

K.J. Somaiya Institute of Management Studies and Research

Vision of the Institute: To be among the top 100 B-Schools in the World by the year 2025

Mission of the Institute: To continuously innovate and use best practices of governance in all operations.



K.J. Somaiya Institute of Management Studies & Research was established by Pad-mabhushan Late Shri K J Somaiya in 1981. It is ranked 9th amongst all business schools in India by Business world dated 27th June 2011. It ranks among the top 5 B-Schools in Mumbai. K.J. Somaiya 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 Institute has been able to achieve consistently good record of placements in large Indian corporate and MNCs. The figure stands at almost 100%.SIMSR was recently granted **autonomy** for the excellence it has achieved in imparting knowledge and overall development of students. The Institute is free to decide its own curriculums in tandem with the industry requirement and has an edge over other institutes which follow the same university method of teaching which is out-dated according to industry experts



K J Somaiya
Institute of Management
Studies and Research

ACHIEVEMENTS:

- Awarded the “**Best Management Institute of the Year 2008**” by Bombay Management association
- SAQS Accredited by AMDISA for 5 Years with effect from January 2013
- Certified as ISO 9001:2008 by Bureau Veritas Certification
- Apart from these achievements the Institute has been able to achieve consistently good record of placements in large Indian corporate and MNCs. The figure stands at almost 100%

ABOUT THE FACULTY

The Institute maintains a healthy **faculty student ratio of 1:15**. It has 98 core faculty members, 35 of them have Ph.D; 28 faculty members are at various stages of completing Ph.D

At SIMSR industrial application of learned concepts is far valued than just rote learning, to facilitate this we have guest lectures by prominent people of the industry and students are encouraged to take up concurrent projects and internships for the same

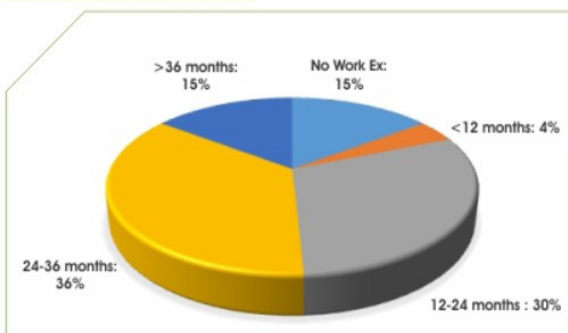
BATCH PROFILES OF STUDENTS

The Institute provides varied types of programs like **PGDM, MMS, PGDM(IB), PGDM(FS), PGDM (Communications) and PGDM(RM)**. It provides specialisation in fields like Marketing, Finance, Human Resources and Operations

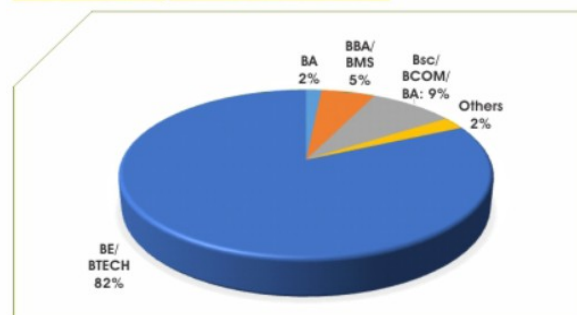
PGDM (Batch Profile):

- The post graduate diploma offers specialization in the main four functional areas of Marketing, Finance, Operations and Human Resources
- A rigorous selection process is followed wherein equal weightage is accorded to educational qualification, work experience and past academic record
- It is a mandatory residential course to maximize the learning and is approved by the All India Council for Technical Education

PGDM- Work Experience



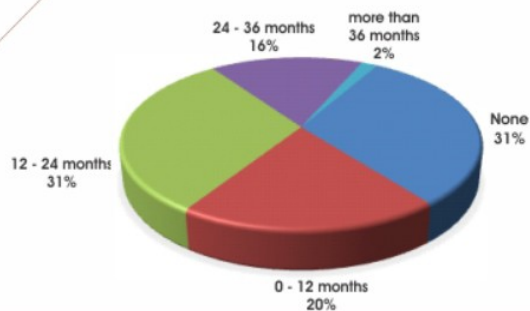
PGDM- Undergraduate Specialization



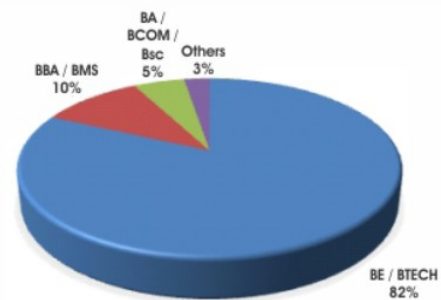
MMS (Batch Profile):

- Started three decades ago. It is one of the most sought after university course and averages 99%ile in entrance tests like CMAT
- Students of MMS get international summer internships offered by governments of prominent countries in Europe
- Students specialize in the four key functional areas namely Marketing, Operations, Human Resources and Operations

MMS- Work Experience



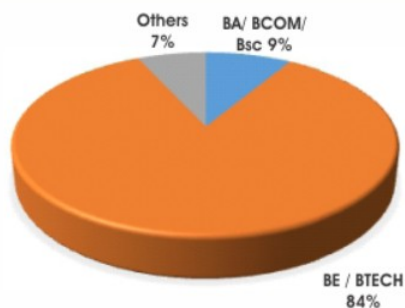
MMS- Undergraduate Specialization



PGDM (International Business):

- Started in 2000 it caters to increasing corporate requirement of versatile managers with a global mind-set and international perspective
- Apart from a healthy blend of the core management subjects it has specialised subjects for international business and foreign languages
- It is an AICTE approved course

PGDM-IB- Undergraduate Specialization



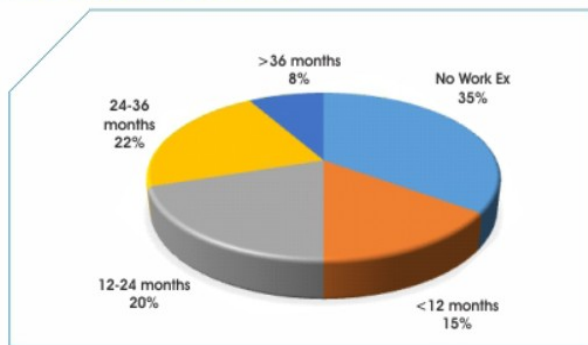
PGDM-IB- Work Experience



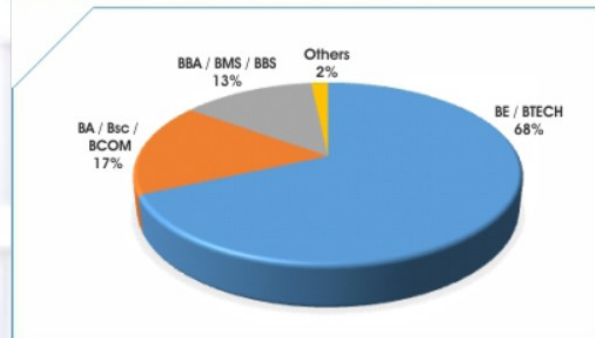
PGDM (Financial Services):

- It has an exhaustive course curriculum with a judicious mix of topics from accounting, financial markets and investment banking
- Although it is a financial course it is ensured that students from diverse academic and cultural backgrounds are selected
- This program was initiated to satisfy the industry needs of specialised finance professionals which are job ready

PGDM FS- Work Experience



PGDM FS- Undergraduate Specialization



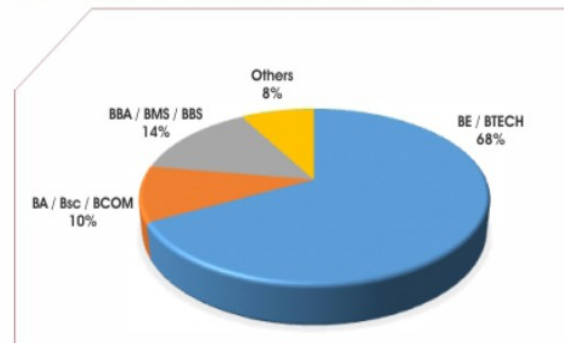
PGDM (Communications):

- This program offers a unique blend of general management subjects and a healthy combination of traditional and new media including social media communication, communication planning and strategy and creative development techniques
- It is an AICTE approved course which is an upstream and specialises students in the communication domain and makes them job-ready to be absorbed by domestic and global brands alike
- SIMSR is one of the very few colleges to provide such a specialised course

PGDM COM- Work Experience



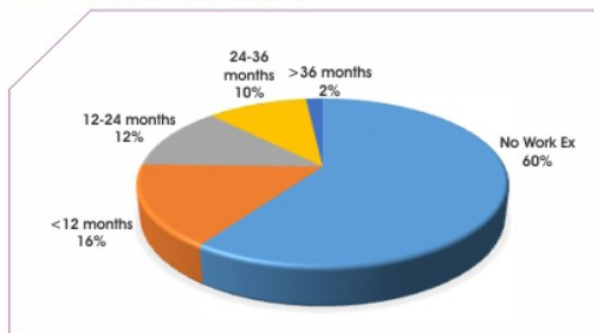
PGDM COM- Undergraduate Specialization



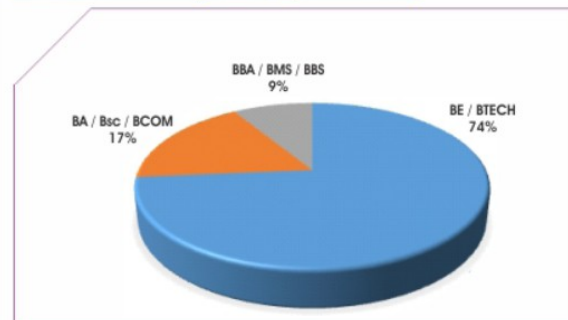
PGDM (Retail Management):

- It is a super-specialization course in the front end of marketing. The objective of this course is to make management specialists who can assist in modern retail formats
- The course is in the seventh year of its inception and is regularly updated keeping in minds the diversely changing retail sector
- The students have over the years been getting placed in best Retail organizations in India and abroad and this figure is expected to get better with the opening up of FDI in Retail

PGDM RM- Work Experience



PGDM RM- Undergraduate Specialization



APART FROM ACADEMICS:

- SIMSR also has the best infrastructure for its students ranging from various sports facilities, a social and entrepreneurship development cell for satisfying the diverse needs of its diverse students.
- A recent endeavour undertaken by the institute is of assigning mentors to each of its students who guide the students according to their strengths and promote their abilities in the right direction such that the students never lose out due to any of their weakness.
- SIMSR has an active alumni committee, since it is aware that an institution is best known by the way its alumni are connected to their Alma matter. An alumni committee helps in building a healthy network among the students and the alumni
- SIMSR has a fantastic entrepreneurship cell which helps inculcate entrepreneurial mind-set among students and helps the budding entrepreneurs by providing opportunities as well as in solving difficulties
- Entrepreneurship cell of SIMSR has started a short term course under the able mentorship of Prof. Radha Iyer where in budding entrepreneurs are trained in the art of entrepreneurship, besides the latent talents of students are also excavated



About Entrepreneurship Cell of SIMSR

K.J. Somaiya Institute of Management Studies and Research has one of the best entrepreneurship cell of all colleges in India. It is called as Pathfinders E-Cell. At E-Cell we help budding talent find their paths in the murky darkness of the entrepreneurial world. The path of an entrepreneur is filled with thorns, we do not get rid of the thorns but give tips on how to be safe from them

We at E-Cell have a mission to bring the brightest ideas from around the nation to the forefront by organising timely entrepreneurship activities and ensuring exposure to entrepreneurs. In order to facilitate the above process we carry out activities throughout the year for a complete holistic development of budding entrepreneurs



Entrepreneurship has a relation with all the specialization fields, hence a person having an entrepreneurial mind-set is easily able to work in any of them and does not have issues such as being a specialist of one and not having information about others



The entrepreneurship cell also believes that networking is the way forward and helps in facilitating networking of students. When a firm or an entrepreneur faces any difficulty pathfinders ecell comes forward and helps it out by introducing the entrepreneur to the right person who can help him in that situation

Some of the major events organized by Pathfinder E-Cell:

Ennovate :

Ennovate is a business plan writing workshop where students of SIMSR are taught the methodical approach to write a business plan with ample of examples. This highly celebrated event is mentored by a competent faculty of SIMSR and is one of the most sought after events since the students get to learn this coveted art from one of the best available in the industry

Eyedea :

It is a business plan writing competition where in a live issue which is faced by any entrepreneur/ firm is presented to the students and the students have to come up with a solution for the same

It is a nation-wide competition where SIMSR students compete with all and have often been victorious. The panel for judging the same are selected from amongst the industry big-wigs and also comprises of the entrepreneur facing the problem

Nostalgia :

It is an alumni reunion where in the students return to their Alma matter. It is one of those events which facilitates networking for the students, and helping them meet like-minded people from their junior batches

One of the alumni of SIMSR is the famed Aatish Kapadia of Hat's Off Productions who had enthralled the audience with his wit at last year's event. This proves the pull the institute has on its students which yearns them to return after many years

Samavesh :

It is an event where in panel discussions are carried out among entrepreneurs which helps a healthy exchange of ideas to take place

The winner besides getting a hefty prize money also walks home with a bag full of ideas and advices from his peers, competitors and seniors in the industry

It is a win-win event for all since everyone leaves from the event a little more knowledgeable and sometimes enlightened with new ideas

Riddl:

It is an incubation centre where ideas are nourished till the time that it is right for them to be launched, since an idea that comes before or after its time has seldom succeeded

Students are helped by providing monetary help through angel investors till they time the business becomes self-sustaining

Today's beginners are tomorrow's legends and hence the main point at riddl is no one's idea is under-estimated



SOME CAMPUS VENTURES:



These are some of student ventures that are running in Somaiya that too profitably. It is one of the major achievements of the Entrepreneurship Cell.

The Entrepreneurship Cell at SIMSR is one of the most valued entities here. It is a privilege for any student to be a part of it and we would like to extend a hand to you in becoming a part of this great legacy i.e. Pathfinders Entrepreneurship Cell

WHAT ARE CONCURRENT PROJECTS?

Concurrent projects are short term projects under which a company can assign its work to a Management student. The task that he may be assigned could be remotely associated to the management education yet it gives exposure to the student about the real scenario in which a company normally functions.

A student studying **Marketing** could be assigned the task of carrying out market research regarding the viability of a company's product, he could be assigned to design a strategy for the product, he could be given a task to collate certain data, and much more

A student studying **Finance** could typically carry out tasks related to where a company could carry out cost savings, he/she could study the statistics of the company and provide solutions to various finance related problems like how to increase profits, where can inputs be reduced, any redundant task that is consuming company's finance unnecessarily

A student studying **Human resources** could help in improving the output of company's prime asset i.e. human support. He/she could help the HR team in various tasks that an HR team normally carries out. He/she could prepare presentations and also meet prospective clients and much more

A student studying **Operations** could basically help out in improving mechanical outputs of various machines that are functioning on-site. He/she could re-design the models by applying the latest methodologies that he has studied to improve overall output

Besides all the above mentioned tasks a management student can do much more and has an insatiable thirst to learn. We would personally meet you and help you identify the different areas where **our students can help reduce your work-load** and at the same time learn diverse concepts practically.

The company could also provide summer internships to students. These are like normal paid internships that a student does for a period of normally 2 months when he/she gets his summer vacations.



SOME EXAMPLES OF CONCURRENT PROJECTS

Example 1:

Company requirement (Auto industry): To look at the market feasibility of launching a new model and the various government regulations pertaining to it, a complete understanding of Indian automobile industry.

Intern's execution: The intern looked at the macro business environment in India carried out the detailed analysis of the automotive components sector as well as the auto-components distribution sector in India. Besides that the intern looked at Government initiatives as well as regulations in this sector including that for importing components and distribution in India. All the data was provided along with a business model analysis (hub-spoke vs. direct branches), an investment review (SWOT, Porters 5 forces, trend analysis), overview of and comparison to other "specialist" players in the industry

Example 2:

Company Requirement (Consultancy Firm): To develop expansion strategy for the company which provides consultancy services to small and medium enterprises

Interns' Execution: The intern helped in setting up strategic offices in Pune and Nasik. Conducted in-depth primary research and secondary research to understand the SME market in these two cities. The intern also worked on roles involving strategizing, planning, decision-making, operations handling and partial execution of the strategy. He finally developed project report and submitted it to the company. A major portion of implementation and execution was carried out by the summer interns



WHAT IS IN IT FOR YOUR FIRM?

- SIMSR is one of the top five Mumbai colleges and attracts the best students from across India and abroad
- We at SIMSR would like to build a relationship through this opportunity and would be forever at your disposal trying to help you out by providing human resource, networking with other firms and tackling other issues even after this fair ends
- Your firm even gets the first chance to recruit the cream students into your permanent work-force once they complete their degree by 2015
- Once the concurrent project is complete students would be in-touch with you to assist you in different tasks/issues that the company is carrying out/facing
- Students are young minds with many out-of-box ideas which could be fruitful for the company

The prime point is that if a student is working on a concurrent project with your firm, he would be doing it for the minimal stipend as the key motivation behind doing such projects is gaining practical experience and applying management concepts learned in the curriculum

Lastly Mark Zuckerberg (Facebook)/ Steve Jobs (Apple)/ Bill Gates (Microsoft) were equivalent to fresh college graduates who were filled with ideas that revolutionized the world, SIMSRites hope to do the same for you

A student even after his internship/concurrent project ends would be in-touch with the company to help them out in tasks assigned to him by your firm in the best possible manner

CONTACT DETAILS:

K.J. Somaiya Institute of Management Studies and Research

Vidyanagar, Vidyavihar (E).

Mumbai - 400077.

Phone: +91-22- 6728 3000 / 6728 3050

Fax No . +91-22-2102 7219

Email: info.simsr@somaiya.edu

Our Team of Pathfinders Ecell:

Faculty Incharge:	Radha Iyer	9820440178,radhaiyer@somaiya.edu
Convenor:	Chirag Mehta	9167943797,chirag1510@gmail.com
Co-convenor:	Gaurav Jakhotia	9920062244,gauravjakhotia@gmail.com

Other Members:	Mobile No.	Other Members	Mobile No.
Sagar Shah	9890099161	Survi Rathi	9920613236
Hiral Chauhan	9029204888	Vasudha Sharma	8283060989
Harshvardhan Jain	9545368273	Parag Bhandari	7758833388
Tanisha Nanda	9930019273	Mayur Biyani	9969169925
Shikha Mehta	9820318537	Sagar Kolhe	9920033412

