



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

1st August 2020

Director's Address - Inaugural of MBA Batch 2020

On behalf of the Honorable Chancellor of Somaiya Vidyavihar University Shri Samir Somaiya, Honorable Vice Chancellor of Somaiya Vidyavihar University Prof Rajasekharan Pillai, Secretary of the Somaiya Vidyavihar Trust, Lt. Gen. Jagbir Singh, Programme Coordinators and Co-Coordinators for the MBA programmes, my faculty colleagues, staff, students and alumni of K J Somaiya Institute of Management, it gives me great pleasure to welcome all the incoming students and their parents - to the inaugural ceremony for the MBA Core / MBA International Business (IB) / MBA – Retail Management (RM) / MBA – Financial Services (FS) / MBA – Integrated Marketing Communications (IMC) / MBA – Healthcare Management (HCM) / MBA – Human Resources (HR) and MBA – Sports Management (SM) Batch 2020-22.

I welcome our Chief Guest Mr. Pradip Shah. He is honorable member of the Governing Body of Somaiya Vidyavihar University and doyen of the Indian industry.

This is a momentous occasion for us – we have been preparing to welcome and start the MBA Batch 2020 under the Somaiya Vidyavihar University since quite a while. The ride so far for the institute has been a 360 degrees roller coaster ride, especially after the lockdown was announced in March 2020, without anyone of us knowing how long this entire lockdown would last. I sincerely thank and appreciate the admissions committee for tirelessly working and bringing the best of you to our institute.

The institute showed great agility and resilience and very quickly got onto the various digital platforms to complete the important tasks of admissions, placements (both summers and final), conducting online exams, meetings, organizing panel discussions, planning for the next academic year and so on. We have also been discussing about the digital transformation of the institute and what all we should be doing going forward. This is the new normal and we all have to work keeping in mind the various limiting factors, which at the same time are also throwing up interesting new opportunities and challenges.

Inspite of the global pandemic, the institute launched two new programmes in 2020 – the MBA Human Resources and MBA Sports Management with 30 seats each and these programmes have been very well accepted by our incoming aspirants. This speaks a lot about the institute reputation that has been built over time since 1981.

I thank each one of you for reposing your faith in us.



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The competitive scenario has changed but the institute has held onto its position and become even better and stronger. We welcome more and more competition and challenges, as it helps us to become even better and better.

The theme for our communication this year very aptly is CATCH THE NEW WAVE.

I am really very happy to inform you that we have already launched our final placements brochure for the Batch 2019-21 and are going all out to woo the companies and get the most coveted placements for our students.

Your institute is located in a beautifully landscaped 50 acre campus right in the heart of Mumbai. We are all waiting for campus classes to begin. We are committed to provide management education that is grounded in our values and traditions and is contemporary and holistic and prepares you for industry 4.0 and beyond. The pedagogies that are followed are a mix of chalk and talk, case studies, simulations, experiential learning opportunities, projects, assignments, masters thesis, guest lectures, technology tools based teaching like Bloomberg labs, holistic self-management classes, sports and so on. The on campus incubation centre RIIDL will help you to hone your entrepreneurial ambitions.

Our pedagogy and subject lists are continuously updated through our illustrious Board of Studies to reflect the fact that both faculty and students are in sync with the new Industry 4.0 + requirements. In line with the new emerging employment opportunities and requirements of the industry, we have created the Department of Business Analytics and renamed our IT department as the Department of Data Science and Technology.

The focus areas for the institute are **on developing international quality standards**. The institute has been ISO 9001 certified by Bureau Veritas since year 2000 and is in the process of acquiring the US based accreditation for business schools – the AACSB – having cleared 3 review cycles. The AACSB accreditation has got delayed due to the lockdown. We are hopeful of getting the coveted AACSB accreditation by Sept 2021. The institute has developed a network of international university partners, and regular faculty and student exchange takes place alongwith organizing international conferences. In 2019-20, the institute received students from 3 foreign universities (DHBW, Germany; University of Edinburgh, UK, University of Alberta, Canada). Collaborative Funded Research Proposal was submitted with two partner university also.

Overall, faculty members presented more than 20 papers in various National and International Conferences, Papers Published in International Journals - 16, Papers Published in National Journals - 6, Books & Chapters published – 4, Research Undertaken - 36, Awards Won by faculty - 5. Our institute journal Business Perspectives and Research, which is a Sage Publication with 3 issues per year is now a Category C publication under the ABDC 2019 listings. Our Institute won the



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'Best Institute Award' by Bombay Management Association in March 2020. We are yet to receive the award – definitely after the lockdown gets over!

Our illustrious members of the Governing Council, Board of Management, Academic Council and Board of Studies continuously guide and mentor us to become world class.

Placements Data:

For a business school, the proof of the final outcome is its placements. Although the economy was passing through a sluggish phase, we had a good pool of recruiters who hired from K J Somaiya Institute of Management in 2019-20.

The salient features of how the Placements scenario unfolded for Final Placements for Batch 2018-2020 and Summer Internships for Batch 2019-21 from early March 2020 to June 2020 are as follows:

Final Placements

The Final Placements season got short-closed on 14 March, 2020 because of the pandemic situation; by which 97% of the students were already placed.

About 17 students remained unplaced. However efforts were made to provide opportunities to these students to participate in the recruitment process of newer companies and get them placed.

- The Average salary of Top 100 Offers was Rs. 12.75 lacs
- Highest salary: Rs. 28.50 lacs pa.
- Average salary: Rs. 10.03 lacs pa.
- 165 recruiters visited our Campus for Final Placements.
- 39 new recruiters were added to the pool for final placements.
- 15 students received offers from dream companies (got 2 offers each)

Many students have already got onboarded onto their companies for final placements and some have delayed the onboarding a bit. The CMCR Team - Career Management and Corporate Relations Team - are regularly interacting with our recruiters. And as per information available, it is expected that 50% of the students should be on-boarded by 31st August 2020 period.

For PGDM-Healthcare Management, (first batch passing out), out of the pool of 14 students, 10 students got placed.

Summer Internships

The Summer internships of 517 students seeking projects were confirmed by the first week of March, 2020. However as we progressed into April 2020, some internships got cancelled and other internships that mandated work in the field, were not doable because of the adverse situation prevailing in the environment. This posed a tremendous challenge.



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Hence, students were required to do internships by working from home only.

By April, 2020, only 229 internships appeared to be doable in the virtual mode and leaving a question mark on those internships of the remaining 288 students.

The CMCR office and the Placement Committee got into action in April 2020 third week and reopened the Summer Placements Process window. This was meant for students who were keen to look for newer internships.

Extensive contact with industry was re-established to help us secure new summer internship opportunities for students, who were desiring the switch.

This involved coordinating and facilitating elaborate placement processes so that the companies could select only those students whose profile matched their requirements.

That our CMCR team, Recruiters and Students were at home in far-flung areas of the country was a tremendous operational challenge. However we rose to the occasion and delivered.

Finally, 497 students did their summer internships in the virtual mode with all of them working from home, 14 students opted for a Coursera certification. Those students who could not do their internship with the industry were allowed to do a 'Coursera' Certification in place of the Summer Internships. This timely decision helped in reassuring the students of the options available, just in case internships do not fructify. We had thrown open the coursera option to all our students who wanted to enhance their learning.

Summer Internships would have normally closed by 30th June 2020. However after extensive discussions the last date was extended till 18th July, 2020 and internships closed on this date. After that, we held the third trimester exams online for these students and the second year classes will start from 3rd Aug 2020.

Alumni Relations

With an alumni base of over 12,000 alumni spread across the globe, it is a constant endeavor of the Alumni Relations Team to connect & collaborate with our alumni. With many of our alumni becoming industry leaders, the institute takes pride in them and celebrates their successes. The Alumni Relations team engages alumni for various institute activities right from the admission process, mentoring students, as jury members for various events & competitions, etc. During the induction program, we will have 50+ alumni coming for guest lectures, experience sharing & other activities. Since the lockdown, we have regular online knowledge sharing sessions with our alumni called as 'AlumSpeaks on the Go'.



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Regarding the living experience on campus:

Mess facility, gymnasium, laundry service, sports facilities, medical facilities, counselor and yoga practice facilities are available. Once you are on campus, care will be taken to ensure social distancing norms.

Medical Room is situated in the ground floor of the Maitreyi Hostel and can be used 24x7. We also have 2 counselors on board.

Discipline in all aspects of our lives is a virtue that cannot be ignored anymore. We want you to be amongst the best in your peer groups and make your parents and Alma Mater proud of you.

The 2 week induction programme starting from 3rd Aug 2020 has been prepared with great care and covers a host of subjects like

1. Management Knowledge - Master's Thesis, Online Databases, Webinars,
2. Bloomberg Lab, Storytelling through Qualitative Data, Excel for Management,
3. Basics of Economics, and Accounting
4. Critical Thinking - Case Analysis, Introduction to Business analytics
5. Team Orientation - Book Review, Mock GDPI, Debate
6. General Awareness - Guest Lectures, Orientation to Entrepreneurship, Crisis Management, Rescue Management / CPR
7. Communication Skills - Communication Skills, Debate
8. Ethical Responsibility - Social Media Responsibility

Apart from the above we have modules that address Self and Personality Development of the students which include HOLSEM, Yoga, Dance Fitness, Creativity Workshop and Etiquettes and Grooming.

I am sure you will really enjoy and appreciate the induction programme.

Your regular classes begin from 17th Aug 2020.

On behalf of the institute, I once again welcome you all and thank you for reposing your faith in us.

Let's work together to make our parents, alma mater and country proud of us.

Best wishes,

Prof. (Dr.) Monica Khanna
Director
K J Somaiya Institute of Management