

K. J. Somaiya Institute
of Management Studies
and Research

Frequently Asked Questions

Admissions 2018-20



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Somaiya Vidyavihar (SVV)

1. What is the Genesis of Somaiya Vidyavihar?

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

2. What is the Somaiya Vidyavihar Campus like?

The Somaiya Vidyavihar campus comprises of **36** fully integrated institutes dedicated to Liberal Arts, Sciences, Management, Health Care, Humanities, Religion & Cultural Studies, Philosophy and Social Sciences and is spread across a 60 acre complex in Vidyavihar, in north central area of Mumbai and a 90 acre complex at Sion in the heart of Mumbai. Somaiya Vidyavihar is home to over 38,000 students and 1,500 teaching and administrative staff. Among the many institutes under Somaiya Vidyavihar, **K. J. Somaiya Institute of Management Studies & Research (SIMSR)** has autonomous status granted by UGC and notified by the University of Mumbai. Majority of our institutions are affiliated to the University of Mumbai

K. J. Somaiya Institute of Management Studies & Research (SIMSR)

3. When was K. J. Somaiya Institute of Management Studies & Research (SIMSR) established?

The K. J. Somaiya Institute of Management Studies & Research was established in the year 1981 as a part of Somaiya Vidyavihar with the objective of providing state of the art education in management and allied areas.

4. What is K. J. Somaiya Institute of Management Studies & Research popularly referred to as?

K. J. Somaiya Institute of Management Studies & Research is popularly referred to as **SIMSR** by its students, faculty, alumni and staff.

5. Why study at SIMSR?

SIMSR is part of the Somaiya Vidyavihar Trust that has completed 37 years in the service of education in September 2017. The Institute has been aggressively strengthening its academic and research rigor. The Somaiya Vidyavihar is nestled in a 60 acre campus and is the largest private educational complex in Mumbai and continuously rated high by various agencies and corporate sector. SIMSR's alumni hold influential and high positions in corporations and NGOs all over India and abroad. The PGDM, PGDM-IB and PGDM-RM programmes have been granted equivalence to Master's Degree by AIU (Association of Indian Universities). These programmes have also been accredited by National Board of Accreditation (NBA). The Institute has recently got accreditation under South Asian Quality Assurance System (SAQS) of the Association of Management Development Institutions in South Asia (AMDISA). The institute is also registered for AACSB accreditation. The Institute is in the process of applying for AIU accreditation for its PGDM FS, Comm and Executive programmes.

6. How is SIMSR rated by various agencies?

- A+++ by Chronicle in 2017
- Ranked 15th by Careers 360 in 2017
- Ranked 19th among the top Executive MBA Institute in India by shiksha.com
- Ranked 17th amongst all business schools in India by Business World
- Rated AAA institute by MBA by Choice
- Ranked 26th in B-school survey 2014 by Business Today
- Ranked 24th in B-school survey 2015-16 by The Hindu Business Line.
- Ranked 18th in terms of ROI by The Hindu Business Line.
- Ranked 27th in the Business School Rankings of 2016 by MBA Club

7. What are the various milestones achieved by the Institute?

SIMSR in recent past has achieved the following:

- The UGC granted autonomous status to the Institute for five years starting from AY 2013-14 onwards
- The PGDM, PGDM (IB) and PGDM(RM) programmes of the Institute have been accredited by the Association of Indian Universities (AIU) in 2012 as equivalent to a MBA
- PGDM, MMS, PGDM (IB) and PGDM(RM) programmes of the Institute have been accredited for 3 years by the National Board of Accreditation (NBA) in 2013
- The Institute is SAQS accredited by AMDISA for 5 Years with effect from January 2013
- Certified as ISO 9001:2008 and ISO 29990:2010 by Bureau Veritas Quality International

8. What are the Infrastructure facilities at the Institute?

Infrastructure facilities are as follows:

- The computer centre is one of the best equipped IT centres geared to aid the learning process. Software package like SPSS, SAP-ERP, Rational Rose, AMOS (for structural equation modeling), and simulation games help in conducting data analysis for business and marketing research activities, analysis of case studies, preparation of summer training projects and concurrent projects.
- The fully computerized library has more than 91000 books as on September 2017, CD's and video films.
- Housed in an area of 7,000 sq. feet, the library offers access to online data bases like EBSCO, PROQUEST, Euromonitor, Warc, CMIE PROWESS, ACE-Equity, NPTEL, CapLine, IEEE, J-Gate, Sage Research Methods, NAV India Software, EMIS World. The Institute subscribes to 150 Indian and international periodicals.
- Institute also subscribes to Harvard Business School publications. SIMSR uses cases, readings, lessons and articles from HBSP.

9. What are the salient features that identify SIMSR?

- The Institute facilitates various sports and socio-cultural events that are planned, organised and executed by the students and provides great learning experience
- The Social Cell "Enactus", Entrepreneurship cell "E-Cell", Innovation and entrepreneurship cell – PathFinder, immersion into NGO's management provide opportunities to develop managerial skills of students. Other than these there are various student driven committees like Placement Committee, Public Relations, Admissions Committee, Alumni Committee, Interface, Women's Development Cell, Humanist, Acumen, Force, Quantinum, Finstreet, The Gita Club, Students Activity Forum, Consultancy, Guest Lecture, Cii Yi, SIMSR Talkies, Sports Committee
- Students are motivated to undertake inter-disciplinary projects and research

- Industry-academia interaction, guest sessions and industrial visits help them get real time information about the corporate world
- The Institute offers a bouquet of electives to choose from
- Students are encouraged to take part in Experiential Learning Initiatives
- Foreign languages French and Spanish are offered in the curriculum.

10. Are there any campus restrictions?

Yes. Based on the values of the Somaiya Trust, the campus is totally vegetarian/non-smoking/non- alcoholic.

- Keeping in view the food and personal habits, the NRI/PIO/FN students can stay outside the campus. If required, the Institute can assist these students to get appropriate paying guest accommodation. However, all students are encouraged to stay on campus to take full advantage of facilities offered on campus and to facilitate group learning and project work.

11. What is the Student-Faculty ratio at the Institute?

SIMSR maintains a healthy Faculty-Student ratio of 1:15; the Institute has 80 core faculty members, 35 of them with Ph.Ds. 28 at various stages of completing Ph.D. More than half of the faculty have rich industry experience.

12. What are the various programmes offered by the Institute?

SIMSR conducts several Management and Technical Programmes:

- Ph.D. (Affiliated to University of Mumbai and SNDT Women's University)

MANAGEMENT FULL TIME

- 15 Months : PGDM – EXECUTIVE
- 2 Years : PGDM, PGDM-IB, PGDM-RM, PGDM-FS, PGDM-Comm
- MMS (Autonomous : Affiliated to University of Mumbai)

PART TIME

- 3 Years: MMM, MFM, MHRDM, MIM (Autonomous : Affiliated to University of Mumbai)

TECHNICAL FULL TIME:

- 3 Years: MCA (Autonomous :Affiliated to University of Mumbai) [All the programmes are approved by AICTE]

13. What is the medium of instruction of the courses?

- For all courses the medium of instruction is English.
- For those students requiring help in English language the Institute conducts booster (extra) classes in English language.

14. Do students need to clear any medical test?

Yes, after admission, all the students have to undergo medical test - however it is not part of selection process.

15. Is laptop compulsory and included as the part of fee?

No. Laptop is not included in the fees. But, it is recommended that the students should have their own laptop.

16. Are there any scholarships provided to the students?

There are limited scholarships available for economically backward students.

17. Is there a Bank Loan assistance provided to the selected candidates?

Yes, SIMSR facilitates the process and provides all necessary documents required by the Bank for processing of educational loan.

PGDM

18. What is the number of seats in PGDM?

PGDM Programme has 120 approved seats plus 18 supernumerary quotas for FN/PIO/CIGW. The seats for NRI students are included within the quota of 120 seats. The programme is recognized by AICTE

19. What are the specializations offered?

PGDM has specialization in the following areas.

- Marketing
- Finance
- Operations
- Human Resources

20. Is it a residential course?

It is a compulsory residential program. The students from outstation are given first priority during hostel allocation.

21. When does a student choose the specialization field?

In the first year the courses offered to students are common irrespective of the specialization the student wants to take. In the second year the student chooses the specialization field of his or her choice and interest only in case of PGDM programme.

22. Is the placement assistance provided?

Yes, placement assistance is provided to the students. A full-fledged External Relations Department helps in the placement of the students. Also, there exists a Placement Committee of students for driving the placement process. SIMSR's placement record has been excellent since its inception and student find placements in top organizations.

23. Does the Programme have an Internship?

Yes. At the end of First year students will have to undergo live internship project also called as summer project for 2 months. The External Relation Department facilitates the process. The credit is awarded to all the students who successfully complete the internship.

PGDM IB

24. What is the PGDM IB Programme?

The PGDM IB is a general management course with special emphasis on International Business. This means, besides doing a general MBA (as is done in other B-Schools), SIMSR students are exposed to the international perspectives of various subjects by virtue of their studying courses like international marketing, international finance, international strategy, multi country analysis etc.

25. How are PGDM-IB and PGDM different in terms of curriculum?

Two years full-time PGDM programme approved by AICTE and accredited by NBA has the objective of developing versatile Post Graduates in Management for higher managerial responsibilities in various industrial and commercial sectors. Students acquire competence in all the functional areas of Management and gain in depth domain knowledge in their chosen area of specialization. The two year full-time residential PGDM-IB programme approved by AICTE and accredited by NBA has the objective of developing versatile Post Graduates in Management with a global mind-set for senior responsibilities in organizations and industrial/business houses and in companies with substantial international operations. In addition to developing competence in the various functional areas of Management they gain in depth expertise and domain knowledge in the various facets of International Business.

26. What is the Admission Procedure for PGDM IB?

The admission procedure is common for all the courses at SIMSR. So a student has to fill only one form.

27. What are the subjects in PGDM IB?

The subjects in PGDM IB course are more related to the international business perspective. The emphasis is basically on exposing students to international business.

28. What are the specializations offered in PGDM IB?

There are no specializations offered in PGDM IB as it is a specialized course.

29. Name some of the subjects distinct to PGDM IB.

International Business(I,II), Operations Research, Export-Import Policy, Business Research, Global Perspectives are some of the major subjects available in this course. Apart from these, there are a wide range of electives available as well.

30. Name some of the specialization subjects offered.

International Finance, International Marketing, Sales and Distribution Management, International Commodity Markets, Product and Category management are the specialization subjects for this course.

PGDM FS

31. How is PGDM – FS different from PGDM (Finance specialization)?

PGDM (Finance) and PGDM (Financial Services) both have a base of Financial Accounting and Financial Management but PGDM (Finance) is a generic finance course with focus on Corporate Finance, while PGDM (Financial Services) is a super specialization with focus on Financial Markets and Financial Services.

32. What are the subjects distinct to the PGDM FS program?

Financial Management, Indian Economy, Corporate Finance, Commercial Banking, Portfolio and Investment Management, Services in Financial Markets, Business and Data Analytics, Financial Modeling, Insurance Management, Marketing of Financial Services, International Finance, Wealth Management, Business Ethics and Corporate Governance, Financial Inclusion and Behavioral Finance.

PGDM COMM

33. What do you mean by Integrated Marketing Communication (IMC) which is used often to describe PGDM-Communication Programme?

Integrated Marketing Communication concepts are used by marketers and communicators to create impactful communication. It is based on the premise that to communicate effectively to a particular target audience a set of communications tools and techniques can be used-eg: TV, Magazines, Radio, Outdoor, and posters for a brand of toilet soap. The overall impact is more than the sum of the parts, therefore creating synergy in communication. Integrated Marketing Communications is used to create clarity, consistency and impact for communication.

34. What are the notable subjects in the PGDM COMM?

Legal and Ethical Aspects of Communication, Integrated Marketing Communication, Services Marketing, Media and Media Analytics are some of the major subjects available in this course. Apart from these, a wide range of electives are available.

35. What are the specialization subjects available for PGDM COMM?

Celebrity and Sports Marketing, Event Management, Strategic Brand Management, Media Planning, Buying and Programming are some of the specialization subjects available in this course.

36. What are the main electives offered in the PGDM COMM?

The main electives offered in the course are Mergers and Acquisitions, E-Business, Business in Emerging Markets, Financial Institutions and Markets, Advanced Logistics and Supply Chain Management, Competitive Decision Making and Negotiation Skills, Creativity and Innovation, Leadership Laboratory and Business Process Engineering and Benchmarking.

PGDM RM

37. How is PGDM – RM different from PGDM (Marketing specialization)?

Retail Management course is a front end specialization in marketing. The subjects taught are far more specialized than in the general marketing course. e.g. Sourcing and Merchandizing, Shopper Experience Management, Visual Merchandizing, Property Management and Franchising, Category Management, Retail Finance, Retail Analytics, B2B Retailing, E-Retailing, Mall Management, Store Operations and Rural Retailing. These are specialized subjects and meant to impart skills in the area of retailing business.

38. What are the subjects unique to the PGDM RM program?

Legal and ethical aspects of Retail Business, Retail Management and Strategy, Retail Finance and Analytics, Strategic Management are some of the major subjects of the course. Apart from these, there are a wide range of electives available as well.

39. What are the specialization subjects available in PGDM RM?

B2B and Industrial Retailing, Visual Merchandising, Sourcing and Merchandising Management, Customer Relationship Management are some of the specialization subjects available for this course.

FN / PIOs / NRIs / CIWGC

40. Can the applicants under Foreign Nationals / PIOs / Children of Indians Working Professionals in Gulf apply for any of the FIVE (PGDM, PGDM-IB, PGDM-RM, PGDM-FS, PGDM-Comm.) programmes?

Yes. The Institute can admit students for PGDM Programme under supernumerary quota of 15%. Thus, there are 18 seats over and above 120 seats of PGDM programme. These applicants can apply through GMAT Scores of three years validity till 15th Feb 2018. These applicants will have to fill up a separate form. The applicants – if short listed- will have to appear for Written Case Analysis and In-depth Personal Interview. The admission to the programme under this category will be offered according to the merit position generated separately for applicants under these categories. The fee for these candidates is higher than the normal programme fee. For the applicants under Children of Working Professionals in Gulf Countries, the programme fees will be same as the domestic applicant.

41. What if the applicants under Foreign Nationals / PIOs categories want to apply for the other programmes?

The applicants under Foreign Nationals / PIOs categories are welcome to apply for PGDM-IB, PGDM-RM, PGDM-FS , PGDM-Comm and PGDM-Executive. There are no additional seats allocated to them for these Programmes. They would be competing within the normal intake of 60. The fees for such selected candidates will be same as program fee.

42. Are there any placements facilities available for NRI/PIO/FN student?

Yes. The Placement Cell will make all efforts for getting the NRI/PIO/FN Students placed.

43. Are there any holidays/vacation for NRI/PIO/FN's?

The holidays and vacation will be based on the Institute's calendar of holidays.

44. Can the NRI/PIO/FN student do the summer projects outside the country?

Yes. The Summer Project title and synopsis has to be approved by the allocated faculty guide and then the NRI/PIO/FN student can do the project anywhere outside India.

45. What is the fee structure for NRI/PIO/FN/CIWGC category candidates ?

The annual fee for this category amounts to INR 5,80,200 inclusive of a refundable caution deposit of INR 10,000.

Hostel

46. Is the Hostel compulsory for students?

All PGDM programmes are residential. The outstation students are given first priority in the allotment of hostel rooms. Students from Mumbai are allocated hostel accommodation based on the distance of their residence from the Institute. There is a separate hostel wing for women students.

47. How many students share a room?

Three.

48. Are the rooms Air-Conditioned?

No

49. Are Wi-Fi facilities available in the Hostel?

Yes, Wi-Fi facilities are available. Three LAN ports also are available in each room which can be used for accessing the Internet. Students are allowed to purchase a router of their own and use it accordingly.

50. Are hot water facilities available at the hostel?

Hot water facilities are available in every attached washroom in the hostel rooms.

51. What are the other facilities that are available at the hostel?

There are laundry facilities available for the students 6 days a week. Apart from this, newspaper facilities are also available. The hostel has a dedicated night mess as well.

52. What are the recreational options available at the hostel?

Students have access to numerous sports and activities at the SIMSR hostel. A dedicated TT room, student activity room and a well-equipped gymnasium are available. Students can play various other games as well such as carom, darts, etc.

53. How much is the hostel Fee?

| Hostel Fee for all candidates | |
|---|---|
| Accommodation Fee (10 months) | Rs 1,13,700/- |
| Hostel Deposit (Refundable) | Rs 20,000/- |
| Mess Deposit (Refundable) | Rs 5000/- |
| Hostel Registration Fee | Rs 1000/- |
| Total | Rs 1,39,700/- (approx) + Mess fees |
| Mess fee(10 Months) (GST will be applicable) | Rs 45000 (approx) |

Admission Procedure

54. Can the Institute change the Admission policy and process?

Yes. The changes may occur subject to any changes in the guidelines by regulatory authorities. If and when changes are made, they will be notified on the website. The Institute reserves all the rights to make the mandatory changes.

55. Apart from qualifying examination what are other parameters that are also looked into for selection to the PGDM, PGDM-IB, PGDM-RM, PGDM-FS and PGDM-Comm & PGDM Exec Programmes?

The other parameters and their respective weightage are:

| | |
|------------------------------------|------|
| Qualifying Exam(CMAT/GMAT/CAT/XAT) | 50% |
| Group Discussion | 12% |
| Personal Interview | 15% |
| Work Experience | 5% |
| Past Academic Record | 10% |
| Outstanding Achievements | 8% |
| Total | 100% |

56. What is Stage 1 of Admission Process?

Stage 1 includes appearing for either of the qualifying examination (CAT 2017/CMAT Jan-2018/ XAT Jan-2018/GMAT) and then apply to the Institute by filling up online form.

57. Using one Application form can a candidate apply for all the five PGDM programmes?

Yes. However, the Application Form fees will remain same at Rs. 2800.

58. Is it necessary to give Preference Number to the Programmes while applying for multiple programmes?

Only the short listed candidates while filling the candidate profile form can give their preference of programme. The selection/wait listing for a programme during the counseling session will be guided by this data. Even if you are applying for one programme, it is important to mention preference as 1 in the column provided in the candidate profile form.

59. How can the payment be made for Application form?

The payment can be made either through Debit Card/Credit Card or Demand Draft. The guided walk through is available while filling the Application Form.

60. Will we get any receipt for the Application Form Fees?

In case the payment is made through Debit Card/Credit Card the payer gets a message of successful payment. The successful generation of Unique Form Number implies the receipt of the application.

61. What if the payment is made through Demand Draft?

On receipt of DD, the institute will acknowledge receiving the same.

62. Should the applicants send any document?

In case the payment is made through Debit card/Credit Card, the Admit Card and Score Card of the qualifying examination (CAT 2017/ CMAT Jan- 2018/ XAT Jan-2018/ GMAT) have to be sent to the Institute. For the payment made through DD, the applicants have to send print out of the application form, DD, admit card and score card of the qualifying examination. The applicants can update their scores later.

63. What is Stage 2 of the Admission Process?

Stage 2 is the internal (back office) process that short list the candidates for stage 3. The Applicants short listed for stage 3 will be informed accordingly.

- The short listed candidates while filling the candidate profile form have to upload the scanned copy of all their original documents (Academic/Work Experience/Extracurricular/co-curricular/Sports and Outstanding Achievements) on the link provided by institute.
- One has to upload their SOP as well.
- The selection/wait listing for a programme during the counseling session will be guided by this data.

64. What is Stage 3? Where all it will be held?

The shortlisted applicants can choose date, time and venue from the selection centres PAN India as per their choice.

- The centres would be Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chandigarh, Chennai, New Delhi, Jaipur, Hyderabad, Kolkata, Lucknow, Mumbai, Patna and Thiruvananthapuram.
- The Institute reserves the right to add or cancel or change any of the venue(s).
- The Photo Identity card (Aadhar Card /PAN/ Driving license/ Passport, etc.) is absolutely must. Applicants are advised to carry a latest passport size colored photograph to the venue.

Applicants are advised to carry a copy of their Candidate Profile and Statement of Purpose (SOP) for the stage 3 of the admissions process.

65. Will the Applicants be allowed to change the centre?

No. The applicants are not allowed to change the centre. However, in some exceptional/stated conditions the change can be permitted. The applicant needs to send an email to the admissions committee seeking the permission for the same.

66. Will the Documents get verified during the stage 3 process?

All copies of documents will be physically verified against the originals only in stage 5.

67. Who conducts the interview?

Interview is conducted by a group of faculties and alumni having a wide range of experience in the industry.

68. What is Stage 4?

Stage 4 is the internal (back office) process that will collate the marks scored in each of the parameters by the applicant and generate the ranks in the merit list for each of the candidate who has appeared for Stage 3 process i.e., every applicant will know his/her SIMSR rank in the merit list.

69. What is significance of SIMSR rank?

As stated earlier, the rank in the order of merit will get generated. SIMSR rank will be the only criterion for admission to the programme opted for.

70. What is Stage 5?

Stage 5 is the Counseling round. The applicants based on SIMSR rank will be called for counseling at particular time and date. The venue for the counseling will be the institute's Auditorium at Mumbai.

The Applicants are advised to carry the original set of all documents (Academic / Work Experience and Outstanding Achievements) along with one set of copies (organized and stapled together). The Institute will ask for these documents (copy) to be submitted. The Photo Identity Card (Aadhar Card /PAN/ Driving license/Passport etc) is absolutely must. Students are advised to carry a latest passport size colored photograph to the venue.

Students are also advised to carry DD of their fees. If the student gets the programme of his/her choice they can confirm admission to SIMSR by paying fees of first year.

71. What is the significance of the Counseling Process?

A candidate most often gets to know about the Institute even before taking the admission. In case the candidate is eligible for more than one programme, the advisors (Director/Programme Coordinators/Senior Faculties) are available for counseling so that the candidate can take informed decisions.

72. Who are exempted from appearing in the Counseling Process?

An applicant opting for only one programme (while filling the form) and his/her rank merits admission. Such applicants will be informed accordingly and would be exempted from the Counseling process. However they are advised to send their DD by Courier/ NEFT before the counseling date to confirm their admission to SIMSR. The verification of all original documents of these candidates will be done within the first few days of commencement of inauguration of a programme.

73. Will there be separate cut off for each programme?

There are no separate cut-offs for each programme. SIMSR rank (and not the score in the qualifying examination) and choice of the candidate determines the admission to the programme. During the counseling process each of the candidates will know his merit position for the programme. Also, at the end of each day, the website will be updated accordingly.

74. What is the course structure of all Two –Year PG courses?

Each programme has 6 trimesters of 10-12 weeks spread over 2 years. Each trimester includes 5-8 full credit courses, requiring 30-45 hours of class work/tutorial each, which include case studies and presentations as well. The course also includes a mandatory summer internship after the first year for 8-10 weeks in a commercial/social organization to understand the working environment in the corporate world.

75. Is there any Induction Programme for the students?

SIMSR conducts a mandatory Induction Programme at the beginning of the programme to familiarize the students with allied management subjects, especially Data Models, IT, Accounts and Economics.

- The Induction programme aims to integrate the students from varied background into the culture, systems and processes of SIMSR.
- Online Induction is an integral part of the induction programme.

Placements

76. What are the profiles offered to students with Finance Specialization?

Equity Research Analyst, Financial Analyst, Derivatives Trader, etc

77. What are the profiles offered to students with Marketing Specialization?

Zonal Manager, Senior Associate Consultant, Data Scientist, Campaign Manager, Sales, etc

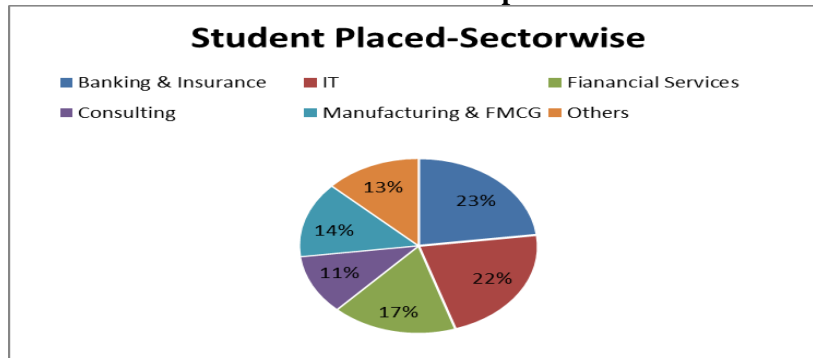
78. What are the profiles offered to students with HR Specialization?

Human Capital Consulting, Strategic HR, HR – Recruitment etc

79. What are the profiles offered to students with Operations Specialization?

Senior Business Analyst, Project manager, Consultant, etc

78. What were the various sectors from which companies came for recruitment?



For placement brochure, visit

[https://www.somaiva.edu/simsr/Placements/Final Placements](https://www.somaiva.edu/simsr/Placements/Final_Placements)

International Relations

81. What is the selection process for International exchange?

- Students of all PGDM programmes can avail of these exchange programmes in their first year.
- The students are selected for these exchange programmes based on their merit.
- The students will have to apply to the University/B-School and each of the B-School has their own selection parameters and process.
- The students will be informed about the exchange programmes from time-to-time.
- The fee for boarding / travel / tuition fee for the exchange programme are borne by the students and these fees depend upon the University/B-School wherever the students get selected.

83. What is International Immersion?

- The objective of International Immersion is to give a first-hand experience to students of visiting a foreign country and understand and study how business is done in countries other than India.
- An immersion program or a study tour involves students visiting a foreign country for a period of 7 to 15 days.
- Structured study tours offer a glimpse into macro-level dynamics and unfamiliar economic environments.
- Students visit various companies and have meetings with senior industry leaders in the foreign country.
- Students also undergo classroom sessions on doing business with the particular country and undertake a project.
- SIMSR initiated the first immersion programme to China in Feb 2013. So far, four teams of students have visited China.
- Last year in 2017, a group of 22 students visited Germany for the foreign immersion program.

84. What was the Immersion Programme at Germany like?

KJ Somaiya institute of management studies and research has collaborated with DHBW, Stuttgart and in 2017 a group of 22 students visited Germany for the foreign immersion program. 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 has cultural integration too, lectures and workshops were scheduled to develop an understanding of doing business in Germany. The tour also included one day of playing Business Simulation Games that are used as an educational tool for teaching business

For International Linkages, visit:

[https://www.somaiya.edu/simsr/About Us/International Linkages](https://www.somaiya.edu/simsr/About_Us/International_Linkages)

Star Alumni

85. List of our Star Alumni from various courses of SIMSR.

| Sr. No. | Name | Company Name | Designation |
|---------|------------------------|-------------------------------------|--|
| 1 | Ajay Kapur | Ambuja Cement Ltd | MD & CEO |
| 2 | Lata Pillai | Deutsche Bank | Director |
| 3 | Sanjay Shah | Morgan Stanley | MD |
| 4 | Madhusudhan Kela | Reliance Capital | Chief Investment Strategist |
| 5 | Shivani Gupta | Capgemini | Director |
| 6 | Daftary Sheetal | KPMG | Director |
| 7 | Santosh Narayanan | Citi Bank | Director |
| 8 | Avinash Mullick | Price Waterhouse Coopers | Director |
| 9 | Mehrotra Himanshu | Bank Of Singapore | Director |
| 10 | Paritosh Kapasi | Royal Bank Of Scotland | Director |
| 11 | Ilyas Khan | Standard Chartered Bank | Executive Director |
| 12 | Akshay Saxena | HDFC | Director |
| 13 | Llyod Mathais | Hewlett Packard India | CMO |
| 14 | Anuj Bhargava | AB Associates | CEO |
| 15 | Mahrukh Adajania | IDFC | Director |
| 16 | Gurumoorthy Prakash | BORN Group | Partner & MD, Asia |
| 17 | Sona Mazumdar | Kidzania | Director |
| 18 | Shyam Motwani | Godrej & Boyce | Executive VP & Business Head |
| 19 | Ranganathan Somanathan | Starcom MediaVest Group & Optimedia | Chief Operating Officer - South East Asia |
| 20 | Ashutosh Khanna | Korn/Ferry International | Senior Client Partner |
| 21 | Dholakia Jagannath | Bank Of America | MD - Global Corporate & Investment Banking |
| 22 | Kishore Subramaniam | Lowes Lintas & Partners | Executive VP |
| 23 | Jamnadas Majethia | Hats-off Productions | Partner & Actor |
| 24 | Vikram Bhatt | Enrich Salons & Academy | Founder & Director |
| 25 | Almeida George | Silberman College Of Business | Associate Dean |
| 26 | Nair Prakash | Ogilvy & Mather Advertising | Senior VP |
| 27 | Nirav Dalal | Yes Bank | President & Managing Director -Debt Capital Market |
| 28 | Vikram Malhotra | Abundantia Entertainment | Founder & CEO |
| 29 | Harsh Bhosale | Essar Oil | Senior VP & HR Head |
| 30 | Manuj Agarwal | Percept Live | CEO |

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