

SYMBIOSIS INTERNATIONAL UNIVERSITY

(Established under section 3 of the UGC Act 1956 vide notification No. F.9.12/2001-U.3 of the Govt. of India)

Accredited by NAAC with 'A' grade



SNAP

Symbiosis National Aptitude Test 2013

IMPORTANT DATES

Registration Closes on	November 22nd, 2013 - Friday
Payment Closes on	November 26th, 2013 – Tuesday
SNAP Test 2013	December 15th, 2013 – Sunday
Announcement of Result	January 9th, 2014 - Thursday

Symbiosis Test Secretariat

Gram: Lavale, Tal : Mulshi, Dist : Pune – 412115 India

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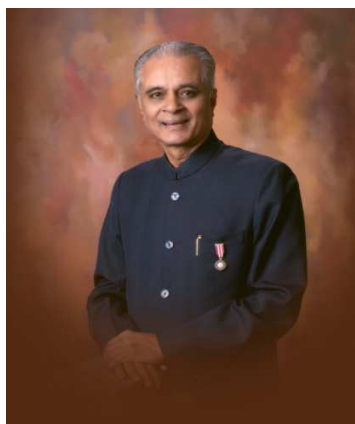
Website: www.snaptest.org ; **University Website:** www.siu.edu.in

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Chancellor's Message



Symbiosis International University is perhaps one of the few universities in India, which is known for imparting quality education and creating opportunities for students. It is a multicultural, multidisciplinary university, which is the favoured destination of students across the country, and international students from over 80 countries.

The university follows best practices, and its faculty provides immense opportunities for the students to develop a holistic personality.

It is a student-centric University, which offers a world class campus with modern infrastructure, a well maintained library, sports facilities, curricular and extra-curricular activities and excellent health care amenities and residential accommodation.

I welcome you and wish you all the best.

Dr. S. B. Mujumdar

Principal Director's Message



Symbiosis International University's ethos of promoting international understanding between Indian and international students was inspired by the lofty universal ideals of integration and understanding underlying Vishwa Bharati founded by Nobel Laureate Rabindranath Tagore and Antar Bharati movement of Sane Guruji. In the ensuing years it developed around its motto of Vasudhaiva Kutumbakam - The world is one family.

Today, the University has acknowledged international recognition and provides a high standard of education at the undergraduate, postgraduate and doctoral levels. The University has established a good reputation in Law, Management, Computer Studies, Health & Biomedical Sciences, Media, Communication & Design, Humanities & Social Sciences and Engineering Disciplines. This reputation has attracted talented teachers and students to the University. The University has always placed a high value on its postgraduate studies and research. In recent years, this has had an integral place in our academic profile.

Our students come from all States of India and from almost 80 different countries. They make significant contributions to the intellectual, social and cultural life of the University. Our students have access to a state of the art library and computer facilities. We always believe that Student life is not related to just academics. Our students are encouraged to enjoy the University's fine range of sporting and recreational facilities, and take part in its rich social life.

The website provides a summary of the wide range of undergraduate, postgraduate and doctoral study opportunities at the University. I hope you will find in it the information you are seeking and will be a part of the Symbiosis family.

Dr. Vidya Yeravdekar

Vice Chancellor's Message



Symbiosis International University (SIU) is one of the most sought - after destinations for Indian and international students, which has gained reputation for commitment to high quality learning and teaching. The beautiful sprawling 300 acres campus at Lavale, several campuses in Pune and other cities attract students from different regions, ethnicity and cultures and provide a vibrant and symbiotic ecosystem.

SIU is a forward-looking, globally competitive education enterprise where enquiry, investigation and innovation are encouraged and nurtured. The academic programmes aim at imparting interdisciplinary knowledge with a broader vision, compassion, value systems and critical awareness of national and global issues. With collaborative networks of several Universities from different parts of the world, SIU provides a very conducive, interactive and inspiring environment to create true global citizens who are ready to contribute to their respective countries and humankind. SIU offers high quality academic programmes in contemporary disciplines of Management, Law, Computer Studies, Humanities and Social Sciences, Media, Communication and Design, Health Sciences and Engineering. The Symbiosis Innovation and Research Institute initiatives are mentored by Dr. Manju Singh and many other thought leaders, academicians, scientists and industrialists.

I invite you to experience, explore, learn, play, work and get motivated to meet the challenges to shape your career and future. I hope you will take full advantage to meet the challenges of the new exciting world. Welcome to the Symbiosis family!

Dr. Rajani Gupte

ADMISSION BULLETIN

MBA PROGRAMS OF CONSTITUENT INSTITUTES OF SIU

Since 2007, candidates aspiring to join MBA programs offered by constituent units of Symbiosis International University have had to take the common, mandatory Symbiosis National Aptitude (SNAP) Test. Until last year a candidate used to register for SNAP Test & then register with the institutes offering his/ her choice of program by paying separate institution registration fees. If shortlisted, he/she would then attend the Group Exercise & Personal Interaction (GE&PI) process conducted by each of these institutes.

Symbiosis International University has from this year brought the complete admission process under one umbrella. The process has been completely revamped .A simplified, streamlined process which is candidate friendly, convenient, advantageous and economical to a candidate has been brought in for the Academic Year 2014-15. Symbiosis International University will conduct the complete process centrally under its aegis.

SALIENT FEATURES OF THE ADMISSION PROCESS

- Single registration process for all MBA programs at all institutes of SIU.
- Reduced registration fees for multiple programs.
- Single Personal Interaction and Writing Ability Test (PI-WAT) process for all MBA programs, at multiple locations (Pune, NOIDA and Bengaluru campuses of SIU)
- SNAP Test Score + Academic Profile Score will form the basis for short listing candidates for Personal Interaction and Writing Ability Test (PI-WAT).
- Academic Profile Score will be computed on the basis of weights assigned to academic performance in 10th Std., 12th Std. and Graduation.
- Group Exercise (GE) process has been eliminated.

This bulletin gives details of the entire admission process and is organized in seven (7) sections.

Section 1: General Guidelines:-

- A. The SNAP test structure
- B. The Institutes and programs for which SNAP test is mandatory
- C. The Institutes and programs for which SNAP is not required
- D. The cities where SNAP test will be conducted
- E. Reservation Policy of SIU
- F. Admission to International Candidates

Section 2: SNAP Registration:-

- A. SNAP test registration process
- B. Modes of payment for SNAP test
- C. Downloading Admit Card
- D. Important guidelines regarding SNAP test

Section 3: Registering for MBA Program of any/ all Institute:-

- A. The procedure to register for programs
- B. The Program Registration fees and the modes of payment for the same

Section 4: Details of PI-WAT:-

- A. The Personal Interaction and Writing Ability Test (PI - WAT) process
- B. Process of short listing for PI-WAT
- C. Computation of Academic Profile Score
- D. Rules regarding marks to be considered for computation of Academic Profile Score
- E. Booking of slots for PI-WAT by shortlisted candidates

Section 5: explains the following:-

Details regarding the bases for generation of final merit list

Section 6: captures:-

- A. Flow Chart of the Admission Process
- B. Important dates and processes at a glance

SECTION 1

A. SNAP Test Structure

Sr. No.	Sections	Total Marks
1	General English: Reading Comprehension, Verbal Reasoning, Verbal Ability	40
2	Quantitative, Data Interpretation & Data Sufficiency	40
3	General Awareness: General Knowledge, Current Affairs, Business Scenario	40
4	Analytical & Logical Reasoning	60
	Total	180

- ✓ SNAP Test duration is of 120 minutes.
(**Date:** 15th December 2013, **Time:** 02.00 p.m. – 04.00 p.m.)
- ✓ SNAP Test is an objective test. Each question has 4 responses. Candidate should choose an appropriate response. Each wrong answer attracts **25% negative marks**.
- ✓ Candidate must use Blue or Black ball point pen only.

B. SNAP Test is mandatory for the programs offered at following constituent institutes of SIU

Sr.	Name of the Institute/ School/ College	Program
1	Symbiosis Institute of Business Management (SIBM - Pune)	MBA
2	Symbiosis Institute of Computer Studies & Research (SICSR)	MBA (Information Technology)
3	Symbiosis Centre for Management and Human Resources Development (SCMHRD)	MBA MBA (Infrastructure Management)
4	Symbiosis Institute of International Business (SIIB)	MBA (International Business) MBA (Agri Business) MBA (Energy & Environment)
5	Symbiosis Institute of Telecom Management (SITM)	MBA (Telecom Management)
6	Symbiosis Institute of Management Studies (SIMS)	MBA
7	Symbiosis Institute of Media & Communication, Pune (SIMC, Pune)	MBA (Communication Management)
8	Symbiosis Institute of Operation Management (SIOM, Nashik)	MBA (Operations Management)
9	Symbiosis Centre for Information Technology (SCIT)	MBA (Information Technology Business Management)
10	Symbiosis Institute of Health Sciences (SIHS)	MBA (Hospital & Healthcare Management)
11	Symbiosis Institute of Business Management, Bengaluru (SIBM, Bengaluru)	MBA
12	Symbiosis Institute of Media & Communication, Bengaluru (SIMC, Bengaluru)	MBA (Communication Management)
13	Symbiosis School of Banking and Finance (SSBF) (Formerly Symbiosis School of Banking Management)	MBA (Banking and Finance)

C. Candidates should also note that SNAP Test is NOT applicable for :

Sr.	Name of the Institute	Name of the Program
1	Symbiosis Law School (SLS-Pune)	LL.M.
2	Symbiosis Institute of Computer Studies (SICSR)	M.Sc. (Computer Applications)
3	Symbiosis Institute of Health Sciences (SIHS)	M.Sc. (Medical Technology)
4	Symbiosis College of Nursing (SCON)	M.Sc. (Nursing)
5	Symbiosis School of Biomedical Sciences (SSBS)	M.Sc. (Biomedical Sciences) M.Sc. (Biotechnology) M.Sc. (Nutrition & Dietetics)
6	Symbiosis Institute of Media & Communication- ,Pune (SIMC- Pune)	M.M.C.
7	Symbiosis School of Economics (SSE)	M.Sc. (Economics)
8	Symbiosis Institute of Technology	M.Sc. (Physics) M.Tech. (CAD & CAM) M.Tech. (E&TC) M.Tech. (Computer Science) M.Tech. (Geoinformatics & Surveying)
9	Symbiosis Institute of Geoinformatics (SIG)	M.Sc. (Geo-informatics)
10	Symbiosis School of Planning & Architecture (SSPA)	M.Arch. (Urban Design)

Admission process for the programs of the constituent institutes mentioned above will be announced in the national newspapers at later date.

D. Test Cities

SNAP Test is conducted in 30 cities all over India. A candidate may choose one city of the following:

1. Agra	16. Jamshedpur
2. Ahmedabad	17. Kanpur
3. Allahabad	18. Kochi
4. Bengaluru	19. Kolkata
5. Bhopal	20. Kolhapur
6. Bhubaneswar	21. Lucknow
7. Chandigarh	22. Mumbai
8. Chennai	23. Nagpur
9. Delhi	24. Nashik
10. Faridabad	25. NOIDA
11. Gurgaon	26. Patna
12. Guwahati	27. Pune
13. Hyderabad	28. Surat
14. Indore	29. Vashi
15. Jaipur	30. Visakhapatnam

The Test Centre and its address will be printed on the Admit Card.

Symbiosis Test Secretariat reserves the right to change or allot a city other than the one requested by the candidate in the event of the requested city not being available for any reason.

E. Reservation Policy

As per the UGC Regulations/ Guidelines, following will be the reservation policy for admission to any program of Institutes of SIU (except Symbiosis Institutes of Management Studies, which has separate policy #)

a. Within Sanctioned Intake

- Scheduled Caste (SC) : 15%
- Scheduled Tribes (ST) : 7.5%
- Differently Abled * : 3%

b. Over & Above Intake

- Kashmiri Migrants : 2 seats per program
- International Candidates : 15%

Candidates applying from categories other than Open Category are required to submit valid supporting document (s) at the time of PI-WAT (if shortlisted).

* Differently Abled Category (DAC) at SIU

In compliance to Govt. Directives on disability guidelines issued by the office of the Chief Commissioner for persons with disabilities vide Ministry of Social Justice and Empowerment New Delhi notification no. 16-18/97 on dated 01st June 2001 and University Grants Commission Notification No. F.6-1/2006 (CPP-II/SCT) dated 30/09/2009, SIU has made provision of reserving 3% seats for Differently Abled Category (DAC) students in all the Constituent Institutes of SIU.

The types of disabilities covered are:-

- a) Vision Impairment
- b) Hearing Impairment
- c) Locomotors Disabilities
- d) Mental Retardation
- e) Multiple Disabilities
- f) Dyslexia

All candidates claiming admission under DAC will be provisionally admitted under the said category. Thereafter, the candidate will be required to obtain an 'Authentication Certificate' from Symbiosis Centre of Health Care (SCHC) within one month of commencement of the program. SCHC will check validity of documents produced by the candidates and verify the continued existence and extent of the disability.

For Symbiosis Institute of Management Studies (SIMS): As per MoU with Ministry of Defence clause no. 13 sub clause (d) The term Defence Personnel would mean only those serving / retired Defence Personnel from the Army, Navy and Air Force who fall in the category of ex-serviceman as laid down vide Ministry of Defence Letter no. 36034/5/85 -Estt (SCT) dated 14th April, 1987.

Reservation of Seats within the intake is:

- **Defence Category- General:** 80% seats for dependents (Children/Ward) of Defence personnel. (as per merit)
- **Defence category- Special:** 10% seats for dependents of Defence personnel killed in action (war, Counter Insurgency or war like operation), disabled in action (war, Counter Insurgency or war like operation), with more than 50% disability, next of kin of service personnel who have died while in service, death being attributable to military service. (as per merit)
- **Open Category:** 10% seats are in open category to civilian candidates sponsored/ recommended by the Industry (as per merit).

Reservation of Seats over and above intake:

- Officers of Armed Forces on Study Leave as authorized by respective Services HQs are granted automatic admission subject to meeting eligibility criteria.

F. International Candidates

The Symbiosis Centre for International Education (SCIE)

The Symbiosis Centre for International Education (SCIE) is a department of the University, providing leadership & support for the University's efforts to internationalize the campus and the curricula. The admissions are centralized for all the constituent institutes of Symbiosis International University and routed through SCIE. The online admission facility has made it possible for all candidates to apply from different parts of the world.

To check if you fall under International Candidates' Category, please refer to the categories listed below:

Foreign National (FN)

A candidate is eligible to apply as a Foreign National (FN) if he/she holds a foreign passport.

Person of Indian Origin (PIO)

A candidate is eligible to apply as a Person of Indian Origin (PIO) if he/ she has a PIO card, and is a citizen of a country other than India.

Overseas Citizen of India (OCI)

A candidate is eligible to apply as an Overseas Citizen of India (OCI) if he/she has a OCI card, and is a citizen of a country other than India.

Non Resident Indian (NRI)

A candidate is eligible to apply as a Non Resident Indian (NRI) if he/she has appeared either for the 10+2 (equivalent to the Indian 10+2) examination or Graduation outside India. It is mandatory for one of the two qualifying examinations to be given outside India.

It is mandatory for the Postgraduate Candidates who fall in the NRI Category and have appeared for their graduation in India to appear for the SNAP TEST.

To assist candidates with their application to Symbiosis International University (SIU) a detailed stepwise procedure is available on www.scie.ac.in. Interested candidates can apply online through user friendly online application facility.

Symbiosis Centre for International Education (SCIE)

Senapati Bapat Road, Pune -410 004, India

Tel: +91-20-25671905 Fax: +91-20-25659209

Email: intadmissions@symbiosis.ac.in

Website: www.scie.ac.in

SECTION 2

HOW TO REGISTRER FOR SNAP

A. SNAP Registration Process

1. Please read this entire document, especially Section 4, before filling in the registration form.
2. Register online on **www.snaptest.org** (from September 5, 2013 to November 22, 2013).

Note: Any Changes in the online application form can be made only up to the closing date of Registration i.e. Friday, November 22nd, 2013. No change is permitted after this under any circumstances.

3. Upload your latest scanned photograph to establish identity.

B. Modes of Payment for the SNAP Test process

Given below are instructions for payment of SNAP Test fee of Rs. 2000/- (from September 5, 2013 to November 26, 2013).

ONLINE PAYMENT THROUGH CREDIT CARD:

The candidate may pay directly through Master or Visa card online by following the instructions on the SNAP website after the registration.

ONLINE PAYMENT THROUGH NET BANKING:

The candidate may transfer SNAP test fee to Symbiosis Test Secretariat account using Net Banking option after the registration.

PAYMENT THROUGH CASH:

After online SNAP 2013 registration print 'Axis Bank or Indian Bank Challan' from the SNAP website. It is in 3 parts. Pay Rs. 2000/- in cash at any Axis Bank or Indian Bank branch in your city. Refer to the list of branches on the website. The bank will return two stamped parts of the 'Axis Bank or Indian Bank Challan' to the candidate.

Candidates need to keep the Candidate copy as payment receipt. Sign the stamped '**Symbiosis copy**' of the 'Axis Bank or Indian Bank Challan' and send it to the Symbiosis Test Secretariat at the address given in this page.

PAYMENT THROUGH DEMAND DRAFT:

Obtain a Demand Draft (DD) of Rs. 2,000/- from any Nationalized Bank in favor of "**Symbiosis Test Secretariat**" payable at Pune.

Fill DD details in the DD payment option in SNAP website and take a print out of 'Payment Advice' form for DD and send it along with the DD to the Symbiosis Test Secretariat only at the following Address. The photocopy of the Demand Draft should be retained for future reference.

SYMBIOSIS TEST SECRETARIAT
SYMBIOSIS INTERNATIONAL UNIVERSITY
Gram: Lavale, Tal: Mulshi, Dist.: Pune – 412115
Phone: 020-39116226/ 27, Tele fax: 020-39116228

Note:

1. All disputes between the candidate and the Symbiosis Test Secretariat shall be subject to exclusive jurisdiction of Pune city and by Arbitration only.

2. SNAP Score will be valid only for admission to all MBA Programs of Symbiosis International University for the academic year of 2014-15. (Note: - SNAP Result will be declared on 9th January 2014 on **www.snaptest.org** and will be available for a month upto 10th February, 2014.

C. Important instructions regarding Admit Card

1. **SNAP Test** Admit Card should be printed from the SNAP website [**www.snaptest.org**] which will be available from, Monday, December 02nd, 2013, till Sunday, December 15th, 2013.
2. Admit Card along with Photo Identity proof should be carried to the Test Centre at the time of the test. An acceptable photo identity is any one of the following,
 - Passport.
 - Driving license.
 - College/ Institute Identity Card.
 - Credit card with photograph.
 - Voter ID Card.
 - Pan Card
 - AADHAR Card (UID)
3. Please ensure that your latest passport size, colour photograph is pasted on the Admit Card at the place provided for and duly attested by Gazetted Officer before appearing for test.
4. An authorized person from Symbiosis International University will verify and authenticate your Admit Card against the photo-id. Please preserve this authenticated Admit Card for further PI-WAT processes.
5. Candidates should note that an authenticated Admit Card is an important document without which the candidate will not be permitted to appear for further selection processes of SIU. **If the Admit card is lost, a duplicate Admit Card will not be issued.** It should be retained till the admission process is over.

D. Important Guidelines

1. The candidate is required to report at the Test Centre latest by 1:00 p.m. The test procedure will begin at 1:30 p.m. Candidates who reports after 2:00 p.m. will not be allowed for the test.
2. Bring the following documents while reporting to the Test Centre:
 - Admit Card.
 - Your latest coloured passport size photograph should be pasted on the Admit Card at the place provided for.
 - Photo identity as specified in the previous paragraph **'C' point 2.**
 - Blue/Black ballpoint pen.
3. Cell phones, calculators, watch calculators, alarm clocks, digital watches with built in calculators/ memory or any electronics gadgets will not be allowed in the examination hall.
4. Occupy the seat allotted to you by verifying the SEAT NUMBER pasted on the desk and indicated in your Admit Card.
5. The Test Invigilator will check your Admit Card.
6. The Test Booklet will be distributed just before the starting time of the Test. The candidate must ensure that the booklet is sealed. If the seal is found broken or tampered with, please bring this matter to the notice of the invigilator immediately.
7. At 2.00 p.m. the Test Invigilator will instruct you to open the seals of the Test Booklet and commence answering the test.
8. Check immediately that all the pages of the booklet are in order. In the rare event of the Test Booklet being defective, bring it to the notice of the invigilator immediately who will arrange for the replacement of Test Booklet if required.
9. Duration of the test is 120 minutes, i.e. from 02.00 p.m. to 04.00 p.m. The candidate may attempt any section in any order.
10. The candidate will not be allowed to leave the hall till the test is over and until the Invigilator collects the answer OMR sheet and Question Paper at 4.00 pm. The candidate will be allowed to leave the hall only after the answer OMR sheets and Question Paper of all the candidates in the hall have been collected and accounted for.
4. **Candidates found using any unfair means will forfeit their chance of being considered for admission and will be debarred from receiving SNAP scores.**
5. Invigilator or Symbiosis Test Secretariat Representative will stamp and authenticate your Admit Card.

SECTION 3

MBA PROGRAMME REGISTRAION

A. PROGRAM REGISTRATION PROCESS

- Only those candidates who have registered and paid for 'SNAP 2013' will be eligible for MBA program registration process.
- This is a single window for registration. Candidate can register for the MBA programs offered by any constituent institute. Candidate has the facility of registering for multiple programs with savings on overall cost of registration.
- The list of programs offered by constituent institutes of SIU is as follows:

Sr.	Name of the Institute	Program
1	Symbiosis Institute of Business Management (SIBM - Pune)	MBA
2	Symbiosis Institute of Computer Studies & Research (SICSR)	MBA (Information Technology)
3	Symbiosis Centre for Management and Human Resources Development (SCMHRD)	MBA MBA (Infrastructure Management)
4	Symbiosis Institute of International Business (SIIB)	MBA (International Business) MBA (Agri Business) MBA (Energy & Environment)
5	Symbiosis Institute of Telecom Management (SITM)	MBA (Telecom Management)
6	Symbiosis Institute of Management Studies (SIMS)	MBA
7	Symbiosis Institute of Media & Communication, Pune (SIMC, Pune)	MBA (Communication Management)
8	Symbiosis Institute of Operation Management (SIOM, Nasik)	MBA (Operations Management)
9	Symbiosis Centre for Information Technology (SCIT)	MBA (Information Technology Business Management)
10	Symbiosis Institute of Health Sciences (SIHS)	MBA (Hospital & Healthcare Management)
11	Symbiosis Institute of Business Management, Bengaluru (SIBM, Bengaluru)	MBA
12	Symbiosis Institute of Media & Communication, Bengaluru (SIMC, Bengaluru)	MBA (Communication Management)
13	Symbiosis School of Banking and Finance (SSBF) (Formerly Symbiosis School of Banking Management)	MBA (Banking and Finance)

- A candidate is required to choose the programs that he/she wishes to apply to. To do so, visit www.snaptest.org and select programs for which you would wish to be considered for admission. There is no limit to the number of programs that a candidate may apply to.

B. Program registration Fees and Modes of Payment

The fees for registration of programs are as follows:

No. of Program (s)	Registration fees (Rs.)
1	1,500/-
More than 1 and up to 5	3,000/-
More than 5	Additional Rs. 500/- per program

Candidates are required to remit registration fees in any one of the following way:

ONLINE PAYMENT THROUGH CREDIT CARD:

- The candidate may pay directly through Master or Visa card online by following the instructions on the SNAP website after the registration.

ONLINE PAYMENT THROUGH NET BANKING:

- The candidate may transfer SNAP test fee to Symbiosis Test Secretariat account using Net Banking option after the registration.

PAYMENT THROUGH CASH:

- After Program Registration print 'Axis Bank or Indian Bank Challan' from the SNAP website. It is in 3 parts. Pay Rs. 1,500/- (For 1 Program), Rs.3,000/- (More than 1 and Upto 5 Programs) and Additional Rs. 500/- Per Program for more than 5 Programs in cash at any Axis Bank or Indian Bank branch in your city. Refer to the list of branches on the website. The bank will return two stamped parts of the 'Axis Bank or Indian Bank Challan' to the candidate.
- Candidates need to keep the Candidate Copy as payment receipt. Sign the stamped '**Symbiosis copy**' of the 'Axis Bank or Indian Bank Challan' and send it to the Symbiosis Test Secretariat at the following Address:

SYMBIOSIS TEST SECRETARIAT
SYMBIOSIS INTERNATIONAL UNIVERSITY
Gram: Lavale, Tal: Mulshi, Dist.: Pune – 412115
Phone: 020-39116226/ 27, Tele fax: 020-39116228

PAYMENT THROUGH DEMAND DRAFT:

- Obtain a Demand Draft (DD) of Pay Rs. 1,500/- (For 1 Program), Rs.3,000/- (More than 1 and Upto 5 Programs) and Additional Rs. 500/- Per Program for more than 5 Programs from any Nationalized Bank in favor of "**Symbiosis Test Secretariat**" payable at Pune.
- Fill DD details in the DD payment option in SNAP website and take a print out of 'Payment Advice' form for DD and send it along with the DD to the Symbiosis Test Secretariat only at the Address given above. The photocopy of the Demand Draft is kept for future reference.
- Demand Draft (DD) for the following institutes program should be dated 14th December 2013 or earlier and should reach STS on or before 24th December 2013.(for SIBM-P, SCMHRD, SCIT, SIBM-B and SIMC-P)
- Demand Draft (DD) for the following institutes program should be dated 09th January 2014 or earlier and should reach STS on or before 12th January 2014.(for SICSR,SIIB,SIMS,SITM,SIOM SIHS SIMC-B and SSBF)

Important instructions to the candidates who have opted to pay through Demand Draft/ Cash.

- The candidates who are paying through cash or DD should ensure the following:
 - 1) Symbiosis Copy of Axis Bank Challan or Indian Bank Challan for cash payment.
 - 2) Demand Drafts and Payment Advice Form for Demand Draft payment.
[Demand draft should be of Rs.2000/- from any Nationalized Bank in favor of, "**Symbiosis Test Secretariat**", Payable at Pune] and should reach the Symbiosis Test Secretariat by December 2, 2013.

- NRI candidates are requested to check the eligibility requirements on www.scie.ac.in before registering for SNAP Test 2013.
- No changes are permitted in the SNAP online form after the closing date (November, 22nd 2013) of SNAP Test Registration.
- Symbiosis Test Secretariat will not be held responsible for non-delivery or any delay on the part of Courier/ Postal Services.
- SNAP Registration Fee & Program Registration Fee is non-refundable. No claims for refund will be entertained.

Any attempt to impersonate or indulge in any malpractice, identified at any stage of the admission process would disqualify the candidate from the admission processes to all MBA programs of Symbiosis International University and may also lead to appropriate legal action as deemed fit.

SECTION 4

A. PERSONAL INTERACTION and WRITING ABILITY TEST (PI - WAT)

Writing Ability Test (WAT) is a part of the selection process at Symbiosis International University (SIU) for getting admission to the MBA program. Total 15 marks have been allotted for WAT. It consists of two parts, Part-A and Part-B.

Part A: Writing Skills: 10 marks

Part B: Creativity and Critical Thinking: 10 marks

Part A + Part B = 10+10 = 20 marks to be scaled down to 15 marks.

While writing skills, creativity and critical thinking are integral requirements for SIU MBA candidates, due credit will be given to the quality of content while evaluating candidate submissions.

Every candidate will also go through the process of Personal Interaction conducted by a panel of experts as finalized by the Admission Committee and this will carry 35 marks

1. PI-WAT will be conducted on 7th, 8th, 9th, 14th, 15th & 16th February, 2014 at Pune (Lavale, Hinjewadi & Kirkee), Bengaluru and NOIDA.
2. Candidates will be able to see his/her shortlisting status in each of the program that he/she has applied for.
3. Candidates will be allowed to choose their slots on line. It will be on first come - first book basis. (Details in Section 4 (E))
4. A candidate will be required to attend only one (PI-WAT) process irrespective of number of programs he/she has applied to. The marks obtained will then be counted for each of the programs for the final merit list for admission.

B. SHORTLISTING FOR PERSONAL INTERACTION AND WRITING ABILITY TEST (PI-WAT)

1. Candidates will be shortlisted for the (PI-WAT) process based on their performance in the SNAP Test Score & Academic Profile Score.
 - i. SNAP Score scaled down to 40
 - ii. Academic Profile (AP) Score scaled down to 10 (Details in section 4c)

The score computed as a sum of (i) and (ii) will be the total score and percentile equivalent will be drawn on this score which will be communicated to the candidates as his/ her percentile:

Weights for short listing for PI-WAT		
SNAP Score out of 180 scaled down to 40 (A)	Academic Profile (AP) Score out of 15 scaled down to 10 (B)	Total (A+B)
40	10	50

2. The above score will be converted to percentile and the respective institutes will communicate the cut-off score to the University. University will announce shortlisted candidates for respective program (s) of the institutes (16th January 2014).
- 3) Each candidate will be sent an email indicating the institutes he/she has been shortlisted for the Personal Interaction and Writing Ability Test (PI-WAT). This information will be also available online.

C. Computation of Academic Profile Score

D. SIU will compute the Academic Profile Score as follows:

$$AP = (A*1) + (B*1.5) + (C*2.5)$$

Where A = Score assigned to 10th Marks.

B = Score assigned to Std. 12th Marks.

C = Score assigned to Graduation Marks.

Tables below show how scores for A, B & C are assigned

(A)	
Percentage Score in X Standard Examination	Score
60-69.99	1
70-79.99	2
> = 80	3

(B)	
Percentage Score in XII Standard Examination	Score
60-69.99	1
70-79.99	2
> = 80	3

(C)	
Percentage Score in Graduation Examination	Score
60-64.99	1
65-74.99	2
> = 75	3

E. Rules regarding marks to be considered for computation of Academic Profile score

While computing marks of Std. X, XII & Graduation, candidate should adhere to:

- **All the subjects** that appear in the mark-sheet of 10th and 12th Std. examinations will be considered irrespective of whether the Board/University considers them for calculating the percentage.
- **For candidates who have passed from the IB board, given below is the table for conversion of IB grades to marks:**

IB Grade	Indian Equivalent Marks	
	From	To
7	96	100
6	83	95
5	70	82
4	56	69
3	41	55
2	21	40
1	1	20

This is the official conversation scheme, when giving predicted or provisional grades schools can use this for calculating the equivalent marks on a scale of 1 to 100 by giving the midpoint of the range indicated for a particular grade.

- Graduation Percentage - For bachelor's degree, marks obtained in all the subjects as mentioned in the mark-sheets in all the years will be taken into account. If a candidate has a 5 year integrated Master's degree, percentage of marks obtained in the first 3 years will be considered as bachelor's degree percentage. For candidates appearing for their graduation examination, the average percentage of the marks obtained in all the previous semesters will be computed.
- **For conversion of CGPA Grade to Marks, the following formula will be applied :**

$$P=C*100/Scale$$

Where,

P= Percentage score after conversion

C= CGPA

Example 1: CGPA 4 on the scale 7

$$\begin{aligned} \text{Then } P &= 4 * (100/7) \\ &= 57.14 \end{aligned}$$

Example 2: CGPA 3.2 on the scale of 4

$$\begin{aligned} \text{Then } P &= 3.2 * (100/4) \\ &= 80\% \end{aligned}$$

Example 3: CGPA 6.8 on the scale 10

$$\begin{aligned} \text{Then } P &= 6.8 * (100/10) \\ &= 68\% \end{aligned}$$

- Candidates should fill information regarding percentage scored in 10th, 12th, and Graduation in the application form very carefully by following the procedure and rules mentioned above. Any misrepresentation of marks by the candidate will lead to the candidate being debarred from PI-WAT process.

F. BOOKING OF PI-WAT SLOTS BY SHORTLISTED CANDIDATES

The candidate will be required to book the location, date and time slot for the common PI-WAT process.

Information of the process to be followed for booking of slots will be communicated when the shortlist is announced

After the PI-WAT process is completed, the University will declare the final merit list for each program category-wise.

SECTION 5

WEIGHTS FOR FINAL MERIT LIST FOR ADMISSION TO THE MBA PROGRAMS OF THE CONSTITUENT INSTITUTES OF SIU.

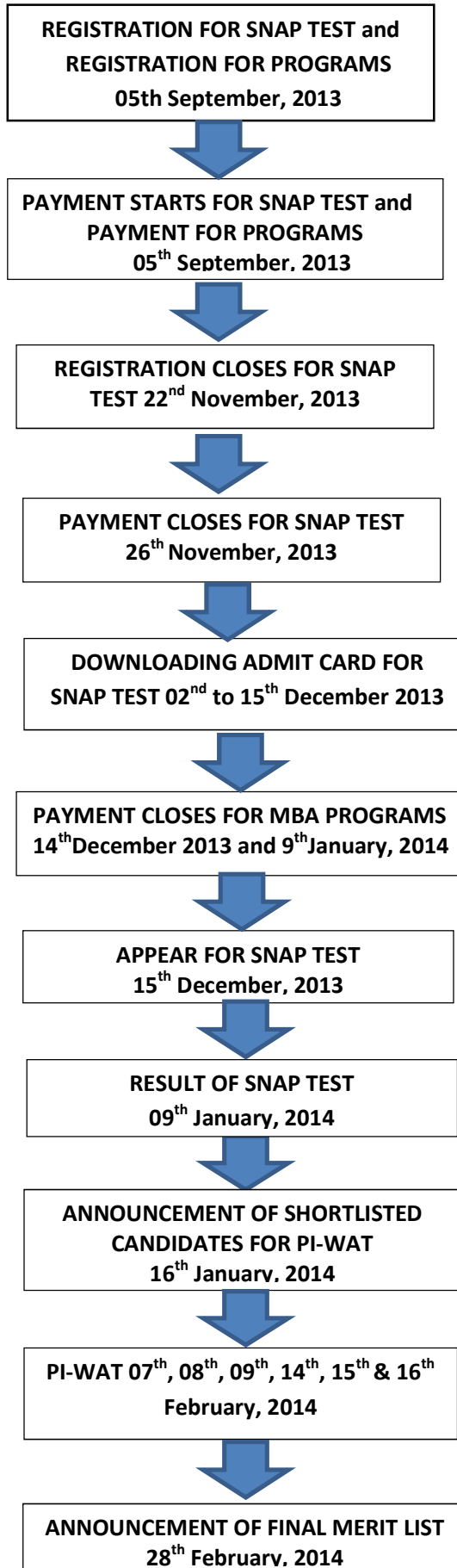
SNAP 2013 for MBA programs commencing in 2014

Weights for Final Merit List			
SNAP Score & Academic Profile Score	Writing Ability Test	Personal Interaction	Total
40+10=50	15	35	100

A candidate would also be able to see his/her selection status in each program that he/she had been selected for in a consolidated format.

Section 6

A) Flow chart of the Admission Process



B. Important Processes and Dates (At a glance)

Sr.	Particulars	Date	Time	Website/Location
1	Online Registrations for SNAP and Programs commences	5 th September, 2013	05.00 p.m.	www.snaptest.org www.siu.edu.in
2	SNAP Test Registration closes	22 nd November, 2013	12.00 Midnight	www.snaptest.org
3	SNAP Test payment closes	26 th November, 2013		
4	SNAP Test Admit Card available on website	2 nd December to 15 th December 2013	12.00noon	www.snaptest.org
5	Online MBA Program Registration and Payment closes	14 th December, 2013 for SIBM (P), SIBM(B), SIMC (P), SCIT, SCMHRD.	12.00 midnight	www.siu.edu.in
6	Online MBA Program Registration and Payment closes	9 th January, 2014 for SICSR, SIIB, SITM, SIMS SIOM, SIHS, SIMC-B, SSBF	12.00 midnight	www.siu.edu.in
7	SNAP Test 2013	15 th December, 2013	02.00 p.m. to 04.00 p.m.	30 Cities
8	SNAP Test Result	09 th January, 2014	12.00 midnight	www.snaptest.org
9	Shortlisting of candidates for PI-WAT	16 th January, 2014	05.00 p.m.	www.siu.edu.in
10	Personal Interaction and Writing Ability Test (PI-WAT)	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February 2014 (Tentative)	07.00 a.m. to 06.00 p.m. (As per slot)	Pune (Lavale, Hinjewadi & Kirkee), Bengaluru & NOIDA
11	Proposed date of Final Merit List for all Programs of Institutes	28 th February 2014	05.00 p.m.	www.siu.edu.in AND respective Institutes' Website

SECTION 7

A. Information of Programs and Institutes

Introduction

SIBM-Pune was established in 1978 and is the flagship institute under the Faculty of Management of Symbiosis International University. Like the proverbial sapling that grows into a huge tree, SIBM-Pune started out 35 years ago and has indeed come a long way, to become a leading B- school in India.

SIBM-Pune has an atmosphere in which demanding training turns students into industry-ready professionals prepared to take on corporate responsibilities. The Institute has had an outstanding placement record for several years.

SIBM-Pune has ties with several companies for co-administering certain selected portions of the curricula. This is done with a view to enrich the practical knowledge of students with respect to current business trends and practices.

Vision

To become a premier business school recognized globally for its excellence in academics, intercultural solidarity and understanding and for its valuable contributions to industry, society and students.

Mission

To make SIBM better in terms of excellence in education, research and service to industry, society and students.

Infrastructure / Facilities - Hostel / Mess / Library / Auditorium / Lab/ Canteen, Health Club etc.

SIBM-Pune's residential campus is a model educational excellent campus of city. Apart from state-of-the-art classrooms, the campus has excellent facilities such as the Central Library, Auditorium, Conference Halls, Canteen, Health Care Centre, Centre for Recreation Activities, Shopping, Guest House, Gymnasium and a Swimming Pool.

Facilities

The Symbiosis Center of Health Care (SCHC) is an in-house Health Care Centre exclusive to the staff and students of the various institutes of Symbiosis. SCHC has a team of specialist doctors who conduct annual health checks and look after the health needs of students and staff.

Each student is insured under a Medclaim & Road Traffic Accident Policy. SCHC provides preventive, promotive as well as curative health care services that ensure positive health for all members of the Symbiosis Family.

Programmes offered

MBA Programme

Two years full-time Master of Business Administration (MBA)
[Specializations in Marketing / Finance / Human Resource / Operations]

Placement

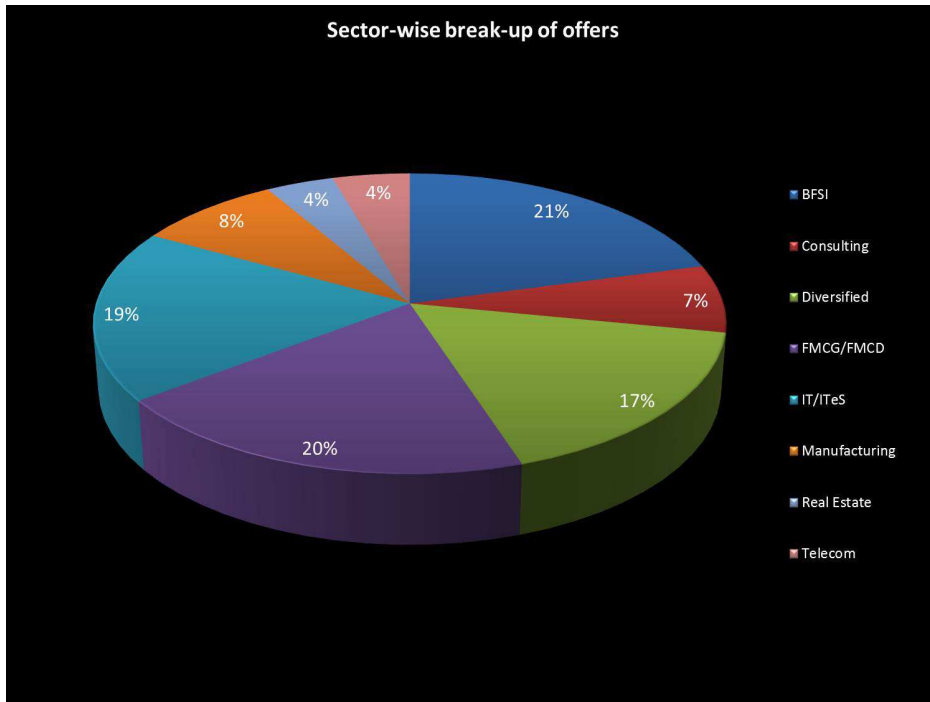
The Campus Recruitment Programme at SIBM-Pune gives an opportunity to the institute to showcase its talent pool to the corporate world, and for corporates to reiterate their confidence in recruiting from the institute.

The highly skilled base of students delivering stellar performances eventually leads to long- term and mutually beneficial associations with the corporate world, and this has been proven time and again by the number of Pre-Placement Offers (PPOs) / Pre-Placement Interviews (PPIs) given to SIBM-Pune students.

The companies that come to the campus offer diverse profiles across verticals and functional domains like Investment Banking, Project Finance, Equity Research, Corporate Treasury, Business Advisory and Strategy, Compensation & Benefits, Industrial Relations, Organization & Talent, Sales, Marketing, SCM Consulting, Logistics, Operational Research and Technology Advisory.

The companies that participated in CRP initially included the likes of Aditya Birla Group, Allied Blenders & Distillers, Bajaj Auto Limited, Bajaj Finance Limited, Credit Rating Information Services of India Limited (CRISIL), FactSet Systems India Private Limited, and Henkel Adhesive Technologies India Pvt Ltd., Lenovo India Pvt. Ltd., IBM India Pvt. Ltd. Philip Morris International. They offered diverse roles across different functions. Around 21 % of the organizations on the campus were first time recruiters. Moreover, the number of offers increased by 18 % compared to the previous year.

The average compensation this year was Rs. 11.30 Lakhs p. a., and the highest domestic package offered this year was INR 19.22 Lakhs p.a. 91 companies participated this year, and SIBM-Pune students have received 38 pre-placement offers.



Method of Instruction

SIBM, Pune emphasizes participatory learning, i.e. combining lectures, case analysis, projects and games to achieve well rounded development of students.

Career prospects

SIBM, Pune students are more likely to start as executives rather than as trainees. Our students command higher starting salaries. SIBM, Pune alumni have an impressive track record of professional achievements.

Eligibility

- A graduate from any statutory university with a minimum of 50% marks (45% for SC/ST) at graduation level.
- Student appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) at qualifying examination.

Intake: - 180 students.

Reservation of Seats: - As per SIU norms.

Important Dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	14 th December, 2013.
SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

For further details on admissions, please email admissionsteam@sibmpune.edu.in

Contact details:

Symbiosis Knowledge Village

Gram: Lavale, Tal: Mulshi, via Sus Road,
Pune 412115.

Tel- 020 39116007 / 8/ 9.

Website-www.sibm.edu / www.sibmpune.edu.in

Email- sibm@sibm.edu

Dr. Vivek Sane

Director

Symbiosis Institute of Computer Studies and Research, Pune (SICSR)

Introduction

SICSR, celebrating its 28th year, is one of the first institutes in Maharashtra to offer high quality management and technology education.

SICSR aims at building future leaders for the IT industry worldwide by imparting world class IT education to them. We offer state-of-art information technology education for building cutting-edge and innovative IT applications. The fundamental principles on which we lean on are to use IT in all that we do so that our students are technology savvy and are practicing what they learn namely the use of IT to solve business problems. Information Technology (IT) is a rapidly changing field where new concepts and technologies are constantly emerging and are leading to the development of new products and innovative applications. Information Technology also plays a vital role in the development of next generation technologies in other disciplines. IT has become a critical tool for economic, business and social development, and will play a pivotal and catalytic role in a nation's progress. SICSR is located in the heart of Pune City, and we use the city as both, a classroom and a laboratory for learning. Our location, our broad portfolio of academic IT programs, our talented and diverse student body, and our dedicated faculty members work together to create an educational experience that is relevant, enriching, and uniquely Symbiosis.

We offer a complete portfolio of IT education programs, including a Bachelor of Business Administration (Information Technology) and a Bachelor of Computer Application, a Master of Business Administration (Information Technology) and a Master of Science (Computer Application) and an Executive MBA(IT) program that meet the particular needs of working professionals.

If you are considering, an education in IT, we invite you to explore the Symbiosis Institute of Computer Studies and Research (SICSR).

Vision

SICSR shall be the leading Techno-Management Institute in the field of Information Technology.

Mission

SICSR shall continuously improve the quality of academic programs and create a unique environment conducive for the overall development of students.

Facilities

Host facilities

SICSR has limited hostel facilities for male and female students hence we provide a database of Paying Guest accommodation to students if needed.

Library

The main objective is to provide innovative, responsive and effective services, which will meet the changing needs of the academic community. Our library provides a range of books, periodicals, E-resources and other media at appropriate levels for the need of the students. We have access to the world's best electronic reference databases like EBSCO, DELNET and several others.

Lab

SICSR has a truly world class, state-of-the-art Computer Labs, which include powerful servers, dedicated internet and email access, desktop PCs and laser / all-in-one laser printers etc. All computers are connected to a 10/100/1000 Mbps network, which in turn is connected to Gigabit Ethernet. For the Internet, there is 24 x 7 connectivity through 2 leased lines with speeds of 4 Mbps and 2 Mbps each. The labs are equipped with a hardware firewall and content filtering tools with latest antivirus gateway level scanning.

Canteen

Our canteen is not only a place to fill one's appetite but also a venue for a mélange of ideas and views to converge and give rise to innovative ventures. It has a mess, which offers vegetarian delicacies and caters to diverse palates. Delicious food is prepared following strict standards of hygiene.

Teaching Aids and Pedagogy

SICSR's approach to teaching includes a combination of lectures, class discussion, group work, self-study and use of a developed e-learning portal using Moodle, for blended learning and continuous evaluation of students. SICSR uses blended learning techniques and Kirkpatrick techniques.

Health and Medical care and Gym

The Symbiosis Center of Health Care (SCHC) provides an in house, modern, state of art health club & fitness center with a view to facilitate holistic development of mind and body for all-round development of our students. Each student is insured under the Medclaim & Road Traffic Accident Policy.

Our Programmes

MBA (IT): Master of Business Administration (Information Technology)

(2 year Full Time Postgraduate Master Degree programme)

Objective: A golden mix of Management & Information Technology subjects aimed at creating techno managers and business analysts.

MSc (CA): Master of Science (Computer Applications)

(2 year Full Time Postgraduate Masters Degree programme)

Objective: This programme will equip students with knowledge highly relevant to emerging technologies. The programme aims to provide a comprehensive framework for understanding, by integrating theoretical foundations with extensive practical work.

Eligibility: Graduate in any discipline of any statutory University with a minimum of 50% marks. (45% marks for SC / ST category candidates)

Intake Capacity: 90 for each programme

Placements:

Some of our recruiters:

MBA-IT

- | | |
|------------------------|-------------------------|
| 1) Compassites | 11) TCS |
| 2) Aloha Technologies | 12) Newgen Software |
| 3) Tridat Technologies | 13) KPMG |
| 4) R-Systems | 14) Sapient Corporation |
| 5) DefTeam | 15) Fluxnoix |
| 6) Saturn Infotech | 16) Bajaj Finserve |
| 7) Indicus | 17) LnT Infotech |
| 8) Capgemini | 18) ADI Strategies |
| 9) Apollo Tyres | 19) Capita |
| 10) Sigmasoft | 20) KPIT |
| | 21) HSBC |

MSc-CA

- 1) Harbinger Group
- 2) BlazeClan
- 3) Asian Paints
- 4) Raremile Morgan Stanley
- 5) 10 Jumps
- 6) Faichi
- 7) Bohiyannam
- 8) Drivedge
- 9) Wi-Fi
- 10) Softenger
- 11) SKJ Global
- 12) Calsoft
- 13) Androit
- 14) Praxis Technologies
- 15) PTC
- 16) Linkedin
- 17) Goo

Reservation of Seats: As per SIU norms

Important Dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
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SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

Contact Details:

Symbiosis Institute of Computer Studies and Research (SICSR)

Admissions Department

1st Floor, Atur Centre, Gokhale Cross Road, Model Colony, Pune - 411016.

Tel:(+91) 020 - 2567 5601 / 02 Extension 103 & 144

Fax:(+91) 020 - 2567 5603

Email: admissions@sicsr.ac.in **Website:** <http://sicsr.ac.in>

Symbiosis Institute of Media and Communication, Pune (SIMC PG)

1. Introduction / Mission / Vision.

Introduction

The Symbiosis Institute of Media and Communication promotes the highest quality of education in the communication domain and inquiry into the multi-faceted world of the media and communications industry. Our strong academic programmes are driven by rigour, scholarship and a healthy integration of theory and practice that translate abstract ideas into tangible forms.

Our team of experienced advisors, mentors and faculty drawn from the industry and academia, which contributes towards the overall development of our students. This experiential learning is complimented by our cutting edge facilities and infrastructure. Students discover learning industry practices during their internship where they work with varied organizations in different roles. Our aim is not to merely train students to fit in with the industry requirements of trained professionals but also to extend our complete support in realizing their true potential be it as content writers, directors, managers, business leaders or entrepreneurs.

VISION: Symbiosis Institute of Media and Communication will be the preferred destination for all who aspire to excel in the field of Media and Communication Management

CREDO: Inspire:Influence:Impact

SIMC develops future-ready communications professionals who apply knowledge to influence the attitude and behaviour responsive to societal progress. Thereby SIMC intends to inspire young people to influence audiences to impact civil and economic societies

1. Infrastructure / facilities – Hostel, Library, Lab, Canteen, Club etc.

State-of-the-art facilities provided at SIMC are best among private sector institutes in the country, and compare well with international standards comprising of well-equipped studios, a Mac lab for editing, computer lab, mess, cafeteria, recreation center, health centre and a residential campus. The latest technology meets creativity within the natural habitat of the picturesque Lavale Campus. Students love the environs on the hill-top campus where they often experience walking through the clouds that move between thousands of trees during the monsoons.

2. Programmes offered along with following information:

Master of Business Administration (Communication Management) MBA (CM)

Specialization in:

- a. Brand Communication (AD)
- b. Reputation Management (PR)

- c. Media Management (MM)

Masters in Mass Communication (MMC)

Specialization in:

- a. Journalism
- b. Audio Visual

3. Placement

The placement season for the 2011-13 batch at SIMC Pune continued to be positive and one of the best in the history of the institute. The performance was excellent in terms of rise in number of reputed companies participating, number of students placed and salaries offered. We have achieved near 100 per cent placement since the 2011 batch, better industry connections and higher packages, as compared to other comparable programmes. With our constantly evolving syllabus to meet industry and contemporary needs, we now have better focused students who can meet the demands of the media industry. Most companies who recruit from SIMC offer internships and show interest in coming in for placements.

Some of the notable recruiters:

Advertising Agencies: Leo Burnett, FCB Ulka, Mudra, O&M, Publicis Ambience, Bates CHI & Partners, Contract Advertising, M& C Saatchi, Lowe Lintas, Mccann Erikson, JWT, Dentsu Marcom, DraftFcb Ulka, R K Swamy BBDO

PR Agencies : Edelman, Perfect Relations, Clea, Adfactors PR, Ketchum Sampark, LinOpinion, Madison, Percept Profile, Concept PR, Fleishman and Hillard, IMPRIMIS PR, Integral PR, IPAN Hill + Knowlton Strategies, Genesis Burson Marsteller, TEXT 100, Avian Media

Media Agencies : Allied Media, DDB Mudra Max, Dentsu, Havas Media Group, Lintas Media Group, Madison Media, MAXUS, Star Com Media Vest, Mindshare, Optimum Media Solutions, Initiative Media

Event & Activation Agencies: Wizcraft, Encompass, Innobella, Grey.

Brand solution agencies: DMA, Synapse.

Media houses: Next Gen Publications, My FM.

Market Research firms: Quantum, Hansa Market Research.

Corporates: ICICI Bank, HP, ACC, Vedanta, Drive India

TV: CNBC, HeadlinesToday, TimesNow

Newspapers: TOI, HT, New Indian Express

Magazines: Infomedia 18, Nextgen Publications.

Digital: India Today, Reuters, Bloomberg.

Corporates: Cognizant, Edelman.

Please note that placement services are provided for many specializations. Please refer to the prospectus for more details.

4. Method of Instruction :

The method of instruction at SIMC is driven by its commitment to providing the industry with skilled and trained media professionals adept in all fields of communication. As the focus is upon instructing its trainees in both the theoretical and practical aspects of communication, it encourages students to respond swiftly to professional challenges.

Medium of Instruction: English

Profile of Past Students.

Sr.No.	Name	Organisation	Industry Specialization	Designation
1	Navneeth Mohan	Network 18 Media & Investments-E18	Event	Chief Operating Officer (COO)
2	Sanjeet Saha	Star TV	Media Management / Advertising	Vice President - International Business
3	Ankit Desai	Marico	Media Management	
4	Imtiaz Alam	Ketchum Sampark	Public Relations	Vice President
5	Udita Dutta	Artsmith-Concepts & Visions	Journalism	Founder Director
6	Pakshalika Jayaprakash	Dorling Kindersley	Content Writer	Managing Editor
7	Praseed Prasad K	GroupM	Media Management	National Director - Digital Trading and Head, Xaxis India
8	Deepthy Menon	Ink Scribe	Journalism	Media Consultant, Researcher and Editor
9	Trevellyn Fynn	Endemol	Audio Visual	Project Head
10	Farida Hariyanawala	Prism Media Services	Media Management	Communications Specialist
11	Shilpa Kannan	BBC News	Journalism	Reporter, India Business Report
12	Abhishek Mahapatra	Ford Motor Company	Public Relations	Manager-Communications, Ford India
13	Amith Prabhu	Edelman	Public Relations	Account Supervisor
14	Nikhil Bhatt	Black Widow Films Pvt. Ltd	Audio Visual	Director
15	Gaurav Sinha	Audi India	Public Relations	Deputy Head of Communications

and many more

5. Career prospects

After graduation, students find innovative / creative fulfilling career prospects in Media Houses, Space Advertising Agencies, Corporate Communication Units of Multi-National Corporations, Public Relation Firms, roles as Assistants to Film-Makers, varied jobs at Television Channels, TV Production Houses, Newspapers, Magazines, Web Portals, Content Writers, Event Management Companies as well as becoming Entrepreneurs in Media and Communication.

6. Eligibility.

Candidates must be graduates in any discipline from any statutory university with a minimum of 50% aggregate marks at graduation level. (45% marks for SC/ST candidates). Students in the final year of graduation can apply but their admission will be subject to obtaining a minimum of 50% aggregate marks. Diploma holders are not eligible.

7. Intake

Master of Business Administration (MBA): 120 seats *

Brand Communication (AD) : 40 Seats

Reputation Management (PR): 40 Seats

Media Management (MM): 40 Seats

Master of Mass Communication (MMC): 60 seats *

Journalism : 30 Seats

Audio Visual : 30 Seats

*** Subject to the availability of required Hostel Seats**

8. **Reservation of Seats:** As per SIU norms

Important Dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	14 th December, 2013.

SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

9. Important telephone numbers, e-mail ids, and web site.

Tel: +91 20 39116100; Cell: 08888864620 Fax: +91 20 39116111

Email- admissions@simc.edu , Website : www.simc.edu

10. Contact details

Symbiosis Institute of Media & Communication
Symbiosis Knowledge Village
Gram: Lavale, Taluka: Mulshi, Pune – 412115
Maharashtra, India
Tel: +91 20 39116100; Cell:08888864620 | Fax: +91 20 39116111
Email- admissions@simc.edu

Symbiosis Institute of International Business, Pune (SIIB)

1. Introduction / Mission / Vision

Introduction: –

Symbiosis Institute of International Business (SIIB) was established in 1992 as an autonomous Institute. Today, Symbiosis Institute of International Business is a (SIIB) constituent of Symbiosis International University and one of the highly acclaimed business schools in the country. It has been recognized as a B- School that combines an excellent academic foundation with a strong leadership perspective. In an

increasingly globalized world, SIIB is ahead of the curve. The pioneering work in commencing focused MBA programs in International Business (1992), Agri-business Management (2004), and Energy & Environment (2009) has been lauded by the industry. This foresight has proved very valuable for organizations that seek global managers in diverse functional areas. SIIB therefore has a strong track record of excellent placements.

The diversity of programs, with the pivotal fulcrum of International Business has helped to create a unique synergy in the curriculum, besides bringing to the campus young, vibrant minds from diverse disciplines, fostering a healthy exchange of ideas.

Briefly, therefore, SIIB has a unique advantage to train young professionals, to take on the challenges of global commerce in the domestic as well as the international arena.

“Crisil” has rated SIIB A+ for Best B-School in India

“Business Today” has ranked SIIB 8th for Pedagogy amongst Best B-School in India & ranked SIIB 42nd Best B-School in India.

Vision: –

To be the preferred institute for students aspiring to develop a global perspective in management education, and to transform them into socially conscious, reliable, healthy and contemporary managers

Mission:–

- To foster global competencies amongst students.
- To provide for holistic and value-based development of students, which ultimately enhances their employability.
- To develop social consciousness amongst students.
- To identify and train students in diverse sectors of high potential, keeping in mind the needs of the nation.

2. Infrastructure / facilities – Hostel, Library, Lab, Canteen, Club etc.

Campus: SIIB has an ultra-modern administrative and academic campus of its own. The campus has dedicated, spacious classrooms for each program with state-of-the-art audio-visual teaching facilities, conference halls, discussions rooms and an auditorium

Hostel: There are separate Hostels for male and female students.

Library: An excellent library having access to more than 13241 books, 146 periodicals and 467 CDs on a wide variety of management subjects is available for students.

Computer Lab: A fully equipped computer laboratory is available to students for teaching as well as practice. Wi-Fi Internet connectivity is available in the academic and residential blocks.

Mess/Canteen: A mess and a well-stocked cafeteria are available on campus and all students are dining members of the mess.

Health: A swimming pool and a state-of-the-art health club facility with Gym, aerobics and yoga are available for students. A residential Medical Officer stays on the campus.

3. Programs offered along with following information:

i) Masters of Business Administration – International Business [MBA – (IB)]

(Two Years, Full Time, Residential, Post Graduate Degree Program)

Specializations Offered - Marketing, Finance, HR and Supply Chain Management.

The MBA – IB is an intensive programme specifically designed for a rewarding career in business management, globally.

Students from diverse academic backgrounds like engineering, pharmacy, economics, mathematics, chartered accountancy, IT, and commerce, provide a vibrant tone to this unique and interactive program. A student is exposed to a wholesome blend of the theory and practices in business, both domestic and international. The first year creates the base for understanding business management through courses designed to take into account the varied backgrounds of the students. Core courses in International Business are spread over the two years to create a strong foundation, which is enhanced by specializations in the functional areas of Marketing, Finance, Supply Chain Management and HR from the third semester.

ii) Masters of Business Administration – Agri Business [MBA – (AB)]

(Two Years, Full Time, Residential, Post Graduate Degree Program)

Agriculture has long been seen as a sector with tremendous potential in India. In the last few years, the sector has seen an unprecedented upsurge with several government and private sector initiatives. This, coupled with

changing global norms such as the WTO rulings and increased global competitiveness means there is a tremendous need for professional courses in agribusiness management, and this makes it one of the most challenging and exciting sectors to be in, either as a professional or as an entrepreneur. The MBA (AB) program is thus a response to this growing need for professionals who can contribute to and also engineer the agribusiness revolution.

iii) **Masters of Business Administration – Energy & Environment [MBA – (E&E)]**

(Two Years, Full Time, Residential, Post Graduate Degree Program)

Energy is at the core of all economic activity. Indeed, the pace of development of any country is determined by this crucial sector. To ensure sustainable development, it is imperative to understand the related environmental issues such as climate change, loss of bio-diversity, ozone layer depletion etc. These are global issues and have been a key feature in all recent global debates.

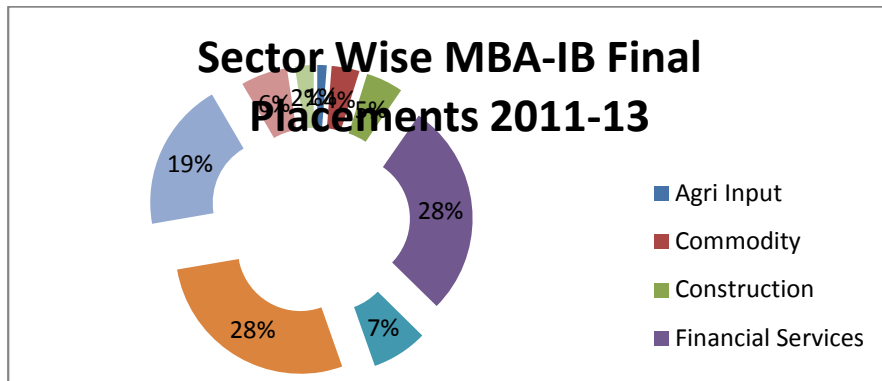
As an Institute of International Business, SIIB believes that strengthening and building capacity in this emerging sector is critical, and has taken the initiative to create young professionals who can be assets to organizations in this crucial sector - a sector whose importance will only continue to grow at an amazing pace in the years to come. This MBA – Energy & Environment program provides a judicious blend of theory and practice and thus prepares the applicant to meet contemporary global requirements.

a. Placement

The International Business students attracted a cross section of finance / consulting companies and prominent among them were Accenture, Crisil, Goldman Sachs, Deloitte, Infosys, Darashaw, Wipro Cisco and Stockriters. They offered the students a wide range of portfolio such as Business analyst, Investment Banking, Private Equity, Project Finance, Equity Research, Business Advisory and Strategy, Asset Management and Insurance.

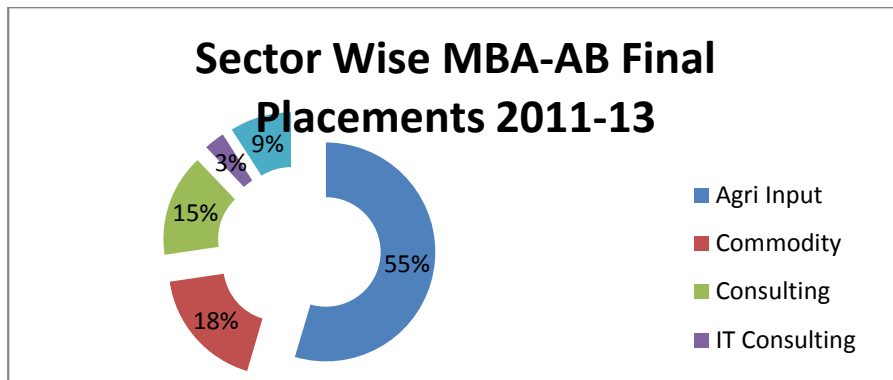
The Marketing and SCM students had the most sought after profiles with companies offering a plethora of profiles across domains like Sales, Marketing, SCM Consulting, Operational Research and Technology Advisory. Companies like Trident, Asian Paints, Aspect Ratio Data, , Kansai Nerolac, Kedia Commodities, ATG Tyres and Godrej & Boyce visited the campus and gave exciting offers.

Regular recruiters like Danfoss, HDFC, HDFC Life, and State Trading Corporation visited the campus and offered students prestigious roles.



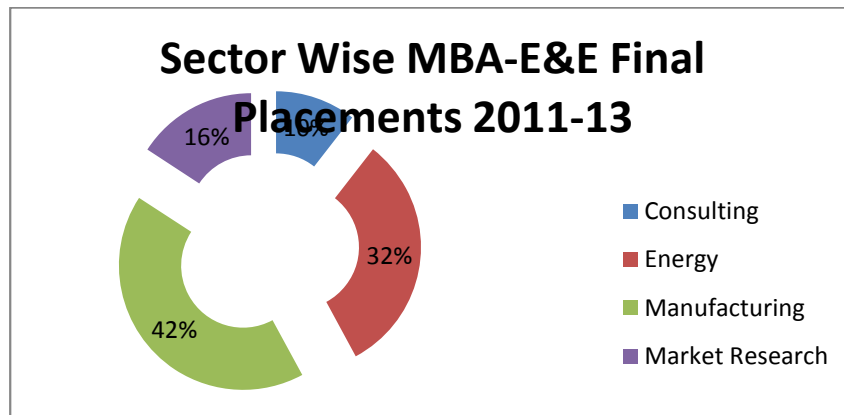
The average compensation this year was Rs. 7.67 Lakhs p. a. and the highest package offered this year was Rs 15 Lakhs p.a. 50 companies participated this year and rolled out over 100 offers. Our students also received pre-placement offers from the companies.

The Agri Business students put up an impressive parade and 94% of them were placed in superlative companies. The masthead included Monsanto, Devgen, Bisleri and Accenture. This year 5 students were offered international posting in the Export Trading Group. Agriculture being the backbone of the country, Mahindra & Mahindra picked up a good number and Sathguru Management Consultants and Ankur Seeds were new entrants this year. The highest package in the Agri business was 11.13 lakhs per annum and the average stood at 6.32 lakhs.



The Energy and Environment students were highly appreciated by the industry. The major recruiters were Kirloskar Pumps, Johnson Controls India, Kalpataru,

Wipro Eco Energy, Cheers Interactive and Ecolibrium Energy. The highest salary paid was 9 lakhs per annum and the average was 6.34 lakhs.



a. Method of Instruction.

Theory lectures, practical exercises, business simulation, group projects and presentations, case studies, workshops, guest lectures, summer training, live projects, field visits and organizing events under the guidance of excellent faculty.

b. Profile of Past Students.

i) MBA – International Business (MBA – IB)

In view of the implications of globalization, this programme attracts students from diverse academic disciplines. The composition of past students was mainly from engineering, commerce, science and management backgrounds. At least 50% of the class has 2 – 3 years of work experience.

ii) MBA – Agri Business (MBA – AB)

Majority of students in this program are graduates in Agri Sciences or Agri related discipline. Fisheries, Biotechnology, Horticulture, Agri engineers, engineers with B.Sc. (Agri.), M. Tech., etc. were also part of the batch.

iii) MBA – Energy & Environment (MBA – E&E)

Through the students composition in this programme is of varied academic backgrounds, majority of the batch consists of engineers.

Students with a Commerce / Science background with relevant work experience were also considered.

c. Career Prospects

The Campus Recruitment Programme at SIIB gives an opportunity to the institute to showcase its talent pool to the corporate world and reinstate their confidence in recruiting from the institute.

The management graduates from SIIB get excellent opportunities to showcase their skills and competencies in various challenging and exciting profiles in diverse sectors & industries.

The Programme, which started in November saw a batch of over 138 students getting lucrative offers. A total of 65 companies visited the campus and rolled out over 100 offers.

Eligibility

Basic Eligibility Criteria (for all 3 programmes & Categories)

Candidate must hold a Bachelors Degree of any statutory University with minimum 50% (for SC / ST Categories: 45%) aggregate marks at the graduate level.

Note (for all 3 programmes & Categories)

Students who are in the final year of their bachelor's degree education may also apply. Admission of such candidate will be provisional and will be cancelled in the event of non-fulfillment of the stated criteria. Students are not eligible till all graduation backlogs are cleared.

Further Eligibility

i) Masters of Business Administration – International Business [MBA – (IB)]

Candidate must hold a Bachelors Degree of any statutory University with minimum 50% (for SC / ST Categories: 45%) aggregate marks at the graduate level.

ii) Masters of Business Administration – Agri Business [MBA – (AB)]

Basic Eligibility Criteria (for all Categories)

Candidate must hold a Bachelor's Degree of any statutory University in Agri Sciences, or Agri related disciplines like Agri Engineering, Fisheries, Bio technology, Botany, Bio chemistry, Veterinary Sciences, Horticulture, Food Technology etc. with minimum 50% (for SC / ST Categories: 45%) aggregate marks at the graduate level.

Other graduates with full time work experience of more than one year only in Agri sector [shortlisting for PI-WAT shall be done only after verification of uploaded work experience documents (on company letterhead) for claimed period]

iii) Masters of Business Administration – Energy & Environment [MBA – (E&E)]

Basic Eligibility Criteria (for all Categories)

Candidate must hold a Bachelor's Degree of any statutory University in Engineering / Geology / Economics / Bio Technology / Petroleum / Energy & Environment Science / Architecture with minimum 50% (for SC / ST categories 45 %) aggregate marks at graduate level.

Other graduates, with full time work experience of more than one year only in Energy / Environment sector [shortlisting for PI-WAT shall be done only after verification of uploaded work experience documents (on company letterhead) for claimed period]

For all enquiries related to International Admissions please write to:
Officer In-charge

The International Office,
Symbiosis Society, S. B. Road,
Pune - 411 004, Maharashtra, India
Tel: +91-20-25652444 / 25671905 Extn.: 145 / 150
Fax: +91 20 25659029 / 25673854
E-mail: intadmissions@symbiosis.ac.in Website: www.scie.ac.in

2. Intake.

- i) Masters of Business Administration – International Business [MBA – (IB)]
Number of seats: **120**
- ii) Masters of Business Administration – Agri Business [MBA – (AB)]
Number of seats: **50**
- iii) Masters of Business Administration – Energy & Environment [MBA – (E&E)]
Number of seats: **30**

3. **Reservation of Seats:** As per SIU norms

Important Dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	09 th January, 2014.
SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

Contact details, Telephone Numbers, E-mail ids, and Website

Telephone Nos. : 020 – 22934314 / 7 / 8 / 9
Fax No. : 020 – 22934316
Email: admissions@siib.ac.in
Website: www.siib.ac.in

Address:

Symbiosis Institute of International Business [SIIB]
G. No. 174 / 1, Hinjewadi, Taluka – Mulshi,
Dist. Pune – 411057, Maharashtra, India

**SYMBIOSIS CENTRE FOR MANAGEMENT AND HUMAN RESOURCE DEVELOPMENT, Pune
[SCMHRD]**

Introduction:

Since its inception in 1993, SCMHRD has believed in nurturing young and dynamic minds who can anticipate the changing trends and align their skills to become the leaders and entrepreneurs of tomorrow. It gives an opportunity to gain a rich, cultural and diverse experience that drives one to achieve not just academic excellence, but also a holistic growth.

Vision:

To become a centre of excellence for global leadership and entrepreneurship –the standards of which others are measured by.

Mission:

To create leaders and entrepreneurs of tomorrow, their dedication to excellence, absolute.

Programmes offered:

1. **Masters in Business Administration (Finance/Marketing/HR/Operations):**

The flagship programme of SCMHRD is a two year full-time residential course spread over four semesters offering specializations in Marketing, Human Resource, Finance and Operations Management. The programme is designed to provide students a focused and channelized learning experience in the specialization of their own choice.

2. Masters in Business Administration (Infrastructure Management):

Proper Infrastructure is the hallmark of a developed nation, a necessity for attaining inclusive growth and enhancing the competitive advantage of a nation. This programme at SCMHRD covers all the core foundation courses of management and thereon focuses on preparing students for the emerging market of infrastructure and resource management. It aims at creating a work force for taking responsibility of appreciating the needs of the Infrastructure sector, generating services at reasonable costs and ensuring efficient execution and operation of projects in compliance with the regulatory environment and governance.

Course Structure:

The course structure is designed keeping in mind the challenges of the corporate world, which enables the students to explore and gain better insights into various management disciplines. There is a smooth transition from the first semester, which mainly focuses on core curriculum to the second semester, where students are provisioned to customize their course through a basket of electives. This provides them with an unparalleled freedom to cross departmental boundaries and discover their intellectual and personal passions

Learning Opportunities:

We believe in experiential learning along with traditional teaching. Learning here not only happens through classroom sessions but also through a myriad of other ways, which include case studies, presentations, guest lectures, lab sessions, role plays, simulations, field-trips, research and live projects.

Teachers go beyond their stipulated task of teaching to facilitate students for their overall development. This inspires students to explore their potential and enables them to understand key concepts and discover the tools that are essential for their future career upliftment.

Students are provided with various platforms to voluntarily participate in extracurricular activities. Majority of the activities are entirely student driven. This gives students an opportunity to take initiatives and handle responsibilities.

Learning facilities:

Learning is a dynamic concept that SCMHRD tries to constantly improve through the use of various practices of pedagogy, standards, and assessments. The Wi-Fi enabled library provides access to more than 24500 books, 2000 audio and video CD/DVDs, International and National business periodicals, journals, case studies and publications in diverse areas of leadership, business, entrepreneurship and management. It is also equipped with a reading section and a discussion room, which facilitates collaborative research.

The library also provides access to premium on-line data bases including EBSCO, CRISIL, INDIASTAT.COM, JSTOR, SCIENCE DIRECT, etc. that helps in gaining knowledge beyond the scope of books. Various technology platforms like SAP, ORACLE, SPSS, etc help the students to become technically equipped and enhance their management skills. The Institution's membership with the British Library enables even wider access to information.

The Harvard Publication Research Centre provides access to thousands of Harvard Business Review published books and articles. This facility offers in-depth learning of global business issues thereby giving a direction to the problem put forth.

Campus and Hostel Facilities:

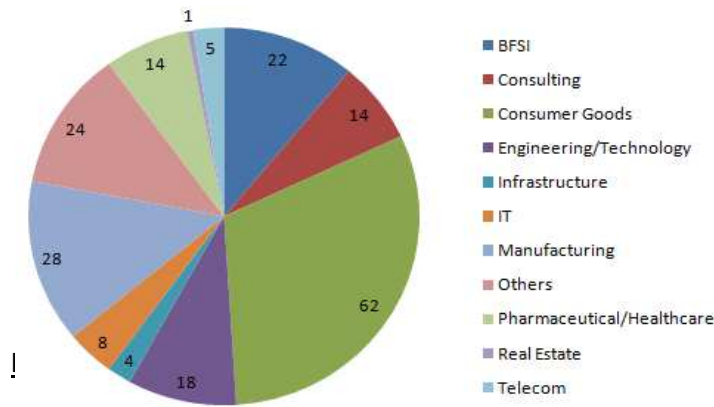
SCMHRD has a Wi-Fi enabled state-of-the-art campus with all the essential amenities available at a stone's throw within the campus. The campus has a mess, a cafeteria, a juice shop and a fully equipped provisional store, which caters to the needs and tastes of the students from diverse cultures. The institute strongly believes in all-round personality development and hence provides its students with facilities such as a Sports Centre, Gymnasium, Swimming Pool, Music Lab, Auditorium and much more. Excellent health care facilities and 24-hour medical services are also available on campus, run by the Symbiosis Centre of Health Care (SCHC).

The institute being a residential learning centre has hostel facilities to accommodate students on campus. The hostel rooms are well-designed and essentially equipped with all the basic amenities including an in-house laundry.

Summer Internship:

At the end of the second semester, the students undergo an Internship with various Corporate Houses to employ the knowledge of their chosen specialization to various Live Industry Projects. The knowledge acquired helps them project their skills in the global market. The experience gained through this industry exposure adds immense value to act as a catalyst in catapulting their career prospects.

The detailed audited report of summer internships can be found at www.scmhrd.edu .



Sector-wise classification of Summer Placements for batch 2011-13.

- Total Batch strength: - 225
- Number of students seeking placements through the institute:- 200

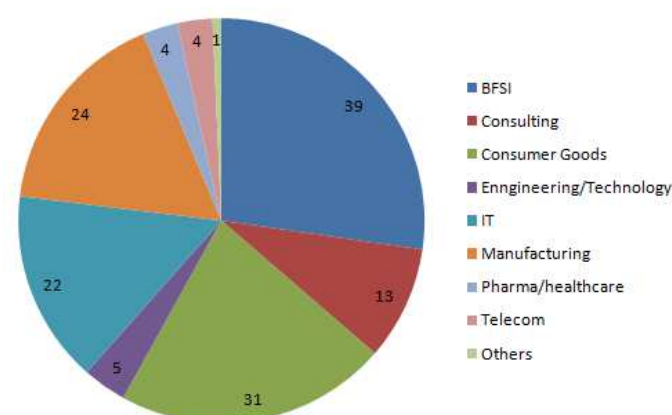
SCMHRD has become one of the trusted names in the corporate arena for delivering quality at workplace. This is evident from SCMHRD’s track record of placing its students in the most sought after companies where they have successfully managed challenging job profiles. This year, SCMHRD has emerged as one of the very few b-schools of India whose placement report adheres to IPRS (Indian Placement Reporting Standards) and has been audited and approved by CRISIL. Adhering to IPRS is a reflection of our commitment to bring in additional transparency and professionalism to the entire placement process.

Our recruiters include FMCG, BFSI, Automotive, Manufacturing, Telecom, Consulting, Power/Energy and IT/ITES sectors. Recruiters like **JPMC, P&G, HUL, ITC, Marico, GSK-Consumer Healthcare, Dabur, Coca-Cola, General Motors, Mahindra & Mahindra, Deloitte, Avalon, Intel, Perfetti Van Melle, L’Oreal and Whirlpool** are regulars on the campus. This year, giants like **Goldman Sachs, Akzonobel, Reliance Industries Ltd., Sundaram Clayton, Mercer Consulting, Aon Hewitt, Boehringer Ingelheim, Philips, Tata Motors, Ernst & Young** also recognized the talent and growth potential of the students of SCMHRD.

Perhaps the biggest testimony of the quality of students was that 22% of the batch eligible for placements was offered Pre Placement Offers (PPO).

The average salary stood at 10.49 lakhs per annum, the median salary was 10.12 lakhs per annum. The highest salary stood at 18.6 lakhs per annum while the minimum accepted compensation was 6 lakhs per annum.

The detailed audited report of final placement can be found at www.scmhrd.edu .



Sector-wise classification of Final Placement for batch 2010-12.

- Total Batch strength: - 160
- Number of students seeking placements through the institute:- 143

Eligibility Criteria:

Masters in Business Administration (Finance, Marketing, HR and Operations)

- A graduate from any statutory university with a minimum of 50% aggregate marks. (45% marks for SC/ST candidates)
- Students in the final year of graduation can apply but their admission will be subject to obtaining a minimum of 50% aggregate marks.
- Candidates passing degree examination by part time/ correspondence course/ distance learning programme are not eligible.
- Diploma holders are not eligible.

Masters in Business Administration in Infrastructure Management (IM)

- Engineering Graduates (Mechanical, Electrical and Civil discipline) from any statutory university with a minimum of 50% aggregate marks. (45% marks for SC/ST candidates)
- Students in the final year of graduation can apply but their admission will be subject to obtaining a minimum of 50% aggregate marks.
- Candidates passing degree examination by part time/ correspondence course/ distance learning programme are not eligible.
- Diploma holders are not eligible.

Sanctioned Intake: MBA (Finance, HR, Marketing, Operations) - 180
MBA (Infrastructure Management) - 40

Reservation of Seats: As per SIU norms

Important Dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	14 th December, 2013.
SNAP Test	15 th December, 2013

Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.
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Contact Details:

Symbiosis Centre for Management and Human Resource Development

Symbiosis Infotech Campus, Plot No. 15, Rajiv Gandhi Infotech Park,

MIDC, Hinjewadi, Pune - 411 057, Maharashtra

Phone: (020) 22932640 or (020) 22934304/5 Extn: 324

Mobile: 9766321640 / 8600111683

Mail us at: admissions@scmhrd.edu Visit us at: www.scmhrd.edu

Symbiosis Institute of Management Studies, Pune (SIMS)

1. Introduction / Mission / Vision:

Introduction:- Symbiosis Institute of Management Studies (SIMS) was established by the nationally renowned Symbiosis Society in 1993. Under an MoU with the Ministry of Defence, Government of India, admission to its full time MBA programmes is primarily for dependents of Armed Force personnel and those sponsored by the industry. SIMS is a constituent of the prestigious Symbiosis International University. The institute is ISO 9001:2008 quality certified and a top-tier provider of business education across the spectrum.

- Only B-school of its kind in the country mainly for Defence Personnel and their dependents – 90% reservation of seats
- Ranked amongst top **25** B-schools in India
- Accredited Centre for Corporate Governance by the Ministry of Corporate Affairs, Government of India.
- Well established incubation centre for upcoming entrepreneurs
- 10% seats earmarked for suitable civilian candidates

Vision of SIMS:- To be the premier hub of management education for Defence personnel, their dependents and civilians.

Mission of SIMS:-

- Champion excellence in management education for the Defence community and civilians.
- Create and sustain professional research and knowledge based services.
- Advance knowledge in all business related disciplines in a cross continental environment.
- Provide a forum for sharing experience and knowledge between the academic-

- business- services fraternity.
- Develop an ethos of corporate professionalism in the student managers.

2. **Infrastructure / Facilities – Hostel, Library, Lab, Canteen, Club etc.:-**

Hostel Facilities: Well- equipped/furnished rooms with attached facilities. Separate hostels for male and female students.

Modern Amenities: These include classrooms with latest teaching aids, well equipped computer labs and a well stocked library, a 450 seat air conditioned auditorium and a dining hall for 600 students.

Computer Labs: Two state-of-the-art computer labs designed to meet the computing and communication needs. A wide variety of software platforms and management programmes such as ERP, ECCH, SPSS, EBSCO, Prowess, Emerald, Delnet, EMTAB are available. The whole campus is Wi-Fi zone.

Information Technology : Synapse – The online portal of the institute aims to move SIMS towards a paper-free environment.

Library : 20,410 books on management, 114 journals and magazines including foreign journals, large number of educational CDs and recordings of talks by guest speakers. It is a member of DELNET, MCCI, AIMS, British Library, ASTD, NHRD, TJ -Training Journal, ABCI, IABC and other database.

Health Care Centre : In-house medical facilities and a host of other activities like yoga, gym and a swimming pool.

Sports (For Resident students only): Badminton court, basketball court, swimming pool, table tennis, croquet and fuseball. Students can play football, volleyball and cricket at the grounds nearby.

Importance of Philanthropy: "Pranay" is a first of its kind, social initiative to be launched by a B-school which is totally student driven. Through our efforts at PRANAY, we help the less fortunate in realizing their true potential while truly comprehending the significance of Corporate Social Responsibility (CSR).

3. **Programmes offered along with following information**

MBA Two Years Full time - residential

(Specializations offered in Marketing / Finance / PM & HRM / Operations / Information Systems / International Business – subject to a minimum of 20 students opting for the same.)

a. **Placement Assistant:** - SIMS continuously achieves an enviable and outstanding placement record with an ever widening range of multi-national and national companies recruiting from the campus for final placements and summer internships.

b. **Method of Instruction:** - The medium of instruction is English. All courses are assigned credits. One credit is defined as being equivalent to 15 hours of classroom teaching and instructions. The pedagogy used in all courses is a combination of lectures problem solving, case studies, interactive discussion, projects etc.

c. **Profile of Past Students:-**The student managers who graduate from SIMS are leaders in an exceptionally broad gamut of organizations from entrepreneurial companies to established firms, government and non-profit organizations. SIMS alumni are now entrepreneurs, VPs and MDs in various top companies.

d. **Career prospects :-**SIMS provides the perfect gateway to exciting and enriching management positions in multinational and national companies in various business profiles opening up career enhancing opportunities. SIMS also develops entrepreneurs.

4. Eligibility : MBA

- a) A Candidate should be a graduate or a post graduate from a statutory university with a minimum of 50% aggregate marks. Students appearing in their final year degree examination can apply but their admission will be subject to obtaining a minimum of 50% marks overall at a qualifying exam before August 2014.
- b) Defence category candidate should be ward of Defence Personnel as mentioned above.

5. Intake :- MBA – 300 seats.

- Fees are subject to change.
- Hostel, Mess, Campus, Insurance, Gymnasium fees are separate and will be intimated later.
- Security Deposit is for Hostel and Library, which is refundable.
- Includes Examination, convocation and transcript fees which are subject to change.

Reservation of Seats: As per SIU norms

Important Dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	09 th January, 2014.
SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

WAT) process will be held at different locations.	
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6. Important telephone numbers, e-mail ids, and web site:-

- Administration:- 30213201, Admissions:-30213250/207- admissions@sims.edu
- Administrative Officer :- 30213239 Website:- www.sims.edu

7. Contact details:-

Symbiosis Institute of Management Studies
Range Hills Road, Khadki, Pune - 411020, Maharashtra, India.
Phone No.: (020) 30213250/239/201, Fax: (020) 30213333

SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT, Pune (SITM)

1. Introduction:

Realizing the opportunities and needs of the new economy, Symbiosis Institute of Telecom Management (SITM) was established in the year 1996. We are the pioneers in the field of Telecom Management education in the country and Asia. We focus on three basic components: Management, Telecom technologies and Information Technology. Telecom revolution in India started in the early nineties, and today India is the fastest growing telecom market in the world. As this sector continues to expand and mature, it is creating exciting techno commercial career opportunities for graduates and working professionals.

We have over 1700 alumni who are making their mark in the industry as Business and Technical Consultants, Network Managers, Project Leaders, Business Development Managers to name a few. Senior batch alumni are holding senior management positions as Heads of business units, Country managers, Vice Presidents of functional areas, and so on. Large numbers of alumni are working internationally and are based outside India in various regions.

In addition to the two year full time residential Post Graduate Program, the Institute conducts an Executive MBA program in Telecom Management which is offered to working professionals. This program is conducted only on weekends. The Institute is also actively engaged in formulating Management Development Programs (MPDs) for the companies.

SITM is a constituent of Symbiosis International University (SIU) established under Section 3 of the UGC Act 1956, by notification No. F 9-12/2001-U 3 of the Government of India.

Our Vision:

Symbiosis Institute of Telecom Management will be the preferred destination for all who aspire to become world – class telecom business leaders.

Our Mission:

To develop world class Telecom Business Leaders who can handle the ever-changing Technology and the Business Scenario effectively at all levels of the corporate ladder. More importantly, to instill human values to make better citizens.

2. Infrastructure:

Hostel: It is a residential campus. All rooms are fully furnished and have Internet connectivity.

Central Library: The Campus has a well-stocked library with pleasant interiors. It is fully digitalized with a terminal for accessing the library catalogue. It also has OPAC (On line Public Access Catalogue), which enables students to access the library data from any computer in the Institute.

Labs: SITM has the latest state-of-the-art IT Infrastructure with a Software Lab and a specialized Network Lab with an 8Mbps wireless broadband leased line, and 24 hour Internet Connectivity.

SITM has a specialized **CISCO Lab** where students can experiment with network operating systems and perform network related practical assignments. SITM has signed up with CISCO for an academic partnership in the CNAP program. The entire CCNA program is thus incorporated into the Systems & Finance Specialization.

SITM in partnership with IBM as part of the Career Education for Business Transformation (CEBT) program has set-up the **IBM Business Analytics Lab**. IBM's Centre of Business Analytics at SITM offers students & faculty members the access to a suite of software packages like SPSS, IBM Cognos , DB2, Lotus Connect & Web Sphere. This software suite will provide SITM students hands-on exposure on Descriptive Analytics, Predictive Analytics, E-Marketing, Social Networking, Services Sciences Management and Engineering, IT Services Management and Cloud Computing.

Canteen: The campus has an all-day canteen with mess facility, which caters to the various tastes and budgets of the students.

Sports: The Institute is located in the Symbiosis Knowledge Village Campus, which is about 22kms from Pune Railway Station. Sports facilities like Football, Volleyball, Cricket, Table Tennis, Badminton, Tennis, Squash, Yoga, Gym and Swimming are available.

3. Program offered:

SITM offers a two year full time Post Graduate Degree in Master of Business Administration (Telecom Management) with dual specialization in Marketing & Finance and Systems & Finance. **Specialization will be allocated at the time of PI-WAT.**

a. Placements:

We have been achieving 100% placement since the offered of the institute. Last year, we have achieved almost 100% placements with the maximum salary being 17.6 LPA (International), 11.33 LPA (Domestic) and the average salary being Rs 7.03 lacs. Placements

happen across all the verticals of the Telecom Industry and IT like CSP, OEM, IT and ITES, Consulting, VAS, Market Research and Finance.

b. Method of Instruction:

This includes Classroom teaching, Guest lectures, Workshops, Industrial visits, Seminars, Research projects and Summer Internships. Every course is taught with an extensive number of case studies, and students are expected to make several presentations.

c. Career prospects and profile of past students: Our alumni are working as Business Development Managers, Consultants, Marketing Heads, Country Managers, Project Leaders, Account Managers and Business Analysts in leading Indian companies and MNCs like Accenture, Infosys, Capgemini, Tech Mahindra, IBM, TCS, Ernst & Young, KPMG, Deloitte, PwC, HP, On mobile, Protiviti Global, Sify, Tata Teleservices, Vodafone, Airtel, Idea and others. SITM senior alumni hold key positions in several companies across verticals and continue to deliver value to their employers.

4. Eligibility:

The minimum requirement for admission is a Graduate Degree in any discipline from a University or Board in India and abroad recognized by the University Grants Commissions, Association of India Universities with a minimum of 50% marks in the qualifying examination (45% for SC/ST). Final year students are also eligible to apply. Subject to obtaining a minimum 50% marks (45% for SC/ST)

5. Intake:

Sanctioned Intake 120

6. Reservation of Seats: As per SIU norms

7. Important dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	09 th January, 2014.
SNAP Test	15 th December, 2013

Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.
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8. Important Telephone numbers:

020-39116170

020-39116180 **Fax No:** 020-39116181

E-mail id – admissions@sitm.ac.in

Website- www.sitm.ac.in

Mailing Address:

Symbiosis Institute of Telecom Management
Symbiosis Knowledge Village, Near Lupin Research Park.
Village Lavale, Mulshi Tahsil, Pune-412115

Symbiosis Centre for Information Technology, Pune (SCIT)

a. Introduction

SCIT is the place where participants are groomed to become future leaders in the Information Technology arena. SCIT gives opportunities to those participants who are willing to take on challenges and are ready to transform themselves into proactive professionals. The institute supports their transformation with innovative teaching-learning methodology, state-of-the-art computer labs, platform for peer learning and opportunities to learn management in real time.

The success of our alumni is a proof to claim that SCIT ensures overall professional development of students who are transformed into industry-ready IT professionals.

SCIT Vision

“To be a world-class IT B-School known for creating global IT professionals”

SCIT Mission

- To remain the outstanding provider of continually evolving market responsive IT education.
- To create proactive IT professionals dedicated to excellence, who deliver innovative solutions that improve the performance of their organizations.

Today, several graduates of SCIT are with reputed companies contributing towards innovative solutions and playing a crucial role in the success of their organizational plans.

SCIT received the following awards in 2012-2013:

- SCIT honored with the 20th Dewang Mehta Best B school award for “Business School which encourages Innovation that Leads to Better Development” and “Business School with Best Academic Input (Syllabus) in Information Technology”.
- SCIT Ranked 19th in Best private sector B School in the country by Career 360 – An Outlook Group magazine.

- SCIT awarded the 'Asia's Best B-School Award' presented by World Education Congress, CMO Asia with CMO Council as its Strategic Partner and Stars of the Industry Group as a research partner, for "INNOVATION IN BUILDING ACADEMIC & INDUSTRY INTERFACE".
- SCIT awarded for "Outstanding Use of New Technology and/or Delivery System" by Global e-learning.
- Prestigious Grant under Shared University Resources (SUR) of IBM has been awarded to SIU for joint proposal of SCIT and SCMHRD.
- SCIT ranked 39th in the Best B-School Ranking & 27th in Salary Statistics 2012 by CNBC-TV18.

b. Infrastructure/facilities – Hostel, Library, Lab, Canteen, Club etc.

SCIT is located at Rajiv Gandhi Infotech Park, Hinjewadi, **Pune** and is surrounded by some top corporate establishments like Wipro, Infosys and Tata Technologies amongst others.

The Pune campus has over 1000 network connections, and the network is built on high performance Gigabit Ethernet backbone on optical fiber cable with Internet & WIFI connectivity

The facilities on campus include:

- Multi-cuisine cafeteria and mess
- State-of-the-art gymnasium.
- Yoga and Aerobics center
- Well-managed swimming pool
- Auditorium for seminars and campus events
- General store
- 24-hour security service
- SBI ATM

Hostel:

The campus has separate hostels for male and female students with well-equipped rooms. It has wi-fi network connectivity. Each room has an attached bath with hot and cold water facility. The campus security extends its services round-the-clock. Mess facilities and cafeteria are provided

Library:

SCIT has modern library facilities with more than 9,000 books on technology and management and nearly 1300 CD's. Students have access to nearly 30,000 books housed in the same building by sister institutes. SCIT students look forward to and actively participate in Book Reviews, which are held regularly by the library. Certificates are awarded for Best Book Review and also to all those who review books.

Lab:

A unique facility with diverse networking environments and platforms, it gives a free arena to students to experiment with different technologies and products for simulating diverse environments. For example, a student's experiments with security mechanisms have led to the deployment of a centralized authentication mechanism in SCIT's own multi-platform environment. Students work on advanced areas such as high performance networks, security, messaging etc. fully utilizing the facilities in the Proof of Concept Lab. POC Lab provides the student the necessary equipment and also an independent link to set up a simulated environment to experiment with various network concepts and practices such as fixed line wireless integration, ethical hacking, Voice commands, virtualization of servers and storage and others. MPLS.SCIT has set up a Virtualization lab to facilitate a better teaching learning experience

Canteen:

The mess caters Indian vegetarian food with a menu managed by student teams. It provides breakfast and two meals daily to nearly 1200 students.

c. Programmes offered:

- a) Masters of Business Administration (MBA) in Information Technology Business Management with options to choose elective Courses from 4 different areas listed below.
 - Information Security Management
 - IT Infrastructure Management
 - Software Solutions Management
 - Systems

a. Method of Instruction:

At SCIT, a variety of instruction methods are used to impart knowledge to the students. Traditional classroom teaching to build the fundamental concepts, practical exercises via which students can get hands – on experiences by applying the lessons learnt. Case

studies are extensively used, along with role plays to simulate a real world situation dramatically and encourage the students to explore the solutions.

Pilot projects, Internships and dissertation are some mandatory exercises, which every student has to complete in order to build up their practical skills and develop an inclination towards research.

Besides this, students are also involved in research projects in which they may have to do field work, build case studies and write research papers as part of their course curricula. Guest lectures and seminars are a big component of teaching as it gives industry inputs and increases the awareness of the students about the current state of the industry. Performance of students is checked through regular class tests, assignments, surprise tests, quizzes etc. SCIT focuses on innovative teaching methodologies which help in making the classroom sessions more active and interactive.

b. Profile of Past Students:

Over the years, SCIT students have been offered profiles such as Consultants, Business Analysts, Associate consultants – Presales, Associate consultants – Sales, Business Development Managers, Quality Assurance Managers, Business Process Managers, etc.

c. Placement

By joining SCIT, a student does not automatically become eligible for placement. Students are expected to participate in all sessions, workshops, seminars etc. in the first and second year. Only those students who fulfill the eligibility criteria as laid down and declared well in advance, are permitted to participate in the Campus Recruitment Program. Placement is not a right but a facility offered to a student.

d. Career Prospects etc.

As there is a blend of management and technical courses in the programme being offered to the students, they can go for techno managerial positions in the industry. A major chunk of the programme consists of management courses the students can choose electives, which can decide their professional career. Career prospects range from business associate consultants, business analysts and presales, software solution architects, team leader in the software industry to others. Students adept at networking can be offered jobs in networking companies like mobile telecom and broadband service. ISS experts can get career prospects as Security professionals, security advisor/ planner. They are also given the profiles of infrastructure security auditors. After gaining some industry experience, the students have a good scope to rise to managerial and decision making positions.

d. Eligibility for MBA

Graduate of a statutory university with 50% marks (45% for SC/ST) at graduation level in

- IT/computer science/computer application; or
- Engineering; or
- Any other faculty with IT related experience.

Note: Candidates appearing for Final year bachelor's degree examinations may apply but their admission will be subject to obtaining a minimum of 50% marks. (45% for SC/ST).

e. Intake

Total Seats: 180

- f. Reservation of Seats:** As per SIU norms

7. Important dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	14 th December, 2013.
SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

8. Important telephone numbers, e-mail id an web site:

Telephone Numbers:

SCIT Board Number: 020 22934308/09/10

SCIT Fax Number: 020 2293431

E-mail Id- admission@scit.edu, Enquiry: enquiry@scit.edu

SCIT Website: www.scit.edu

9. Contact details

Admission Cell

Symbiosis Centre for Information Technology (SCIT)

Plot 15, Rajiv Gandhi InfoTech Park, Hinjewadi, Pune - 411057. Maharashtra, India.

Tel: 91 - 020- 2293 4308 / 4309 / 4310 Fax: 91 - 020-2293 4312

Admission: admission@scit.edu, Enquiry: enquiry@scit.edu , Website:www.scit.edu

Symbiosis Institute of Operations Management, Nasik (SIOM)

1. Introduction / Mission / Vision:

Symbiosis Institute of Operations Management (SIOM) aims towards World Class Management Programs with an emphasis on Operations Management. There is a need for managers who have a deep understanding of not just the commercial aspects but also the technical / technological aspects which drive business. SIOM thus emphasizes on Operations Management with its uniquely devised syllabus focusing on diverse sectors like **Retail, Logistics, IT operations, Consulting, banking & Insurance and of course manufacturing**. SIOM is an effort to nurture the students' mindsets and skills so that they master the ability to manage ambitious corporate growth by achieving cost excellence, acquiring market excellence rapidly, strengthening and customizing design, and building global / regional operating footprints.

SIOM is born out of the conviction that engineers, if forged and chiseled in an exclusive B-School environment can be outstanding "Techno-Business" managers - professionals atop the current competitive markets with a vision for world class excellence

Vision: "Empowering and Leading Operations Excellence"

Mission: SIOM aims to deliver the Managerial Competencies of Broad Based Knowledge, Multi-Disciplinary Skills and Positive Attitude to the diverse Industrial and Business Sector on a sustainable basis.

2. Infrastructure:

SIOM being a residential institute houses the male and female students in hostels with triple occupancy. The hostel buildings are in close proximity to the Main building helping students' waste no time in reaching classes and going to library later in the evening. Hygienically prepared vegetarian and non-vegetarian (as per weekly menu) food is served, which includes Breakfast, Lunch and Dinner. There is Cafeteria open in the morning and afternoon hours for tea/coffee and snacks. There is a shop to buy essentials. The daily Laundry service opens in the evening. The campus has been developed with lot of green trees around with lovely flower beds and hedges. There is round the clock security manning the Gate, and hostel premises including female guards for the girls hostel. Arrangements are made for 24 hours water and electricity and Wi-Fi services in the hostel. There are recreational facilities like TV and indoor games such as T.T., Carom, Chess, and Billiards. There is also a Basketball court prepared to the highest standard, and an indoor Badminton court is also available. The entire campus and the hostel are monitored by CCTV to maintain the safety of the campus and the students. The academic block consists of spacious and well-equipped Lecture Halls, Library, Gymnasium, Aerobics hall and other Indoor sports facilities. There are separate lounges accessed by students for placements and class room discussions. It also has 2 computer labs with a high level of computing facilities, of which one is completely dedicated for students to practice their skills.

The library tries to keep pace with global changes and caters its users with a technology based environment. New users are introduced to all the resources during the induction programme.

Subsequently, the hand on training programme is also initiated for easy access of all the ICT based resources.

Collection Development is one of the important tasks which facilitate faculty, students, and staff. At present, the library consists of 11,541 Books, 175 Electronic Journals, 2 Databases, 53 National journals, 15 International Journals, 1062 CDs and 250 DVDs.

Wifi is enabled throughout the campus and the Web OPAC (Online Public Access Catalogue) is accessible, wherein students can log in to access the circulation status of a particular book, also reserved. They can also refer to all the online resources at any time from their laptops or from the net lab of the Institute and download them.

The library has introduced the new scheme of a Book Bank. Core Books are given to students as per the requirements the rest along with of the books on a yearly basis to save paper and also the environment.

The progressive feature of the library is that it hosts a treasure hunt for the students and faculty wherein the clue is given leading to another, which enables the user to know the library in depth.

Other activities which students enthusiastically participate in are Quizzines, Beer Game(supply Chain), Akshay Patra, Budget Foray, Book exhibition, Saraswati Pooja, etc. The person who makes the maximum use of the library resources is awarded with the little of 'Best Library User'.

SIOM Library Follows and OPEN Access policy wherein each and any library material is made available and accessible. Thus it is an user-centered and accommodative library.

3. SIOM is equipped with state-of-art computing facilities to compliment classroom pedagogy. It has a server room equipped with Two Compaq ML 370 Serves, HP ML 350 Servers running on Windows 2003, and two Computer Labs housing a total of 100 computers and workstations running Windows XP. All classrooms and offices are equipped with Internet connectivity with a 5 MBPS (1:1) Leased line. Every classroom and Assembly hall is fitted with LCD projection facilities and LAN. Lectures are typically augmented by multimedia. The Hi-Tech lab is especially suited to the requirements for SAP ERP where the students are trained an specialized software like SPSS, Minitab, Lindo Lingo, Crystal ball etc.

Programmes offered along with following information:

MBA (Operations Management) at SIOM is designed to meet the needs of the diverse sectors of the economy viz. manufacturing, service, IT and consulting. Students develop in-depth strategic understanding of operations systems, their components, contributions, and interactions with other functional areas, and the analytical and computer tools necessary to address both strategic and tactical issues. **The MBA Operations Management Programme** aims to equip each **ENGINEER** with vital skills and knowledge necessary to design, manage, analyze and improve the operations in an enterprise. The objective is to develop amongst the students' crystal clear, strategic understanding of Operations systems, their vital components, contributions, interactions with other functional areas and the analytical tools

necessary to address practical and strategic issues in operations management. The SIOM MBA provides various career prospects in different sectors.

With Operations in its core delivery, SIOM is determined to lead and design the curriculum closely with Industry needs. This is evidenced by the various accolades received at the leading B-School award functions. Supported by the Industry practitioners, SIOM always fine tunes the delivery according to the dynamism of the market. It also covers out areas of Operations in the various streams in Marketing, HR, Finance and Information Technology in the form of minor specializations. The curriculum motivates the students to understand the business environment holistically and to try to impart business problem solving skills with respect to the core values and changing times of the market. The curriculum also invites associations with various leading institutions like KPMG, Dale Carnegie and APICS etc. to raise the Industry readiness of the students. Live projects, Case study analysis, Personality development programs and various other academic initiatives are helping the students to face the challenging industry situations. Students, by virtue of their curriculum will be able to appear for International certification programmes such as CPIM, CSCP, and PMP etc. Student Initiatives such as Society in Free Enterprises (SIFE), Spandan activity (Social projects) and the Entrepreneurship cell are highly active on the campus.

a. Placement:

Symbiosis Institute of Operations Management, Nashik has been securing 100% placements from the first batch of year 2007. Leading corporates from 10 different sectors like Manufacturing, Consulting, BFSI, IT/ITes, FMCG, Retail, Logistics, Retail, Mining, Pharmaceuticals and Infrastructure have been participating in the placement process. Two overseas placements were secured last year. The final placements in 2013 at the SIOM campus witnessed various sectors such as Consulting, IT/ITES, Manufacturing, e-commerce, Mining, Logistics and FMCG etc.

To cater to industry specific needs of Operations in :

- Marketing (Distribution, Order fulfillment Process, Logistics etc.)
- Finance, (Process Management - Lean & Six Sigma methodology, Management.)
- IT (Project Management, ERP Consulting, Risk Management etc.),
- HR (Process Management – Lean & Six Sigma methodology),

we have introduced the concept of minor specialization in each of these streams. Corporates have a wider choice to fit into the specific roles of their organization.

Multinational companies like Amazon, Accenture, Deloitte, KPMG, P&G, PwC, Rio-Tinto, United Technologies Corporation etc. participate in the Campus Placement Process every year.

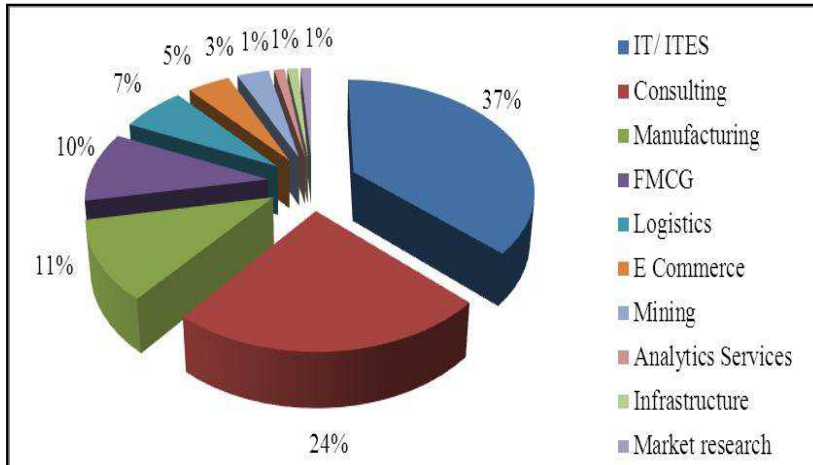
b. Method of Instruction: English

c. Profile of Past Students: SIOMs outstanding Alumni:

	<p>Mandar Mahajan</p> <p>Company: PricewaterhouseCoopers Designation: Senior Consultant</p> <p>Batch: 2005-07</p>	
	<p>Apurv Shukla</p> <p>Company: Amazon Designation: World Wide Capacity Planning Analyst Batch: 2008-10</p>	
	<p>Dennsi Mathew</p> <p>Company Name - Rio Tinto Designation - Graduate-Procurement Batch - 2010-12</p>	
	<p>Harish Nair</p> <p>Company: Nestle Designation: Specialist- Demand and Supply Planning Batch: 2005-07</p>	
	<p>Mayank Kukreti</p> <p>Company: Hindustan Unilever Ltd. Designation: Central Distribution Planner Batch: 2007-09</p>	
	<p>Vidyarth Venkateswaran</p> <p>Company Name – Accenture Designation – Management Consulting Batch: 2009-2011</p>	
	<p>Premsteve Martis</p> <p>Company: United Technologies Corporation Designation: Associate- Operations Leadership Program Batch: 2009-11</p>	

	<p style="text-align: center;">Risham Thakur</p> <p style="text-align: center;">Company: Procter & Gamble Designation: Associate Manager Batch: 2010-12</p>	
	<p style="text-align: center;">Anand Devasthali</p> <p style="text-align: center;">Company: General Mills India Designation: Asst. Manager Demand Planning Batch: 2008-10</p>	
	<p style="text-align: center;">Rajesh Bagrecha</p> <p style="text-align: center;">Company Name - Caterpillar Designation - Advanced Purchasing Analyst Batch: 2009-2011</p>	

d. Career prospects etc:



e. Eligibility: **Graduate Engineers** of any stream from any statutory University with 50% aggregate marks. (45% for SC/ST candidates) are eligible for this programme.

f. Intake: 120

g. **Reservation of Seats:** As per SIU norms

h. **Important dates:**

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	09 th January, 2014.
SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

i. Important telephone numbers, e-mail ids, and web site:

SIOM Reception	0253-2376107 / 08, 2379960
SIOM admission cell	0253-2391750
SIOM fax	0253-2379959
SIOM admissions email	admissions@siom.in
SIOM reception email	info@siom.in
SIOM website	www.siom.in

j. **Contact details:**

Admission Cell

Symbiosis Institute of Operations Management

A-23, Shraavan Sector, New Cidco, Nashik 42200

Symbiosis Institute of Health Sciences, Pune (SIHS)

1. Introduction / Mission / Vision.

Introduction: The Symbiosis Institute of Health Sciences (SIHS) is a proud member of the prestigious Symbiosis International University SIU. A pioneer in the field of Health education, SIHS has conceptualized and implemented a unique, innovative, career oriented professional up-gradation programme to equip future healthcare professionals with appropriate tools and knowledge to meet the goals of this competitive and growing healthcare industry. The SIHS plans to raise a cadre of professionals who would ensure delivery of optimum healthcare services.

Mission: To foster relevant & pertinent knowledge in all domains of healthcare through an interdisciplinary approach.

Vision: To become an internationally renowned institute, which would offer contemporary, need based academic programmes suited to the needs of the ever-changing and ever expanding horizon of the healthcare sector.

2. **Infrastructure / facilities** – Hostel, Library, Computer Lab, Food Court, Recreation and Wellness Centre (RWC) , Auditorium etc.

- ✓ **Accommodation:** For outstation students (Ladies & Gentleman), accommodation can be arranged at Symbiosis Hostel on a first come first serve basis.
- ✓ **Library:** SIHS has a splendid learning resource center with over 4005 books, reports, journals, periodicals, CDs and video cassettes. Services included are Reading Services, Online database Services, Reference Services, Home Lending Services, Photo copy Services, Wi-Fi facility, WEB-OPAC and others.
- ✓ **Computer Lab.:** A computer lab with free Internet facility is available for all the students.
- ✓ **Food Court and Mess:** An all-day Mess and cafeteria ensures refreshments for busy minds.
- ✓ **Recreation and Wellness Centre (RWC) :**

The SCHC provides an in-house recreation & wellness Centre with the view to facilitate a holistic development of mind and body for an all-round development of our students. The Centre includes an ultra-modern fitness club, aerobic studio, yoga studio and swimming pool facilities. Training facilities for strength, endurance, flexibility and cardio vascular fitness including Yoga and Meditation are provided in customized capsules

suiting to the unique requirements of the student population in consonance with their academic curriculum. The Centre also arranges health education seminars and workshops.

- ✓ **Auditorium:** The in-house facilities include a 567-seat modern auditorium and a modern conference hall located at Symbiosis Vishwabhavan.
- ✓ **Wi-Fi campus:** The Wi-Fi enabled campus ensures students can get on-line anywhere on campus without the hassle of wires and plug-ins. The campus, truly, is the high tech face of the new-age SIHS.
- ✓ **Classrooms:** All lecture classrooms are well ventilated and equipped with the latest audiovisual facilities.

3. Programmes offered along with following information

Programmes offered: MBA (Hospital and Healthcare Management)

a. Placement.

The SIHS Placement Cell assists students to obtain employment in respective industries, which include Multispecialty and tertiary care Hospitals (both in the private & public sector), Government Organizations, NGOs, IT, Pharmaceutical, Health Insurance, Consultancy, Manufacturing and Medical Equipment. SIHS also provides training to students for improving their skill-set to meet the expectations of the Healthcare sector. Campus Recruitment is a student driven activity, coordinated by students and the Training & Placement Cell of SIHS.

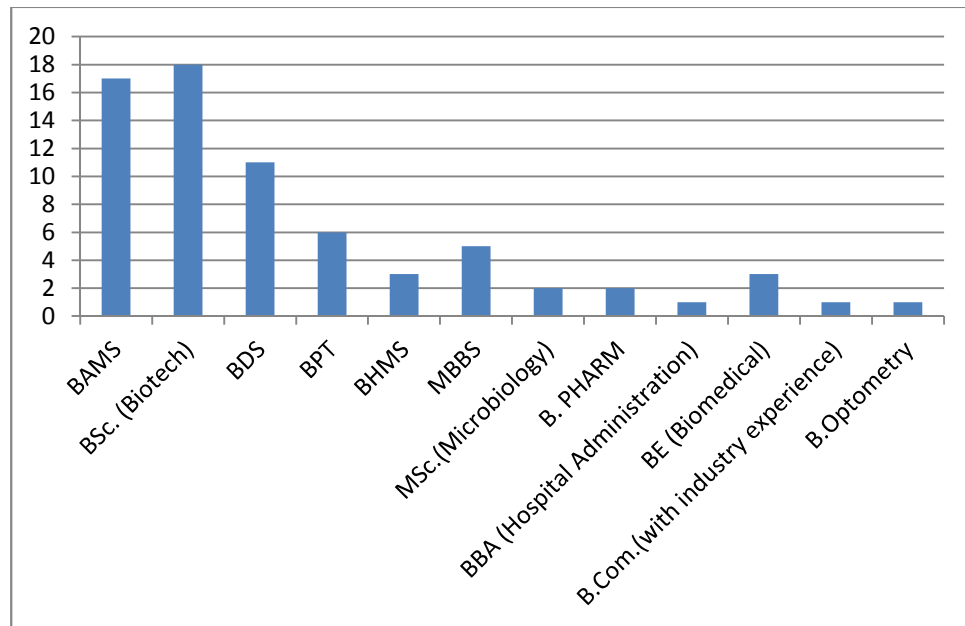
b. Method of Instruction.

The program is formatted in such a way that apart from the classroom didactic lectures, students spend a substantial amount of their learning time in various healthcare delivery related set ups where they are exposed to actual “hands-on” practical training.

During the period of study, students will be required to complete a number of case studies as well as a Summer Internship project pertaining to Hospital/Healthcare management under the supervision of a guide. Students will participate actively in a number of extracurricular activities in developing self-confidence and ability to realize his/her full potential. Eminent guest faculty further enriches the course content.

Innovative teaching methods and sessions contribute to all round personality development in addition to academic excellence and practical competencies.

c. Profile of Past Students.



d. Career prospects etc.

The healthcare sector in India is in the growth phase, both in terms of volume and sophistication, with corporatization acting as one of the major drivers of this sector.

India alone will need over a million healthcare management professionals by 2015. Healthcare operations call for specialization, team work and time bound operations in a multi-tasking environment. Thus there is a demand for executives and managers to bring in professionalism in Healthcare delivery. The Indian healthcare industry is expected to become a US\$280 billion industry by 2020. There is also a growing participation by new stakeholders such as IT and Insurance sectors, which are rapidly growing and expanding, thereby generating higher demands for trained healthcare managers and administrators at all level. A thorough understanding of these complex operations is essential for effective policy making and optimal resource utilization. A structured programme addressing the issues such as application of basic management tools of finance, marketing, operations, and human resources etc. to the healthcare sector is therefore the need of the hour. The MBA (HHM) programme will enable you to enter the healthcare industry as a confident professional after graduation as exciting advances in healthcare practices are opening up new employment opportunities and encouraging entrepreneurial initiatives.

- 4. Eligibility:** Graduate of a Statutory University with 50% marks (45% for SC/ST) at graduation level. Candidates passing degree examination by part-time

/correspondence / external course / distance learning or in one sitting are not eligible.

(Note: Candidates appearing for final year Bachelor's degree examinations may apply but their admission will be subject to eligibility rules of SIU.)

5. Intake: 77 Seats.

6. Reservation of Seats: As per SIU norms

7. Important dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	09 th January, 2014.
SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

8. Contact details.

Symbiosis Institute of Health Sciences (SIHS),

Senapati Bapat Road, Pune-411004

Tel: +91-20-25658014 (Ext.509/510/511)

Mobile: 09552599863

Email: admission_hhm@sihspune.org

Website: www.sihspune.org

Contact Person:

Dr.(Col)Vijay Deshpande (Retd.)

HOD-MBA (HHM)

Symbiosis Institute of Business Management, Bengaluru (SIBM)

Introduction

SIBM Bengaluru in its 6th year of existence is truly the birthplace of business leaders, and ignites in its students a fire to reach great heights of success. The burning passion to excel in the corporate world makes every student evoke the energy to reach the pinnacle...untarnished!

The Institute aims at providing outstanding academic exposure to the students by bringing in rich industry expertise and research experience of eminent faculty members.. Along with academic rigour, special attention is paid to the all-round development of the student through various extracurricular activities in which the student is given an opportunity to display his/her talent outside the customary classroom learning. As a responsible human being of the world today, every individual is expected to be socially inclined. This is one of the key aspects on which SIBM Bengaluru imposes special emphasis on and drives the students towards community service. The indelible spark of perfection and achieving the heights of glory is ingrained in every student at SIBM Bengaluru; and this spirit is reflected in practically every step that an SIBM Bengaluru student takes in the challenging corporate world.

Vision: To be recognised globally as the preferred destination for all future leaders, where the spirit of inquiry and enterprise will drive growth through innovation.

Mission: To create a centre of academic excellence with a collaborative environment, which fosters experiential learning that can be applied towards social, economic and global development.

Selected Special Features @ SIBM- Bengaluru

- ✓ Fully residential state-of-the art campus.
- ✓ Online pre-induction program, Out-Bound Learning Program as a part of Orientation Program
- ✓ Strong Academic Rigour & Erudite faculty with rich industry and research experience.
- ✓ Innovative and engaging teaching pedagogy – Simulations, Harvard Cases, and Industry visits etc.
- ✓ Continuous curriculum review process to incorporate dynamic industry requirements.
- ✓ Well equipped print and online library resources.
- ✓ Regular Workshops, Industry Interactions, CEO meets & Corporate events
- ✓ Online Learning & Teaching (OLT) to facilitate the teaching process
- ✓ Collaborative research projects with Industry
- ✓ Training programme through simulation to increase employability
- ✓ Toast Master Club, Peer Mentoring & Buddy Program
- ✓ Student driven committees and initiatives, Student Leadership Awards
- ✓ Strategically located at Electronic city in the heart of Bengaluru's industrial hub.

2. Infrastructure:

SIBM Bengaluru boasts state of the art academic and living infrastructure. The entire campus is Wi-Fi enabled.

- **Hostel:** Hostel with modern amenities house around 500 students on twin and triple sharing basis with all the necessary facilities.

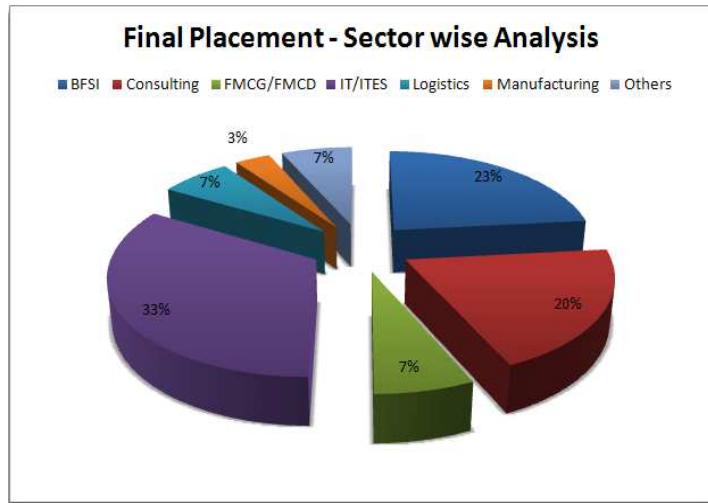
- **Library:** Library resources include updated references for research and academic purposes and a large store of books along with electronic databases like Data JSTOR, EBSCO, Emerald, CMIE, Frost & Sullivan database and others.
- **Computer Lab:** State of the art Computer labs which are equipped with high end software and Online Learning & Teaching Tool to facilitate the learning process.
- **Other amenities:** The campus also has video conference rooms, audio-visual rooms, a modern gymnasium, a basketball court, a TT table, a cafeteria and an auditorium to facilitate holistic development of the students.

3. Programmes Offered: 2 year full time residential MBA Programme (Specializations in Marketing / Finance / Human Resource / Operations Management)

a. Placements: The management graduates from SIBM Bengaluru get excellent opportunities to showcase their skills and competencies in various challenging and exciting profiles in diverse sectors and industries. The Batch of 2011-13 saw a remarkable response from the Industry in terms of final placements even during a period of economic uncertainty and market volatility.

Compensation Details (Batch 2011-13)

Particulars	INR LPA
Highest Package Offered	12.14
Average Salary offered	7.61



b. Method of Instruction: Lecture, presentation, case study, live project, summer internship, Industry lecture, Skill based exercise, group activity and simulation.

c. Profile of the Past Students

Academic Background Break Up		
Stream	Percentage (2012-14)	Percentage (2011-13)
Engineering	66.67%	58.24%
Sciences	4.24%	5.29%
Management	12.12%	12.35%
Commerce	12.73%	14.12%
Others	1.21%	4.71%
Arts	3.03%	5.29%

Work Experience Break Up			
Duration in months	Percentage (2012-14)	Percentage (2011-13)	
0	47.88%	48.24%	
1 - 12	9.09%	8.82%	
13 - 24	21.21%	16.47%	
25 - 36	15.76%	17.06%	
More Than 36	6.06%	9.41%	

Gender Ratio		
Gender	Percentage (2012-14)	Percentage (2011-13)
Male	70.06%	77.65
Female	29.94%	22.35

d. Career Prospects: An MBA from SIBM Bengaluru enables the students to take up dynamic career profiles such as Equity Research Analyst, Business Analyst, Functional Consultant, Strategic Consultant, HR Generalist, Associate/Technology/Senior Consultant, SCM Consultant, Associate Manager, Sales Consultant, Area Sales Manager, Territory Manager, Account Manager, Financial Analyst, Operations Analyst etc.

4. Eligibility:

- A graduate from any recognized university with a minimum of 50% marks (45% for SC/ST) at graduation level.

- Final year students can apply but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) at the qualifying examination.

5. Intake: 150 students

6. Reservation of Seats: As per SIU norms

7. Important dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
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Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

8. Contact Details

Admissions Office
 Symbiosis Institute of Business Management Bengaluru
 # 95/1, 95/2, Electronic City Phase I,
 Hosur Road, Bengaluru - 560 100
 Phone: 080-67139573, 080-67139541, 080-67139542 080-67139540, Fax: 080-67139537
 E-mail: admissions@sibm.edu.in Website: www.sibm.edu.in

Symbiosis Institute of Media and Communication, Bengaluru (SIMC)

Serving as a bedrock of the dynamic vision of our Founder President & Chancellor, Padma Bhushan Prof. Dr. S. B. Mujumdar, in extending the presence of this great Institution to the

South of India in Bengaluru, SIMC-B has been taking forward the ethos of excellence. Deemed as the Centre for Excellence in Advertising & Public Relations, SIMC-B has proved to be a valuable constituent of Symbiosis International University.

At SIMC-B, learning is a participative and interactive activity. The curriculum is contemporary, fluid, dynamic and totally industry driven. The state-of-the-art, expansive, inviting ambience of SIMC-B has all the facilities that a top-notch Media and Communication Professional Institute needs. SIMC-B aims to serve the multi-faceted needs of the Media and Communication industry in particular, and the society in general, through education, training, research and advocacy. It seeks to develop competent, responsible and innovative professionals in the practice, development and management of Media and Communication. The academic program is holistic - involving group discussions, case studies, seminars and workshops, live projects, NGO Internships, besides summer and winter Internships. Equal emphasis is laid upon curricular, co-curricular and extra-curricular activities.

The Graduates of our MBA in Communication Management, specializing in Advertising and Public Relations, ideally fit into areas of Advertising, Advertising Creatives, Client Servicing, Brand Management, Brand Development, Marketing, Marketing Communication, Market Research, Media Planning, Media Buying & Selling, Public Relations, Internal Communication, Employee Relations, Corporate Communication, Business Development, Event Management, Print, Broadcast, Electronic and Digital Media and associated fields .

So far our students have been placed in leading Ad/PR agencies and corporate houses.

Vision

Symbiosis Institute of Media and Communication will be the preferred destination for all who aspire to excel in the field of Media and Communication Management.

Mission

- To receive information related to Media and Communication, assimilate it and then disseminate the same in an effective manner.
- To inform, educate, entertain and empower the participants to meet the challenges of a competitive and evolving globalised media environment.
- To educate and inspire media aspirants in social communication within a world class ambience.
- To develop a unique Institute where the programmes provide training in new global media technology.

Infrastructure

1. Hostel Facilities

SIMC - B has an on campus hostel facility for female students. An additional comparable facility in the vicinity for male students is provided.

2. Library

The main objective is to create a Knowledge Resource Centre with an exhaustive collection of books and case studies in the domain in order to meet the dynamic needs of the ever growing enquiring minds that are driven by a passion for seeking knowledge. Our Library provides a range of books, periodicals and e-resources at appropriate levels for the needs of the students.

3. Lab

SIMC - B has a world class, state-of-the-art Design Lab, which includes powerful servers, dedicated internet and email access, desktops PCs and laser / Colorjet printers etc. For 24x7 Internet connectivity, there is an independent server through three fibre-optic lines. The labs are equipped with a firewall and content filtering tools with the latest Antivirus Gateway level Scanning.

4. Canteen

Our canteen is not only a place for gourmet delights but also a venue for a mélange of ideas and views to converge and give rise to innovative ventures. The mess offers a variety of vegetarian delicacies and caters to diverse palates. Nutritious, sumptuous food is prepared that is not only delicious but also adheres to strict standards of hygiene.

5. Health and Medical Care and Gym

The Symbiosis Center of Health Care, 'SCHC', provides an in house, modern, state-of-the-art Health Club & Fitness Centre with a view of facilitating a holistic development of the mind, body and soul of our students. Each student is insured under the Mediclaim & Road Traffic Accident Policy.

6. Studio

A basic studio for enabling photography and editing films.

7. Mini Auditorium

There is a tastefully designed mini-auditorium conducive to engaging in creative deliberations as well as a free flow of exchange of ideas.

8. Amphi-theatre

The Campus has an amphi-theatre housing a lotus pond for holding cultural events such as the fine arts and performing arts besides book exhibitions.

9. Auditorium

An impressive, fully air-conditioned and acoustically treated 400-seat capacity auditorium that boasts professional light and sound equipment.

Program offered

- **MBA in Communication Management**

A 2-year full-time residential course with specializations in Advertising and Public Relations.

- **Placements**

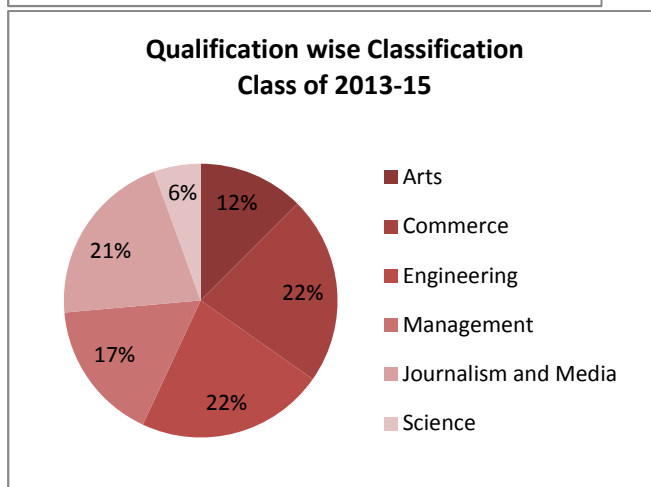
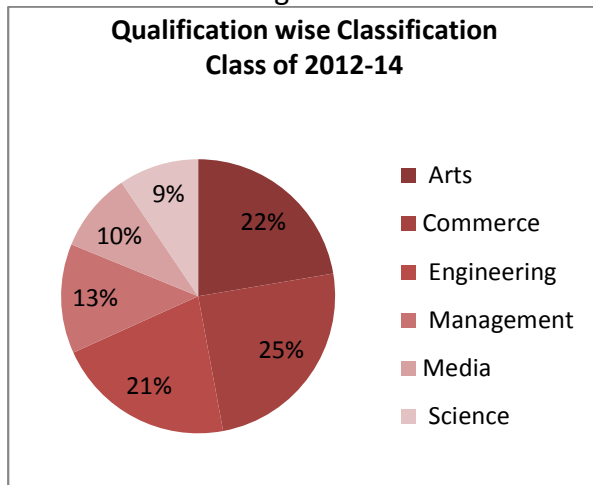
100 percent placements have been achieved in the previous three batches, setting high standards for all the ensuing batches. Internships with NGOs, Agencies and Corporates have abetted pre-placement offers by giving the right visibility and trust.

- **Method of Instruction**

The Program intends to give students the much needed industry exposure along with the academic curriculum by including Internships (NGOs, summer and winter) and Live Projects in the four-semester long Curriculum.

- **Profile of Students**

The variance of background from which students apply for this Course is as follows:



- **Career Prospects**

Providing the industry with skilled and trained communication professionals adept in all dimensions of the Communication driven businesses of Advertising and Public Relations. Tremendous opportunities exist in the new and burgeoning fields of Digital Media, Events, Sports & Celebrity Management, Broadcast & Electronic Media in Corporates, Advertising & PR Agencies.

Eligibility

Graduation in any discipline from a recognized university with a minimum of 50% (45% for SC/ST) aggregate. Final year students can apply, but their admission is subject to 50% marks in qualifying examination (45% for SC/ST)

Note: Correspondence / Part-Time Degree holders are not eligible.

Reservation of Seats: As per SIU norms

Important dates:

SNAP and Program Registration Start	05 th September, 2013.
Last date to apply for SNAP	22 nd November, 2013.
Last date to pay for SNAP	26 th November, 2013.
Programme Registration Closes and Payment for programme registration also closes	09 th January, 2014.
SNAP Test	15 th December, 2013
Personal Interaction and Writing Ability Test (PI-WAT) process will be held at different locations.	7 th , 8 th , 9 th , 14 th , 15 th & 16 th February, 2014.

Contact us:

Symbiosis Institute of Media & Communication, 95/1, 95/2, Electronic City Phase 1,
Hosur Road, Bengaluru 560100

Tel: 080-67139587/9521 | Fax: 080-67139533

E-Mail: admissions@simc.edu.in

For further details visit: www.simc.edu.in,

Follow us on facebook www.facebook.com/SIMC.Bengaluru

Symbiosis School of Banking and Finance, Pune (SSBF) (Formerly Symbiosis School of Banking Management)

Introduction

Symbiosis School of Banking and Finance (SSBF) was established in June 2010 to address the growing demand for a trained workforce in the Banking and Financial Services (BFS) sector. For decades, Symbiosis has been proactive in understanding the needs of the market and

providing trained manpower, thus contributing to the growth and development of the country. Given that a strong and resilient banking system is critical for fueling and sustaining growth, the importance of having industry-ready manpower cannot be over-emphasized. This programme - MBA (Banking and Finance) has been designed to provide the necessary education and skill-set to students to enable them to innovate, manage, lead and take on the challenges of this increasingly complex and dynamic sector.

Our Vision

To be a globally renowned educational institute engaged in creation and dissemination of knowledge for the Banking & Financial Services domain.

Our Mission

- To provide a teaching-learning environment that encourages socio-cultural diversity amongst students and faculty.
- To build capabilities in students and professionals of the BFSI Sector by developing their competencies, skills and values.
- To create an environment conducive to research and consulting.
- To help in community development by spreading financial awareness and education to the economically deprived section of the society.

Infrastructure/facilities.

Campus & Facilities

SSBF is located at Symbiosis Knowledge Village in Pune. A sprawling, state-of-art campus atop a green, picturesque hill, SSBF provides an environment that is conducive to learning and self-development. To enrich the campus experience, Symbiosis offers the finest infrastructure for its students. Ours is a fully Wi-Fi enabled campus.

Class Rooms: The institute has well equipped and spacious classrooms with audio-visual aids that facilitate interactive classroom sessions.

Computer Laboratory: A well-equipped Computer lab with an LCD projector and internet connection is available for students to facilitate the teaching learning process.

Learning Resources: A well-stocked library that contains books, journals, magazines and on-line resources.

Outdoor Sports Facilities

The University Sports Board plays a key role in organising a number of indoor and outdoor games at Lavale campus. Campus sports-events are a primary catalyst that brings students of various institutes together, building an atmosphere of camaraderie and well-being.

Health Care Centre: Every campus of Symbiosis International University has a health care centre with a medical doctor and medical staff. They provides primary medical aid and advice to all students and staff.

Programme Offered

The MBA programme in Banking and Finance is a full-time, two-year, residential programme. Apart from basic courses in the functional areas of management, the intensive curriculum, spread over two years, covers courses specific to the banking and financial services industry such as general banking operations, credit management, legal aspects of banking, international banking, risk management and treasury management to name a few.

The emphasis is on blended learning methodology that combines classroom interaction, self-study modules that one enriched by research and experiential learning.

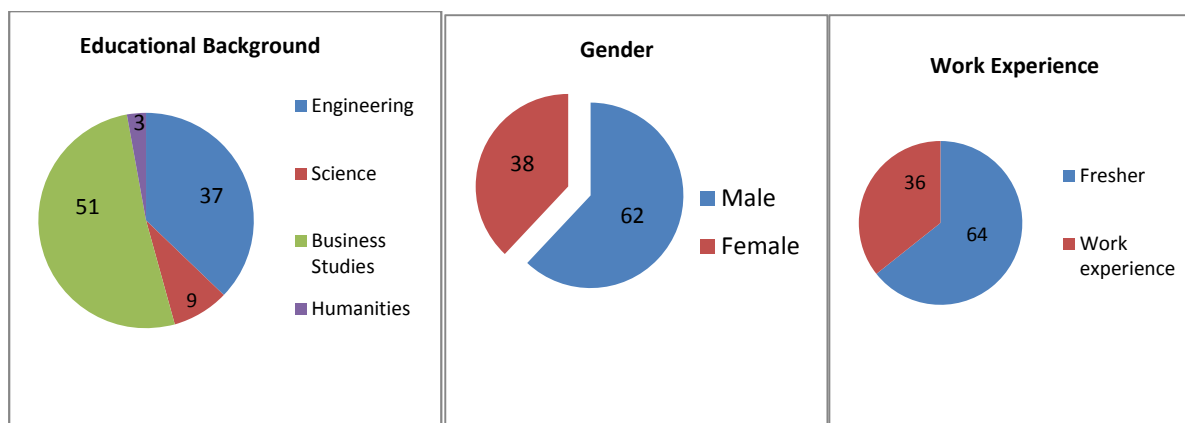
On completion of the first year, an internship of about 8 to 10 weeks duration in the BFSI sector forms an integral part of the programme. In addition, one project of social relevance and a project in one's own area of interest are mandatory.

This programme has been designed as a contemporary, rigorous and practical source of management education specific to the BFS industry. It caters to the growing needs of this industry by providing a pool of talented young executives who are thoroughly trained and ready to shoulder managerial responsibilities in the banking and financial sector.

Career Prospects

The BFSI sector will soon require jobs a high volume of the trained the power in the financial markets. It is projected that more than 100, 000, 00 will be created in financial sector by 2020*(Mckinsey Report created for Gujarat International Finance Tech-city). The growing trend will translate into a large requirement of trained personnel who would be able to support this increase in scale and complexity in existing and new domains. In addition, the other constituents of the BFS sector like the heavily NBFC's operating in the Capital market and Consultancy and Research firms, would recruit to meet their growing requirements. The gap for trained and industry-ready manpower continues to be the concern for the BFS sector. The ICRA Management Consulting Services (IMaCS) report for National Skill Development on HR & skill development in the BFS & Insurance Sector (2022) has identified the gap between skills required and skills available for ready employment. This report highlights the need for sector specific education and training that will equip new entrants to hit the road running.

Profile of Past students



Placement

The first two batches have graduated and joined various organizations in the BFS sector. The recruiters have been public sector banks like Bank of India, Union Bank of India, Central Bank of India, private banks like ICICI Bank, IndusInd Bank, IDBI Bank, City Union Bank and South Indian Bank. Various other organizations like Capgemini, Avista Advisory group, Credit Capital Research technologies, Sahara Mutual Fund, S & P Capital IQ, Care Ratings, Kotak Securities and others have recruited SSBF graduates.

Eligibility for Admission (Indian students)

Graduate with minimum 50% marks for general (open) category and 45% marks for students of SC and ST category.

Note:

- Students awaiting results of the final year examination of graduation can apply but their admission will be provisional and subject to fulfillment of the minimum percentage criterion. Diploma holders are not eligible.
- It is the responsibility of the candidates to ascertain whether they possess the requisite qualifications/eligibility for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility of admission will be decided by Symbiosis International University.
- Any candidate who has resorted to unfair means to gain admission at any stage of the process will be dismissed as soon as such unfair practices come to light notwithstanding the stage of completion of the programme. The fees paid will not be refunded.

Admission (International Students)

Symbiosis International University admits international students through the Symbiosis Centre for International Education (SCIE). All international students aspiring for admission to the institutes of Symbiosis International University are required to contact SCIE.

Symbiosis Centre for International Education

S.B. Road, Pune – 411 004, India. Tel: +91 20 25671905,

Fax: +91 20 25659209 Email: int.admissions@symbiosis.ac.in

URL: <http://www.scie.ac.in>

Intake: 50 seats

Reservation of Seats: As per SIU norms

Important dates:

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SNAP Test	15 th December, 2013
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Important telephone numbers-mail id and web site.

Symbiosis School of Banking and Finance (Formerly Symbiosis School of Banking Management)

Gram Lavale, Taluka Mulshi

Pune 412115

Email: admissions@ssbm.edu.in

Telephone: 91 20 39116284

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