

# K J SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

#MasterYourFutureAtSIMSR



## ADMISSIONS BROCHURE

**PGDM Executive**

**Batch 2018-2019**

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# TABLE OF CONTENTS

**THE INSTITUTE** **1-10**

**PROGRAMMES** **11-16**

**LIFE AT SIMSR** **17**

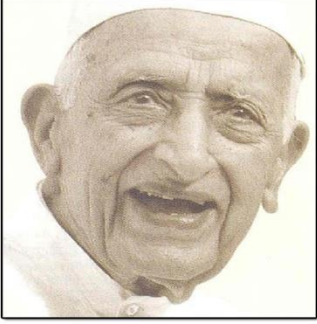
**ADMISSION PROCEDURE  
AND** **18-22**  
**FEE DETAILS**

**ILLUSTRIOUS  
ALUMNI** **23**

**PLACEMENTS** **24-26**

**CONTACT US** **27**

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## Padmabhushan Shri K. J. Somaiya (1902-1999)

नमानुषात्परोधर्म

There is no religion other than humanity

Padmabhushan Late Shri Karamshi Jethabai Somaiya, an Entrepreneur, Philanthropist and a Visionary, who firmly believed that modern education has to have its roots in strong values, established Somaiya Vidyavihar (SVV) in 1959. This underlying theme and legacy of SVV was continued and strengthened by the late Dr. S. K. Somaiya and the legacy is being taken forward by Shri Samir Somaiya – a Cornell University & Harvard alumnus.

SVV aims to provide for its students, meaningful and relevant education that emphasizes both the liberal and professional aspects of higher education, steeped in rich Indian culture and heritage and rooted in universal religious philosophies of the world.

The SVV campus comprises of 36 individual institutes dedicated in the area of Liberal Arts, Sciences, Management, Humanities, Philosophies and Social Sciences as important aspects of scholarship, and is spread across a 60-acre complex in Vidyavihar, in north central area of Mumbai and a 90-acre complex in Sion, in the heart of Mumbai. SVV has over 38,000 students and 1,500 teaching staff. Majority of its colleges are affiliated to the University of Mumbai. The trust also runs autonomous post-graduate courses, vocational training courses, and high schools within the campus as well as in rural India.

Within this context, SVV provides educational opportunities to all qualified students to discover and disseminate knowledge in order to serve communities around the world. SVV firmly believes in imparting education that teaches 'how to live' and 'how to make a living'. The guiding principle for SVV is 'Knowledge Alone Liberates'.



## President's Message

Our Founder, Padmabhushan Shri K. J. Somaiya was deeply influenced by Gandhiji, and dedicated himself to nation building. He founded Somaiya Vidyavihar on the 9th of September 1959. He later founded the Girivanvasi Pragati Mandal, the K. J. Somaiya Medical Trust, Girivanvasi Education Trust and sister institutions to make great citizens of India and the World. In the words of Swami Vivekananda, "We want that education by which character is formed, strength of mind is increased, the intellect expanded and by which one can stand on one's own feet." We have now grown into a multi-disciplinary and multi-campus education institution with over 1500 faculty, and 38,000 students.

Our motto is: **ज्ञानादेवतु कैवल्यम्** | Knowledge alone liberates. Liberates from poverty, from Hunger. Also, to liberate one from the attachments that binds us to small-mindedness. Knowledge also provides opportunity. To make the life lived more meaningful. In the service of one's family, one's community, one's समाज, country, and indeed the world. Bearing in mind that there is no religion other than the life lived in the service of humanity, **नमानुषात्परोधर्मः** |

Our education in any subject will reflect its timeless fundamentals, its current context, and applications. There is so much scientific discovery taking place, at the intersection of fields of biology, computing, medicine, the social sciences and everywhere else. We will provide students and faculty with an environment to engage this world, to discover new truths, make new applications to create and share knowledge. Our education will also be experiential. With projects that are 'real' and those that complement the learning inside the classroom. Our students and faculty will be at the cutting edge of change, to incubate companies, to create NGOs, and pursue any field of their passion.

Our education will also be holistic. Sports and physical exercise must be a firm part of the curriculum. For students to develop a love for sports, for recreation, for health, for teamwork, for competition. Our education will also instil an appreciation for art and culture.

In the Bhagavad Gita, Arjun asks Krishna how is one to control one's mind that is as fleeting as the wind. Krishna responds that it can only be done through practice and discipline. **वैराग्येण तु कोन्तेय अभ्यासेन च गृह्यते** | We will strive to teach our students to learn to stay calm in our turbulent world.

And our education will also include the ancient Indian tradition, its culture, its depth, and its knowledge. We must keep the connection with our mother tongue and our languages. Languages are storehouses of culture, and the loss of a language takes with it much learning, stored through it over the ages.

Finally, our education will help students lead a full life, to fall in love with life. Our dream is to build a world class research and teaching institution that is global in the reach of its ideas, and universal in its service. Welcome to our community.

SAMIR SOMAIYA



## Director's Message

A Very Warm Welcome to All of You!

It is indeed my proud privilege to open the doors of K. J. Somaiya Institute of Management Studies & Research (SIMSR) for you and initiate you into a world of endless possibilities in the field of management education and beyond.

The Institute has been in existence for more than three decades and is now re-inventing and re-defining a new growth path for itself.

The meaning and context of management education has completely changed in today's highly connected, complex and dynamic environment. There are also many challenges in delivering management education to a tech enabled and always-on globalized student community. Management education does not only mean acquiring textbook knowledge, coveted degrees and getting jobs in the organized sector, but also developing an empathy for creating opportunities and a better world for the underprivileged and under developed sections of society.

The course curricula across our PGDM Programmes go beyond classroom learning to include learning through case studies, on-the-field experiential learning and through industry interface in the form of guest lectures from industry experts. Our students are spoilt for choice as they get an opportunity to learn foreign languages like Mandarin, Japanese, Spanish, French including Sanskrit and Pali. Our focus at the Institute is also to encourage students to participate in various competitions and hone their talents in various co-curricular and extracurricular activities. The Institute also provides opportunities for students with entrepreneurial abilities.

Along with my faculty colleagues and staff, I welcome you wholeheartedly to Somaiya Vidya vihar and SIMSR and look forward to partner you in your journey towards excellence. Together, let's build a great future for ourselves and our country!!!

Best Wishes

Prof (Dr.) Monica Khanna  
Director

# SIMSR at a Glance

## Vision

Our dream is to build a world class research and teaching institution that is global in the reach of its ideas and universal in its service.

## Mission

To foster a spirit of inquiry, enable livelihoods, encourage innovations and create good citizenships.

## About K.J. Somaiya Institute of Management Studies and Research

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

- ✦ SIMSR was established in the year 1981
- ✦ Consistently ranked among top 20 institutes in India
- ✦ Top 10 private sector B-schools in India
- ✦ Nestled in a 60 acre campus in the central suburbs of Mumbai
- ✦ Offers Doctoral, Full Time and Part Time Masters and Post Graduate Programmes in Business Management and Master of Computer Applications.
- ✦ All the programmes are approved by All India Council for Technical Education, Ministry of HRD, New Delhi and/or affiliated to University of Mumbai
- ✦ The institute also undertakes training, research and consultancy for both public and private organizations.

# 10 Reasons To Study At SIMSR

01

## CAMPUS

80 acre of lush green campus; located in the heart of Mumbai city

Well-equipped sports facilities; Gym, Squash Court, Badminton Court, Open Chess Board, Olympic size athletic track, Football ground, etc.

## INFRASTRUCTURE

State-of-the-Art Classrooms and Computer Labs

Fully computerised library with E-learning resources

02

03

## FACULTY

80+ well qualified faculty with rich industry and research experience

Visiting faculty lectures by Eminent Corporate Professionals

04

## PLACEMENTS

337 companies on campus

Highest domestic package of 21 lpa.

100% placements

05

## RICH ALUMNI BASE

Large alumni base excelling professionally

Leaders in top-notch organizations

Actively associated in building networks and serving as mentors

06

## STUDENT DRIVEN CULTURE

24 student driven committees

Leads to professional and cultural growth of students

Promotes and develops leadership qualities

07

## CSR INITIATIVE

'ANKUR': the institute's Experiential Learning Program encourages students to become socially responsible business leaders

08

## HOLISTIC LEARNINGS

Yoga and Buddhist Centres

Facility to learn Foreign Languages

Rich learning experience through co-curricular activities

Opportunities for students to work for concurrent projects

09

## CENTRES OF EXCELLENCE

7 Centres of Excellence

Organizes conferences and workshops, conducts training sessions and consultancy mandates

10

## INTERNATIONAL LINKAGES

The institute has linkages with the University of Applied Sciences Upper Austria, Steyr, Austria; University of Applied Sciences, Krems, Austria; DHBW University, Stuttgart, Germany; THI Business School, Ingolstadt, Germany

# INFRASTRUCTURE



**SIMSR's Pride :** A 60 acres Green Campus situated in the heart of Mumbai.

- The Institute is spread across two spacious, well furnished building covering an area of 150,000 sq feet.
- Multiple Seminar halls, Conference rooms, Student Discussion rooms.
- Wi-Fi enabled Campus



Tagore Amphitheatre houses many of the institutes Cultural Programs.



Two State of the Art auditoriums with a seating capacity of 250 each.

- Fully computerized library.
- Area - 7000 sq feet
- Books - 91,000 +
- Indian and International Periodicals - 150
- Newspapers - 13
- Online Databases include -



- Best equipped IT centers geared with software packages like : SPSS, AMOS, SAP-ERP, Rational Rose.



## Sports Facilities

The Campus offers variety of well maintained State of the Art Sports facilities :

- Squash Court



- There are 2 separate hostels for girls and boys.



- Live Chess Court



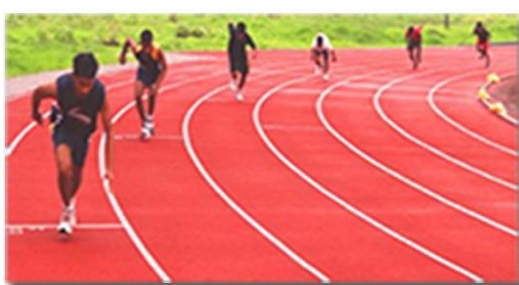
- Hostel is well equipped with internet facilities, laundromats, student mess, activity room and a well equipped gym.

- Badminton Court



## Medical Facility

- Athletic Track



- On - call doctor and medical facilities are within 500 meter radius of institute.



# ACCREDITATIONS AND RECOGNITIONS



Certified as ISO 9001:2008 and ISO 29990:2010  
by Bureau Veritas Quality International

# HUMAN RESOURCES



- Number of faculty members: 78
- Highly qualified faculty with national and international awards and publications
- Members holding doctoral degree: 57%
- Faculty with rich and diversified industry experience



Registrar and the administrative team comprising of 62 non-teaching staff members

# Centres of Excellence



***SIMSR also hosts various international conferences every year***

***SIMSR Global Supply Chain Management Conference***

***SIMSR International Finance Conference (SIFI-CO)***

***SIMSR Global Marketing Conference (SGMC)***

***International HR Conference***

***Center for Economic Policy Analysis and Research (CEPAR)***

***Somaiya International Conference on Technology and Information Management (SICTIM)***

# PROGRAMME HIGHLIGHTS

Workshops



Case Studies



Role Plays



Field Visits

Projects

Projects



Presentations

Guest Lectures



Group Discussions



**LIVE PROJECTS**



# PEDAGOGY



# PROGRAMME HIGHLIGHTS

## POST GRADUATE DIPLOMA IN MANAGEMENT - EXECUTIVE

8<sup>th</sup> Batch PGDM EXEC

2018-19

### Alumni Testimonial



*For me, Life in SIMSR as PGDM-Executive student has been breath-taking and enriching. The environment not only helped me in imbibing knowledge but also in developing my overall personality, fueling confidence in me. Supportive faculty, beautiful campus, quality education, real world experiences and amazing friends. The classes are very interactive and faculties ensure that every student understands what is being taught before proceeding. Course is challenging, yet very informative, so that we don't feel lost when entering the competitive market.*

*My sincere thanks to all the Faculty members, mentors and everyone in SIMSR family for their support and altruism. They have played a very crucial role shaping me & proved me right, in selecting SIMSR over other colleges*

**Brijmohan Tiwari**  
**PGDM-Executive(2016-17)**

**Intake**  
**60**  
Open to students from India and Abroad including NRIs, Foreign Nations (FN), Persons of Indian Origin (PIOs), Children of Indians Working in Gulf Countries (CIWGC)

### Objectives :

- To combine contemporary management knowledge and skills with the students experience base to give the required fillip and boost to the students career progression and aspirations.
- To familiarize the students with the latest cutting - edge, globally used technology and their application in progressive organizations.
- To develop globally - oriented and performance focused managers.

15 months full time  
AICTE approved  
program since



**5** 15 month Full-Time program  
in General Management  
comprising of Five  
Trimesters of 12 weeks each.



# Key Takeaways Of The Program

Formulate a holistic approach to identify problems, formulating solutions and adapting to change



Build strategic skills for effective decision making with a strategy development and implementation focus



Develop a personal leadership philosophy that reflects greater knowledge, capabilities and insight



Expand your capability to lead cross functional teams and corporate projects across challenging local and global markets



Gain In-depth knowledge of business functions and build general management skills to integrate these functions across the organization



Examine newer techniques for driving results throughout the company across any market or business cycle

## Program Highlights

**Cutting edge, innovative and industry relevant courses**

**Workshops on emerging topics**

**International Immersions**

- Entrepreneurship & Managing New Ventures
- People & Performance Management
- Country Analysis for Global Marketing
- Enterprise Architecture
- Strategic Management Simulation
- Mergers, Acquisitions & Corporate Restructuring
- Leadership Incubator
- Strategic Risk Management
- Big Data Analytics
- Digital Project Management
- Design Thinking

- Corporate Etiquette and Personal Branding
- Rural Marketing Immersion
- Winning Negotiations and Decision Making
- Corporate Social Responsibility
- Six Sigma
- Interview Strategies and Skills
- Marketing Engineering
- Advance Logistic Tools

**International immersion assignments aim to provide additional exposure to the students and acclimatize them to international business**

# International Immersions



A group of 22 students visited Germany for the foreign immersion program

KJ Somaiya Institute of Management Studies and Research has collaborated with DHBW, Stuttgart, Germany in 2017 for international immersions



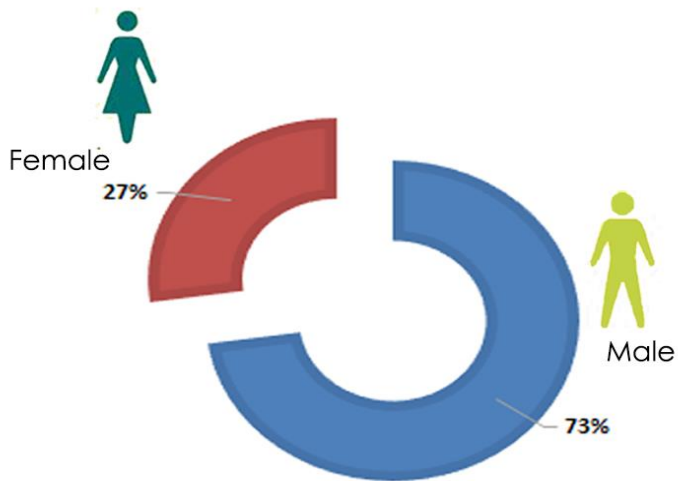
Through the program students were exposed to industry visits of successful companies like Mercedes, Karcher and DHL in order to enhance their knowledge



The tour involved cultural integration besides lectures and workshops to develop a holistic understanding of doing business in Germany

# CURRENT BATCH PROFILE (2018-19)

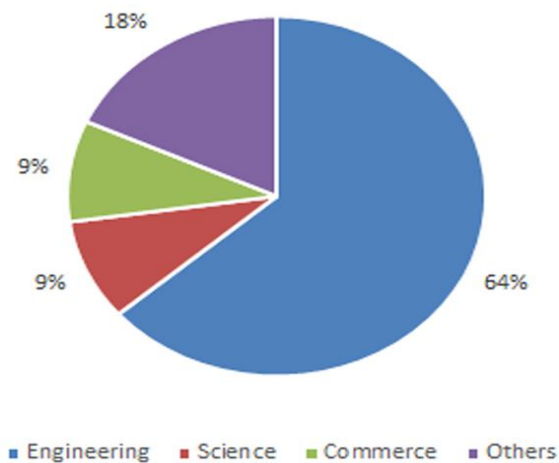
## Gender Diversity



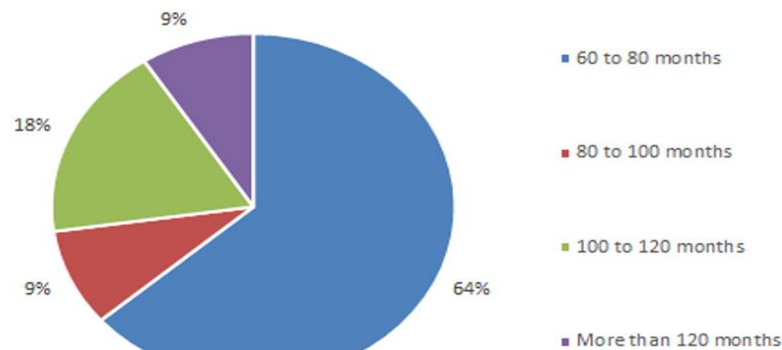
## Regional Distribution



## Educational Background



## Work Experience



# Life at SIMSR



# ADMISSION PROCEDURE



**Secure Admission**

- Candidates will register and pay fees.

**Merit List Declaration**

- Selected candidates will get an invite for admission.

**PI Process**

- PI Process will be conducted in different cities across India.

*Proposed PI centers : Ahmedabad, Bhopal, Chennai, Chandigarh, New Delhi, Bengaluru, Jaipur, Kolkata, Patna, Bhubaneswar, Hyderabad, Lucknow, Trivendrum, Guwahati, Mumbai, Dubai and Kathmandu.*

**SOP**

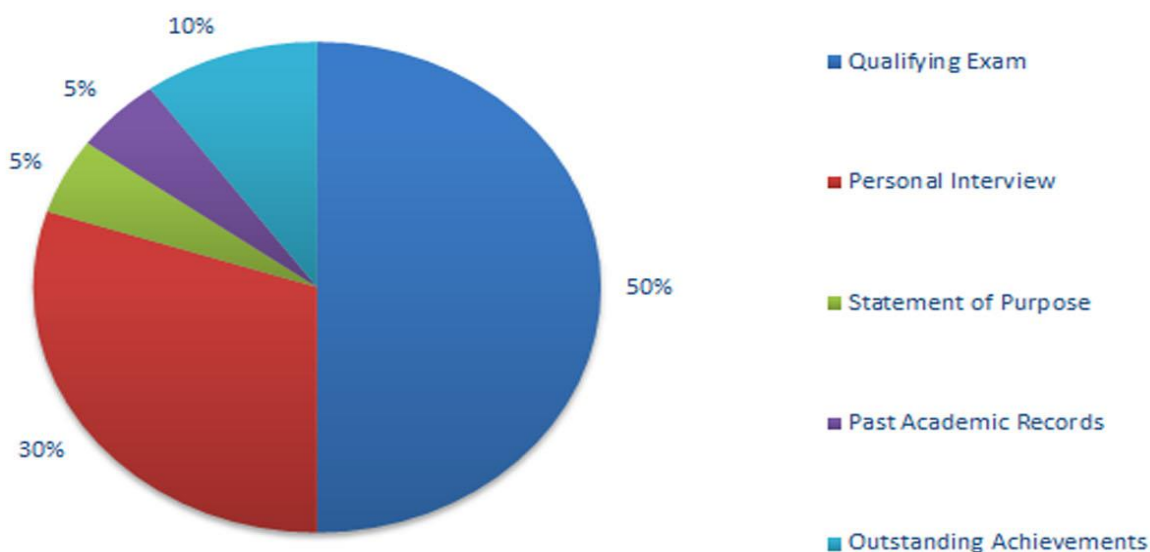
- Candidates to fill candidate profile form & Statement of Purpose (SOP) before PI.

**CAT/XAT  
CMAT/GMAT**

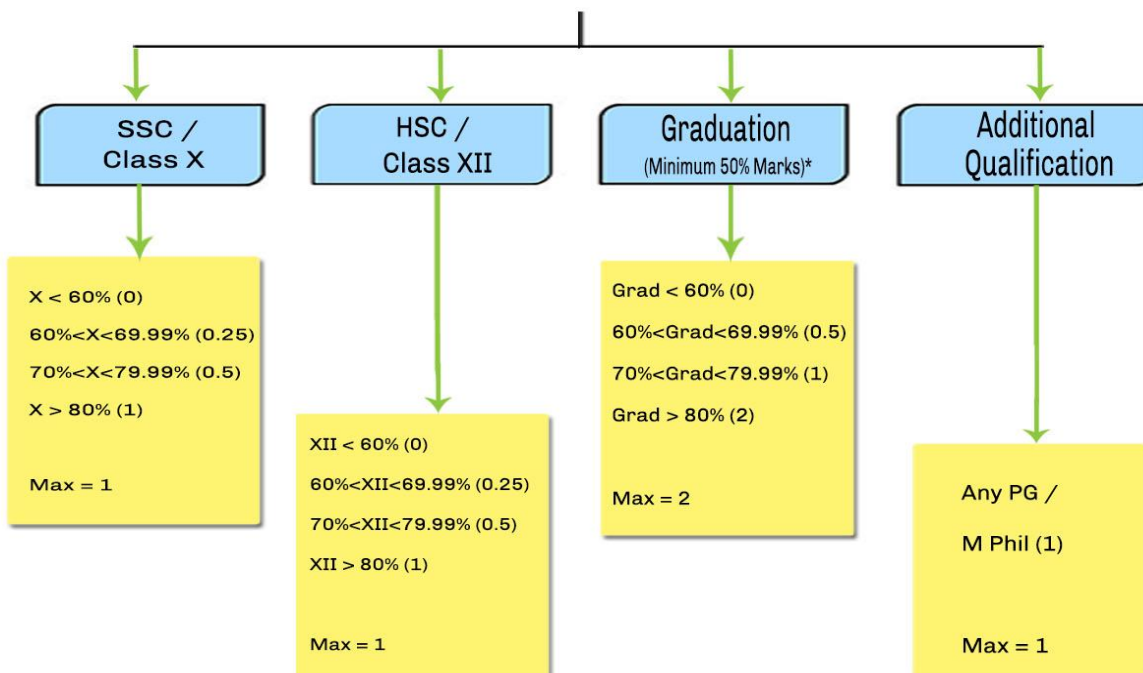
- Appear for CAT 2017/ XAT 2018/ CMAT 2018 & GMAT (valid scores of last three years).

# ADMISSION PROCESS

## Selection Parameter



## Past Academic Records



## Outstanding Achievements

**Sports**  
( 3 marks)

**Extra-Curricular  
Activity ( 3 marks)**

**Awards Rewards**  
(4 marks)

University/District Level (1)

State Level (2)

National/International Level (3)

University/District Level (1)

State Level (2)

National/International Level (3)

Awards, Publication,  
Rewards at work place by  
external agency or  
organization, Recognition,  
CSR activities etc.

# Important Dates

Last date of submission of application Form	1st July, 2018 (Sunday)
PI Dates	As per the date wise schedule which will be made available on the website. PI will be ongoing also via skype and google hangout
Counselling	1st November 2017 to 31st July, 2018
Inauguration of PGDM Executive courses	1st September, 2018(Saturday)
Programme Commencement	3rd September,2018 (Monday)

Admissions Counsellor: Pratiksha Ughade

Contact: 022-67283277

Time: 10.30am to 05.30pm

## IMPORTANT DETAILS

- Fee is payable by A/c Payee Demand Draft drawn in favour of: K.J. Somaiya Institute of Management Studies and Research, payable at Mumbai or NEFT (details of which will be uploaded later).

- Hostel fees is payable by A/C Payee Demand Draft drawn in favour of: K.J. Somaiya Institute of Management Studies and Research – Hostel.

- The fee demand draft should be sent to the following address by post/courier:

K. J. Somaiya Institute of Management Studies and Research,  
Vidyanagar, Vidyavihar (East),  
Mumbai, 400 077,  
Maharashtra (India)

Or should be submitted at the institute Cash Counter. There will be no cash transaction.

- Refund Details: As per rules stipulated by the AICTE / Competent Authorities

- Please note: K. J. Somaiya Institute of Management Studies and Research does not have any agents, liaison/admission offices, representatives or any other office/s other than the institute's office at Mumbai. Candidates are requested not to depend upon or deal with any person or organisation/s claiming to be associated with the institute's activities or claiming to help with admissions. The institute will not be responsible for the same. The institute does not have any branches. The Institute office is situated at-

K. J. Somaiya Institute of Management Studies and Research  
Vidyanagar, Vidyavihar (E), Mumbai 400 077, Tel: (+91) 22-6728 /3232/3050/3000

## Course Fee Structure

Application Form Fee	₹2800/-
	15 Months
	Annual Fee: ₹6,56,500/-
	Caution Money Deposit(Refundable):
	₹10,000/-
Total Fee Including Tution Fee	Total : ₹6,66,500/-
	Alumni Membership Fee: ₹2500/-

Hostel Fee for all candidates(15 Months)	
Accomodation Fee	₹1,70,550/-
Registration Fee	₹1,000/-
Hostel Deposit(Refundable)	₹20,000/-
Mess Deposit(Refundable)	₹5,000/-
Total	₹1,96,550/-(approx) + Mess Fee
Mess Fee (GST will be applicable)	₹67,500/- (approx)

\*The Demand Draft for Mess Fee will have to be deposited separately

# ALUMNI TESTIMONIALS



Sanjay Vora, Batch: 2012-2013  
Head – Production Planning, Method & Control – Operation  
Astral Polytechnik Limited, Ahmedabad

The PG Executive program equipped me with the unique skill sets to leverage my strengths as a leader, and also reinforced my capabilities to implement best global business practices. This stint at SIMSR helped me apply my critical thinking capability to meet workplace challenges. I was also awestruck by the facilities and how well everything was handled. We were fortunate to be exposed to an environment which provided us with an all-round growth to take challenging roles in industry

Deepa Methil  
Inside Sales Account Manager  
SoftwareONE India



It is our choices that show what we truly are far more than our abilities. And, pursuing MBA from SIMSR has been one of the best decisions of my life. Covering a varied range of modules, the PGDM Executive Program has helped me scale up my skills and understanding, about different aspects of a business. Personally the PGDM executive program has helped me kick start my corporate career and put me on the path towards realizing my dreams, for which I am forever thankful to my college and faculty



Aditya Singh Sisodia, Batch: 2014-15 .  
Head- Business Development  
Value Direct Communication Pvt Ltd, Mumbai

A fantastic career, a great social life and a healthy bank balance...these were the three things I had in my mind when I started this program. To cut the long story short, my decision of pursuing PG-Executive proved to be the turning point in my career, not only I entered into the top level management of a leading digital marketing agency from an executive/middle level management role, but the learnings were also extremely helpful

Keya Ghosh, Batch: 2015-16 .  
Project Lead, Accenture, Bangalore



The General management course I pursued here at K.J Somaiya had been a path breaking journey. After working for 6 long years the course and classes were a refresher. The journey has been quite enriching with the guidance of the learned professors and industry personnels. While the curriculum had been helpful we got a lot of exposure during our internship and further it helped us to get very good placements during the placement cycle



Narayanan Palani , Batch: 2011-12  
Quality Assurance Engineer  
Lloyds Banking Group, London

PG-Executive is one of the unique business programs that focuses on shaping today's managers into Global leaders of tomorrow. The intensity of the program structure helped sharpen many of my latent skills and provided the confidence to take up international assignments with a lot of ease. This experience at SIMSR is overwhelming and one: that that every budding manager should aspire to be part of and which helps him take his career to the next level both in India and internationally

# PLACEMENT HIGHLIGHTS

2016-17

**100%**

**FINAL PLACEMENTS**

**₹15.50**  
LPA

**HIGHEST PACKAGE**

**₹ 10.70**  
LPA

**AVERAGE SALARY**

**257**

**TOTAL COMPANIES VISITED ON CAMPUS**

**55**

**NEW RECRUITERS VISITED ON CAMPUS**

**11%**  
OFFERS FROM  
CONSULTING

**13%**  
OFFERS FROM  
/FMCG/PHARMA  
RETAIL

**14%**  
OFFERS FROM  
MANUFACTURING  
AND FMCG

**23%**  
OFFERS FROM  
BANKING AND  
INSURANCE

**22%**  
OFFERS FROM  
IT SECTOR  
**17%**  
OFFERS FROM  
FINANCIAL  
SERVICES

# PLACEMENT HIGHLIGHTS



# PLACEMENT HIGHLIGHTS

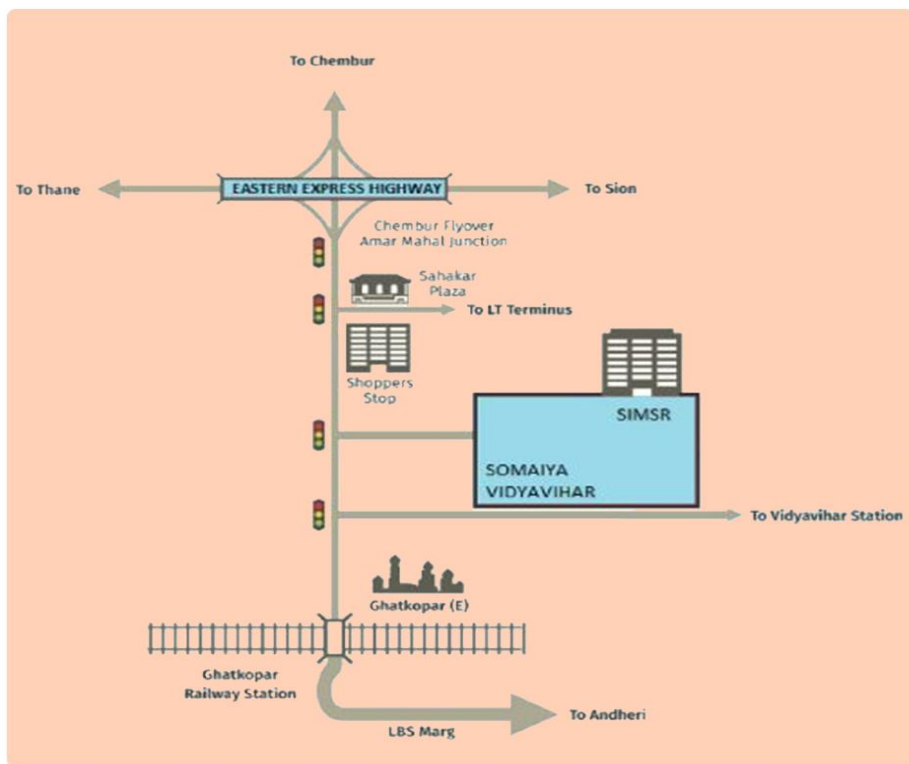


# CONTACT US



**Admissions Counsellor: Pratiksha Ughade**  
**Contact: 022-67283277**  
**Time: 10.30a.m. to 05.30p.m.**

## Route to SIMSR



## Distance from :

Lokmanya Tilak Terminus (LTT) - 0.5 Km  
Dadar Station - 10.2 Km  
Chhatrapati Shivaji Terminus - 20 Km  
Domestic Airport - 10 Km  
International Airport - 12.8 Km

## Designed By :

Anupam Jain (PGDM 2017-19)  
Rohan Gupta (PGDM FS 2017-19)  
Suvesh Chandra (PGDM FS 2017-19)