

POST GRADUATE DIPLOMA IN MANAGEMENT

TWO YEAR FULL TIME AICTE APPROVED PROGRAM



**K J Somaiya Institute of Management Studies & Research,
Mumbai, India**

Program Highlights

- Two year full time AICTE approved program since 1993.
- PGDM Batch: 2020-2022 is the 28th batch of SIMSR
- Equivalent to MBA from 1st June 2012 as per AIU (Association of Indian Universities) notification
- Intake: 120 seats + 18 (15 % Supernumerary quota)

Program Highlights

- 15% Supernumerary seats are open to students from India and abroad including Non-Resident Indians (NRI's), Persons of Indian Origin (PIO's), Children of Indian Workers in Gulf Countries (CIWGC) and Foreign Nationals (FN).
- Program was accredited in the year 2005 for a period of 5 years by National Board of Accreditation (NBA), a body of AICTE, Ministry of HRD, and Govt. of India. The Institute has already received re-accreditation for 5 years from 2016.
- The institute is ISO 9001:2015 certified
- The institute is in the process of getting AACSB accreditation. The third update report is submitted to the AACSB

Program Highlights

- The courses offered are reviewed by “Subject Boards” of different subjects
- “Subject Boards” comprises of industry experts and experienced academicians
- It makes the program up-to-date and relevant for industry
- It also increases employability of students

Cornerstones of the program

- The Post Graduate Diploma in Management program is one of the oldest program offered by K J Somaiya Institute of Management Studies & Research
- The program focuses on inculcating leadership and integrative thinking skills in the learners
- It has an illustrious history of students who have made a name for themselves in the corporate world, both in India and abroad

Illustrious Alumni

Specialisation	Batch	Name	Designation	Organisation	Location
Finance	1996	Gaurang Desai	Advisor - Financial Markets	Securities & Commodities Authority	Dubai
	1997	Manoj Sudhakar	Managing Director	Accenture	Bengaluru
	1998	Varun Chugh	Managing Director	Citibank	Singapore
Marketing	1996	Prakash Nair	Executive Vice President	Ogilvy & Mather	Mumbai
	1997	Praveen Jaipuria	CEO	Continental Coffee	Hyderabad
	1999	Vikram Malhotra	Founder & CEO	Abundantia Entertainment	Mumbai
HR	1995	Kamlesh Dangi	Group Head - HR	InCred Financial Services	Mumbai
	1996	Arvind Sharma	Senior Director - HR	Black & Veatch	Mumbai
	1997	Bhavna Sinha	Head - HR	Republic World	Mumbai
Operations	1995	Loveena Khatwani	Chief Client Experience Officer	Edelweiss Capital	Mumbai
	1995	Sendhil Kumar	COO	Ensign Infosystems	Mumbai
	1996	Meghdoot Deherkar	Head Country Operations	Novartis	Cambodia Laos

Objectives of the program

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

Learning Goals of the Program

- Management knowledge
- Critical thinking
- Communication skills
- Team orientation
- Global awareness
- Ethical responsibility

Program Structure

- The program is of two years duration
- Divided into six trimesters
- Each trimester is of approximately 12 weeks
- In the first year of the program, compulsory general management subjects are offered
- In the second year, specialization subjects are offered along with a bouquet of electives
- Students have opportunity for international immersion

Specializations

- Program offers specialization in
 - Finance
 - Marketing
 - Human Resource Management
 - Operations
 - Data Science
- During second year electives are also offered to the students which helps them to get inter-disciplinary perspectives

List of Courses, First Year Batch: 2019 – 2021

Trimester I		
Sr. No.	Subjects	Marks
1.1	Business Communication	50
1.2	Business Perspectives in Global Context	50
1.3	Business Statistics	100
1.4	Financial Accounting	100
1.5	Information Technology for Management	100
1.6	Leadership & Organizational Behavior	100
1.7	Managerial Economics	100
1.8	Marketing Management – I	100
1.9	Operations Management	100
	Total	800

List of Courses, First Year Batch: 2019 – 2021

Trimester II		
Sr. No.	Subjects	Marks
2.1	Business Research	100
2.2	Cost & Management Accounting	100
2.3	Design and Management of Information Systems	100
2.4	Human Resource Management and Industrial Relations	100
2.5	International Business	100
2.6	Logistics and Supply Chain Management	100
2.7	Macro Economics	100
2.8	Marketing Management – II	100
	Total	800

List of Courses, First Year Batch: 2019 – 2021

Trimester III		
Sr. No.	Subjects	Marks
3.1	Business & Corporate Law	100
3.2	Enterprise Systems	100
3.3	Entrepreneurship Management	100
3.4	Financial Management	100
3.5	Global Economic Environment & Policy	50
3.6	Management Control Systems	50
3.7	Operations Research	100
3.8	Strategic Management	100
3.9	Total Quality Management (TQM)	100
	Total	800

List of Courses, Second Year Batch: 2019 – 2021 (Finance)

Trimester IV		Marks	
4.1	Bloomberg Analytics	50	
4.2	Leadership Lab	50	
4.3	Data Analytics (Using R Programing)	100	
4.4	Advanced Financial Management	100	
4.5	Financial Institutions and Markets	100	
4.6	Security Analysis and Portfolio Management	100	
4.7	Derivatives and Risk Management	100	
4.8	Mergers and Acquisitions	100	
4.9	Investment Banking	100	
	Total	800	
	Summer internship	100	



List of Courses, Second Year Batch: 2019 – 2021 (Finance) S I M S R

Trimester V		Marks	
5.1	Banking and Insurance	100	+ Electives of total 200 marks
5.2	Infrastructure and Project Finance	100	
5.3	International Finance	100	
5.4	Advanced Derivatives and Risk Management	50	
5.5	Personal Tax Planning	50	
	Total with electives	600	



List of Courses, Second Year Batch: 2019 – 2021 (Finance) S I M S R

Trimester VI		Marks	
6.1	Business and Personal Ethics	50	+ Electives of total 300 marks
6.2	Corporate Governance	50	
6.3	Wealth Management	100	
6.4	Quantitative methods in Finance	100	
	Total with electives	600	
	Master Thesis	100	



List of Courses, Second Year Batch: 2019 – 2021 (Marketing) S I M S R

Trimester IV		Marks	
4.1	Consumer Behavior	100	
4.2	Market Research	100	
4.3	Rural and Social Marketing	100	
4.4	Sales and Dist. Management	100	
4.5	Digital and Social Media Marketing	100	
4.6	Marketing of Financial Services	50	
4.7	Leadership Lab	50	
4.8	B 2 B Marketing	100	
4.9	Services Marketing	100	
	Total	800	
	Summer internship	100	



List of Courses, Second Year Batch: 2019 – 2021 (Marketing) S I M S R

Trimester V		Marks	
5.1	International Marketing	100	+ Electives of total 200 marks
5.2	Advanced Marketing Strategy	100	
5.3	Strategic Brand Management	100	
5.4	Integrated Marketing Communications	100	
	Total with electives	600	



List of Courses, Second Year Batch: 2019 – 2021 (Marketing) S I M S R

Trimester VI		Marks	
6.1	Business and Personal Ethics	50	+ Electives of total 300 marks
6.2	Corporate Governance	50	
6.3	Retail Marketing	100	
6.4	Marketing Finance	50	
6.5	CRM	50	
	Total with electives	600	
	Master Thesis	100	

List of Courses, Second Year Batch: 2019 – 2021 (HR)

Trimester IV		Marks	
4.1	Business Policy	100	
4.2	Compensation and Benefits Management	100	
4.3	Competency Management	100	
4.4	Performance Management System	50	
4.5	Industrial Relation	100	
4.6	Labour Legislations	100	
4.7	Organization Theories Structures and Designs	100	
4.8	Talent Planning	50	
4.9	Learning and Development	100	
	Total	800	
	Summer internship	100	

List of Courses, Second Year Batch: 2019 – 2021 (HR)

Trimester V		Marks	
5.1	HR Consulting	50	+ Electives of total 200 marks
5.2	Diversity and Inclusion	50	
5.3	Leadership Pipeline and Succession Planning	50	
5.4	Leadership Lab	50	
5.5	Organization Development and Learning Organization	100	
5.6	Talent Analytics	50	
5.7	Psychometric testing in HR	50	
	Total with electives	600	

List of Courses, Second Year Batch: 2019 – 2021 (HR)

Trimester VI		Marks	
6.1	Business and Personal Ethics	50	+ Electives of total 300 marks
6.2	Corporate Governance	50	
6.3	Competitive decision making	50	
6.4	Negotiations Skills	50	
6.5	Strategic HRM	50	
6.6	Talent Engagement & Audit	50	
	Total with electives	600	
	Master Thesis	100	

List of Courses, Second Year Batch: 2019 – 2021 (Operations)

Trimester IV		Marks	
4.1	BPR and Bench Marking	100	
4.2	Operations Planning and Control	100	
4.3	Quantitative Techniques in Operations	100	
4.4	New Product Devt. and Concurrent Engg.	100	
4.5	Business Process Flows	100	
4.6	International Logistic Management	100	
4.7	Service Operations	100	
4.8	Materials Management	50	
4.9	Leadership Lab	50	
	Total	800	
	Summer internship	100	



List of Courses, Second Year Batch: 2019 – 2021 (Operations) I M S R

Trimester V		Marks	
5.1	Manufacturing Strategy and Technology Management	100	+ Electives of total 200 marks
5.2	Big Data Analytics	100	
5.3	SCM Modeling	100	
5.4	Advanced logistic and supply chain Mgt	100	
	Total with electives	600	



List of Courses, Second Year Batch: 2019 – 2021 (Operations) I M S R

Trimester VI		Marks	
6.1	Business and Personal Ethics	50	+ Electives of total 300 marks
6.2	Corporate Governance	50	
6.3	Industrial Engg applications and Management	50	
6.4	Project Management	100	
6.5	Six Sigma	50	
	Total with electives	600	
	Master Thesis	100	

List of Courses, Second Year Batch: 2019 – 2021 (Data Science)



Trimester IV

Sr.No	Courses	Marks
4.1	Principles and Perspectives of Data Science	100
4.2	Cognitive Modelling and Qualitative Analysis	100
4.3	Statistical Methods for Decision Making	100
4.4	Database Management System (Preparation, Interpretation and Querying	50
4.5	Data Warehousing & Data Wrangling	100
4.6	Cloud Computing	50
4.7	Data Visualization	100
4.8	Artificial Intelligence	100
4.9	Design Thinking	50
4.10	Information Security Management	50
	Total	800

List of Courses, Second Year Batch: 2019 – 2021 (Data Science)



Trimester V		
Sr.No	Courses	Marks
5.1	Business Intelligence & Data Mining	100
5.2	Python Programming	50
5.3	R Programming	50
5.4	Big Data Technologies	100
5.5	Machine Learning	100
	Sub Total	400
	ELECTIVES (Students need to choose electives aggregating to 200 marks)	
	Analytics Project Management	100
	Applied GIS and Spatial Data Analytics	100
	Text Analytics	50
	Natural Language Processing	50
	Plus other electives as offered to other specialisation (Finance, Marketing, Operations and Human Resource)	--
	Sub Total	200
	Grand Total	600

List of Courses, Second Year Batch: 2019 – 2021 (Data Science)



Trimester VI		
Sr.No	Courses	Marks
6.1	Social Media Analytics	50
6.2	Block Chain Technology	50
6.3	IOT Analytics	100
6.4	Deep Learning	100
	Sub Total	300
	ELECTIVES (Students need to choose electives aggregating to 300 marks)	
	Ethics and Governance in Data Science	100
	Retail Analytics	100
	Marketing Analytics	100
	Econometrics	100
	Financial Technologies (FinTech)	100
	HR Analytics	100
	Sports Analytics	100
	Plus other electives as offered to other specialisation (Finance, Marketing, Operations and Human Resource)	--
	Sub Total	300
	Master Thesis	100
	Grand Total	700

Electives for batch 2019-21 (Trimester V)

Area	Sr. No.	Course	Marks	Remarks
General Management	1	Creativity and Innovation	50	Open for all
	2	Business Policy	100	Not for PGDM (HR) MMS (HR) MMS (Finance)
Marketing	1	B 2 B Marketing	100	Not for PGDM (Mkt)
Finance	1	Financial institutions and markets	100	Not for PGDM (Finance)
	2	Technical Analysis	50	Open for all
Operations and Information Technology	1	Big Data Analytics	100	Not for PGDM (Operations)
Information Technology	1	Cloud Computing and Internet of things	100	Open for all
	2	Business Development of IT	100	For Marketing only
HRM	1	Diversity and Inclusion	50	Not for PGDM (HR)
	2	Business and HR Consulting	50	Not for PGDM (HR)
Economics	1	Environmental Management	100	Open for all

Electives for batch 2019-21 (Trimester VI)

Area	Sr. No.	Course	Marks	Remarks
Information Technology	1	Business intelligence	50	Open for all
	2	Software Project Management (With MS Projects)	100	For Operations and Finance
Gen. Mgt.	1	Public Policy	50	Open for all
	2	Dynamic Competitive Strategy	50	Open for all
	3	New Venture Investment (Open for students of batch: 2018-20 also)	100	Open for all
Marketing	1	Sales and Distribution Management	100	Not for PGDM (Mkt)
Finance		Mergers and Acquisitions	100	Not for PGDM (Finance)
		Investment Decision and Practice (Open for students of batch: 2018-20 also)	100	Open for all
Operations	1	Project Management	100	Not for PGDM (Operations)
HRM	1	Competitive Decision Making	50	Not for PGDM (HR)
	2	Negotiations skills	50	Not for PGDM (HR)
Economics	1	Econometrics	100	Open for all

Learning Methodology

- The pedagogy comprises of diverse tools
- The institute has large pool of faculty consisting of core and industry practitioners
- The teaching-learning process lays emphasis on peer group learning.
- The Institute has subscribed to Harvard case studies and research databases to promote culture of research
- The institute has Bloomberg lab and several finance subjects are taught through it
- Industry internship and research based Master's thesis

Courses delivery tools

- Extensive and interactive classroom lectures
- Case study analysis
- Spreadsheet applications
- Data analysis packages
- Student projects & presentations
- Field projects & visits
- Individual & group assignments
- Guest lectures
- Role plays
- Conferences and seminars
- Experiential learning initiatives
- Students can become members of various clubs and committees

Complete Management Program

- PGDM program at SIMSR is a complete program for future managers of business and industry, which develops them into effective leaders displaying high levels of ethical & social concerns.
- Students are also encouraged and trained to take up entrepreneurial activities

Program Coordinators

- Program Coordinator
 - Dr. Pankaj Trivedi
- Program Co coordinators
- First Year
 - Dr. Rashmi Soni
- Second Year
 - Finance: Dr. Smita Ramakrishna
 - Marketing: Dr. Anjali Chopra
 - Operations: Dr. Pramod Shetty
 - HR: Dr. Hemangi Bhalerao

Thank You

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