



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management

(A Constituent Institute of Somaiya Vidyavihar University)

3-Year MBA Part-Time Marketing Management

(Batch 2021-24)

Catch the New Wave

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now a constituent institute of the Somaiya Vidyavihar University since August 2019) with the objective of providing state-of-the-art education in management and allied areas. The institute is consistently ranked among the Top-25 Management Institutes and Top 10 private sector B-schools in India.



Located in the Financial
Capital of India



Experienced
Faculty



Latest
Pedagogy



Lush Green
Campus



World-Class
Sports Infrastructure



Holistic
Learning



Active
Student Life



International
Linkages



Strong Industry
Connect



Rich Alumni
Base

3-Year MBA Part-Time Programme

Marketing Management

Intake: 60 Seats

Purpose of Part-Time MBA

- Making students into competent value-driven professionals
- Providing strong grounding in management principles and processes
- Imparting holistic education incorporating ethics, good governance & social responsibility
- Competencies in chosen specialization areas

Programme Highlights

- The 3 years MBA Part-Time Marketing Management programme is a specialization course in Marketing exclusively delivered in Mumbai city.
- This intensive MBA Part-Time Marketing Management covers comprehensively a wide range of specialized Marketing subjects ranging from Brand Management, Digital Marketing, B2B Marketing, Integrated Marketing Communications
- Specialized and trending subjects like Diversity and Inclusion, Entrepreneurship, including exclusive courses like Luxury Marketing, Retail Management and Rural Marketing
- Participants of this course have immensely leveraged their skills and experience to enhance their career and have substantially moved up the corporate ladder in such aspirational organizations such as Google, Accenture, Dow Chemicals, CIPLA, Dream 11, to name a few
- A mix of Classroom + Online Learning

Programme Structure

- The programme is of three years duration, divided into nine trimesters
- Each trimester is of approximately 24 weeks
- In the first year, compulsory general management subjects are offered
- In the second year, specialization subjects are offered
- In the third year, specialization subjects are offered along with a bouquet of electives

Programme Objective

The objective of this programme is to Identify core concepts of marketing and the role of marketing in business, government and society. The programme seeks to analyze marketing problems and provide solutions based on a critical study of marketing information. It seeks to develop an integrated top management perspective, which is necessary for enhancing the career perspective of the candidate.

Further the programme will

- Enhance the skills required in marketing
- Help in analysing and creating marketing strategies for brands
- Learn newer courses further enabling the development of an individual
- Effective leadership development required for a marketing professional

Eligibility Criteria

Minimum of 2 years of work experience after graduation in any discipline from a recognized university with Executive/ Supervisory level

Reasons to Study at Our Institute



Hybrid Learning (Online + Classroom)

- Online weekday lectures
- Case-based and experiential classroom sessions on weekends



Faculty

- 77+ well qualified faculty with rich industry and research experience
- Visiting faculty lectures by Eminent Corporate Professionals



Rich Alumni Base

- Large alumni base excelling professionally. Leaders in top notch organisations
- Actively associated in building networks and serving as mentors



Active Student Life

- 28 students' committees
- Leads to professional and cultural growth of students
- Promotes and develops leadership qualities



CSR Initiative

- Chhota Sikka is a CSR project by the MBA Part-Time students, wherein they visit Nareshwadi learning centre in Dahanu village, Maharashtra. Students distribute gifts, play games and interact with the underprivileged local school students



Holistic Learning

- Yoga & Buddhist Centres. Facility to learn foreign languages
- Rich learning culture through co-curricular activities

Infrastructure



Technology Based Learning

- Bloomberg Lab
- Media Analytics Lab
- Geared with software packages such as SPSS, AMOS, SAP-ERP etc



Library

- Fully computerized library
- 150 Periodicals
- Harvard Case Subscriptions
- 95000+ Books
- 20+ E-databases



Sports Facilities

- Badminton, Squash & Tennis Courts
- Athletic Track & Open air chess
- Gymnasium
- Volleyball & Basketball Courts
- Yoga, Tai Chi



Hostel

- Separate hostels for boys & girls
- Well Equipped with facilities such as internet, mess, activity room, night mess, laundromat



Medical Facilities

- On call doctor and round-the-clock medical dispensary
- Counsellor



Auditoriums

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

Admission Process
Selection Parameters
Important Dates
Fees

Scan the QR code to know more



<http://bit.ly/3bV30iR>

Last day to apply

30th June, 2021

Illustrious Alumni from MBA Part-Time Marketing Management Programme

Sudhir Shenoy

Batch: 2000
CEO & Country President
Dow Chemical India

Suphal Mehrotra

Batch: 2000
Sr. VP & Head –
Enterprise
Atria Convergence
Technologies

Sanjay Podder

Batch: 2000
Managing Director
Accenture R&D Labs

Jaideep Kewalramani

Batch: 2004
Chief Executive
Officer
Legasis



Contact Us

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