



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



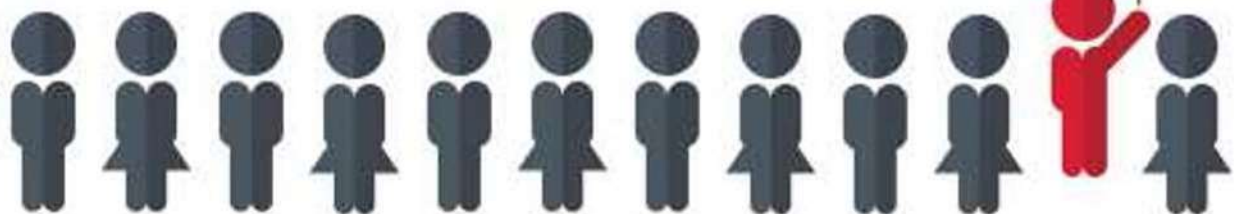
K J Somaiya Institute of Management

A Constituent Institute of Somaiya Vidyavihar University

MBA Admissions Brochure 2022-2024

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INDEX

- Somaiya Vidyavihar University 1
- Patrons' Messages 3
- K J Somaiya Institute of Management 9
- Programmes in Focus 11
- Important Milestones and Beyond 13
- Programme Structure and Highlights 15
- Pedagogy 47
- Centres of Excellence & Conferences 49
- Batch Profile (MBA 2021-23) 51

INDEX

- Prominent Recruiters 55
- Placement Highlights (Batch 2019-21) 56
- International Relations And Linkages 57
- Student Achievements & Platforms 59
- Life @ Campus & Infrastructure 63
- Admission Process and Details 65
- Illustrious Alumni 71
- Contact Us 73

SOMAIYA VIDYAVIHAR UNIVERSITY

A NEW MILESTONE IN A GLORIOUS ONGOING JOURNEY



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Established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed, autonomous university recognized 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.



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Shri. Samir Somaiya

FROM THE CHANCELLOR'S DESK



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: "ज्ञानदेव तू कैवल्यं" | 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.



Prof. V.N. Rajasekharan Pillai

FROM THE VICE-CHANCELLOR'S DESK



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, requiring appropriate knowledge in an 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 for the cost-effective management education and training, globalization, localization, contextualization and individualization 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.



Dr. Monica Khanna

FROM THE DIRECTOR'S DESK

“

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.

As an outcome of this, the Institute is recasting its current standalone MBA programmes under one umbrella to offer a unique MBA programme from AY 2022 that gives the students an opportunity to carve their own professional and knowledge profiles through the selection of major and minor areas of study - selecting from a wide range of bouquet of subjects. The programme architecture from AY 2022 will comprise of the 2 year-full time MBA programme (with choice of major and minor areas of study) along with multi-disciplinary MBA Healthcare Management and MBA Sports Management as stand-alone programmes. The Institute will also offer incoming students an opportunity to learn from its sister Institutions of Somaiya Vidyavihar. 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.

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.

”

K J Somaiya Institute of Management



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.

Over the past 4 decades, the Institute has evolved into a leading B-school offering sector specific and employment-oriented management programmes. 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.

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Institute Highlights

- Located in the Financial Capital of India
- Experienced Faculty
- Lush Green Campus
- International Linkages
- Rich Alumni Base
- Latest Pedagogy
- World-Class Sports Infrastructure
- Holistic Learning
- Active Student Life
- Excellent Placements
- Strong Industry Connect



Programmes Offered:

- **Doctoral Studies**
- **2-Year MBA Full-Time Programmes**
 - MBA (Major & Minor)
 - MBA - Healthcare Management
 - MBA - Sports Management
- **2-Year MCA Programme**
 - 15- Months MBA Executive
 - Customised Management Development Programmes
 - Open Calendar Programmes
- **3-Year MBA Part-Time Programmes**
 - Finance Management
 - Marketing Management
 - Human Resource Management
 - Information Management
- **Executive Education**

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Admissions Committee K J Somaiya Institute of Management

PROGRAMMES IN FOCUS



The B-School has evolved offering domain-specific and multi-disciplinary MBA programmes in line with the growing opportunities in various established, emerging, and growing industry sectors. However, with the emergence of multi-disciplinary knowledge industries and the blurring of boundaries between knowledge domains, the key to remaining contemporary and competitive lies in creating a road map for the student that enhances their adaptability and agility quotients.

The Institute has decided to offer the incoming students an opportunity to carve a pathway for themselves in planning their careers in line with their interests and aspirations. Thus providing them FREEDOM OF POSSIBILITIES in planning their future.

2-Year MBA Full-Time Programmes

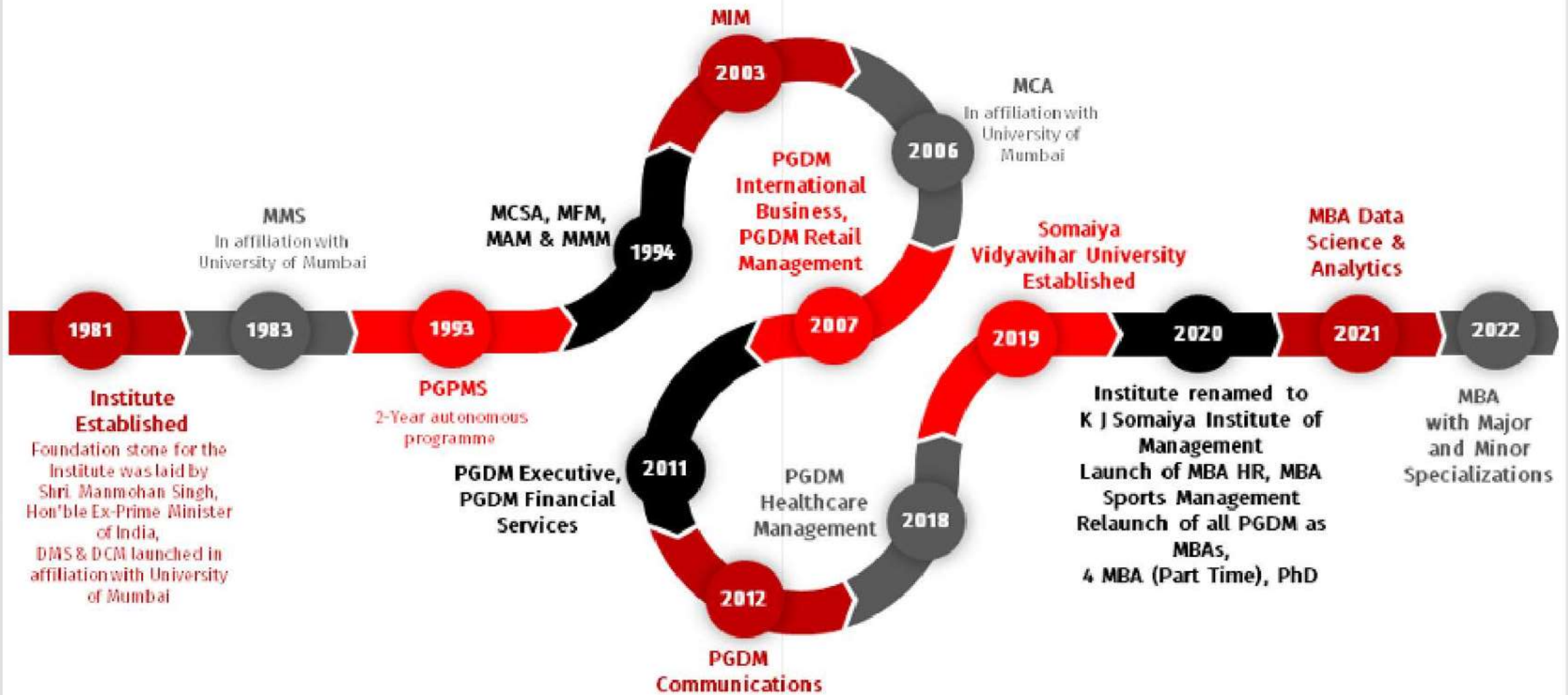
MBA (Major & Minor)
MBA - Healthcare Management
MBA - Sports Management

Two-year full-time programmes conducted in 6 trimesters of 10-12 weeks each

Common Learning Goals

1. Management Knowledge
2. Critical and Analytical Thinking
3. Communication Skills
4. Team Orientation
5. Global Awareness
6. Ethical Responsibility
7. Leadership
8. Integrative Thinking

IMPORTANT MILESTONES AND BEYOND



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PROGRAMME STRUCTURE

MBA



PROGRAMME STRUCTURE

Trimester		Total Marks	Total Credits
Trim I	Foundation Courses	800	24
Trim II	Foundation Courses	800	24
Trim III	Foundation Courses	900	27
Trim IV	Major	900	27
Summer Internship		100	3
Trim V	Major	200	6
Trim V	Minor	300	9
Trim VI	Major	200	6
Trim VI	Minor	300	9
Trim VI	Elective from Sister Colleges of SVU	Grades	
Master Thesis		100	3
Total		4600	138

CREDIT REQUIREMENTS

Foundation Courses	75
Major	39
Minor	18
Summer Internship	3
Master Thesis	3
Total Credit	138

* The Institute reserves the right to change the structure / course curriculum based on inputs from various stakeholders.



PROGRAMME HIGHLIGHTS

Master of Business Administration
(MBA)



MAJORS

(Primary Field Concentrations)



Master of Business Administration | MBA Major in Data Science and Analytics



Objectives

Data Science plays an important role in converting the vast volume of data into concrete insights that can be used to solve complex business problems. 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 domain of their liking. The insights gained will help take current or progressive decisions.



Learning Outcomes

The Programme Learning Goal envisaged is Proficiency in Data-Driven Decision making and keeping pace with industry requirements of Technology 4.0 and beyond.



Master of Business Administration | MBA Major in Data Science and Analytics



Important Courses

- Database Concepts & Applications
- Deep Learning
- Financial Analytics
- Python for Data Science
- Data Visualization using Tableau
- Blockchain Technologies
- Information Security Management
- *R* Analytics
- Digital Transformation
- Big Data Technologies
- Marketing Analytics
- Social Media Analytics
- Cloud Computing & IoT
- AI & Machine Learning
- Business Intelligence and Data Mining
- User Experience Design
- ITIL
- Technology 4.0 (AI Applications in Business)



Credit Requirements

The Data Science & Analytics major specialization has a total of 1300 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for a Major are 39.



Career Opportunities

- Data Modeler
- Machine Learning Engineers
- Risk Analyst
- Data Architect
- Market Research Analyst
- Personal Financial Advisor
- Operations Analyst
- Supply Chain Analyst
- Business Analytics Specialist
- Management Consultant

Master of Business Administration | MBA Major in Finance



Objectives

Finance is one of the most important areas of any economy and business. For the smooth functioning of the economy and business finance experts are required for policymaking, making decisions, and managing operations of finance. Finance specialization (Major) is offered by K J Somaiya Institute of Management keeping in mind the objectives of making the students ready to lead the finance functions of an economy or business both domestic and international.



Learning Outcomes

Decision-making and effective leadership with respect to all financial aspects of a corporate at the domestic and global level.



FINANCE

Master of Business Administration | MBA Major in Finance



Important Courses

- Advanced Financial Management
- Financial Institutions and Markets
- Security Analysis and Portfolio Management
- Treasury Management
- International Finance
- Banking and Insurance
- Mergers and Acquisitions
- Fintech
- Financial Modelling
- Technical Analysis
- Bloomberg



Credit Requirements

The finance major specialization has a total of 1300 marks. Further, if we give one credit for 10 hours of teaching (UGC guidelines), the total credit for Major is 39.



Career Opportunities

- Corporate Finance Department
- Corporate Treasury Department
- Risk Management Domain
- Financial Markets
- Financial Regulatory Bodies
- Commercial Banks
- Insurance Companies
- NBFCs
- Investment Management Companies
- Credit Rating Agencies
- Personal Financial Planning Domain
- Research and Consultancy Firms

Master of Business Administration | MBA
Major in Human Resources



Objectives

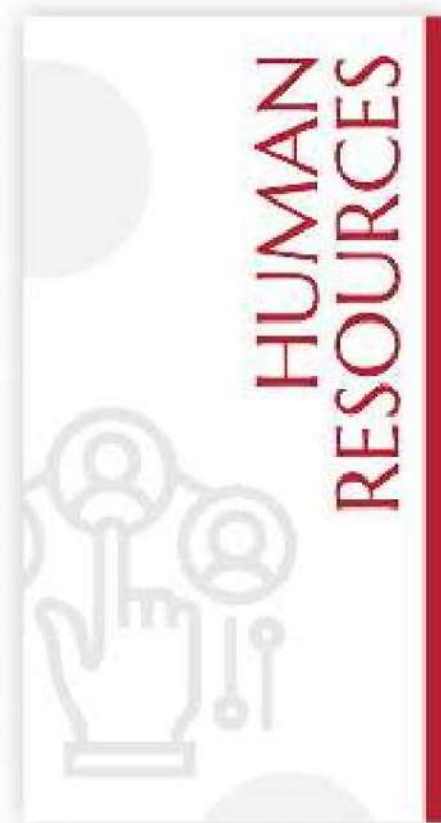
- HR capability and capacity building
- Building organizational culture
- HR business partner
- Employee Relations
- Designing HR roadmaps



Learning Outcomes

A major in HR will equip the students to deal with the Human Resource of the organization in terms of:

- HR functions from Recruitment & Selection; Training & Development; Compensation, Rewards & Incentives; Performance Management, Career Paths to Exit.
- To grow into the role of an HR professional and as a member of the managerial team be considered as a Business Partner.
- The student will learn to create tools for the HR function, design organizational policies, and robust HR processes while auditing the HR function.
- The student will create, manage and make decisions based on HR analytics for optimization of the Human Resource of the organization.
- The student will learn to make the employees adapt and in an agile manner change with the dynamic external business environment.



Master of Business Administration | MBA
Major in Human Resources



Important Courses

- Competency Management
- Talent Acquisition & Planning
- Learning & Development
- Compensation & Benefits
- Performance Management System
- Psychometric Testing in HR
- Qualitative Research & Mixed Methods
- Organization Theories, Structures & Design
- Employment Laws I (Wages and Social Security)
- Employment Laws II (Industrial Relations Laws, Grievance Resolutions, and Collective Bargaining)
- Employment Laws III (Industrial Safety & Welfare)
- Organization Change & Development
- Learning Organization
- Strategic HRM
- HRIS & HR Analytics



Credit Requirements

The human resources major specialization has a total of 1300 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Major are 39.



Career Opportunities

- Talent Acquisition: Corporate Recruiter
- Talent Development: Learning & Development Manager, Organizational Development, Employer Branding, Talent Engagement, Leadership Development Manager
- Salary Rewards & Benefits: Compensation & Benefits Manager, PMS Manager
- Employee Relations: Employee Relations Manager, Personnel Manager
- Analyst: Business Analyst, HR Analyst (Human Resources Analyst), HR Data Analyst, HR Technology Manager, Personnel Analyst, Business Manager
- HR Automation & Information: HRIS
- Shared Services: Business Units Conglomerates, Excellence teams for policy guidance
- HR Consulting: Assessment & Development Centre, Organization Development, Organization Design & Structure, and Development, Coaching
- HR Businesses: Recruiting Talent, Interviewing and Hiring Resources, Surveys, Organizations Studies & Interventions, HR Audit, Legal Services, SMEs, MSMEs (Outsourced HR services)



Master of Business Administration | MBA Major in Marketing



Objectives

Marketing Guru Philip Kotler published his first book on Marketing Management in 1967 and at the age of 90 years, continues to write on the subject of Marketing. His latest book published in 2021 is H2H Marketing: The Genesis of Human-to-Human Marketing. In an era where customer journeys have been completely redefined by technology, Prof Philip Kotler writes about the importance of human-to-human connect, bringing back the marketing function a full cycle. The marketing department at K J Somaiya Institute of Management endeavors to capture and disseminate the traditional and contemporary challenges facing the marketing function lucidly through its bouquet of subjects in the marketing area and use of pedagogy involving case studies, live projects, experiential learning opportunities, technology-based tools, interaction with industry stalwarts, field visits, preparing students for competitions and so on. These inputs will prepare the student of marketing for a full-fledged career in marketing from day 1 in the corporate world. Our alumni from the marketing department occupy prestigious positions in the field of marketing in leading companies and many of them are successful entrepreneurs.



Learning Outcomes

The program would ensure that the students gain expertise in the marketing concepts, marketing analysis tools and realize the importance of customer value and consumer behavior to take appropriate marketing decisions in a highly digitized and fragmented world of business.



Master of Business Administration | MBA Major in Marketing



Important Courses

- Advanced Marketing Strategy
- B2B Marketing
- Digital & Social Media Marketing
- Integrated Marketing Communications
- Marketing Research
- Mark-Tech
- Sales & Distribution Management
- Services Marketing
- Strategic Brand Management



Credit Requirements

The marketing major specialization has 1300 marks. If we give one credit for 10 hours of teaching (UGC guidelines), then the total credits would be 39.



Career Opportunities

- Account Management
- Advertising Firms
- Banks, NBFCs & Insurance Companies
- Brand Management
- Business to Business Marketing
- Content Development
- Digital & Social Media Marketing
- E-Commerce Marketing
- Financial Services Marketing
- Marketing Analytics Domain
- Marketing Research Firms
- Marketing Strategy Development
- Product Management
- Retail Marketing Chains
- Sales & Distribution Management

Master of Business Administration | MBA Major in Operations Management



Objectives

Operations Management is concerned with the management of systems, processes, and functions that convert resources into goods and services to the customer while serving the organizational objectives of efficiency, effectiveness, and productivity. The objective is to develop an in-depth understanding of operations systems, their components, contributions, and interactions with other functional areas. It also equips students with the analytical tools necessary to address issues and take proper decisions in the dynamic global business scenario. The specialization helps in building an effective Techno-Business Manager and leader.



Learning Outcomes

Critical thinking, analysis, and decision-making in the operational issues of an organization both at the domestic and international levels.



Master of Business Administration | MBA Major in Operations Management



Important Courses

- Manufacturing Strategy
- Operations Planning and Control
- Advanced Logistics & SCM
- Quantitative Techniques in Operations
- Business Process Flow
- SCM Modelling
- Materials Management
- New Product Development
- Business Process Reengineering & Benchmarking



Credit Requirements

The Operations Management specialization has a total of 1300 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Major are 39.



Career Opportunities

- Logistics Manager
- Operations Team Leader/
Operations Manager/Operations Analyst in Manufacturing and Services
- Procurement Specialist/
Purchasing Manager
- Project Manager
- Supply Chain Manager/Analyst
- Demand Management
- Research and Consultancy Firms
- Technical/Industry Analyst
- Functional Consultants for Management/Implementation of SCM/ERP/Simulation Systems

MINORS

(Secondary Field Concentrations)



Master of Business Administration | MBA Minor in Data Science & Analytics



Objectives

Data Science and Analytics are the integral part of any functional domain. The courses offered as minor in Data Science will lay foundation to the use of concepts and technology in Data Science that will help augment the domain skills of the students.



Credit Requirements

The Data Science & Analytics minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

Complement the learning skill in their respective domain with technology driven decision making process using concepts in Data Science.



Important Courses

- Business Intelligence and Data Mining
- ITIL
- Technology 4.0 (AI Applications in Business)
- Digital Transformation
- Social Media Analytics
- IT Business Development



Master of Business Administration | MBA Minor in Economics



Objectives

The objective of minor in Economics for the students will be to benefit with sector specific knowledge for those who aim to get into specific domains, and also provides clarity on generic concepts in subjects like regulatory and public policies.



Credit Requirements

The Economics minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

Students opting for Minor in Economics are expected to have:

- A comprehensive understanding of basic principles and concepts of economics
- Sector-specific business environment and effective decision-making
- Clarity on Impact of Economic Policies on various sectors



Important Courses

- Development Economics
- Public Policy
- Energy Economics
- Environment Management
- Regulatory Environment and Policies
- Business Cycles and Economic Policies

Master of Business Administration | MBA Minor in Entrepreneurship



Objectives

- Building an entrepreneurial mindset.
- Understanding the essentials of entrepreneurship.
- Effective and innovative ways of problem solving.
- Building the economy.



Credit Requirements

The Entrepreneurship minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

A minor in entrepreneurship will prepare the students to:

- To understand the concepts of entrepreneurship.
- To gain an understanding of entrepreneurial competencies.
- To expose individuals to the aspects of idea generation, opportunity evaluation, business model and business plan preparation.
- To motivate individuals to become entrepreneurial.
- To create, grow and manage an entrepreneurial venture.
- To understand different types of entrepreneurship.
- To understand nuances of innovation.



Important Courses

- Design Thinking & Innovation
- New Venture Investment (NVI)
- New Venture Finance
- Social Entrepreneurship
- Managing & Growth of New Ventures
- Intrapreneurship

Master of Business Administration | MBA Minor in Financial Services



Objectives

Financial services are super specialization under finance domain. Today the financial markets of any country cannot function without the efficient financial services. Business and industry cannot survive without the aid of financial services. This minor specialization is introduced with an objective to provide ideal opportunity to the students who want to make career in other than finance specialization but wish to work in finance domain.



Credit Requirements

The Financial Services minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

Decision making and effective leadership with respect to various financial services providing organizations and institutions.



Important Courses

- Commercial Banking
- Investment Banking
- Insurance Management
- Financial Services
- Wealth Management
- Financial Inclusion and Public Policy



Master of Business Administration | MBA Minor in Human Resources



Objectives

- Managing Teams and Groups.
- To understand Succession Planning
- Adapt to diverse workforce and create inclusive culture
- Enhancing Belongingness and Performance of Employee
- Organization wellness and citizenship through employee engagement



Credit Requirements

The Human Resources minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

A minor in HR will equip the student to deal with the diversity of the Human Resource. Human Resource is agile and it is this resource which helps every manager to achieve their goal.

- Organization acculturation, being sensitive to employee needs and growth.
- Creating high performance teams.
- The student will learn problem solving, decision making and negotiation skills.
- The student will learn to make the employees adapt and in a agile manner change with the dynamic external business environment.
- Student will learn to be effective, efficient and increase efficacy while managing the Human Resource of the department or Organization.



Important Courses

- Managing Teams
- Succession Planning
- Competitive Decision Making & Negotiation
- Talent Engagement
- Diversity & Inclusion
- HR issues in Mergers & Acquisitions
- Cross Cultural Management
- Coaching & Mentoring
- Wellness (Personal & Employee)
- Grievance Redressal and Disciplinary Action
- Corporate Social Responsibility (CSR)

Master of Business Administration | MBA Minor in Integrated Marketing Communications



Objectives

One of the fastest growing sectors of the Indian Economy-Media & Entertainment. India is an important part of the Global Village- All the Media and Communication conglomerates have an India Focus-Viacom, IPG, WPP, Publicis, Star Network. Strategic Marketing Communications is a crucial component of every industry. Skilled talent is the need of this industry.



Credit Requirements

The Integrated Marketing Communication minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

Managing and designing Integrated Internal and External Marketing Communications



Important Courses

- Account and Brand Planning
- Agency Structure, Management and Campaign Logistics
- Celebrity & Sports Marketing
- Communication Analytics & Campaign Research
- Cross-Cultural Aspects of Communications
- Media Planning, Buying & Programming
- Public Relations and Corporate Communications



Master of Business Administration | MBA Minor in International Business



Objectives

International Business has gained considerable traction in recent years as it encompasses all commercial activities that take place to promote the transfer of goods, services, resources, people, ideas, and technologies across national boundaries and at a global or transnational scale. The program covers the entire spectrum of International Business, thus imparting an in-depth knowledge of international business environment, international finance, global economics, and cross-cultural sensitivity to the students.



Credit Requirements

The International Business minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

The Program is oriented towards building professionals with expertise in International Business focusing on strategies in an ever-changing international business environment.



Important Courses

- Business in Emerging Markets
- Country Analysis & Sectoral Strategies
- Export-Import Policy & Imports Management
- International Business
- International Business Consulting
- International Business Strategy Models
- International Marketing
- International Marketing Research
- International Trade Finance
- Multinational Management



Master of Business Administration | MBA Minor in Management Consulting



Objectives

- Building an understanding of different industry structures.
- Analysis of firm's strategic choices and the role of the top management team.
- Determining the choice of the industry in which the firm operates.
- Diagnosing performance drivers of the organization.
- Exploring different strategic frameworks.
- Diagnosing strategic challenges companies face in the VUCA environment.
- Proposing sound and realistic solutions to challenges based upon an understanding of the firm's resources and capabilities.



Credit Requirements

The Management Consulting minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

- Gain the competencies required for careers in strategy and consulting.
- Gain a cross-functional perspective on decision making.
- Develop competencies to identify the key contingencies and solve the challenges facing a business organization.
- Prepare individuals for leadership careers in strategy and management consulting which are sought-after areas for recruitment in leading business schools.



Important Courses

- Management Consulting
- Management Consulting Simulation
- Strategy Consulting
- Corporate Strategy
- Contemporary topics in Strategy
- Disruptive Innovation & Business Models

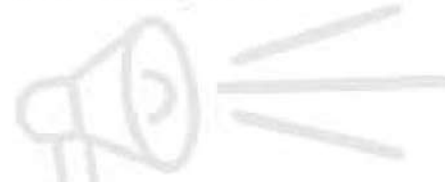


Master of Business Administration | MBA Minor in Marketing



Objectives

Marketing Guru Philip Kotler published his first book on Marketing Management in 1967 and at the age of 90 years, continues to write on the subject of Marketing. His latest book published in 2021 is H2H Marketing: The Genesis of Human-to-Human Marketing. In an era where customer journeys have been completely redefined by technology, Prof Philip Kotler writes about the importance of human-to-human connect, bringing back the marketing function a full cycle. The marketing department at K J Somaiya Institute of Management endeavors to capture and disseminate the traditional and contemporary challenges facing the marketing function lucidly through its bouquet of subjects in the marketing area and use of pedagogy involving case studies, live projects, experiential learning opportunities, technology-based tools, interaction with industry stalwarts, field visits, preparing students for competitions and so on. These inputs will prepare the student of marketing for a full-fledged career in marketing from day 1 in the corporate world. Our alumni from the marketing department occupy prestigious positions in the field of marketing in leading companies and many of them are successful entrepreneurs.



Credit Requirements

The Marketing minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

Students opting for Marketing as Minor will be exposed to holistic marketing approach with contemporary outlook, relevant content and engaging pedagogy, thereby ensuring they are able to evaluate and execute marketing situations thoroughly, apply relevant any appropriate marketing tools and provide innovative and creative solutions in the Marketing domain.



Important Courses

- Advance Marketing Strategy
- B2B Marketing
- Digital & Social Media Marketing
- Integrated Marketing Communications
- Marketing Research
- Mark-Tech
- Sales & Distribution Management
- Services Marketing
- Strategic Brand Management

Master of Business Administration | MBA Minor in Operations Management



Objectives

The minor specialization in Operations has an objective to provide an opportunity for students to have a cross functional expertise . It provides an opportunity to gain knowledge and work in interface areas.



Credit Requirements

The Operations Management minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

Gain insights and provide expertise in improving efficiencies in multidisciplinary areas.



Important Courses

- Big Data Analytics
- Six Sigma
- Service Operations,
- Project Management
- Business Process Reengineering & Benchmarking
- Industrial Engineering Apps & Mgt

Master of Business Administration | MBA Minor in Retail Management



Objectives

Retail Management is a super specialization under Marketing domain. Retail sector is one of the largest contributors in global economy as well as employment generation. Retailers deal in both products and services. Without retailing all the sales and marketing strategies would be incomplete and ineffective. This minor specialization is introduced with an objective to provide ideal opportunity to the students who aim to make a career in the fastest growing and fiercely competitive retail sector. It also acts as a booster to the students who want to become a successful sales or marketing professional.



Credit Requirements

The Retail Management minor specialization has a total of 600 marks. If we give one credit for 10 hours of teaching (UGC guidelines), the total credits for Minor are 18.



Learning Outcomes

Integrative thinking in retail and understanding customer service with respect to retail industry including general trade, modern trade and online retailers.



Important Courses

- Brand and Private Label Management
- Customer Relationship Management
- Facility and Mall Management
- Food Retailing
- Lifestyle and Fashion Retailing
- Retail Finance and Analytics
- Retail Management and Strategy (Includes – Visual Merchandising, Franchising, E-Retailing, Global Retailing)
- Retailing of Services
- Rural Retailing
- Sourcing and Category Management
- Store Operations

Profile Based

Master of Business Administration
(MBA)



Healthcare Management
(HCM)

Sports Management
(SM)





Master of Business Administration | MBA Healthcare Management (HCM)



Objectives

The healthcare sector in the country is growing at a tremendous speed and is estimated to multiply through the years. This has certainly increased the number of skilled and trained professionals for this sector. K J Somaiya Institute of Management is one of the best colleges which offers MBA in Healthcare Management. The course aims to cover detailed requirements of the ambitious healthcare administrators and practitioners. It covers every aspect of this field in detail. MBA in Healthcare Management covers the entire syllabus of management of the health sector. The students are given hands-on experience about the skills and the challenges that are a part of this sector. Practical knowledge is extremely important in this sector and K J Somaiya Institute of Management aims to give you all that and more.



Learning Outcomes

- Integrative Thinking in Healthcare
- In-depth understanding of Indian Healthcare System



Master of Business Administration | MBA Healthcare Management (HCM)



Important Courses

- Fundamentals of Health Economics
- Epidemiology (Technical)
- Healthcare Services Management
- Macroeconomic Aspects of Health Sector
- Pharma and Biotech Management (Technical)
- Hospital Administration (Technical)
- Healthcare in Rural Markets
- Medico Legal Environment in Healthcare
- Healthcare Marketing (Pharma, Hospitals, Medical Devices, Wellness)
- Patient Care and Behaviour (Technical)
- Retail Management in Healthcare
- Business Development in HealthCare
- Demographic Analysis & Policy for Healthcare
- Health Insurance & Financing
- International Business and Marketing (Medical Tourism)
- Data Analytics for Healthcare
- NGO Management
- Biomedical Waste Management
- NGO Management
- Biomedical Waste Management



Career Opportunities

- Hospital Administration
- Digital Healthcare
- Digital Marketing of Healthcare
- Sales and Marketing of Healthcare Products and Services
- HR Management in Healthcare Sector
- Operations and Supply Chain Management in Healthcare
- Healthcare Advertising and Media Management
- Product Management in Healthcare
- Patient Care and Support Management
- Financial Management in Healthcare
- Managing Healthcare Chains
- Data Analytics and Informatics in Healthcare
- Quality Management
- Consultancy in Healthcare
- New Business Development in Healthcare





Master of Business Administration | MBA Sports Management (SM)



Objectives

The fast-growing sports sector consisting of Athlete/Talent (also Rights & Licensing) Management, Sports Marketing/Sponsorship, Sports Tourism, Sports Digital Solutions, e-Sports, Sports Venue Operations and Management, Sports Analytics, is very diversified today and holds great potential for career opportunities. K J Somaiya Institute of Management and Somaiya Sports Academy with world-class sports facilities for on-ground experiential learning opportunities and international immersion opportunities, readies students to become industry professionals in the multi-billion dollar global industry that is propelled by enormous consumer demand.



Learning Outcomes

- Management Knowledge
- Critical and Analytical Thinking
- Communication Skills
- Team Orientation
- Global Awareness
- Ethical Responsibility



Master of Business Administration | MBA Sports Management (SM)



Important Courses

- Coaching and Training in Sports
- Government Policy Framework to understand Sports Management
- Grassroots Sports Development
- Licencing of Sports Property
- Multicultural Management in Sports
- Negotiations in Sports Management
- PPP Model for upkeep of Sports Facilities
- Psychology and Sports Behaviour
- Sociology in Sports
- Sponsorship and Mega Sports Events Management
- Sports Medicine
- Sports Physiotherapy
- Sports Tourism Management
- Design and Management of Information Systems in Sports
- Sports Analytics Management
- Technology and Sports Equipment Management



Career Opportunities

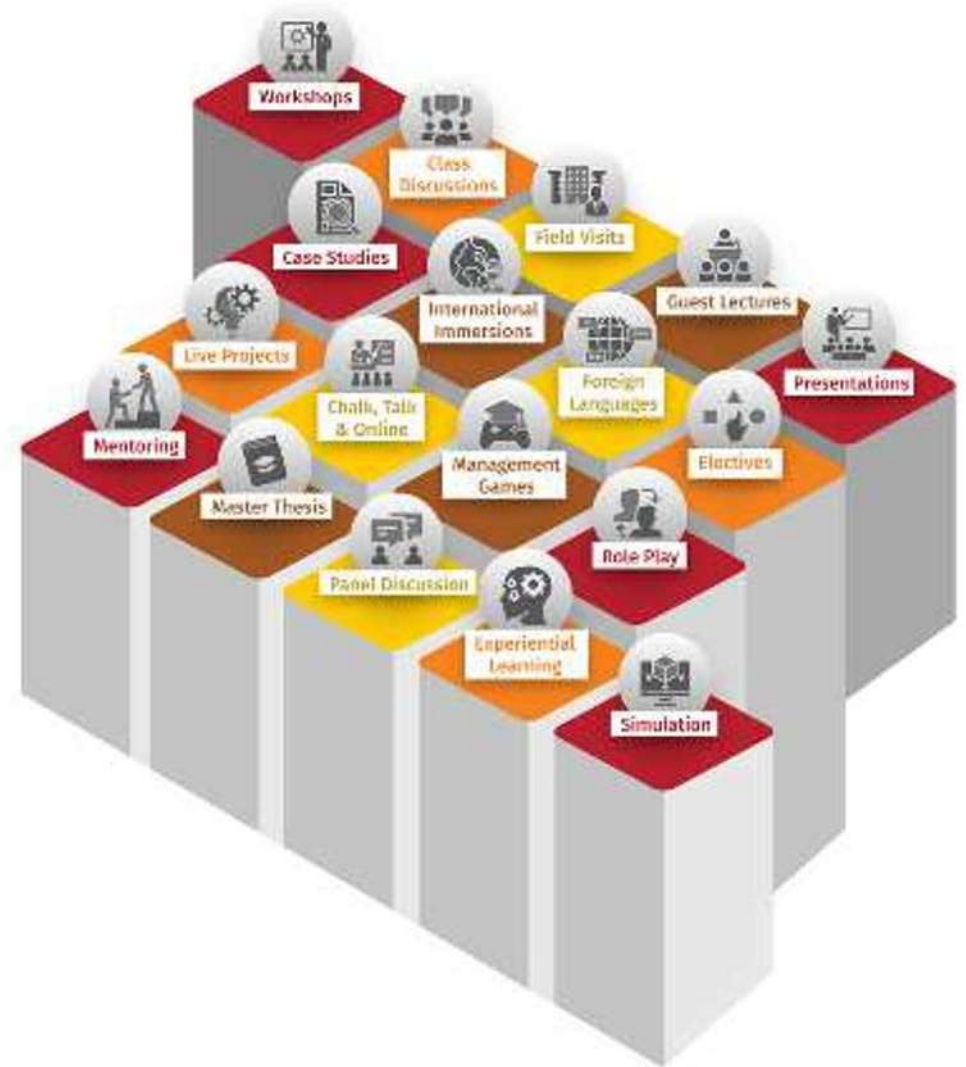
- Managing Sports Brands, Clubs and Sports-Related Properties
- Sports Products/ Merchandize Retailing
- Managing Health and Fitness Chains
- Health and Fitness Apps
- Sports Medicine and Nutrition
- Event Management Companies
- Sports Leagues
- Sports and Leisure Clubs
- Sports Media Management
- Sports Journalism





PEDAGOGY

PEDAGOGY



@iitmadras



@iitmadras



Admission Committee | IIT Madras Institute of Management



CENTRES OF EXCELLENCE



CONFERENCES

- 1 Global Supply Chain Management Conference
- 2 Kerala International Conference on Technology and Education Management (KICTEM)
- 3 Global Marketing Conference (SGMC)
- 4 International Finance Conference (SIFCO)
- 5 Centre of Economic Policy Analysis & Research (CEPAR)
- 6 Health Care Management Conference (HCMI)
- 7 International HR Conference
- 8 International Conference on Emerging Economics (General Management area)
- 9 Business Analytics Conference

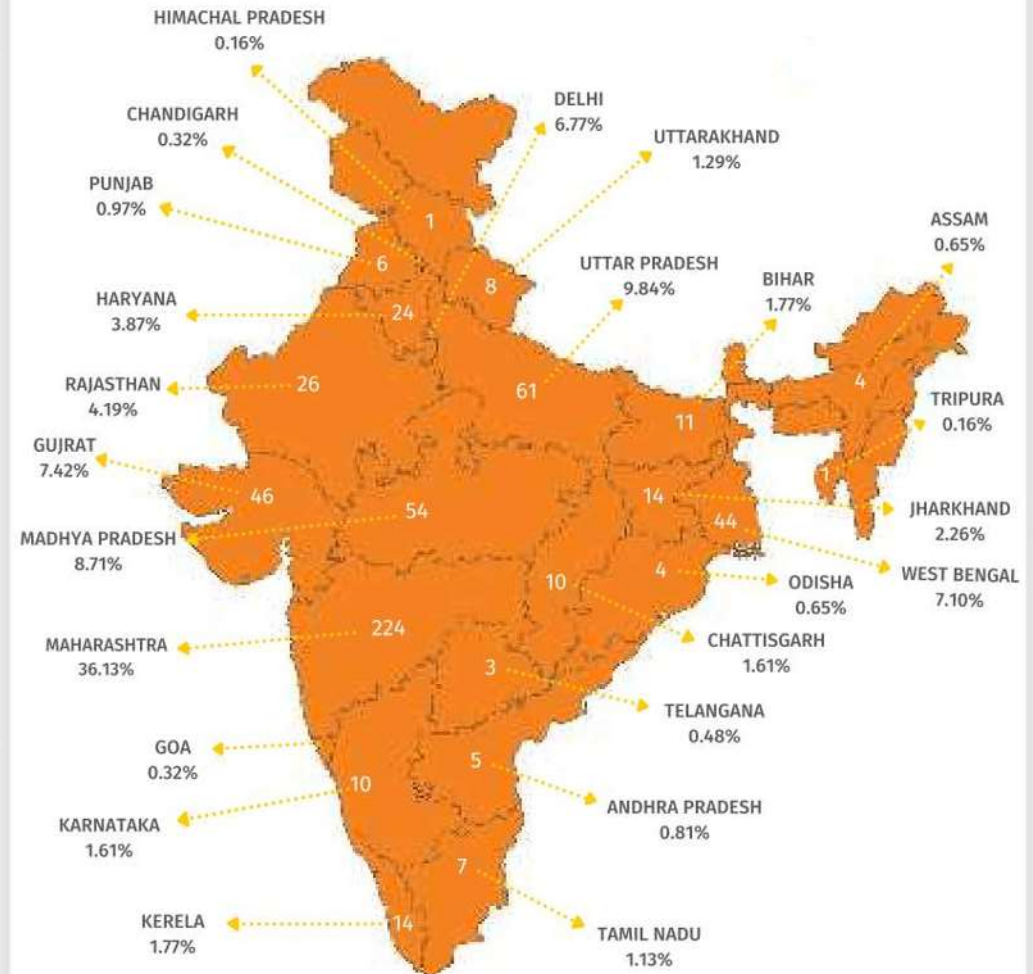
BATCH PROFILE

MBA Batch of 2021-23



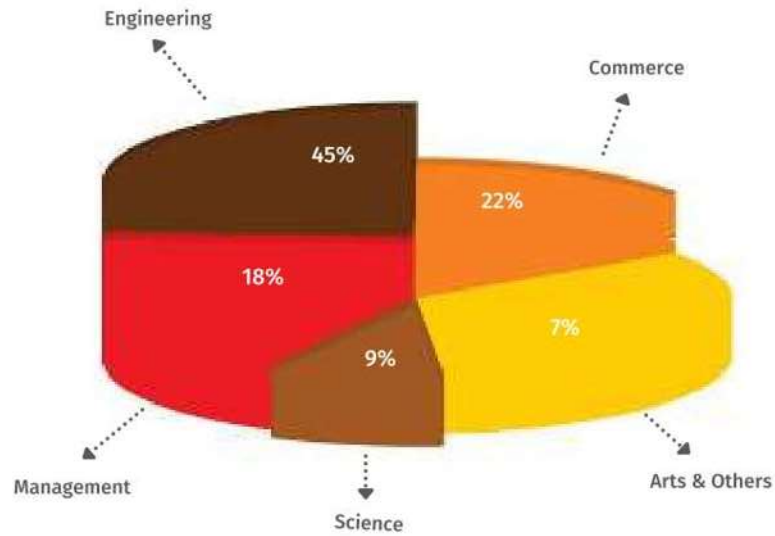
STATEWISE DISTRIBUTION

MBA Batch of 2021-23



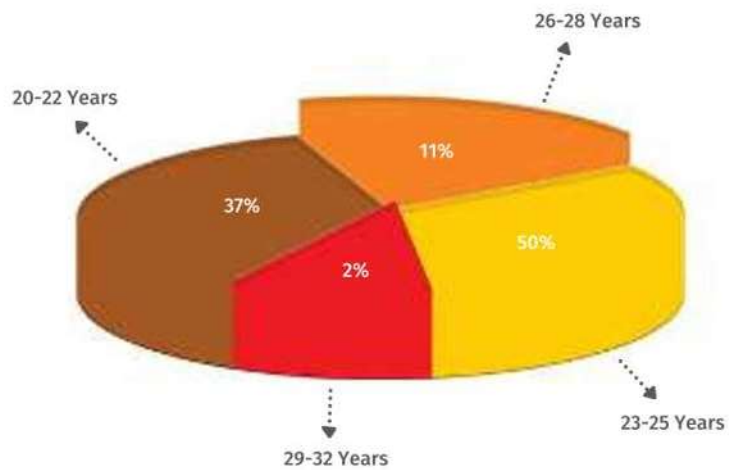
STREAMWISE DISTRIBUTION

MBA Batch of 2021-23



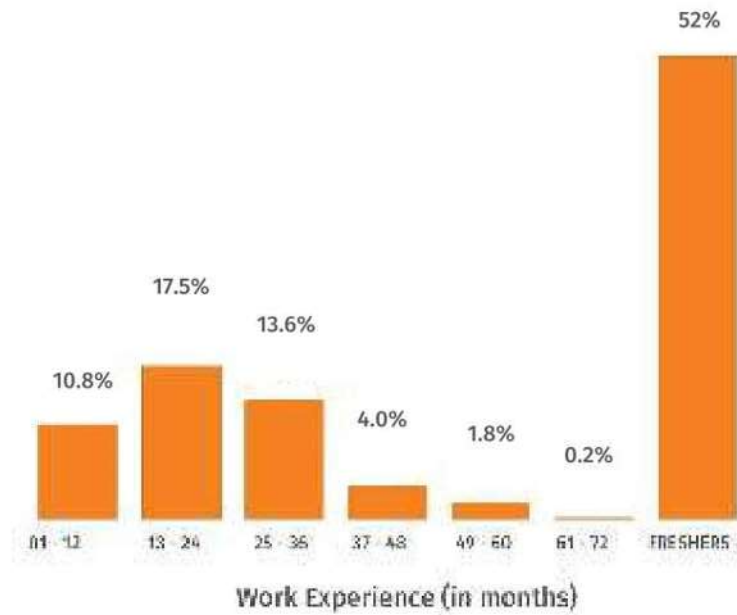
AGEWISE DISTRIBUTION

MBA Batch of 2021-23



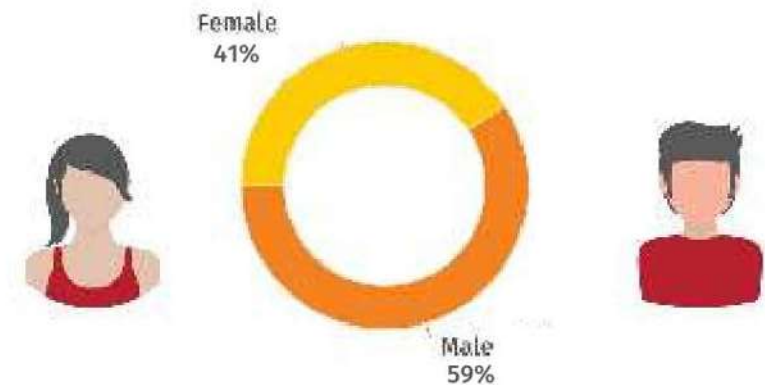
WORK EXPERIENCE DISTRIBUTION

MBA Batch of 2021-23



GENDER DIVERSITY

MBA Batch of 2021-23



SOME PROMINENT RECRUITERS



PLACEMENT HIGHLIGHTS

Final Placements

(Batch 2019-2021)



211 recruiters

67 new recruiters

Summer Placements

(Batch 2020-2022)



214 recruiters

76 new recruiters



@dconkernixya



@jainadmissions



Administrative Committee (A) Somaiya Institute of Management



Interactive session with students from Tsinghua University



MOU Signed with Wintec, New Zealand



MOU Signed with Sany College, China



The Ambassador-Designate of Kazakhstan Bulat Sergazyuly Sarsenbayev for a guest lecture



Students visited from DHBW for the foreign immersion program

INTERNATIONAL RELATIONS AND LINKAGES



@msvnljcmnys



@msvnljcmnys



Administrative Committee (X)
Sanyan Institute of Management

OP/03/QR/01



@msvnljcmnys



@msvnljcmnys



Administrative Committee (X)
Sanyan Institute of Management

OP/03/QR/01

STUDENT ACHIEVEMENTS

2020-21

Since its inception, K J Somaiya Institute of Management has been the torchbearer of holistic and experiential learning. This year, continuing with this tradition, 60+ exemplary students have won awards across the nation. Also, over the last six years, more than 800 students have put their classroom learnings into practice by engaging in live projects with some of the biggest firms in India. Our illustrious list of student achievers for 2020-2021 attests to this vision of nurturing all-rounded business leaders.



SR No	Event Name	Organiser	Position
1	Agon Rush 2021 - Scytale	IIM Ranchi	2nd Runner Up
2	ANUKARAN 3.0	XIMB	Runner-Ups: 1st
3	Case Files 5.0	IIM Raipur	1st Runner Up
4	Chanakya - Avenues'20	Shailesh J. Mehta School of Management, Indian Institute of Technology, Bombay	National Finalists
5	Cognizance	IIM Sirmaur	2nd position
6	Endgame 2021-The National Business Simulation Challenge	IIM Kashipur	Winner
7	Exquisite by Advertising and Marketing Circle	Narsee Monjee College of Commerce and Economics	Winner
8	Founder 2.0	JBIMS, Mumbai	2nd position
9	Globus Fernatus	IMI New Delhi	Runners Up(1st)
10	Gordian Knot	IIM Indore	Runner-up

SR No	Event Name	Organiser	Position
11	INPHINITE	Indian Institute of Foreign Trade (IIFT), Delhi	Winner
12	Madvertising - KaChing 2020	NMIMS	Winner
13	Markopoly & Case Study Challenge by PeeSafe.	IIM Nagpur	Winner
14	Merx, Nisadya 2020	Department of Management Studies, National Institute of Technology, Tiruchirappalli	2nd Runner-Ups
15	Navikaran - Market Shastra	K J Somaiya Institute of Management	Winner
16	NIVESHAK- Article of the month, November issue	IIM SHILLONG	Winner
17	OpsEnigma 2.0	IIM Udaipur	Winner
18	PHOENIX GLOBAL & Organon - Analytics Club, IIM Rohtak National Case Study Competition	PHOENIX GLOBAL & Analytics Club, IIM Rohtak	2nd Runners up
19	Samadhaan 2020	NMIMS Mumbai	1st Runner Up
20	Sarvatra	XLRI Jamshedpur	Winner
21	Show Me The Money	IIM Shillong	Winner
22	SportsShark	IIM Lucknow	Winner
23	Sylogize - Vridhi 2021, Annual Business Summit, IIM Vishakhapatnam	IIM Vishakhapatnam	Winner
24	Transcend 2020/ Mindz	SIBM Pune/ Marsh & MacLennan Companies	Winner 1st
25	Yukti	IIM Nagpur	Winner

STUDENT PLATFORMS



Core Committees

Admissions Committee
Alumni Committee
Guest Lecture Committee
Placement Committee
PR and Branding Committee
Student Council



Professional Growth Committee

Aspire Club
Consultancy@SIMSR
International Business
Society@SIMSR
Somaiya Toastmasters
Club



Cultural Development Committee

Gita Club
Grooves
Mauj Club
Photography Club
R.F.A.D Club
SIMSR Sports Committee
SIMSR Studios
SIMSR Talkies Committee
Students' Activity Forum
Women Development Cell



Subject/Area Specific Committee

Acumen Committee
CII-YI Committee
Enactus Social Cell
Finstreet Committee
FORSE Committee
Humanist Committee
Interface Committee
Pathfinder Committee
Quantinuum Committee
Retail Lab



LIFE @ K J SOMAIYA INSTITUTE OF MANAGEMENT

Academics at K J Somaiya Institute of Management have always been supplemented by student activities. The students get opportunities to be a part of various student committees. The experiential learning happens through various extra- curricular activities.



INFRASTRUCTURE



Hostel Facilities



Medical Facilities



Amphitheatre

Recreational Facilities



Library



ADMISSION PROCESS

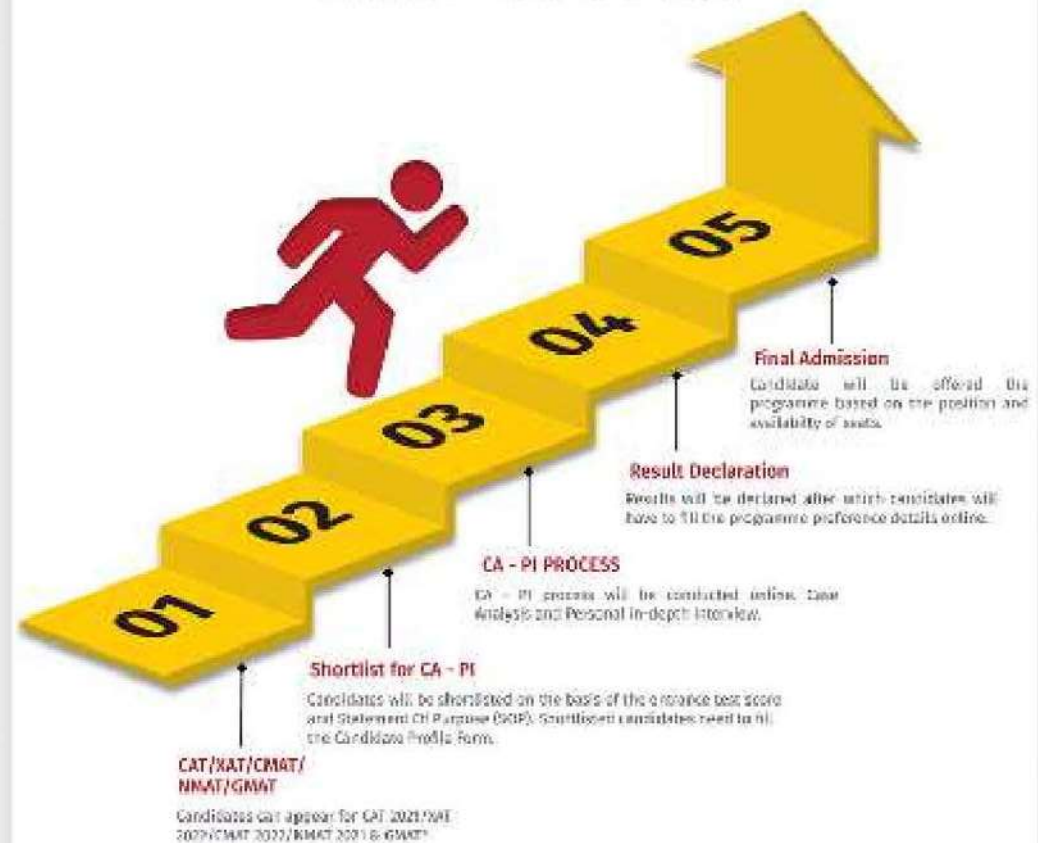
For MBA Batch 2022-24
(With Major and Minor Specializations)



Note: *Candidates applying through NMAT & GMAT are required to select K J Somaiya Institute of Management as one of the institutes for sending their scores in NMAT & GMAT application forms/portal respectively. For NMAT, the scores of only the first attempt of the students will be considered. GMAT scores are valid for 3 years (from 1st January 2019 to 31st January 2022).

ADMISSION PROCESS

For MBA Healthcare Management and
MBA Sports Management Batch 2022-24
(For Profile - Based Shortlisting)

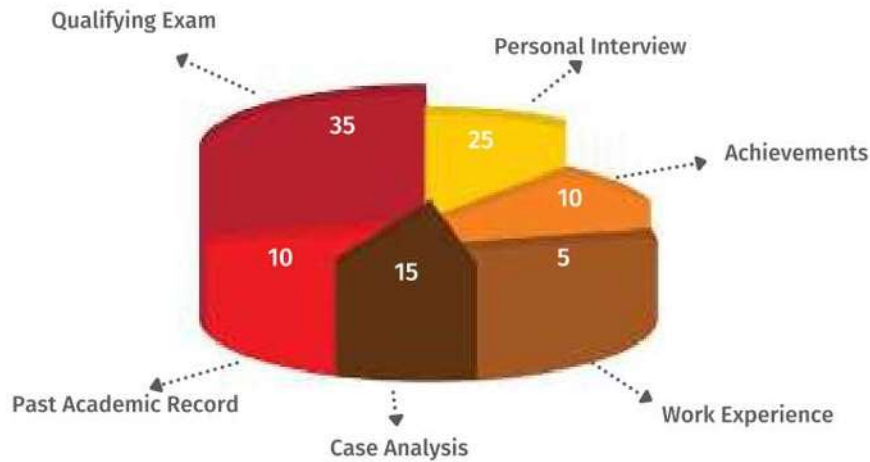


Note: *Candidates applying through NMAT & GMAT are required to select K J Somaiya Institute of Management as one of the institutes for sending their scores in NMAT & GMAT application forms/portal respectively. For NMAT, the scores of only the first attempt of the students will be considered. GMAT scores are valid for 3 years (from 1st January 2019 to 31st January 2022).

SELECTION PARAMETERS

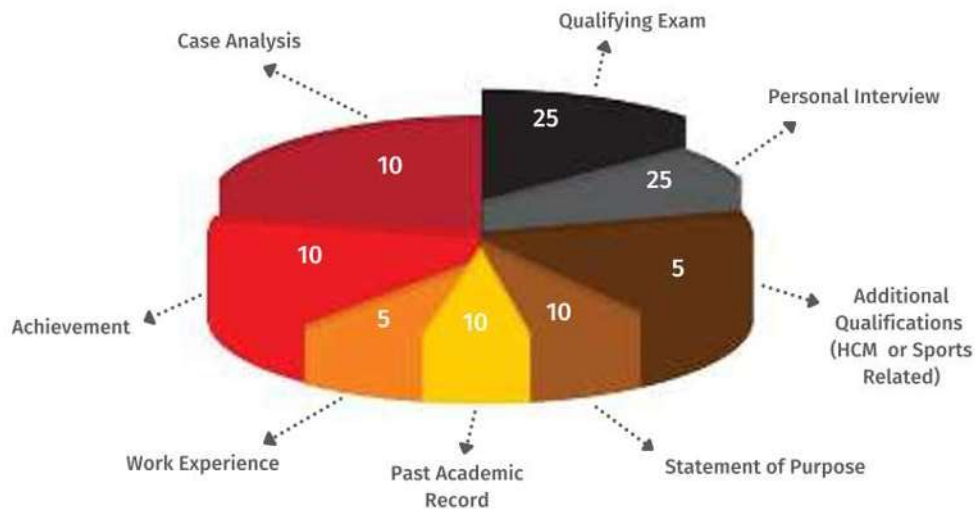
MBA (Major & Minor Specializations)

Batch 2022-24



MBA-HCM/MBA-SM

Batch 2022-24



Profile based selection for MBA-HCM and MBA-SM programmes
*The Institute reserves the right to change the selection parameters

IMPORTANT DATES

Last date of submission of application form	31st January 2022 till 11:59 pm
Shortlisting of candidates for CA-PI	14th February 2022 (04.00 pm)
Profile based shortlisting (For MBA-HCM and MBA-SM)	14th February 2022 (04.00 pm)
Uploading of Document (Online)	15th February 2022 to 21st February 2022 till 11:59 pm
Slot Selection for Case Analysis and Personal Interview	15th February 2022 to 21st February 2022 till 11:59 pm
Uploading of Candidate Profile	15th February 2022 to 21st February 2022 till 11:59 pm
Case Analysis (CA) and Personal Interview (PI) - Online Process	26th February 2022 – 16th March 2022
Declaration of Result	26th March 2022 (08:00 PM)
Offer Letters	1st April 2022 onwards
Inauguration of Programme (Tentative)	18th June 2022 (Saturday)
Commencement of Induction Programme (Tentative)	19th June 2022 – 26th June 2022
Trim 0	27th June 2022 – 10th July 2022
Programme Commencement (Tentative)	11th July 2022 (Monday)

Disclaimer: The schedule is indicative in nature for all stake holders (including aspirants) to plan their activities. The institute reserves the right to change or modify the schedule.

FEE DETAILS

Resident Indian / CIWCG / NRI / OCI / FN Course Fees:

Particulars	AY 2022-23 (1st Year)	AY 2023-24 (2nd Year)	Total Fees
Tuition Fees	₹ 7,05,612.00	₹ 7,76,173.00	₹ 13,59,435.00
Development Fee	₹ 1,15,788.00	₹ 1,27,652.00	₹ 1,35,944.00
Other Fees*	₹ 66,310.00	₹ 74,841.00	₹ 1,21,400.00
Caution Money Deposit**	₹ 10,000.00		₹ 10,000.00
Alumni Association Fee***		₹ 2,500.00	₹ 2,500.00
Total	₹ 8,97,710.00	₹ 9,81,166.00	₹ 18,78,876.00

* Other fees include: ID Fee, Examination Fee, Specialized e-Database Fee, Study Material Fee, Placement Fee, Student Insurance Fee, Gymkhana Fee and Convocation Fee.

** Refundable.

*** Alumni Fee (final year) should be paid through Demand Draft / NEFT only in favour of "SIMSR ALUMNI ASSOCIATION", payable at Mumbai.

Hostel Fees and Mess Fees:

To be announced.

CIWCG: Children of Indian Workers in Gulf Countries
OCI: Overseas Citizenship of India

NRI: Non-Resident Indian
FN: Foreign Nationals

FINANCIAL AID

Eligibility Criteria (Any One)

- ✓ Family income of less than ₹ 900,000 per annum
- ✓ People with Disabilities (PWD)
- ✓ Wards of defence personnel disabled or deceased in the line of duty

Selection process will follow the below mentioned procedure:



Award of Financial Aid

- Financial Aid will be awarded to the selected applicants in partial or full (on the full fee excluding caution money deposit) based on the evaluation process.
- Financial Aid awarded will be applicable for the entire duration of the programme.
- Students who demonstrate the need can avail the provision of subsidised lodging and boarding facilities provided by the management.
- **The decision of the Financial Aid Selection Committee will be final and cannot be challenged under any circumstance.**

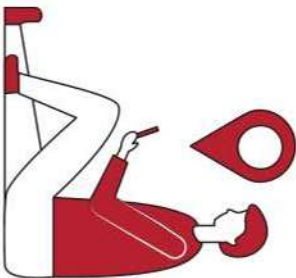
ILLUSTRIOUS ALUMNI

Name, Batch	Designation, Organisation
Sunil Kumar 1985	Founder & Director, Assyst
Rita Ghorpade 1985	Head - Talent Management (Leadership Development), L&T Group
Harsh Bhosale 1986	Chief People Officer, Nayara Energy
Shyam Motwani 1986	Executive VP & Business Head, Godrej & Boyce
Vivek Nayer 1987	Former Chief Marketing Officer - Group Corporate Brand, Mahindra & Mahindra
Ashutosh Khanna 1988	Sr. Client Partner, Korn/Ferry International
Lata Pillai 1988	Managing Director & Head - Capital Markets, JLL India
Lloyd Mathias 1988	Angel Investor & Business Strategist
Jamnadas Majethia 1989	Partner & Actor, Hats-off Productions
Sudha Jayashankar 1989	Former Executive Director - HR, MSCI
Hiten Ghelani 1990	CEO, Mahindra Marine
Ajay Kaul 1990	Managing Partner, AgreeYa Solutions
Ajay Kapur 1991	CEO - Aluminium & Power, & MD - Commercial, Vedanta
Aslam Karmali 1991	CEO & Sr. VP - Retail, Eureka Forbes
Madhusudan Kela 1991	Proprietor, MK Ventures
Saurabh Singh 1991	President, ICICI Foundation
Faraz Kagalwala 1991	CFO, Somaiya Trust
Sanjay Shah 1992	Country Head (India) & MD, Morgan Stanley
Shankarnarayanan Sethuraman 1992	Managing Director, Accenture
Paresh Zaveri 1992	Chairman, Aurionpro Solutions
Anupam Dikshit 1993	Chief Marketing Officer, Aditya Birla Yarns
Jamshyd Patravala 1993	General Manager & Country Head, Abott
Apoorva Mehrotra 1994	CEO & MD, Airtel Zambia
Murali Viswanathan 1994	Managing Director, SCHOTT Glass India

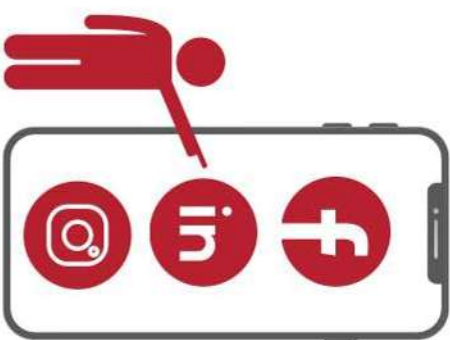
ILLUSTRIOUS ALUMNI

Name, Batch	Designation, Organisation
Kamlesh Dangi 1995	Group Head - HR, InCred Financial Services
Loveena Khatwani 1995	Chief Client Experience Officer, Edelweiss Capital
Nirav Dalal 1995	President & MD - Debt Capital Market, YES Bank
Gaurang Desai 1996	Securities and Commodities Authority (SCA), Financial Markets Advisor
Jagannath Dholakia 1996	MD - Global Corporate & Investment Banking, Bank of America Merrill Lynch
Kishore Subramaniam 1996	Executive Vice President, Lowe Lintas & Partners
Prakash Nair 1996	Associate President, Ogilvy & Mather Advertising
Shreeram Sethuraman 1996	Managing Director, BNP Paribas
Ritu Gupta 1996	Director - Marketing, Dell India
Vineet Sehgal 1996	Senior Director - HR, PwC
Kulvinder Ahluwalia 1996	CEO, FCB Ulka Advertising
Anand Ramaswamy 1997	Sr. President & Head - Digital Transformation, Yes Bank
Anil K Nair 1997	CEO, VMLY&R
Praveen Jaipuria 1997	CEO, Continental Coffee
Sheetal Daftary 1997	MD - IT Audit & Assurance, KPMG US
Vikram Bhatt 1997	Founder & Director, Enrich Salons & Academy
Rishi Srivastava 1997	CEO - Group Agency Distribution, AIA
Sony Nichani 1997	Chief Executive Officer, Publicis Groupe, Indonesia
Manuj Agarwal 1998	CEO, Percept Live
Mehul Kapadia 1998	Global Head of Marketing, MNC & Corporate, Vodafone Businesses
Vikram Malhotra 1999	Founder & CEO, Abundantia Entertainment
Shailendra Shukla 1999	MD - Vehicle Group (India), Eaton Industrial Systems
Priya Kapadia 1999	Head, Marico Innovation Foundation
Prakash Gurumoorthy 2000	Partner & M.D, BORN Group, Asia Pacific & Japan

CONTACT US



CLICK HERE FOR DIRECTIONS



CONNECT WITH US

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Vidyavihar (E), Mumbai – 400007, India

Contact : +91 22 67283232 / 3277 / 3292

Email : admission.simsr@somaiya.edu
adcom@somaiya.edu

Web : simsr.somaiya.edu



Designed By
Admissions Committee

Sanchita Chavan
Sonali Kamat
Annabelle Dsouza
Rupal Trehan
Siddharth Yadav
Priya Shelar

