



**SOMAIYA VIDYAVIHAR  
UNIVERSITY**



# Ready For The New World

**PGDM Executive  
ADMISSIONS BROCHURE  
2020-21**

*#MasterYourFutureAtSIMSR*



**K.J. SOMAIYA INSTITUTE OF  
MANAGEMENT STUDIES AND RESEARCH (SIMSR)  
SOMAIYA VIDYAVIHAR UNIVERSITY, MUMBAI, INDIA**



# Contents

Padmabhusan Shri KJ Somaiya . . . . .	3
Shri Samir Somaiya's Message . . . . .	4
Vice Chancellor's Message . . . . .	5
Director's Message . . . . .	6
Ranking . . . . .	7
Programme Details . . . . .	8
Pedagogy . . . . .	9
Board Of Studies . . . . .	10
Admission Process . . . . .	11
Selection Parameters . . . . .	12
Current Batch Profile . . . . .	13
Fee Structure . . . . .	14
Placement Highlights . . . . .	15
Distinguished Alumni . . . . .	16
Accreditation . . . . .	17
Pride of SIMSR . . . . .	18
Centres of Excellence . . . . .	19
International Immersion & Linkages . . . . .	20
Contact Us . . . . .	21

# Padmabhushan Shri K. J. Somaiya (1902-1999)

## There is no religion other than humanity

Padmabhushan Late Shri Karamshi Jethabai Somaiya, an Entrepreneur, Philanthropist and a Visionary, who firmly believed that modern education has to have its roots in strong values, established Somaiya Vidyavihar (SVV) in 1959. This underlying theme and legacy of SVV was continued and strengthened by the late Dr. S.K. Somaiya and the legacy is being taken forward by Shri Samir Somaiya — a Cornell University & Harvard alumnus.



SVV aims to provide for its students, meaningful and relevant education that emphasizes both the liberal and professional aspects of higher education, steeped in rich Indian culture and heritage and rooted in universal religious philosophies of the world.

Somaiya Vidyavihar encompasses 34 institutions, with more than 39,000 students and 1,500 faculty. Its educational institutes are spread across two main campuses - a 50 acre complex in Vidyavihar and a 28 acre complex in Sion both located in the heart of Mumbai besides a number of smaller campuses across rural Maharashtra, Karnataka and Gujarat. Currently we offer Degree, Diploma & Certificate courses at Undergraduate, Post Graduate and Doctoral levels.

Somaiya Vidyavihar also runs a few autonomous Post-Graduate Courses, Vocational Training Courses and High Schools.

Within SVV lies Somaiya Vidyavihar University (SVU) which provides educational opportunities to all qualified students to discover and disseminate knowledge in order to serve communities around the world. SVU firmly believes in imparting education that teaches 'how to live' and 'how to make a living'.

The guiding principle for SVU like SVV is '**Knowledge Alone Liberates**'.

*Knowledge alone liberates. Liberates from poverty, from hunger. Also, to liberate one from the attachments that binds us to small-mindedness. Knowledge also provides opportunity to make the life lived more meaningful.*

# Shri Samir Somaiya's Message



## Shri Samir Somaiya

President, Somaiya Vidyavihar  
Chancellor, Somaiya  
Vidyavihar University

Bearing in mind that there is no religion other than the life lived in the service of humanity, नमनूषात्परोधर्म || Our education in any subject will reflect its timeless fundamentals, its current context and applications

Our Founder, Padmabhushan Shri K. J. Somaiya was deeply influenced by Gandhiji, and dedicated himself to nation building. He founded Somaiya Vidyavihar on the 9th of September 1959. He later founded the Girivanvasi Pragati Mandal, the K. J. Somaiya Medical Trust, Girivanvasi Education Trust and sister institutions to make great citizens of India and the World. In the words of Swami Vivekananda, "We want that education by which character is formed, strength of mind is increased. the intellect expanded and by which one can stand on one's feet." We have now grown into a multi-disciplinary and multi-campus education institution with over 1500 faculty, and 39,000 students.

Our motto is: जानादेवतुकैवल्यम् || Knowledge alone liberates. Liberates from poverty, from hunger. Also, to liberate one from the attachments that binds us to small-mindedness. Knowledge also provides opportunity to make the life lived more meaningful. In the service of one's family, one's community, one's samaj, and indeed, the world. Bearing in mind that there is no religion other than the life lived in the service of humanity, नमनूषात्परोधर्म || Our education in any subject will reflect its timeless fundamentals, its current context, and applications. There is so much scientific discovery taking place at the intersection of fields of biology, computing, medicine, the social sciences and everywhere else. We will provide students and faculty 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. With projects that are 'real' and those that complement the learning inside the classroom. Our students and faculty will be at the cutting edge of change, to incubate companies, to create NGOs, and pursue any field of their passion. Our education will also be holistic. Sports and physical exercise must be a firm part of the curriculum. For students to develop a love for sports, for recreation, for health, for teamwork, for competition. Our education will also instil an appreciation for art and culture. In the Bhagavad Gita, Arjun asks Krishna how is one to control one's mind that is as fleeting as the wind. Krishna responds that it can only be done through practice and discipline. We will strive to teach our students to learn to stay calm in our turbulent world. And our education will also include the ancient Indian tradition, its culture, its depth, and its knowledge. We must keep the connection with our mother tongue and our languages. Languages are storehouses of culture, and the loss of a language takes with it much learning, stored through it over the ages. Finally, our education will help students 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. Welcome to our community.



# Vice Chancellor's Message



**Prof. (Dr.) V. N.  
Rajasekharan  
Pillai**

Vice Chancellor  
Somaiya Vidyavihar University

Our programmes are designed, transacted and delivered following internationally renowned patterns evolving the best practices in business and management education.

I have great pleasure in welcoming the prospective management education aspirants to the Somaiya Vidyavihar University (SVU) , Mumbai for their studies in the University's KJ Somaiya Institute of Management Studies and Research (SIMSR).

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 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 dynamics challenges, we at SIMSR have been at the forefront of quality and responsible management education in the country. Our Postgraduates Diploma in Management (PGDM) 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 SIMSR 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, SIMSR  
Dean - Faculty of  
Management Science,  
Somaiya Vidyavihar University

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.

## Ready For the New World

A report by McKinsey Global Institute from September 2019 with the title, "Future of Asia" states that Asia is increasingly becoming the world's centre and by the year 2040, Asia will account for 52 percent of global GDP in terms of purchasing power parity and 54 percent of global consumption. These projected data figures represent incredible opportunities and challenges related to growth, disruption and innovation.

In the new world, technology and traditions will play a key role in driving change and integrating different aspects of trade and society. This requires professionally trained managers with expertise in technology enabled processes and softer aspects of empathy and collaborative spirit.

K J Somaiya Institute of Management Studies & Research (SIMSR), located in the heart of Mumbai in a 50 acre beautifully landscaped campus and now part of Somaiya Vidyavihar University (SVU), is in the forefront as a leading business school in India, capable of providing the best inputs to young budding managers. From Bloomberg labs to holistic self-management, analytics to leadership labs, creative strategy building to risk management, cross-cultural management to digital communication, international diplomacy and so on, all subjects are covered in depth. A fully residential campus with world-class sports facilities and opportunities for experiential learning complete the pedagogical range.

The institute has grown in the past 38 years as offering sector-specific MBA programmes and executive education for reskilling of corporate managers. We are now offering admissions for the 10th PGDM Executive Programme, Batch 2020-21.

Our 10,000 + alumni base, more than 170 + recruiters on campus are proof of our goodwill and great reputation among all our stakeholders in India and abroad.

I welcome you to our Institute to avail of the opportunity of best-in-class management education and develop an excellent personal and professional growth through SIMSR.

[Link to SIMSR Annual Report 2017-18.](#)

# Vision & Mission

## 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.



# Ranking

PGDM Executive is ranked number 5 one year MBA program in India among private business schools by MBA universe which is considered one of the more credible rankings. (Oct 2019)

It is also ranked amongst the top One Year MBA Colleges in India by Businessworld. (Nov 2019)



Top One Year MBA equivalent PGDM Executive offered by AICTE B-schools & Universities

B-school - Program Name	Duration	Average Work Experience of the Batch	Minimum Work Experience Required	Fees	Average Placement	Month of Programme Commencement
SPJIMR Mumbai - PGPM	15 Months	6.4 Years	5 Years	19,60,000	17,26,500	January
XLRI Jamshedpur - PGDM (GM)	15 Months	6.7 Years	5 Years	20,00,000	17,54,000	April
MDI Gurgaon - NMP	15 Months	7.8 Years	5 Years	15,35,000	-	February/March
Great Lakes Chennai, Gurgaon - PGPM,	12 Months	3.4 Years	2 Years	1925000	13,11,000	May
KJ Somaiya Institute of Management Studies & Research, Mumbai- EXEC	15 Months	-	5 Years	7,52,900	10,70,000	September
FORE School of Management, Delhi	15 Months	-	5 Years	13,00,000	--	August
LBSIM, New Delhi	15 Months	-	5 Years	5,49,750	--	June
BIMTECH, Greater Noida	15 Months	-	3 Years	12,50,000	-	August
XIM Bhubaneswar (XIMB)	12 Months	3.5 Years	3 Years	16,50,000	NA	To be announced
EMBA-BM, EMBA-BA						



# Program Details



## Narayanan Palani

Exceptional Talent of UK  
Author of "Software Automation  
Testing Secrets Revealed" Book Series

Learning in K.J.Somaiya Institute of Management Studies & Research (SIMSR) made a difference in Executive MBA instead of choosing Stern or Insead. Giving priority to human values and team building activities always made it special to me and difference in some kind; Until working in industry, I always thought that work experience makes a big difference than choosing a full time program. Also choosing a full time Executive MBA is of extreme risk since I got to cut of the earnings for the next fifteen months; On the other hand, I am going out of skillsets since the industry moving forward but I choose to sit in a b-school. But, I choose to opt that idea due to a sincere recommendation from a best program manager who I worked with. Every individual part of this program has been taken care with extra efforts from professors to match the industry needs; Hence I would say it is 100% worth to spend next 15 months if you choose to take a risk in life; 'A risk worth enough to take you to new dimensions of professional life!'

## Post Graduate Diploma in Management – Executive 10<sup>th</sup> Batch 2020-21

- Conducted in 5 trimesters of 12 weeks each over a period of 15 months
- Open to students from India and abroad including NRIs, FN, PIOs and CIWGC (Intake - 30)
- 15 Months Full Time AICTE Approved Programme
- Minimum 5 years of work experience required

### Objectives

- To combine contemporary management knowledge and skills with the students experience base to give the required fillip and boost to the students career progression and aspirations.
- To familiarize the students with the latest cutting-edge, globally used technology and their application in the progressive organizations.
- To develop globally oriented and performance focused managers.

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### Key Takeaways of the Program

- Formulate a holistic approach to identify problems, formulating solutions and adapting to change
- Build strategic skills for effective decision making with a strategy development and implementation focus.
- Develop a personal leadership philosophy that reflects greater knowledge, capabilities and insights.
- Expand your capability to lead cross functional teams and corporate projects across challenging local and global markets.
- Gain In-depth knowledge of business functions and build general management skills to integrate these functions across the organization.
- Examine newer techniques for driving results throughout the company across any market or business cycle.
- Focus on Leadership, Strategy & Digitalization.



# Pedagogy



**Workshops**



**Live Projects**



**Case Studies**



**Field Visits**



**Class Discussions**



**Chalk and Talk**



**Presentations**



**Guest Lectures**



**Simulation**



**Electives Offered**



**Foreign Languages**



**International  
Immersion**

## Reasons to Study at SIMSR

### Campus & Infrastructure

Lush green campus located in the heart of Mumbai City. State of the art classrooms & computer labs.

### Faculty

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

### Placements

170+ companies on campus. Highest package of 15.5 lpa. 99% placement.

### Rich Alumni Base

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

### Student Driven Culture

28 student driven committees. Leads to professional and cultural growth of students. Promotes and develops leadership qualities.

### CSR Initiative

'ANKUR' - the Institute's Experiential Learning Program encourages students to become socially responsible business leaders.

### 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.

### International Linkages

The institute has linkages with the University of Applied Science Upper Austria, Steyr, Austria; University of Applied Science, Krams, Austria; DHBW University, Stuttgart, Germany; THI Business School, Ingolstadt, Germany. The institute also has linkages with Saint Martin's University, The University of Akron, University of San Diego in USA. In China, the institute has linkages with Beijing Foreign Studies University, Communication University of China and Yunan University.

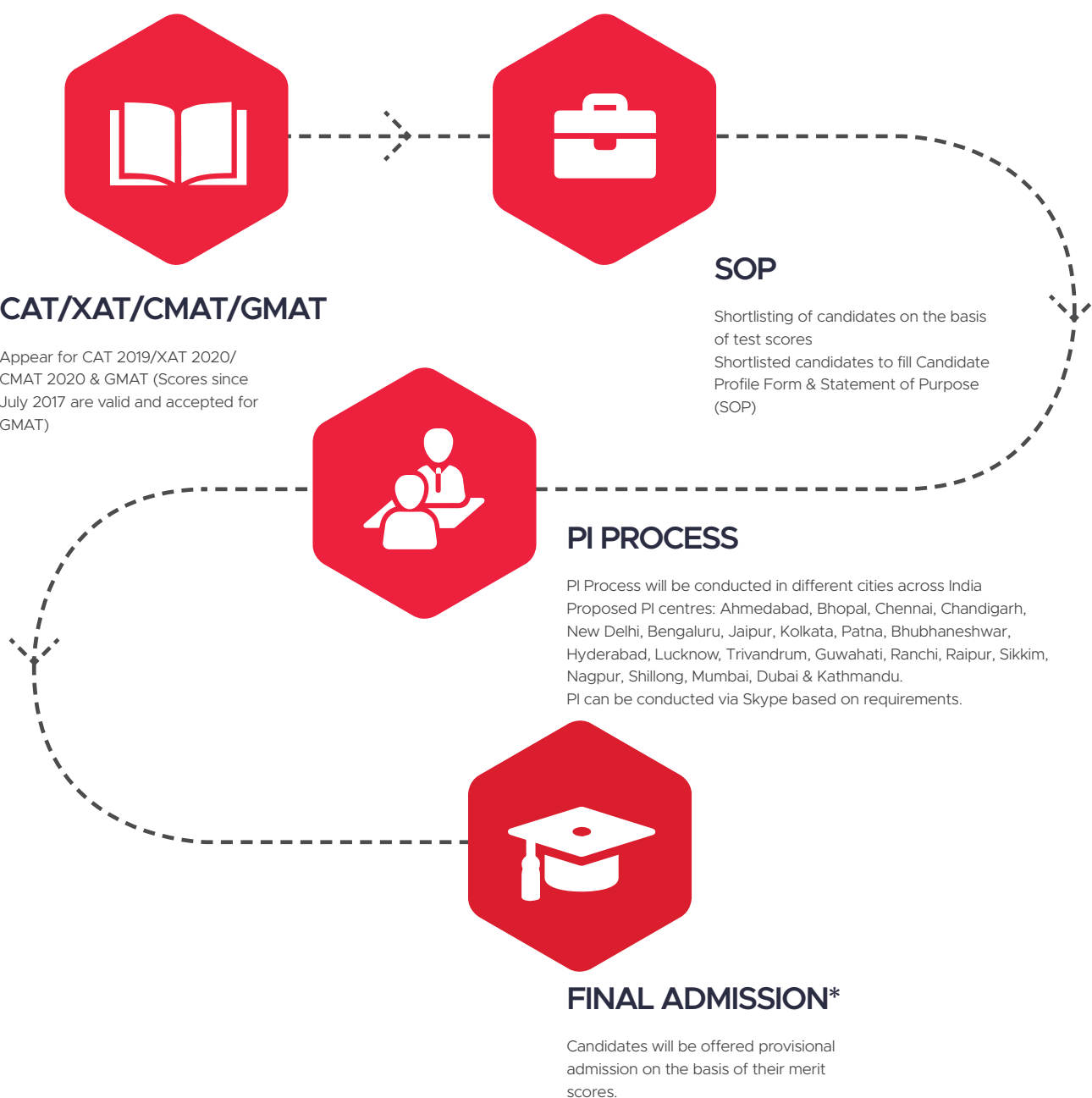
# Board of Studies

## PGDM Executive Board of Studies

Sr. No.	Board Member	Designation
1	Prof.(Dr.) Kiran Sharma	Chairperson BOS - Associate Professor of Marketing & International Business and Program Coordinator (PGDM-Executive), SIMSR
2	Prof. (Dr.) Monica Khanna	Director, SIMSR
3	Prof. (Dr.) D G Jha	Professor and Area Chairperson – Data Science and Technology and Program Coordinator of MCA, SIMSR
4	Prof. Isaac Jacob	Professor and Area Chairperson –Marketing and International Business, Program Coordinator(PGDM-Communications, PGDM-International Business)
5	Prof. Sunil Parmar	Assistant Professor of Finance & Law and Program Co-coordinator- (PGDM- Executive), SIMSR
6	Prof. (Dr. ) Rushi Anandan	Assistant Professor for Entrepreneurship, Communication & Strategy and Program Co-coordinator (PGDM-Executive), SIMSR
7	Mr. Deepak Chhibba	Ex- CEO, Mahindra & Mahindra- BAE Systems
8	Mr. John Samuel	M.D.-Health & Public Service (India) Accenture
9	Mr. Sanjay Podder	Head (Asia-Pacific, Innovation Centre) Accenture
10	Mr. Narayan Palani	Quality Engineering Chapter Lead, Lloyds Bank
11	Mr. Aditya Sisodia	Founder & Director, eleadsbazaar
12	Mr. Sanjay Vora	Group Finance Controller, Leoplast
13	Mr. Sachin Kamble	Associate Professor-Operations, NITIE
14	SVU Representative nominated by VC	
15	Student Representatives by Invitation	

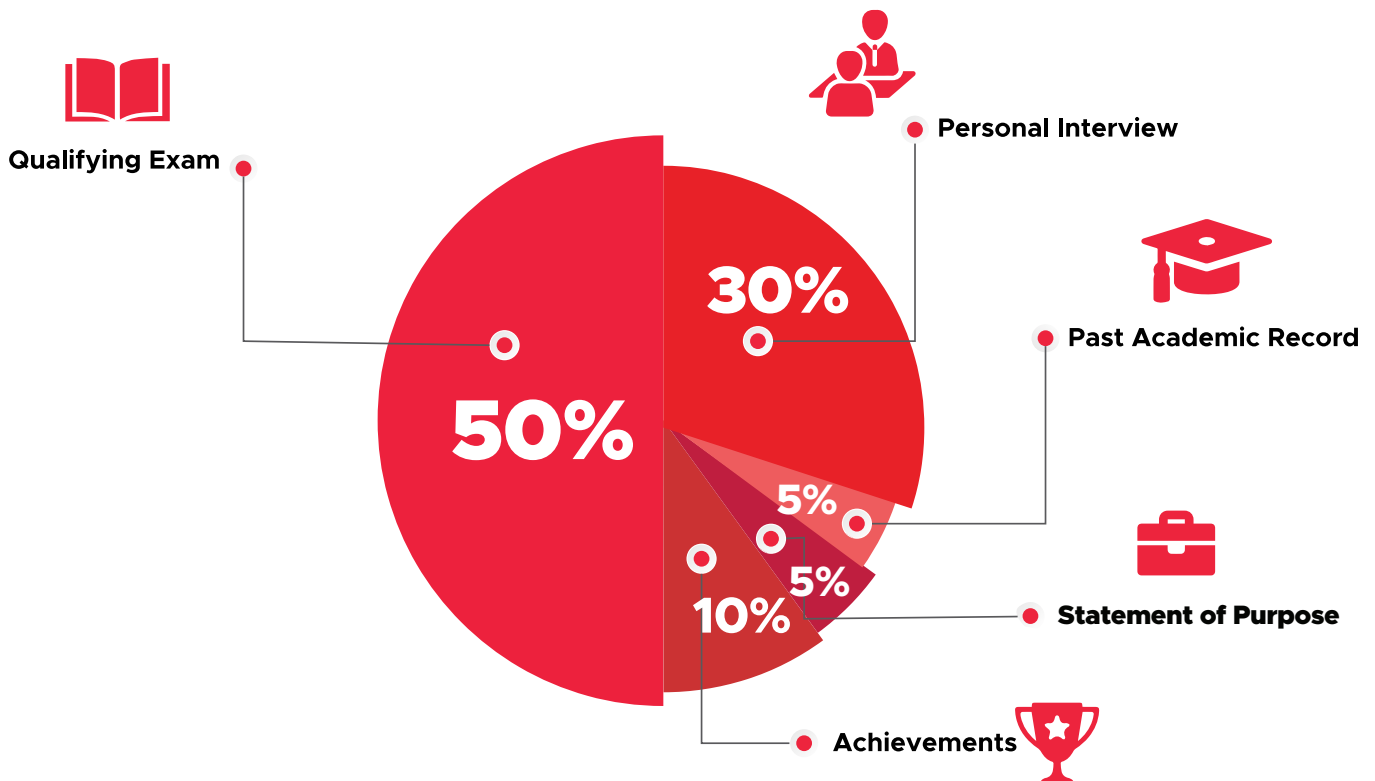
# Admission Process

The admission process is a simple 4 step process which starts with applying for SIMSR's PGDM Executive programme.



\*Admission is provisional i.e. subject to fulfilment of all the eligibility requirements

# Selection Parameters



## Past Academic Records

SSC / Class X	SSC / Class XII	Graduation	Additional Qualification
Less than 60% (0)	Less than 60% (0)	Less than 60% (0)	Any PG / M Phil (1)
60% <= 69.99 (0.25)	60% <= 69.99 (0.25)	60% <= 69.99 (0.50)	
70% <= 79.99 (0.50)	70% <= 79.99 (0.50)	70% <= 79.99 (1)	
Above 80% (1)	Above 80% (1)	Above 80% (2)	
Max = 1	Max = 1	Max = 2	Max = 1

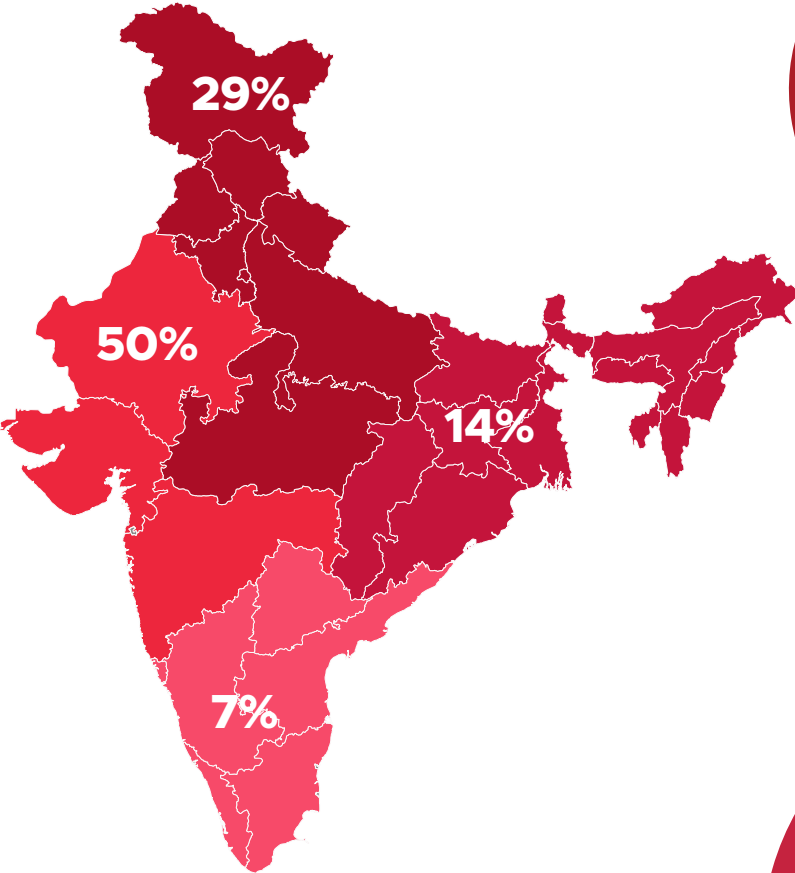
## Sports/Extra Curricular Activity/Awards/Rewards

Sports	Extra - Curricular Activity	Awards Rewards
University / District Level (1)	University / District Level (1)	Awards, Publications, Rewards at workplace by external agency or organization, Recognition, CSR activities etc
State Level (2)	State Level (2)	
International / National Level (3)	International / National Level (3)	
Max = 3	Max = 3	Max = 4

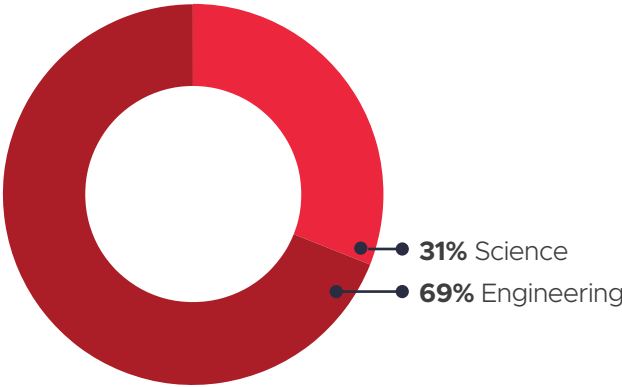


# Current Batch Profile

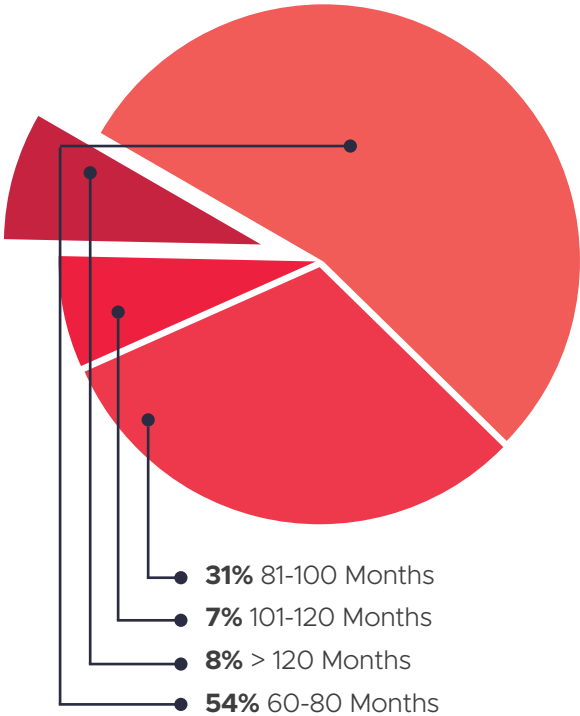
## Zonal Distribution



## Educational Backgrounds



## Work Experience



## Gender Diversity



# Fee Structure

A SIMSR PGDM Executive degree is a significant investment in you and your future. Your executive education program fee includes tuition, and may also include accommodations, meals, course materials, and more. Upon admission, fees is payable by A/C Payee Demand Draft drawn in favour of K.J. Somaiya Institute of Management Studies and Research, payable at Mumbai or through NEFT (details of which will be uploaded later).

The Demand Draft for the mess fee will have to be deposited separately.

## Course Fees

Tuition Fees	₹ 6,36,900
Development Fees	₹ 63,690
Other Fees	₹ 1,04,200
Caution Money Deposit (Refundable)	₹ 10,000
Alumni Association Fees	₹ 2,500
<b>Total Fees:</b>	<b>₹ 8,17,290</b>

## Application Form Fee

For Indian Resident Candidates (Transaction Charges Applicable)	₹ 2,850
For NRI / PIO / FN & CIWGC Candidates (Transaction Charges Applicable)	₹ 3,850

## Hostel Fees

Hostel Fees	₹ 1,78,750
Registration Fees	₹ 1,000
Hostel Deposit (Refundable)	₹ 20,000
Mess Deposit (Refundable)	₹ 5,000
<b>Total Fees:</b>	<b>₹ 2,04,750</b>

## Important Dates

PI Dates	As per the data wise schedule which will be made available on the website. PI will be on-going via Skype and Google Hangouts.
Last date for online Application form	31st August 2020
Inauguration of PGDM Executive Courses	3rd September 2020
Program Commencement	3rd September 2020

# Placement Highlights



**SIMSR**

# Prominent Recruiters



# Distinguished PGDM Exec Alumni



**Narayan Palani**  
Batch 2011 - 12

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Quality Assurance Engineer  
Lloyds Banking Group, London



**Sanjay Vora**  
Batch 2012 - 13

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Head - Production Planning, Method &  
Control Operation  
Astral Polytechnick Limited,  
Ahmedabad



**Aditya Singh Sisodia**  
Batch 2014 - 15

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Head - Business Development  
Value Direct Communication Pvt. Ltd.,  
Mumbai



**Deepa Mithil**  
Batch 2015 - 16

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Inside Sales Account Manager  
SoftwareONE India



**Keya Ghose**  
Batch 2015 - 16

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Project Lead  
Accenture, Bangalore



# Accreditation

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH (SIMSR) is an Autonomous Educational Institute approved by University Grants Commission and is affiliated to the Somaiya Vidyavihar University (SVU) which is a Private University and has been formed vide Gazette Notification No. SFU-2013/C.R.200/Uni.-4 dated 26th August 2019 by Higher and Technical Department of Maharashtra.



# Student Driven Committees



# Pride of SIMSR



# 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

SIMSR also hosts various international conferences every year



# International Immersion & Linkages



SIMSR has 30+  
International Tie-Ups



MOU signed with Sany College, China



MOU signed with Wintec, New Zealand



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



Interactive session with students from Tsinghua University

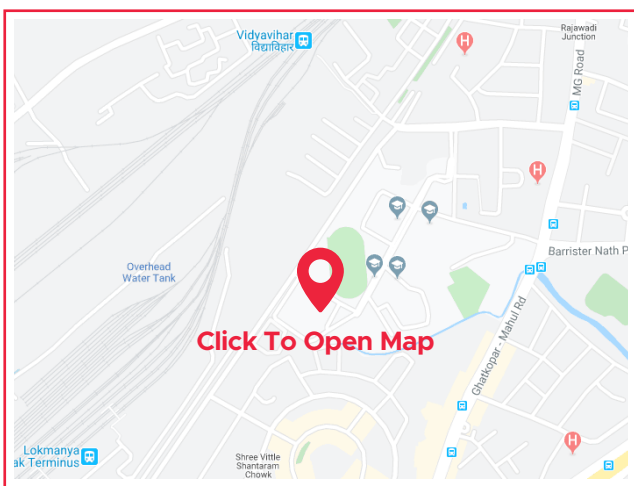


Students visited DHBW for the foreign immersion program





# Contact Us



## Distance From:

- Lokmanya Tilak Terminus – 0.5 km
- Dadar Station – 10.2 km
- Chatrapati Shivaji Maharaj Terminus – 20 km
- Domestic Airport – 10 km
- International Airport – 12.8 km

## **CONTACT US**

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