KJ Somaiya Institute of Management Studies and Research

PGDM EXECUTIVE ADMISSIONS BROCHURE
BATCH 2019-20

OPTIMISM UNBOUND

#MasterYourFutureAtSIMSR
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 Girivanvari Pragati Mandal, the K. J. Somaiya Medical Trust, Girivanvari 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: ज्ञानद्वितृत्यकल्याणम् |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, नमःनानात्मप्रात्यर्थम्.

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. वैराग्यानुसारैंतव्रस्तीमिः स्याच्यासस्तन्भव्यते | 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
Provost's Message

The subject of Management as an academic and professional discipline has been undergoing revolutionary changes during the last few decades. Appropriate knowledge and skills are necessary to manage the rapid changing times and technologies in a globalized and interconnected world. We are in an era when knowledge is expanding at an unprecedented rate. Mastering theoretical, experimental and practical management and business skills through effective education programmes is indispensable for developing core competencies and for giving the students a competitive edge. For maximization of the opportunities and the most effective management education and training we need globalization, localization, contextualization and individualization of curriculum and transactions.

Bearing these basic principles and dynamic challenges, we at the K J Somaiya Institute of Management Studies and Research (SIMSR) have been in the forefront of quality and responsible management education in the country. Our Post-Graduate Diploma in Management (PGDM) Executive programmes are designed, transacted and delivered following internationally renowned patterns evolving the best practices in business and management education. Amongst our alumni are top-ranking and highly-placed executives all over the world. Highly qualified and experienced faculty, state-of-the-art infrastructure, the business and industry-environment of the financial capital of the country, and a serene, beautiful green campus with several sporting facilities and other educational, research and innovation institution are the hallmarks of SIMSR. Our academic credentials, achievements, national and international accreditation and recognitions put us as one among the top-most management institutions in the country.

I am extremely glad to welcome you as student of this premier institute in the Somaiya Vidyavihar campus. Once you are here, I am sure you will enjoy the best of teaching and learning, research and community experiences in your student life.

Prof. V.N. Rajasekharan Pillai
Provost – Somaiya Vidyavihar & Ayurvihar
Director’s Message

Management education as we know it is undergoing a paradigm shift with respect to its objectives and the purpose it serves.

The pace of change in the business environment due to digitization represents major challenges. At the same time it is imperative that businesses exist not only to make profits but also to ensure inclusive growth that encompasses all sections of society.

Management education should become a platform where students who aspire to join the professional workplace should experience personal and professional transformation along with ample opportunities to take part in the digital and social transformations that are sweeping India and the world.

K J Somaiya Institute of Management Studies & Research (SIMSR), which started in the year 1981 in the heart of Mumbai has the 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”. SIMSR is committed to achieve exemplary standards in management education that will not only achieve its vision but also the redefined parameters of management education.

SIMSR acknowledges that the student community continues to grow in the virtual space and wants to develop itself into global managers while inculcating the timeless principles of ethics and good governance.

SIMSR continues relentlessly to raise the bar and set new benchmarks for the course curricula across all its PGDM Executive Programmes that go beyond the classroom to include learning through case studies, on-the-field experiential learning, developing entrepreneurial spirit and being part of socially relevant projects. In addition, industry interface in the form of guest lectures from industry experts, student clubs and committees, holistic self-management classes, sports facilities adds to the pedagogy. SIMSR thrives in nurturing the intellectual, emotional, spiritual, social and physical persona of the students to evolve as well-rounded human beings.

The students are spoilt for choice as they get an opportunity to learn foreign languages like Mandarin and Spanish and opportunities for international immersions. We strive to embolden the spirit of victory in our students as they participate in competitions across the country and in various co-currucular and extra-curricular activities. The institute also endeavors to provide a platform for students with entrepreneurial orientation.

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

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.

Key Highlights
+ Established in 1981, SIMSR is one of the top 10 private sector B-schools in India
+ Consistently ranked among top 20 institutes in India
+ Nestled in a 50 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
+ 360 degree holistic education
+ Student participation in governance
+ International immersions
+ Focus on a world class pedagogy
+ Prepares students as industry ready professionals
10 Reasons to Study at SIMSR

01. **Campus**
   - 50 acre of lush green campus, located in the heart of Mumbai city.
   - Well-equipped sports facilities: Gym, Squash Court, Badminton Court.
   - Canteen with on-site athletic track, football ground and more.

02. **Infrastructure**
   - State-of-the-art classrooms and computer labs.
   - Fully computerized library with E-learning resources.

03. **Faculty**
   - 86+ highly 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 30 lacs
   - 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**
   - 28 student driven committees.
   - Leads to professional and cultural growth of students.
   - Promotes and develops leadership qualities.

07. **CSR Initiative**
   - "AMEUR" - 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 non-profit organisations.

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, Stroj University of Applied Sciences, Krems, Austria. DHBW University Stuttgart, Germany. TH Business School, Ingolstadt, Germany.
Infrastructure

**Library:**
- Fully computerized library.
- Area - 7000 sq feet
- Books - 91,000+
- Periodicals - 150
- Newspapers - 13
- More than 12 online Databases including WARC, ProQuest

**Hostel:**
- 2 separate hostels for girls and boys
- Hostels are well equipped with internet facilities, student mess, activity room, gym, night mess and laundromat

**IT centres:**
- Bloomberg lab
- Geared with software packages like SPSS, AMOS, SAP-ERP, Rational Rose

**Medical Facilities:**
- On call doctor and around the clock medical dispensary
- Counselor

**Sports Facilities:**
Sports facilities such as:
- Badminton court
- Athletic track
- Squash court
- Open air chess court
- Table tennis
- Yoga
- Tai chi
- Volleyball
- Basketball
- Gym
- Tennis court

**Auditoriums and amphitheatre:**
- Two state of the art auditoriums with capacity of 250 each
- Tagore amphitheatre for cultural programs

**SIMSR’s Pride:**
- A 50 acre Green campus in the heart of Mumbai
- Multiple Seminar halls
- Conference rooms
- Student Discussion rooms
- Wi-Fi enabled Campus
- Bloomberg lab
- Harvard cases subscriptions
- More than 12 e-databases
- Highly qualified and industry experienced faculty
Accreditations and Recognitions

AACSB

Business Education Alliance
Member

ISO 9001:2015
BUREAU VERITAS
Certification

UGC

University Grants Commission

AICTE

Apporoved By
All India Council For Technical Education
AICTE(NEW DELHI)

AIU

ASSOCIATION OF INDIAN UNIVERSITIES (AIU)

NBA

NATIONAL BOARD OF ACCREDITATION
ACREDITED BY
Centres of Excellence

- Creating awareness about capital markets
- To evolve into a leading policy centre engaged in research, teaching, training and capacity building
- To create superior knowledge base on various dimensions of International Business
- To encourage a culture of research and creativity relating to critical issues in Emerging Economies
- To collaborate with industry on projects and researches on managing diversity at workplace
- To conduct and promote research in the Inter-disciplinary areas of Sustainable Development
- To foster successful entrepreneurial activity
- Diversity Management and Inclusion

Simsr also hosts various international conferences every year

- SIMSR Global Supply Chain Management Conference
- SIMSR International Finance Conference (SIFICO)
- 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)
- International Conference on emerging economics (General Management Area)
Programme Highlights

Post Graduation Diploma in Management - Executive
9th Batch PGDM - EXEC 2019-20

Conducted in 5 trimesters of 12 weeks each over a period of 15 months

Open to students from India and abroad including NRIs, FN, PIOs and CIWGC (Intake - 60)

15 Months Full Time AICTE Approved Programme

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, fuelling confidence in me. Supportive faculty, beautiful campus, quality education, real world experiences and amazing friends. The classes are very interactive and faculties insure that every student understands what is being taught before proceeding. Course is challenging, yet very informative, so that we dont 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 in shaping me and proved me right in selecting SIMSR over other colleges.

-Brijmohan Tiwari

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 the progressive organizations
- To develop globally oriented and performance focused managers
Key Takeaways Of The Program

- Formulate a holistic approach to identify problems, formulating solutions and adapting to change.
- Examine newer techniques for driving results throughout the company across any market or business cycle.
- Build strategic skills for effective decision making with a strategy development and implementation focus.
- Gain in-depth knowledge of business functions and build general management skills to integrate these functions across the organization.
- 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.
Key Takeaways Of The Program

Program Highlights

- Cutting edge, innovative and industry relevant courses
- International Immersions
- Working on emerging topics

- Entrepreneurship and Managing New Ventures
- People and Performance Management
- Country Analysis for Global Marketing
- Enterprise Architecture
- Strategic Management Simulation
- Mergers, Acquisitions & Corporate Restructuring
- Leadership Incubator
- Strategic Risk Management
- Big Data Analysis
- 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 acclimate them to international business.
The Immersion Program conducted in Germany was for the students of PGDM. Students were accompanied by the esteemed faculty. This program gave the students insights and understanding about the dynamics of international business and relations.
Admission Procedure

1. CAT/XAT/CMAT/GMAT
   - Candidates to appear for CAT 2018/XAT 2019/CMAT 2019 & GMAT (Valid scores of last three years are accepted for GMAT)

2. SOP
   - Candidates to fill Candidate Profile form & Statement of Purpose (SOP)

3. PI PROCESS
   - PI Process will be conducted in different cities across India. PI may also be conducted over Skype.
   - Proposed PI centres: Ahmedabad, Bhopal, Chennai, Chandigarh, New Delhi, Bengaluru, Jaipur, Kolkata, Patna, Bhubaneswar, Hyderabad, Lucknow, Trivandrum, Guwahati, & Mumbai

4. MERIT LIST DECLARATION
   - Selected candidates will get an invite for admission

5. FINAL ADMISSION*
   - Candidates will register and pay fees

*Admission is provisional i.e. subject to fulfilment of all the eligibility requirements
Selection Parameters

Past Academic Records

SSC / Class X
- X < 60% (0)
- 60% ≤ X < 69.99% (0.25)
- 70% ≤ X < 79.99% (0.5)
- X ≥ 80% (1)
  Max = 1

HSC / Class XII
- XII < 60% (0)
- 60% ≤ XII < 69.99% (0.25)
- 70% ≤ XII < 79.99% (0.5)
- XII ≥ 80% (1)
  Max = 1

Graduation (Minimum 50% Marks)
- Grad < 60% (0)
- 60% ≤ Grad < 69.99% (0.5)
- 70% ≤ Grad < 79.99% (1)
- Grad ≥ 80% (2)
  Max = 2

Additional Qualification
- Any PG / M Phil (1)
  Max = 1
Outstanding Achievements

Sports (3 Marks)

Extra-Curricular Activity (3 Marks)

Awards Rewards (4 Marks)

University/ District Level (1)
State Level (2)
International/ National Level (3)

University/ District Level (1)
State Level (2)
International/ National Level (3)

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

#### PGDM - Executive Batch 2019-20

<table>
<thead>
<tr>
<th>Application Form Fee</th>
<th>₹2,850</th>
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<table>
<thead>
<tr>
<th>Fees Structure PGDM - Executive Batch 2019-20 (15 months Prog.)</th>
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</thead>
<tbody>
<tr>
<td><strong>Tuition Fees</strong></td>
</tr>
<tr>
<td><strong>Development Fees</strong></td>
</tr>
<tr>
<td><strong>Other Fees</strong></td>
</tr>
<tr>
<td><strong>Caution Money Deposit (refundable)</strong></td>
</tr>
<tr>
<td><strong>Total Fee</strong></td>
</tr>
<tr>
<td><strong>Alumni Membership fee</strong></td>
</tr>
</tbody>
</table>

#### Hostel Fees Batch 2019-20 (per student / per bed)

<table>
<thead>
<tr>
<th>Particular</th>
<th>Triple Sharing</th>
<th>Double Sharing</th>
<th>Single Seater</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hostel Fees(13 months)</td>
<td>₹162,500</td>
<td>₹243,750</td>
<td>₹487,500</td>
</tr>
<tr>
<td>Security Deposit (refundable)</td>
<td>₹25,000</td>
<td>₹25,000</td>
<td>₹25,000</td>
</tr>
<tr>
<td>Registration Fees</td>
<td>₹1,000</td>
<td>₹1,000</td>
<td>₹1,000</td>
</tr>
<tr>
<td>Total Fee</td>
<td>₹188,500</td>
<td>₹269,750</td>
<td>₹513,500</td>
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</tbody>
</table>

The Demand Draft for Mess Fee will have to be deposited separately.
## Important Dates

<table>
<thead>
<tr>
<th>Dates</th>
<th>Details</th>
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<tbody>
<tr>
<td>PI Dates</td>
<td>As per the date wise schedule which will be made available on the website. PI will be ongoing via skype and google hangouts.</td>
</tr>
<tr>
<td>Counselling</td>
<td>1st November, 2018 to 31st July, 2019</td>
</tr>
<tr>
<td>Inauguration of PGDM Executive Courses</td>
<td>2nd September, 2019</td>
</tr>
<tr>
<td>Program Commencement</td>
<td>2nd September, 2019</td>
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### 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).
- The fee demand draft should be sent to the following address by post/courier:
  
  K. J. Somaiya Institute of Management Studies and Research, 
  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 deal with or contact 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 
  Vidyavihar, Vidyavihar (E), Mumbai 400 077, Tel: (+91) 22-6728 3232/3050/3000
Sanjay Vora  
**Batch 2012-13**  
Head- Poruction Planning, Method & Control- Operation  
Astral Polytechnik Limited, Ahmedabad

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

Deepa Methil  
**Inside Sales Account Manager**  
SoftwareONE India

Narayan Palani  
**Batch 2011-12**  
Quality Assurance Engineer  
Lloyds Bankng Group, London

Keya Ghosh  
**Batch 2011-12**  
Project Lean, Accenture, Bangalore
## Placement Highlights 2017-18

<table>
<thead>
<tr>
<th><strong>170</strong></th>
<th>TOTAL COMPANIES VISITED ON CAMPUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>40</strong></td>
<td>NEW RECRUITERS VISITED ON CAMPUS</td>
</tr>
<tr>
<td><strong>99 %</strong></td>
<td>FINAL PLACEMENTS</td>
</tr>
<tr>
<td><strong>₹15.5\text{LPA}</strong></td>
<td>HIGHEST PACKAGE</td>
</tr>
<tr>
<td><strong>₹10.7\text{LPA}</strong></td>
<td>AVERAGE PACKAGE</td>
</tr>
<tr>
<td><strong>100 %</strong></td>
<td>SUMMER PLACEMENTS</td>
</tr>
</tbody>
</table>

| **16%**   | FINANCIAL SERVICES |
| **15%**   | CONGLOMERATE       |
| **10%**   | MANUFACTURING AND FMCG |
| **24%**   | BANKING & INSURANCE |
| **23%**   | IT SECTOR          |
| **12%**   | CONSULTING         |
Prominent Recruiters
Contact Us

Enroute 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

SIMSR on Map:

K.J. Somaiya Institute of Management Studies and Research,
Vidyavihar (East), Mumbai 400077
Maharashtra, India

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Sangam Singh (RM)

Content Team:
Shreya Matta (IB)
Suparna Kukreja (HCM)

simr.somaiya.edu