



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management

(A Constituent Institute of Somaiya Vidyavihar University)
Mumbai, India

MBA Part-Time Management Programmes

(Batch 2022 - 25)



Be Distinct - It Opens Vistas of Opportunities



OP/03/QR/04

Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.



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Chancellor's Message



Shri Samir Somaiya
Chancellor
Somaiya Vidyavihar
University

Welcome to Somaiya Vidyavihar University. We are a place where you can explore new possibilities, pursue your passion, and above all, find yourself.

Our motto is: ज्ञानादेव तु कैवल्यम् | Knowledge alone liberates. Knowledge 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.

The education we provide will reflect its timeless fundamentals, its current context, and applications. We will strive to provide you 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 and holistic. With projects that are 'real' and those that complement the learning inside the classroom. We want you to be at the cutting edge of change, to incubate companies, to create NGOs, and pursue any field of your passion. Our education will also instill an appreciation for art and culture, the Indian tradition, and will include sports as a part of the campus experience. We want each of you to 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. I invite you to come and be a part of our community and to further this mission.

Vice Chancellor's Message



**Prof. V. N. Rajasekharan
Pillai**
Vice Chancellor
Somaiya Vidyavihar
University

I have great pleasure in welcoming the prospective management education aspirants to the Somaiya Vidyavihar University, Mumbai for their studies in the university's K J Somaiya Institute of Management. 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 maximisation of the opportunities for the cost-effective management education and training, globalisation, localisation, contextualisation and individualisation of curriculum and transactions are necessary.

Bearing these basic principles and dynamic challenges, we at K J Somaiya Institute of Management have been at the forefront of quality and responsible management education in the country. Our Master of Business Administration (MBA) 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 institutions are the hallmarks of K J Somaiya Institute of Management and the Vidyavihar campus of the University. Our academic credentials, achievements, national and international accreditations and recognitions put us among the top-most institutions in the country. I am extremely glad to welcome you as a student of this premier management institute in the Somaiya Vidyavihar University. Once you are here, I am sure you will enjoy the best of teaching and learning, research and community experiences in your student life.

Director's Message



Prof. (Dr.) Monica Khanna
Director, K J Somaiya
Institute of Management
Dean - Faculty of
Management Studies,
Somaiya Vidyavihar
University

BE DISTINCT - IT OPENS VISTAS OF OPPORTUNITIES

K J Somaiya Institute of Management, Somaiya Vidyavihar University, works with a mission to foster a spirit of inquiry, enable livelihoods, encourage innovations and create good citizenships.

The Institute has evolved offering core MBA, domain specific and multi-disciplinary MBA programmes in step with the requirements of the various sectors of the industry and growth opportunities in the economy. However, with the emergence of new industry verticals and start-ups that are riding on the advances and applications of technology to traditional sectors, rapid development of new business models based on human-computer interface, intense disruptions and competitions, integration of rural and urban markets due to mobile and internet penetration, blurring of knowledge boundaries, requirements of agility and adaptability along with emotional maturity as the new business skill sets, the Institute has carried out intense internal deliberations and discussions on the future of management education and how it should be delivered to the incoming students.

The Institute has re-cast its current 3 year part time MBA programmes under one umbrella to offer a unique MBA Part Time programme from AY 2022 that gives the students an opportunity to carve their own professional and knowledge profiles through the selection of their area of specialization from the second year of study – the students will study a wide range of subjects from the core management functions to specific subjects from their chosen area of specialization. The Institute will also offer incoming students an opportunity to learn from its sister Institutions of Somaiya Vidyavihar. The Institute has subscribed to several e databases including the Coursera for Campus, to facilitate holistic learning for the students who

Director's Message

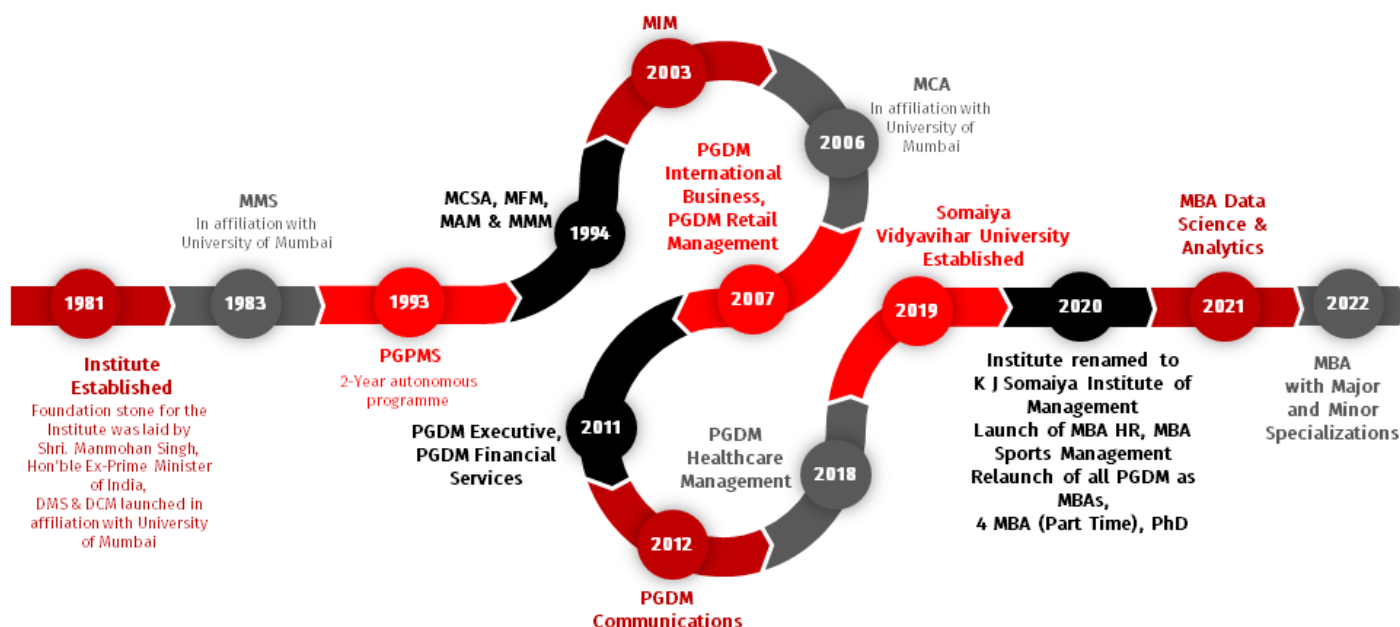
are mid-career professionals. Thus becoming a truly global business school, in line with the offerings of the leading business schools in India and abroad.

These initiatives along with facilities for experiential learning, sports, etc. help students to develop their physical, emotional, spiritual and adaptive quotients as they get to work on individual and team assignments. Studying in a 50-acre lush green campus in the heart of Mumbai creates a pure academic learning ambience which adds immense value to the student community.

Industry 4.0 requires fresh enthusiastic minds bubbling with creative energy. The Institute is committed to training and developing such talent that can take on the challenges of a disruptive world faced with black swan events like the COVID pandemic. We truly believe our highly qualified and experienced faculty and committed staff can help the students to realise their full potential.

I invite you to join our Institute and prepare you for a great career and life journey ahead.

Important Milestones & Beyond



K J Somaiya Institute of Management

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 citizenship.



K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to 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. The institute offers Doctoral Programmes, full time, part time and executive programmes in Business Management with specializations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Data Science & Analytics, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customized and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs.



Programmes in Focus

MBA Part Time Management Programme

Specializations Offered (from second year)

- Marketing
- Finance
- Human Resources
- Data Science & Analytics

Purpose of MBA Part-Time

- 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 programmes offered, are reviewed by Subject boards of different subjects
- Subject boards comprises of industry experts & experienced academicians
- It makes the programme up-to-date and relevant for industry
- It also increases career enhancement for the students
- A mix of Classroom + Online Learning

Thursday & Friday – 7.00pm to 10.00pm (Online Classes)

Saturday – 3.00pm to 6.00pm (Classroom)

– 6.30pm to 9.30pm (Classroom)

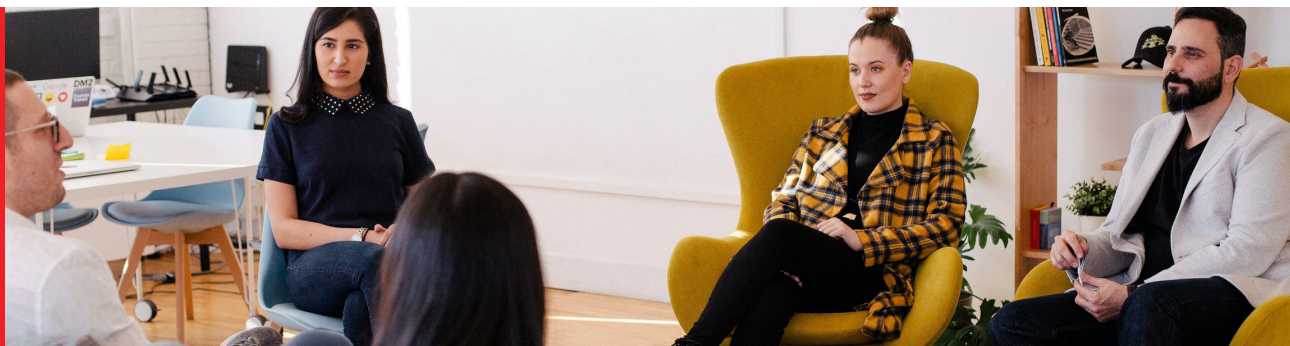
Sunday – 9.00am to 12.00pm (Classroom)

– 12.30pm to 3.30pm (Classroom)

Note: Classroom lecture mode will depend on Government / UGC circulars

Programme Structure

- The programme is of three years duration
- Divided into three trimesters for a year
- Each trimester is approximately 12 weeks
- In the first year of the programme, common management courses 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 Highlights



MBA Part Time Management Programme Specialization in Marketing

Objectives

India is an important part of the Global Village- All the Marketing, Media and Communication conglomerates have an India Focus and help align with overall business objectives to communicate to internal and external stakeholders. Skilled talent is the need of this function of management. The marketing specialization engages various techniques, designed to equip students to take on leadership roles in an increasingly complex and dynamic global and marketing scenario. The objectives of the three year MBA Part Time Management Programme are:

- To enhance managerial and leadership capabilities of students, promote innovative mind-set, entrepreneurial zeal, and understanding of the Marktech, ecological & economic environment.
- To build student competencies, improve marketing and communication skills and enhance marketing knowledge to take their organizations to the next level.
- To gain critical input in areas like market analysis, integrated marketing communications, digital marketing, brand management, consumer behaviour, competitor analysis and other important areas of marketing.

Learning Outcome

Decision making, critical thinking and research orientation with respect to marketing.

Career opportunities

- Television
- Print
- Digital Advertising
- OOH
- FMCG,
- Consumer Durables
- Retail
- Marketing Consultancy firms
- Event Management companies
- Sports Management

Credit requirements

The total credits required for the completion of this degree are 144 and the total marks are out of 4800 for three years.

Important courses

- Consumer behaviour
- Strategic Brand Management
- Integrated Marketing Communications
- Advance Marketing Strategy
- Services Marketing
- Retail Management
- Digital and Social Media Marketing
- B2B Marketing

Programme Highlights



MBA Part Time Management Programme Specialization in Finance

Objectives

Finance is one of the most important function in any business. Financial knowledge is required for designing and implementing finance related Policies. The MBA Part Time Specialization in Finance management program is designed to give training to students in various areas of finance and enable them to take appropriate finance decision.

Learning Outcome

Financial decision making and leadership in different aspects of finance domain of Business at domestic and Global level.

Career opportunities

The program is designed for working executives to go ahead in their career. However there are career opportunities in the following areas:

- Corporate Financial Departments
- Financial Markets
- Financial Regulatory bodies
- Commercial Banks
- NBFC
- Credit rating agencies
- Investment management companies
- Insurance companies

Credit requirements

The total credits required for the completion of this degree are 144 and the total marks are out of 4800 for three years.

Important Courses

- Advance Financial Management
- Financial Markets
- Corporate Law
- Securities & portfolio Management
- Derivatives and Risk Management
- Investment Banking
- Infrastructure Project Finance
- Management of Banks
- Mergers and Acquisitions
- Fixed Income Securities

Programme Highlights



MBA Part Time Management Programme

Specialization in Human Resource

Objectives

Acquiring, managing and retaining the best human resources at the work place has become a challenge. With an increased recognition of the critical issues in managing human resources in business organizations, the specialists – MBAs in HR are needed for deploying their skills to hire, manage and retain talent in these challenging times. MBA Part Time Specialization in Human Resource is offered by K J Somaiya Institute of Management to make HR professional ready to take up senior HR positions in the organization.

Learning Outcome

Students will learn about applying and executing various HR functions along with an understanding of various business functions. Students will learn to manage individuals, groups and various HR processes to achieve departmental and organizational goals.

Career opportunities

- Talent Acquisition
- Talent Development
- Salary Rewards & Benefits
- Employee Relations
- Analyst
- HR Automation & Information
- Shared Services
- HR Consulting
- HR Businesses

Credit requirements

The total credits required for the completion of this degree are 144 and the total marks are out of 4800 for three years.

Important Courses

- Learning and Development
- Competency Mapping
- Compensation Management
- HRIS & HR Analytics
- Organizational Development
- International HRM & Cross Cultural Management
- Leadership and Succession Planning
- Design Thinking in HR
- HR Issues in Mergers and Acquisition
- HR in SMEs
- Talent Engagement
- Competitive Decision Making & Negotiation Skills
- Strategic HRM

Programme Highlights



MBA Part Time Management Programme Specialization in Data Science & Analytics

Objectives

With data being recognized as the new oil for organization, the specialization in Data Science aims at equipping the students with the courses that will help them make sense of the data and apply various communications, statistics, human behavioral and cognitive models along with information technology and analytical tools in functional areas or domains of their liking.

The insights gained will help take current or progressive decisions and help manage the technical and non-technical skills.

Learning Outcome

Working with transactions data to gain effective business insights.

Career opportunities

- Data Modeling
- Machine Learning
- Risk Analysis
- Market Research Analysis
- Personal Financial Advising
- Operations Analysis
- Supply Chain Analysis
- Business Analytics
- Management Consultancy

Credit requirements

The total credits required for the completion of this degree are 144 and the total marks are out of 4800 for three years.

Important Courses

- Python for Data Science
- Information Security Management
- Big Data Technologies
- Cloud Computing & IOT
- AI & Machine Learning
- User Experience Design
- Deep Learning
- Data Visualization using Tableau
- “R” Analytics
- Marketing Analytics
- Business Intelligence & Data Mining
- ITIL
- Financial Analytics
- Block Chain Technologies
- Digital Transformation
- Social Media Analytics

Pedagogy



Class Discussions



Guest Lectures



Presentations



Case Studies



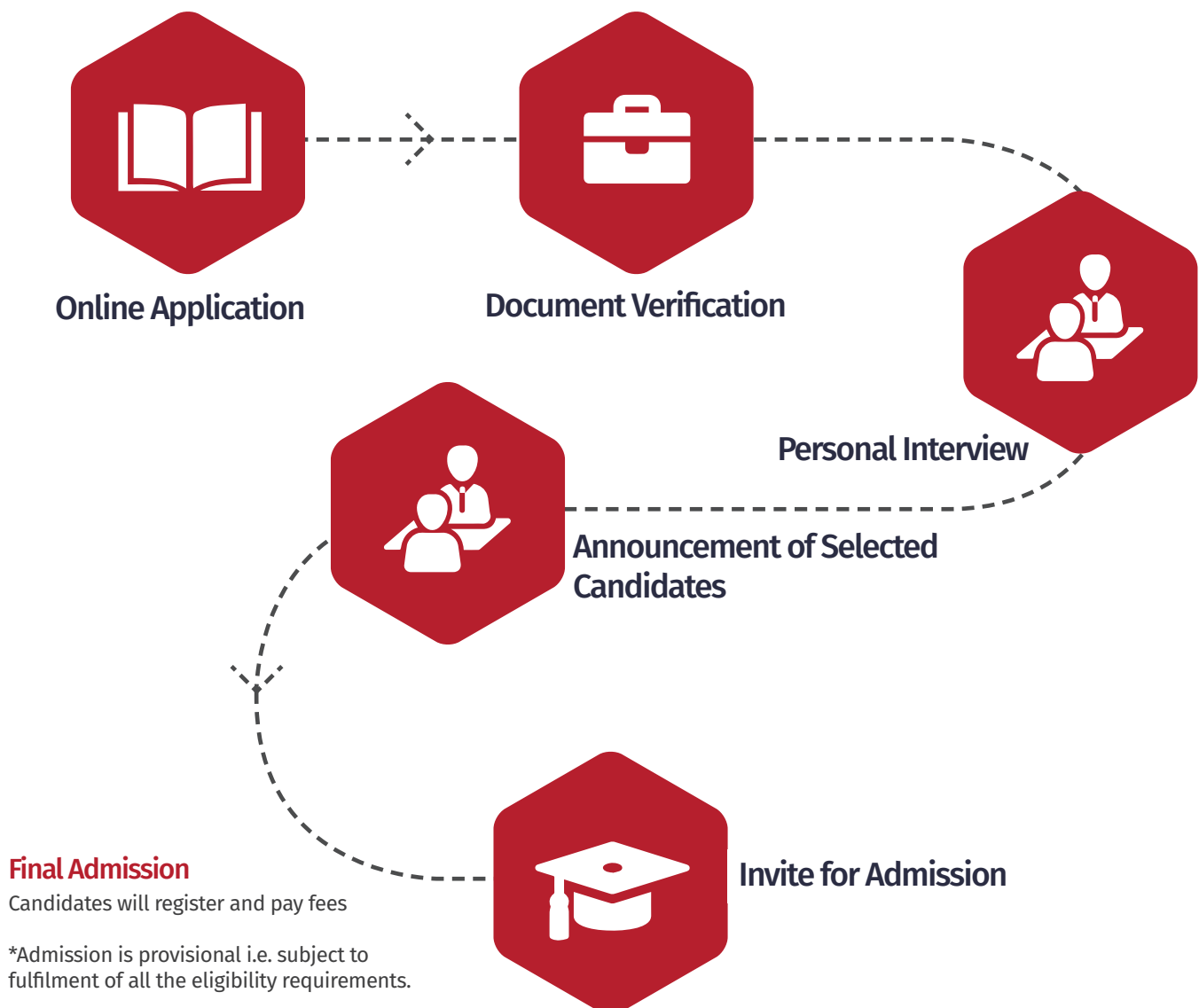
Online Learning



Chalk & Talk

Admission Process

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 & Classroom weekend 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



Student-Driven Culture

- 30 student committees and clubs
- Leads to professional and cultural growth of students
- Promotes and develops leadership qualities



CSR Initiative

- Chhota Sikka is a CSR project by the MBA-PT 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
- Opportunities for students to work for concurrent projects

Hybrid Learning (Chalk & Talk + Online)

In a world where the slightest edge can prove to be the biggest advantage, emerging leaders are constantly on the lookout for ways to reinvent themselves; and like a wise man once said, “the sharpest edge is knowledge”. But in such times where time is a scarce resource, how does one continue to evolve their understanding? There were no ready answers, so we invented the hybrid way – by synchronising the Chalk & Talk model of learning with the Online learning model.

Advantage: Faculty

The biggest challenge for anyone trying to deliver this hybrid model, is finding faculty that is not only on the cutting-edge of that field, but is as effective in conducting classroom sessions, as with online teaching sessions. And this is exactly what we excel at.

Advantage: Students

Over time, we had several industry experts and emerging leaders approaching us with the proposal to jointly design and implement a course curriculum customised to help upgrade the knowledge of emerging leaders. After in-depth evaluation and understanding of the various gaps and pain-points being faced by the aspirants, this new hybrid curriculum delivery system was evolved. As part of this educational experience, aspirants could attend classroom sessions on weekends when they were relatively free, while they could connect to the knowledge sessions through the week - at place and time convenient to them.

Pride of Our Institute



Centres of Excellence

Capital Markets



Creating awareness about capital market

Economic Policy Analysis



To evolve into a leading policy centre engaged in research, teaching, training and capacity building

International Business



To create superior knowledge base on various dimensions of International Business

Consumer and Market Studies



To encourage a culture of research and creativity relating to critical issues in Emerging Economies.

Entrepreneurship & Innovation



To foster successful entrepreneurial activity

Sustainable Development



To conduct and promote research in the inter-disciplinary areas of Sustainable Development

Diversity Management & Inclusion



To collaborate with industry on projects and researches on managing diversity at workplace

Conferences

Global Supply
Chain Management
Conference

International
Finance
Conference (SIFICO)

Global Marketing
Conference
(SGMC)

International
Healthcare
Management
Conference (HCM)

International HR
Conference

Centre for Economic
Policy Analysis and
Research
(CEPAR)

Somaiya
International
Conference on
Technology and
Information
Management
(SICTIM)

International
Conference on
Emerging Economics
(General
Management Area)

Business Analytics
Conference

Fee Structure

K J Somaiya Institute of Management MBA Part Time Management degree is a significant investment in you and your future. Upon admission, fees are payable online through various options in favour of K J Somaiya Institute of Management (details of which will be available at the time of admission).

Course Fees

| MBA Part-Time | F.Y. 2022-23 | F.Y. 2023-24 | F.Y. 2024-25 | I+II+III Year |
|--------------------------|----------------------|----------------------|----------------------|----------------------|
| Tuition Fee | ₹ 70,305.00 | ₹ 77,336.00 | ₹ 85,069.00 | ₹ 2,32,710.00 |
| Development Fee | ₹ 13,380.00 | ₹ 14,628.00 | ₹ 16,466.00 | ₹ 44,474.00 |
| Other Fee * | ₹ 18,895.00 | ₹ 20,185.00 | ₹ 24,704.00 | ₹ 63,784.00 |
| Caution Money Deposit ** | ₹ 10,000.00 | - | - | ₹ 10,000.00 |
| Alumni Fee | - | - | ₹ 2,500.00 | ₹ 2,500.00 |
| Total Fee (₹) | ₹ 1,12,580.00 | ₹ 1,12,149.00 | ₹ 1,28,739.00 | ₹ 3,53,468.00 |

Note:

*Other fee Includes ID Fee, Examination fee, Specialised E Database fee, Workshop & Seminar & Conference fees, Study Material fee, Placement fee, Students Insurance fee, Gymkhana Fee & Convocation fee

** Refundable

Application Form Fee: ₹2,000 + (Applicable Transaction charges)

Important Dates

Last Date for Application

31st March 2022, Thursday

| | |
|---------------------------------|------------------------------------------|
| Personal Interview | 2nd April 2022, Saturday |
| Offer Letter | Selected candidates will receive E-mail |
| Admission | Within 15 days of receiving offer letter |
| Inaugural Ceremony of the Batch | Mid July 2022 (Tentative) |
| Commencement of Programme | Mid July 2022 (Tentative) |

Illustrious Alumni

Sudesh Puthran

Batch of 1998

Chief Technology Officer
Aditya Birla Finance

Suphal Mehrotra

Batch of 2000

Sr VP & Head - Enterprise
Atria Convergence Technologies

KS Narayanan

Batch of 2001

Chief Information Security Officer
PWC

Prabal Roy

Batch of 2003

Senior Vice President
Bank of America Merrill Lynch

Kamini Shahani

Batch of 2003

Head - Customer Service & Operations
Aditya Birla Health Insurance

Sandeep Das

Batch of 2007

Vice President
Yes Bank

Rhea Chawla

Batch of 2007

Chief Manager - HR
Reliance Retail

Cajetan Cardoz

Batch of 2008

Vice President
HSBC India

Sudhir Shenoy

Batch of 2000

Senior Vice President
Equate Petrochemical Company

Sanjay Podder

Batch of 2000

**Managing Director & Global Lead -
Technology Sustainability Innovation**
Accenture

Jaya Janardanan

Batch of 2001

Head - Business Operations
Aditya Birla Payment Bank

Bhalchandra Kadam

Batch of 2003

Finance Director
Schueco India

Jaideep Kewalramani

Batch of 2004

Director & CEO
Legasis Services

Priya Pendharkar

Batch of 2007

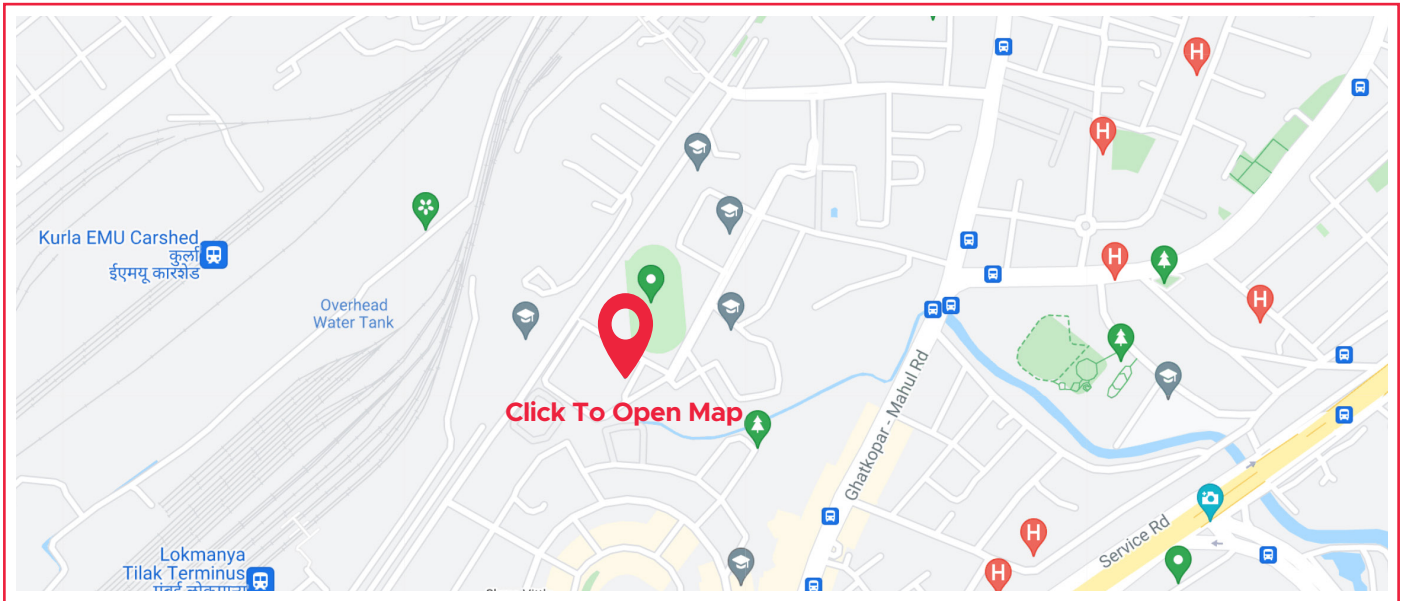
**Director - HR & Group Head -
International Mobility**
Atos

Mohammad Kantawala

Batch of 2008

Vice President
India Infoline

Contact Us



Contact us:

K J Somaiya Institute of Management

Somaiya Vidyavihar University

Mumbai, India

Phone: +91-22-6728 3277 / 6728 3292 / 6728 3050

Email: mbapt.admission@somaiya.edu

Web: simsr.somaiya.edu

