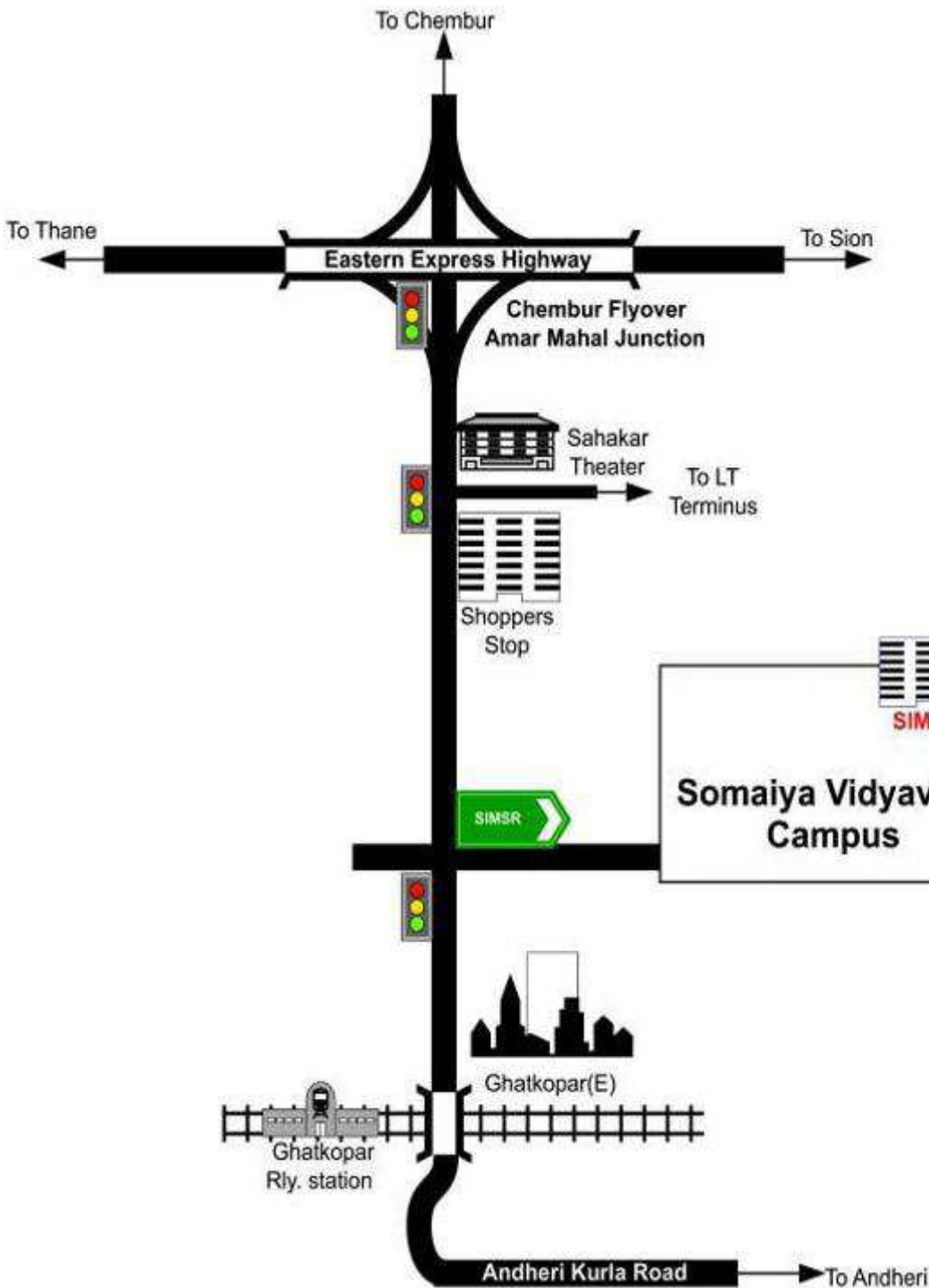
- ◆ **Abhinav Grover, Deputy General Manager, Mahindra & Mahindra Limited**
- ◆ **Anuj Bhargava, Founder,CEO, AB Associates**
- ◆ **Harsh Bhosale, President-HR, Essar Steel**
- ◆ **Kameshwari Rao, Director People Strategy, Sapient Corporation**
- ◆ **Kamlesh Dangi, Group Chief People Officer, Religare Enterprises**
- ◆ **Kinshuk Kunwar, Marketing Director, Mead Johnson Nutrition.**
- ◆ **Kishore Tadepalli, Vice President, JWT**
- ◆ **Lata Pillai, director, Deutsche Bank.**
- ◆ **Madhusudan Kela, Chief Investment Strategist, Reliance Capital**
- ◆ **Naishadh Paleja, Chief Executive Officer, SSKI**
- ◆ **Naushad Noorani, Director, ACC Limited**
- ◆ **R G Devnani, Vice President, Blue Star Limited**
- ◆ **Rambhushan Kanmuri, Director, Barclays**
- ◆ **RV Anand, VP HR, BP Middle East**
- ◆ **Sanjay Rastogi, Head (Corporate HR), Trent Limited**
- ◆ **Sanjay Shah, Managing Director, Morgan Stanley**
- ◆ **Shrikant Bapat, Managing Director, Emerson Climate Technologies India**
- ◆ **Somaditya Kapoor, Director, BPS Pyramid IT Consulting**
- ◆ **Sunil Punjabi, Chief Executive Officer, Cinemax India**
- ◆ **V Ramachandran, Director Strategy, LG Electronics India**
- ◆ **Vikram Malhotra, Chief Operating Officer, Studio 18**

SIMSR PHOTOGALLERY



HOW TO REACH SIMSR

12. CONTACT INFORMATION



K. J. Somaiya Institute Of Management Studies And Research,
Vidyanagar, Vidyavihar(East)
Mumbai 400 077
India

For any queries mail us at :

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PGDM-RM: pgdmrmadmission@simsr.somaiya.edu

PGDM-FS: pgdmfsadmission@simsr.somaiya.edu

PGDM-IMC: pgdmimcadmission@simsr.somaiya.edu

PGDM-Exec: pgdmexecadmission@simsr.somaiya.edu

Student Co-ordinators :

- Nitish Dorle
- Dhaval Popat
- Vaibhav Goel
- Divyambal.V.V
- Sparshi Shreshkar
- Disha Goel

For more details contact:

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