



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



AACSB
ACCREDITED



BE WORLD CLASS

Seeding Excellence Through Education



K J Somaiya Institute of Management
MBA Placement Brochure 2022-23



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Shri. Samir Somaiya

Chancellor- Somaiya Vidyavihar University



Prof. V.N. Rajasekharan Pillai

Vice-Chancellor- Somaiya Vidyavihar University

Somaiya Vidyavihar University

Somaiya Vidyavihar University - With over six decades of experience in building and managing educational Institutes of great repute, Somaiya Vidyavihar has become a Private University in 2019 (<https://somaiya-vidyavihar.s3.ap-south-1.amazonaws.com/Somaiya-Vidyavihar-University/SOMAIYA-VIDYA VIHAR-UNIVERSITY-ACT.pdf>). We are delighted to have given Mumbai its first new-age Private University of global stature. As part of this accomplishment, we are now offering our students, programmes with the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges. Somaiya Vidyavihar University is located in the heart of

Mumbai and boasts of a sprawling green campus. The University is equipped with excellent educational, recreational, community, health, and sports facilities such as full-sized football ground, an athletic track, volleyball and tennis courts, gymnasiums, squash courts, a yoga room, a medical centre and an open-air Amphitheatre. The curriculum, designed by distinguished names from academia and industry, ensures that every graduate from Somaiya Vidyavihar University is a future ready and multi-faceted professional with much to offer to the world. We have a dream to build and support a world-class institution, one that is proudly Indian, and excels in Education, Research and Service.

1 VISION AND 60+ YEARS OF LEGACY



8 Campuses
34 Institutions



1500+ Faculty
2500+ Staff



40,000 Students
100+ Student Clubs



230+ Courses
20+ Libraries



6 Hostels
1500+ Student
Accommodation



15+ Dining
Options



Girls : Boys
Ratio 1:1



20 Sports
Offerings



100+ Start-ups
20+ Project Patents



Director Message



Prof.(Dr) Monica Khanna
Director

SEEDING EXCELLENCE THROUGH EDUCATION

The new emerging buzz words in business are adaptability, agility, circular economy, flexibility, hybrid work formats, platform based business models, green ocean strategy, sustainability etc, with the base requirements being creativity, leadership and integrity at the workplace and ability to stretch oneself beyond the call of duty.

Management education being industry facing, has to keep pace with Industry 4.0 + and train graduates who can handle these challenges and add value to the organizations that they seek to join. Transformational leadership is the need of the hour for businesses facing disruptive forces, high competition and paradigm shifts in business models and regulatory norms.

At K J Somaiya Institute of Management, we are seized of these issues and provide academic inputs accordingly. The students at our Institute are young, energetic and enthusiastic adults with or without work experience, and have come through a rigorous selection process. The Institute is committed to develop professionally trained management graduates who are grounded in

the reality of their local conditions while having a global perspective and exposure to hands on practical aspects of business management. Experiential learning opportunities are provided that give the young students real time opportunity for analyzing, evaluating and contemplating on problems to come up with solutions as part of the curriculum delivery process.

While the subjects being taught may be similar around the world, the Institute faculty contextualize the management knowledge and its applications to the regional and cultural aspects - that enables the students to appreciate and resolve local challenges and opportunities. Formal mentoring, providing suitable platforms and seed money could convert some of these into entrepreneurial opportunities at our campus incubation center RIIDL.

I welcome you wholeheartedly to take part in our placement process and I'm sure you will get the talent that you are looking for among our students.



The Institute

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar with the objective of providing state of the art education in management and allied areas. The Institute is consistently ranked among top 20 Management Institutes and top 10 private B-schools in India. The Institute offers doctoral studies in Business Management, full time, part time, Masters in Business Management and Master of Computer Applications. Apart from the regular programmes, the Institute offers customized and subject/ industry specific certificate and executive development programmes for Government Bodies, Companies, Defence Personnel and NGOs. The Institute also undertakes research and consultancy for both public and private organizations.

The Institute has a large faculty base comprising of experts with rich academic and industry experience, many of them are also Ph.D. holders and authors of books. Few of them are regular visitors to foreign Universities for teaching. Also, faculty from

foreign Universities visit the campus and share their perspective by conducting lectures and workshops.

Apart from academics, there is ample opportunity to pursue extracurricular activities. The campus has world class infrastructure for various indoor and outdoor sports. Various committees of students allow those interested to learn and participate in hobbies like music, photography and professional clubs to provide experiential learning platforms.

The Institute has excellent track record of final placements. Every year new companies are added to the pool of recruiters visiting the campus for recruitment. The profile and salary package is also one of the best offered in Industry.

K J Somaiya Institute of Management offers programmes for future managers of business and industry. It is also suitable for students who wish to start entrepreneurial activities.

41
YEARS

K J SOMAIYA
INSTITUTE OF
MANAGEMENT



K J Somaiya Institute of Management 1981 – 2022



K J Somaiya Institute of Management, Mumbai, is a constituent Institute of Somaiya Vidyavihar University. With the founding value of 'Knowledge Alone Liberates', Somaiya Vidyavihar (Vidyavihar - abode of knowledge), an educational campus was founded by Padmabhushan (Late) Shri K. J. Somaiya in the year 1959.

The Institute was inaugurated in the year 1981 by the Hon'ble Ex Prime Minister of India, Dr. Manmohan Singh, has completed 41 glorious years. The Institute is located in a vibrant, state of the art and lush green 50-acres campus in the heart of Mumbai.

The students have the benefit of getting the best management educational inputs from experienced faculty, industry professionals, ambassadors, celebrated achievers and international academicians.



Padmabhushan Shri K J Somaiya
Founder, Somaiya Vidyavihar (Estd: 1959)

MBA with Major and Minor Specializations

2022



2021

MBA Data Science & Analytics

Institute renamed to
K J Somaiya Institute of Management
Launch of MBA HR, MBA Sports Management
Relaunch of all PGDM as MBAs, 4 MBA (Part Time), PhD

2020

2019

Somaiya Vidyavihar University
Established

MCA
In affiliation with
University of Mumbai

2006

PGDM
International
Business, PGDM
Retail Management

2007

PGDM
Healthcare Management

2018

MIM

2001

PGDM Executive,
PGDM Financial
Services

2011

PGDM
Communication

2012

1994

MCSA, MFM, MAM
& MMM

1993

PGPMS
2-Year autonomous programme

MMS
In affiliation with
University of Mumbai

1983

1981

Institute Established
Foundation stone for the institute was laid by
Shri. Manmohan Singh,
Hon'ble Ex-Prime Minister of India,
DBM & DCM launched



Guiding Factors

Vision



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 citizenships.

Philosophy:



- Enhancing knowledge
- Building careers
- Begins through academia and continues through industry interactions, workshops, seminars, conferences and research. Approach that goes beyond a job to career and passion.

Values:



- Be a socially responsible organization
- Continuously upgrade, evolve and accept best practices
- Create environment conducive for research
- Merge technology with tradition to create globally transferrable skill sets

Strengths:



- Strong Legacy: Somaiya Trust is in Educational Services since 1959
- Location: Industry interaction and Industry based project for students
- Full Time Core Faculty: 15% - Senior Level Industry Experience and 85% are PhD's
- Linkages: With B-Schools abroad promotes Student and Faculty exchange programs and research.
- 13,000 + Alumni across the globe



Programmes



MBA

**MBA –
International
Business**



**MBA – Retail
Management**

**MBA –
Financial Services**



**MBA – Integrated
Marketing
Communications**

MBA – HR



**MBA –
Data Science &
Analytics**

**MBA –
Healthcare
Management**



**MBA – Sports
Management**

**Masters in
Computer
Applications**



MBA Executive

**Part time MBA
(MMM, MFM,
MHRDM, MIM)**





Quality in Management Education

AACSB



K J Somaiya Institute of Management is now AACSB accredited and is the 19th B-School in India to have earned this prestigious accreditation.

The Institute is amongst the 6% of AACSB accredited schools worldwide offering degree programs in business at bachelor or higher level.

The accreditation reinforces the Institute's commitment to quality and creates a strong platform to reach greater heights on the journey of building future leaders in management.

AACSB International (Association to Advanced Collegiate School of Business), a global non-profit association, connects educators, students, and business to achieve a common goal: to create the next generation of great leaders. Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, learning and development services to over 1,700 member organizations and more than 900 accredit business schools worldwide. The global organization has offices located in Tampa, Florida, USA; Amsterdam, the Netherlands; and Singapore. (<https://www.aacsb.edu/>)

ISO 9001:2015

- The Institute has been rigorously focusing on building quality in delivering management education.
- The Institute is ISO 9001:2015 certified by Bureau Veritas and it is accredited by AACSB in May 2022.





The Teaching-Learning Experience

Pedagogy

K J Somaiya Institute of Management offers a comprehensive range of sector specific business management programmes to integrate Indian businesses with global opportunities in a highly competitive environment. The pedagogy is a blend of theory with practical approach & comprises of experiential learning opportunities, hackathons, case studies, projects, assignments, presentations, foreign languages, guest lectures, role plays, industry visits, interactive classroom lectures, coursera for campus and international immersions. The teaching process lays emphasis on ethical leadership along with group learning. It has also adopted various innovative tools to help students to augment their academic, industry and subject specific knowledge. The Institute

encourages students to participate in arrays of pedagogical tools, this approach has helped students immensely to inculcate industry specific knowledge in alignment with academic knowledge.

Apart from various pedagogical tools, the Institute lays emphasis on learning through inhouse library, the Institute has computerized library with more than 97,000 books, Harvard Case Subscription, 20+ online databases, 9 Bloomberg Terminals, media analytics lab, simulation software, 150 Indian and International periodicals, CDs, and Video films. The library is housed in an area of 7,000 sq. feet, & offers access to various online databases & E journals.



E-Journals & Databases

ACE-Equity	CMIE People of India	EMIS	Oxford Epigeum
Capital Market: Capline	EBSCO	EPW Research Foundation India	Proquest
Capital Market: NAV India	ECMIE Aspirational India	Euromonitor	Sage Research Methods
CEIC	Elsevier Business Management and Accounting	Grammarly	Scopus
CMIE – Prowess	Elsevier Economics & Finance	IEEE	Taylor & Franci
CMIE Consumption Pyramid	Emerald	J-Gate	WARC
CMIE Income Pyramid	Emerald – Case Collection	MarketLine	Web of Science

Coursera for Campus

The Institute has entered into strategic partnership with an online learning platform Coursera, in the midst of the global pandemic when the entire world came to standstill. Coursera has opened it's online doors worldwide to all the learners to enhance their skillsets with an objective of facilitating three important A's of learning- Anything, Anytime and Anywhere learning. This flexible approach towards learning offered greater personalization, flexibility and asynchronous to every learner. It has also helped the students to prepare well in advance for the

various case study challenges, classroom presentations, live projects, internships, final placements etc. Learning through an online platform complements traditional classroom learning and helps significantly to augment technology enabled learning experience. Strategic partnership with Coursera has provided unlimited access to 7,000+ world-class courses, hands-on projects, and job-ready certificate programs. It has also opened up an avenue of learning through 170+ leading universities and companies.

New Pedagogical Tools

- Bloomberg Lab
- Community Service Initiatives
- Foreign Languages
- Hackathons
- Media Analytics Lab
- New Venture Investment
- Simulation Softwares





Experiential Learning Platforms

- K J Somaiya Institute of Management has 30 student driven committees and clubs. These committees and clubs focus on the holistic development of the student body. The committees are divided into 4 broad categories namely, Core Committees, Subject/Area Specific Committees, Committees Focused towards the Professional Growth of the Students and Committees Focused Towards the Cultural Development of the Students.
- These Committees and Clubs aid and hone a student's overall personality development as well as provide experiential learning opportunities enabling platforms to implement classroom learning into real life situations and challenges.



Student Committees

Core Committees

Admissions Committee | Alumni Committee | Guest Lecture Committee | Placement Committee
PR & Branding Committee | Student Council

Subject/ Area Specific Committees

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

Professional Growth Committees

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

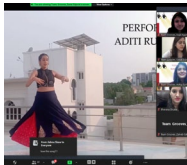
Cultural Development Committees

Gita Club | Grooves | Mauj Club | Photography Club | R.E.A.D. Club |
SIMSR Sports Committee | SIMSR Studios | SIMSR Talkies Committee |
Student's Activity Forum | Women's Development Cell

Student Activities

Student Forums:

- **Commercio** – Annual Inter B-School Competition
- **E-Week** – Annual event collaborating with National Entrepreneurship Network inculcating in students the values of Entrepreneurship
- **Global Conferences and Workshops** – These comprises of Research Seminars, Workshops, Competitions and Industry Interaction
- **Human Equation** – HR event encouraging professionals to discuss issues regarding challenges in HR
- **ICON** – Annual festival showcasing IT and other extracurricular skills of MCA students
- **Investrix** – The Finance Festival
- **MarQuest** – Annual Marketing Communications Festival
- **MasterStroke** – Flagship Sports Management Event
- **Melange** – The Annual Inter Collegiate Festival
- **Metamorph** – Annual festival of MBA Part-Time students
- **Navikaran** – The Marketing Festival
- **Nostalgia** – The Annual Homecoming event for all our alumni
- **NRS** – National Retail Summit
- **Samavesh** – Sharing of knowledge and experiences by Practitioners
- **SIMSR FCB ULKA COMSTRAT** – Inter Institute communication strategy live case study competition
- **Spriha** – The Summer Internship Project Competition
- **Stratinova** – Case study, Video Making and Print Ad competition
- **Yudh** – Inter B-School Sports Competition





Students' Achievements 2021-22



Sr. No.	Event Name	Organiser	Position
1	MUDRA- ANNUAL COMMERCE MAGAZINE	Shri Ram College of Commerce, University of Delhi	Winner
2	PRAVAH - CSR Plan	S P Jain School of Global Management	1st Position
3	Tag Team	NMIMS, Navi Mumbai	Winner
4	CMT Association Challenge 2020	CMT Association	Winner
5	Samhita 6.0	Goa Institute of Management	2nd Position
6	ARBITRAGE : MAY 2021 ISSUE	IIM Rohtak	Best Read
7	Arbitrage	IIM Rohtak	Winner
8	AnthRopos	FMS, Delhi	2nd Runners Up
9	My Health With Yoga	New Delhi Institute of Management	2nd Position
10	Mantra - Article Writing	IIM Raipur	1st Runner Up
11	Ad-Mania	Indian Institute of Management, Bangalore	Winner
12	Cause-O-Mania	Indian Institute of Management (IIM) Rohtak	1st Runner Up
13	Moneyball: The IPL Auction	BITS Pilani	The Best Negotiator
14	Conloquium: The Negotiators' Battlefield	IIM Bangalore	Winner
15	Prodigy: The Case Competition	IIM Bangalore	Winner
16	Finomania	Sydenham Institute of Management Studies, Research and Entrepreneurship Education	Winner
17	Vimarsh - National Level Leadership Quiz Competition	Delhi Technological University (DTU), New Delhi	Winner
18	IIFT Brandwagon Brainy Fools 3.0	IIFT Kolkata	National Finalists (top 20 from 2000 participants)

Sr. No.	Event Name	Organiser	Position
19	EBULLIENCE 2.0 - Area Level Table Topics Contest	Toastmasters International	Winner
20	Akshanova- The Magnetic Marketing Minds	Nagaland University	Winner
21	MARQUISITIVE 2.0	Amity Business School, Noida	Winner
22	SANRAKSHAN - The business sustainability conclave	IIM Lucknow	3rd Position
23	The Marketer's Edge: International Marketing Case Study Challenge	Think Five Analytics Inc.	2nd Runners Up
24	Ad-War-Tize 2.0	IIM Raipur	1st Runner Up
25	Strategia Avenues '21 - The Annual Business Festival of SJMSOM, IIT Bombay	Shailesh J. Mehta School of Management, IIT Bombay	3rd Position
26	GET SET INNOVATE	Shailesh J. Mehta School of Management (SJMSOM), Indian Institute of Technology (IIT), Bombay.	1st Runner Up
27	Cazenymes	K J Somaiya Institute of Management	Winner
28	Call for Articles Strategy Wall 22nd Edition	Indian Institute of Management (IIM), Rohtak	1st Runner Up
29	Finzomania	K J Somaiya Institute of Management	Winner
30	Get Set Innovate	SJMSOM, IIT Bombay	National Winner
31	Chanakya	IIM Indore	Winner
32	Management Studio	IIM Indore	1st Runner Up
33	Deep Dive	Markinos - the marketing research cell, Indian Institute of Foreign Trade (IIFT)	Winner
34	Summer Project Contest: Marketing - Avartan 2021	NITIE, Mumbai	Winner
35	Strategist- Call for Articles	Indian Institute of Management, Shillong	2nd Runner Up
36	Mock NITI Aayog, The Red Brick Summit	Indian Institute of Management, Ahmedabad	Winner
37	Illustro	IMT Ghaziabad	Winner
38	FinWiz	Delhi School of Management, Delhi Technological University (DSM DTU), Delhi	Winner
39	CODICON 3.0	K J Somaiya Institute of Management	Winner
40	Presentation Royale	K J Somaiya Institute of Management	Winner
41	Brandrupt	Indian Institute of Management - Trichy	1st Runner Up

Sr. No.	Event Name	Organiser	Position
42	Aanvikshiki - Business Case Writing Competition	IIFT Delhi	Winner
43	On Your Marks	Shailesh J. Mehta School of Management	Winner
44	Mark-Wars	Institute of Management Technology, Ghaziabad	Winner
45	Nishtha 4.0	IIM Trichy	2nd Position
46	Sarvodaya Social Business Case Competition	SJMSOM, IIT Bombay	Winner
47	Ready, Set, Scavenge: A Business Treasure Hunt	BIMTECH	Winner
48	Ikshana-Drishti	Symbiosis Institute of Operations Management	1st Runner Up
49	Infusion	IIM Shillong	3rd Position
50	Vista, a Social Media Promotional Mayhem	Rotaract Club, NMIMS	Winner
51	Unspoken Words (A Writing Competition)	IIM Amritsar	Winner
52	Synergy	IIT Kharagpur	1st Runner Up
53	Aarunya 6.0	Indian Institute of Management - Amritsar	Winner
54	Trade Wars	XIMB	Winner
55	Pitch Perfect	IIM Bodhgaya	1st Runner Up
56	Mark-e-Haul	Indian Institute of Management, Lucknow	1st Runner Up
57	Sale-Able, IIT Roorkee	Indian Institute of Technology (IIT), Roorkee	3rd Position
58	Salesman Of The Year	Indian Institute of Management Lucknow (IIML)	1st Runner Up
59	Resurrect	NMIMS Indore	1st Runner Up
60	Khoj	IIM Indore	1st Runner Up
61	Symvoulous	IIM Ranchi	Winner
62	Sale-able	IIT Roorkee	Winner
63	Marcethlon	BIM Trichy	2nd Runners Up
64	Red Brick Summit	Indian Institute of Management (IIM), Ahmedabad	2nd Position
65	Debriefing the Creative Brief	MET Institute of Management, Mumbai	2nd Position

Sr. No.	Event Name	Organiser	Position
66	Zuper Critical	Institute of Management Technology, Ghaziabad	Winner
67	Pitcher Perfect	Institute of Management Technology, Ghaziabad	1st Runner Up
68	Line of Fire	Institute of Management Technology, Ghaziabad	2nd Runners Up
69	Marketing World Cup	Institute of Management Technology, Ghaziabad	1st Runner Up
70	Mark-A-Match by Fluttr	IIM Lucknow	Winner
71	Sahyog: The Sustainability Challenge	S. P. Jain Institute of Management and Research	1st Runner Up
72	Chaos Theory	IMT Ghaziabad	Winner
73	BizCzar	MDI Gurgaon	1st Runner Up
74	Invest-o-Mania 2.0	Finesse Club - SJMSOM, IIT Bombay	2nd Runners Up
75	AGNITRAYA 8.0 - Eco-Lution	Indian Institute of Management (IIM), Kashipur	Winner
76	Vagyuddha'22	Social Responsibility Forum, NMIMS Mumbai	1st Runner Up
77	Sociokriya	Symbiosis Institute of Management, Hyderabad	Winner
78	CFO's Shoes	ICFAI, IBS mumbai	1st Runner Up
79	Revive and Thrive	SIBM Pune	Winner
80	Casanova'22	Delhi School of Economics, New Delhi	2nd Runners Up
81	PReform	Indian Institute of Management, Sambalpur	1st Runner Up
82	Ishtihara 6.0	Indian Institute of Management, Amritsar	Winner





Conferences

K J Somaiya Institute of Management organizes many global conferences which are conducted in the presence of industry stalwarts and academicians.

This helps to expand its scope of learning and the Institute's connect with the industry and across other educational institutes.

Following are some conferences which are conducted every year.

Conference	Year of Inception
SIMSR Global Marketing Conference	2005
International Finance Conference (SIFICO)	2011
International Human Resources Conference (IHRC)	2014
International Conference of Centre for Economic Policy Analysis & Research (CEPAR)	2014
Global Supply Chain Management Conference (GSCM)	2014
Somaiya International Conference on Technology and Information Management (SICTIM)	2015
General Management International Conference on Challenges In Emerging Economies	2018
International Healthcare Management Conference	2021
Business Analytics International Conference	2021





Faculty as Knowledge Enablers



Faculty Development Programmes

The FDPs are designed to equip management educators with subject specific knowledge, evolving theories and practices in the areas of Finance, Marketing, Operations, Information Technology, Human Resource Management and Economics, Advanced Research Softwares, and Analytical Tools to enable them to become better facilitators and researchers.

FDP	Facilitator
Moderation and Mediation Analysis	Prof. (Dr.) Andrew Hayes
Mixed Method Research	Prof. (Dr.) Burke Johnson
Theory Building and Doing Research that is Useful for Practice	Prof. (Dr.) Ramon Rico
Workshop on Advanced Data Analysis Techniques in Qualitative Research using Atlas.ti	Mr. Sunil George
Storytelling with Data	Mr. Dhaval Thanki
Basics of Tableau	Dr. Manoj Kumar D
Block chain in Economics	Mr. Bharat Mallapur
Writing a Journal Article	Dr. Viswanath Venkatesh
Bibliometric Analysis	Dr. Satish Singh and Dr. Arunima Halder
Workshop on Structural Equation Modeling (SEM)	Dr. Ajinkya Navare
Workshop on 'Partial Least Squares Structural Equation Modelling'	Prof. Nikunj Jain
Workshop on 'Marketing Engineering' with Special Emphasis on Quantitative Marketing	Prof. Udo Wagner
Workshop on 'Cutting Edge Marketing Based on Service Quality Foundation'	Prof. A Parasuraman

Business Perspectives and Research

Business Perspectives and Research (BPR) is the research journal of K J Somaiya Institute of Management, Mumbai and published by SAGE Publications three times in a year. The journal aims to publish empirically, applied, and conceptual research in the field of Management. BPR is Scopus indexed and is also part of multiple indexed databases like the Australian Business Deans Council (ABDC),

Chartered Association of Business Schools (ABS), Indian Citation Index (ICI), UGC-CARE (GROUP II), J-Gate DeepDyve, Portico, Dutch-KB, EBSCO, OCLC, Ohio. The journal has an international editorial board of eminence and comes out with Special Issues in contemporary areas of Business Management. BPR is a Category "C" Journal under ABDC Listings.

Patents

Patent/Copyright	Applicant	Year of Application	Application No	Published
System And Method For Securing Variable Fidelity In Hybrid Networks	Dr. Asha Prasuna	May 12, 2017	PCT/IB2015/059349	Yes
System And Method For Evaluating A Corporate Strategy In A Data Network	Dr. Asha Prasuna, Dr. SNV Siva Kumar, VS Parthasarathy	Feb 16, 2018	201621028919	Yes
A Method And System For Ranking Entities Using Automated Input-Output Model	Dr. Asha Prasuna, Dr. SNV Siva Kumar	July 09, 2018	201821031510	Yes
Voice Controlled writing instrument using Machine Learning	Dr. Bharati Wukkadada	Feb 23, 2021	202141007545	Yes

Case Research Centre @ K J SIM

The current dynamic economic and corporate environment with plethora of disruptions calls for new paradigms for developing ways of innovative thinking and providing managerial solutions to the continuously evolving and unforeseen issues in many fields namely, industry, technology, academia and society at large. It is in this context, a dedicated Case Research Centre was established in Nov 2021 at K J Somaiya Institute of Management.

The CRC has been set up to create a framework and process of encouraging faculty members in India and abroad to develop quality case studies with both Indian and global perspectives - that would enhance the teaching quality, pedagogy, and contribute to the creation of a sound knowledge base for

management students and the academic world.

Case Research Centre has set up Editorial Board, Panel of Reviewers. CRC plans to schedule quizzes, Case-writing competition across all domains of management studies along with other activities like faculty development programs (FDPs) and workshops to promote case writing skills. The First Annual Case Competition was held in 2021 which received good response and shortlisted cases are getting reviewed. A micro-website of CRC is in the process of getting launched shortly.





Faculty Research Projects

The Institute actively promotes research by the faculty. Faculty is encouraged to undertake research projects on their own or in collaboration with faculty from other disciplines/institutions in India and abroad.

Project Topic	Faculty Members	Funding Agency/ Organization	Status
Team role structure in organizational work teams - development of a scale	Dr. Shailaja Karve and Prof. Aparna Pandey	National HRD Network	Completed
Insurance awareness among millennials with reference to purchase and policyholders protection	Dr. Pankaj Trivedi, Prof. Harnesh Makhija and Ms. Ema Garg	IRDA	Completed
Analysing the Consumer Behaviour of Middle-Income Group towards various Investment Instruments with special reference to Mutual Funds	Dr. Abha Wankhede and Dr. Ralston Rajvaidya	University of Mumbai	In Progress
A Study on Cultural Orientation and Development of Holistic Framework for the International Students in Mumbai Region	Dr. Krupa Rai and Dr. Satyendra Kumar Upadhyay	University of Mumbai	Completed
Pilot for Masters in Circular Economy	Dr. Monica Khanna and Dr. Satyendra Upadhyay Dr. Raman Ramchandran Dr. Lakshmikant Hari	British Council – Lead is Aston Business School, Aston University	Approved Project – and work has started on this project

Engagement with External Stakeholders



Global Exposure:

International Relations at K J Somaiya Institute of Management oversees and coordinates the internationalization activities and facilitates opportunities for outbound and inbound students for semester exchange program, faculty exchange program and collaborative research with foreign partner universities.

International relations office constantly works on expanding network and signing Memorandum of Understanding (MoU) with globally renowned universities so that our students and faculty can have access and participate in world class learning environment. We have MOUs with 33 renowned universities from Asia, Africa, Europe, USA and also networking for academic and research cooperation in 21 countries (Argentina, Australia, Austria, Belgium, Canada, China, France, Germany, Indonesia, Ireland, Italy, Japan, Malaysia, New Zealand, Nepal, Russia, UK, USA, Singapore, South Africa, Spain).

KJSIM offers an international semester exchange program at 7 foreign universities campus in 5 countries (Austria, Belgium,

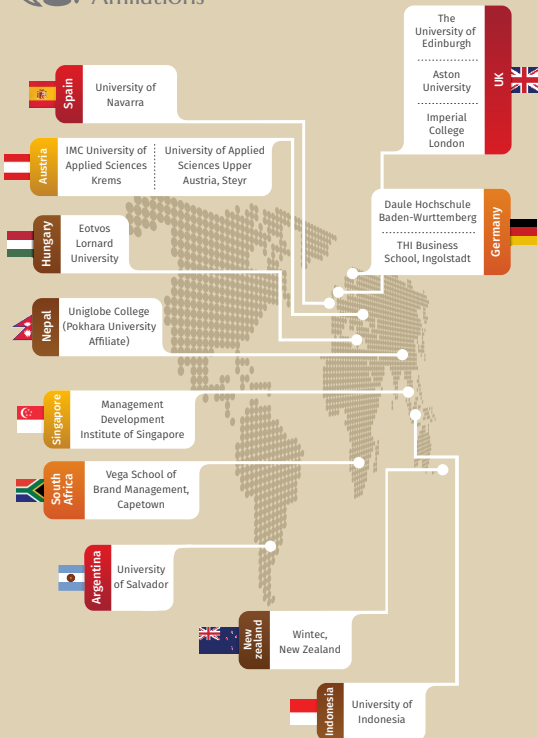
Germany, France, USA) under credits transfer mechanism and 5 International Immersion Programmes in USA, UK, China, Germany and Japan, which are structured in such a way that it not only provides cross-cultural experiential learning but also helps the students to develop skills of global business leadership. It is indeed a great feeling for students to adapt to the new culture and connect with other international students with a lot of ice breaking activities during the course called Performance in a Globalized World.

In 2019-20 KJSIM has received students from DHBW, Germany; University of Alberta, Canada and University of Edinburgh, UK and invited Consul General from Germany, Italy, Argentina, UK, Israel and Bangladesh for guest lectures to MBA students. Students found these cross-cultural exchange program and interaction very enriching and a lifetime experiential learning opportunity. This holistic process of internationalization provide an equal opportunity to MBA students to become global citizens and global business leaders.





International Affiliations





International Affiliations



Management Development Programme

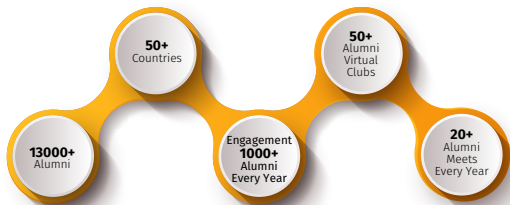
During the past 5 years, 29 new reputed client organizations for customized Leadership Development Programs (LDPs) & Management Development Programs (MDPs) were added across 16 Industry Sectors. The new clients being -

- ARKEMA India
- BASF India Ltd (Chemicals)
- Galderma India Pvt Ltd
- Godavari Biorefineries Ltd
- Godrej & Boyce Manufacturing Co Ltd (Engineering)
- Hershey India Pvt Ltd (Foods)
- Jaslok Hospital and Nanavati Super Speciality Hospital (Hospitals)
- K J Somaiya Hospital and Research Center
- Konkan Railway Corporation Ltd (Infrastructure)
- Larsen & Toubro Ltd
- Mahindra & Mahindra Ltd
- Merck Specialities Pvt Ltd (Pharmaceuticals)
- Nayara Energy Ltd (Oil & Gas)
- Nuvoco Vistas Corporation Ltd (Cement)
- Reliance Retail Ltd (Retail)
- Schaeffler India Ltd
- STELLANTIS- earlier Fiat Chrysler Automobiles India Pvt Ltd (Automobiles & Tractors)
- Zieta Technologies Pvt Ltd (Information Technology)
- Zydus Takeda Healthcare Pvt Ltd





Alumni Relations



Initiatives:

SIMSR Jobs: An initiative to share lateral job opportunities with Alumni

Superstars - The Alumni Awards: Recognize and honour the Alumni who have brought laurels to the Institute, business and/or to the society

AlChemy: Placement mentorship program for the final year students to make informed career choices with the help of Alumni mentors

Imprints: Monthly Alumni Newsletter to share latest happenings on campus

Alumni Virtual Clubs: 56 virtual Alumni clubs (WhatsApp groups) as support groups

SIMSR Alumni Network for Entrepreneurs (SANE): Senior Alumni entrepreneurs mentor budding Alumni entrepreneurs

Activities:

Nostalgia: K J Somaiya Institute of Management's Annual Alumni Meet

Milaap: Batch-wise reunions for Batches that completes 35, 30, 25, 20, 15 & 10 years of graduation

Alumni City Meets: International & domestic Alumni Meets

CXO Meet: Illustrious & senior Alumni industry leaders come together to build the Institute brand

AlumSpeaks On The Go: Knowledge sharing interview with illustrious Alum

Ask The Alums: Round table on contemporary topic with Alumni experts as panelists



List of illustrious Alumni

Shailendra Nigam

1985
Managing Director
Sinclus

Harsh Bhosale

1986
Chief People Officer
Nayara Energy

Shyam Motwani

1986
Executive VP & Business Head
(Locking Solutions & Systems
Division) Godrej & Boyce

Prasad Tokekar

1986
Head ER & Compliances
Reliance Jio

Ashutosh Khanna

1988
Sr. Client Partner
Korn/Ferry International

Lloyd Mathias

1988
Business Strategist and
Angel Investor

Lata Pillai

1988
MD & Head - Capital Markets
JLL

Jamnadas Majethia

1989
Founder, Actor, Director &
Producer
HatsOff Productions

Hiten Ghelani

1990
Managing Director
Mahindra Marine

Ajay Kapur

1991
Former CEO - Aluminium
& Power and MD - Commercial
Sinclus

Aslam Karmali

1991
CEO - Consumer
Division (Retail)
Eureka Forbes

Madhusudan Kela

1991
Proprietor
MK Ventures

Saurabh Singh

1991
President
ICICI Foundation

Faraz Kagalwalla

1991
CFO
Somaiya Group

Sanjay Shah

1992
Country Head - India & MD
Morgan Stanley

Saru Kaushal

1992
Head - Operations
Reliance Nippon Life Insurance

Shankarnarayanan Sethuraman

1992
Managing Director
Accenture

Sanjay Rastogi

1992
Head Corporate - HR
Trent

Jamshyd Patravala

1993
General Manager &
Country Head - Diagnostics
Abbott

Puneet Gupta

1993
Managing Director
Franke Faber

Murali Viswanathan

1994
Managing Director
SCHOTT Glass India

List of illustrious Alumni

Mayank Misra

1994
EVP & Country Head -
Govt. Business Solutions
Bajaj Allianz General Insurance

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

Sajid Khan

1995
Country Manager - India
Fiji Airways

Jagannath Dholakia

1996
MD - Global Corporate
& Investment Banking
Bank of America Merrill Lynch

Prakash Nair

1996
President & Head of Office
Ogilvy North

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

Arvind Sharmaa

1996
Sr. HR Director
Black & Veatch

Anand Ramaswamy

1997
Sr. President & Head -
Digital Transformation
YES Bank

Praveen Jaipuria

1997
CEO
Continental Coffee

Vikram Bhatt

1997
Founder & Director
Enrich Salons & Academy

Manuj Agarwal

1998
CEO
Percept Live

Sajiv Nath

1998
CEO - India, Middle East
& Africa and MD
Yokogawa

Sudesh Puthran

1998
Chief Technology Officer
CreditAccess Grameen

Vimal Shah

1998
President - Strategic
Sourcing Unit
YES Bank

Vikram Malhotra

1999
Founder & CEO
Abundantia Entertainment

Shailendra Shukla

1999
MD - Vehicle Group
Eaton Industrial Systems

List of illustrious Alumni

Priya Kapadia

1999
Head
Marico Innovation Foundation

Sanjay Podder

2000
MD & Global Lead -
Technology Sustainability
Innovation Accenture

Sona Mazumdar

2000
National President -
Edutainment & Indoor Theme
Parks Council WICCI

K S Narayanan

2001
Chief Information & Security
Officer
PwC

Bhavik Mota

2002
Director - Head of Sales,
South Asia - Interim
A.P. Moller - Maersk

Garima Mishra

2005
Country Head -
HR Relationship Management
DBS Bank

Priya Pendharkar

2007
Director HR & Group Head -
Global Mobility
Atos

Shivkumar Pandey

2007
Group Chief Information
Security Officer
Bombay Stock Exchange



List of illustrious International Alumni



Ramnath Sarma

1986
Global Head - Cash Client Service
Standard Chartered Bank,
Singapore

Ritha Chandrachud

1986
Global Marketing Director -
Oncology
Merck, USA

Makarand Teje

1989
Founder & Director
HCL, USA

Ajay Kaul

1990
Managing Partner & CEO
AgreeYa Solutions Global,
USA

Paresh Zaveri

1992
Chairman & MD
Aurionpro Solutions,
Singapore

Anupam Dikshit

1993
Chief Technology Officer
Aditya Birla Yarn, Indonesia

Apoorva Mehrotra

1994
CEO & MD
Airtel Zambia PLC

Jaishankar Srinivasan

1994
MD & Group COO
Deutsche Bank, Singapore

Dayakar Domala

1995
Director - Financial Systems
Gilead Sciences, USA

Rohit Tipnis

1995
Sr. Director ASEAN & India
Ingredion Incorporated,
Singapore

Angshuman Rajkhowa

1995
MD - Financial Industry
Advisory Services
Alvarez & Marsal, Netherlands

Linz Inasu

1995
MD & Head - Commercial
Banking & MNCs, Corporate &
Investment Banking
First Abu Dhabi Bank, UAE

List of illustrious International Alumni

Jitendra Sharma

1995
Head - Group Treasury &
Insurance
Emirates National Oil
Company, UAE

Gaurang Desai

1996
MD - Strategy
Equiti, UAE

Vijay Ramachandran

1996
Vice President
Henkel, USA

Sony Nichani

1997
CEO
Publicis Groupe Indonesia

Rishi Srivastava

1997
CEO
AIA, Hong Kong

Sheetal Daftary

1997
MD - Technology Assurance
KPMG USA

Shubhra Mardolker

1997
Asia Pacific Commercial Excellence
The Janssen Pharmaceutical
Companies of Johnson &
Johnson, Singapore

Nikhil Manjrekar

1997
Partner
Deloitte, UAE

Sandeep Mookharjea

1998
Head - HR, Asia Pacific
AIG, Singapore

Mehul Kapadia

1998
Global Head of Marketing,
Large Enterprise & Public Sector
Vodafone Business, England

Varun Chugh

1998
MD & Global Market Manager
Citi Bank, Singapore

Sneh Bhaidasna

1998
Principal Product Manager
Microsoft, USA

Sudhir Shenoy

2000
Senior Vice President
Equate Petrochemical,
Kuwait

Rushit Mashru

2001
Sr. Marketing Director -
Privacy & Security
Google, USA





Placements @ K J Somaiya Institute of Management





Initiatives by Career Management & Corporate Relations Team (CMCR)

Preparation for Placements:

At K J Somaiya Institute of Management, we ensure that students are in line with the demands of the industry. The aim is to prepare them for participating in the campus placement processes and thereby enhancing their chances of selection. This helps the recruiting panels of companies to zoom in on to candidates, who are a near perfect fit for the job profiles on offer. While the Institute puts in a lot of emphasis on assignments, curriculum, pedagogy, CMCR office also encourages our students to develop their cognitive abilities through various skill enhancement activities. We strive hard to not only make them job-ready, but also to enable them to face the multifarious challenges that will confront them as they move out of the portals of this Institution. Overall, we follow an integrated approach for broadening the horizons of the students and make them worthy of the assignments they will take up in industry.

Grooming Standpoints:

- Honing student's business communications skills
- Ensuring that students are well versed with latest industry trends and topics
- Soft skill sessions and training for aptitude tests, mock GDs and PIs
- Personality grooming sessions
- Video-based feedback for encouraging critical thinking
- Exposure to the working of Start-Ups for igniting the Entrepreneurial ambitions
- An overall integrated approach to enhance the capability of the aspirants
- Alumni from different corporate entities/verticals are invited to mentor the students on resume building and placement preparation

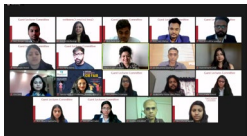




Campus Engagement Activities

Guest Lectures, Webinars and Competitions

Connecting with students and sharing industry insights and knowledge through guest lectures by dignitaries from various organizations. Companies may even engage with students through B-plan and Case Study Contests and National-Level Competitions. In the midst of the pandemic CMC has introduced an online knowledge sharing series called "Evolve" through which industry stalwarts shared their insights.



Summer Internships

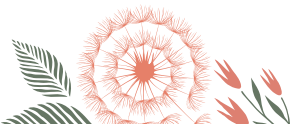
Full-time Summer Internships in the months of April-June for a period of two months to gain hands-on training and learning experience with the organization, in partial fulfillment of the requirement of the degree. Students also get an opportunity to receive a Pre Placement Offer on successful completion of their summer internships.

Live Projects

Live projects are the short-term assignments extended by companies to enhance industry exposure and employment abilities of the students. The duration of the live project may vary from two weeks to maximum two months. Students pursue these live projects under faculty mentorship.

Final Placements

Building a fruitful and win-win relationship through permanent employment with the organization.





Why recruit from K. J. Somaiya Institute of Management

Legacy:

K J Somaiya Institute of Management was established in 1981. Legacy in education sector for almost 41 years, K J Somaiya Institute of Management consistently ranked among top 20 management Institutes and top 10 private B-schools in India. The Institute is accredited with AACSB global standards in management education.

Sincere Students with Indian Ethos:

KJSIM aims to provide meaningful and relevant education steeped in rich Indian Culture, Values & Heritage that reflects in the quality of our students.

Intellectual Capital:

K J Somaiya Institute of Management has 80+ full-time faculty members with rich industry experience, under whose intellectual guidance, students gain in-depth knowledge and clarity of concepts. This makes them worthy of getting on-boarded by large corporate houses and prepares them to become industry ready. The students are also taught, mentored and counselled by leading

industry stalwarts and dignitaries to make the pool of talent at K J Somaiya Institute of Management tremendously attractive for recruiters.

Crème de la crème (Rigorous Selection Process):

At K J Somaiya Institute of Management we follow a very rigorous selection process which helps us select some of the best talent available in the country. The ratio of students getting selected to those seeking admission at K J Somaiya Institute of Management is 1:20. The selection process involves case based assessment, academic achievements of the students, Statement of Purpose (SOPs) and Personal Interviews (PIs).

Multifaceted:

At K J Somaiya Institute of Management, students come from different parts of the country. This diverse culture allows the students to learn from and grow with each other. The course curriculum, state of the art facilities and practical exposure offer a holistic growth of the students.



Placements Highlights (2021-2022)

Final Placements
99% Placed

Highest Salary:
INR 26.50 lacs pa

Average Salary for:
Top 100 students - **INR 15.80 lacs pa**
Top 200 student - **INR 13.55 lacs pa**
Average - **INR 10.97 lacs pa**

200 Recruiters
visited our Campus for
Final Placements

Summer Internships
100% Placed

Highest Stipend:
INR 90,000 pm

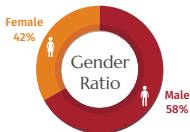
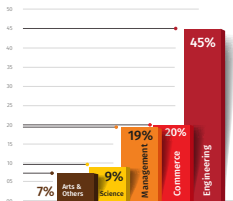
Average Stipend for:
Top 100 students - **INR 51,360 pm**
Top 200 students - **INR 42,405 pm**
Average - **INR 21,611 pm**

150 Recruiters
visited our campus for
Summer Internships

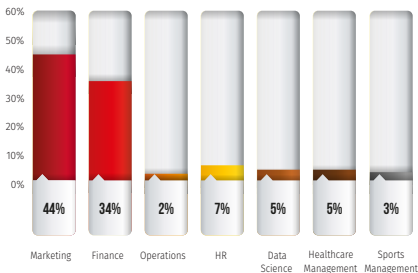
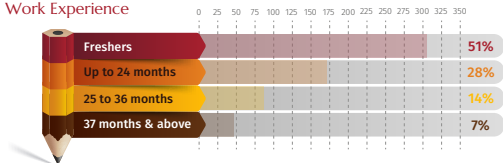


Batch Profile 2021 - 2023

Educational Background



Work Experience



Specialization

Placement Process





Prominent Recruiters





Prominent Recruiters



Student Placement Committee

Sr. No.	Sector	Name of the Student	Course	Course	Contact Number
1.	Banking & Insurance	Arnav Patni	MBA FS	arnav.patni@somaiya.edu	8208057393
2.		Niyati Jain	MBA IB	niyati11@somaiya.edu	8928524307
3.	Conglomerate	Alfia K A	MBA IB	alfia.a@somaiya.edu	8301861220
4.		Anchal Sharma	MBA D	anchal.sharma@somaiya.edu	7980929238
5.		Dhruv Kansal	MBA RM	dhruv.kansal@somaiya.edu	9653811598
6.		Sahiba Nain	MBA IMC	sahiba.nain@somaiya.edu	7798855148
7.	Consulting	Aaradhya Dixit	MBA IB	aaradhya.dixit@somaiya.edu	8369604554
8.		Mahima Malhotra	MBA B	mahima.malhotra@somaiya.edu	9971384722
9.		Mrunal Nerkar	MBA B	mrunaln@somaiya.edu	9869958093
10.		Purti Kalra	MBA HR	purti.kalra@somaiya.edu	8860750101
11.		Saurav Prasad	MBA DSA	saurav.prasad@somaiya.edu	8961316949
12.	Financial Services	Milap Sharma	MBA A	milap.sharma@somaiya.edu	9811715102
13.		Shreyas Shendurnikar	MBA FS	s.shendurnikar@somaiya.edu	8889900898
14.		Simran Poptani	MBA A	simran.poptani@somaiya.edu	9773763678
15.		Renika Garg	MBA FS	renika.garg@somaiya.edu	7073228921
16.	FMCG & HCM	Akansha Garg	MBA RM	akansha.garg@somaiya.edu	9650321929
17.		Anushka Agrawal	MBA C	anushka.agrawal@somaiya.edu	8989408527
18.		Dr. Hiral Madaan	MBA HCM	drhiral.m@somaiya.edu	9687932380
19.		Himashree Desai	MBA HCM	himashree.d@somaiya.edu	9726600766
20.		Mukul Gogna	MBA IMC	mukul.gogna@somaiya.edu	9711303521
21.	IT & Sports Management	Tushna Choksey	MBA B	tushna.c@somaiya.edu	9819810772
22.		Aishi Dey	MBA IB	aishi.dey@somaiya.edu	7064266979
23.		Darsh Khetan	MBA A	darsh.khetan@somaiya.edu	9008293329
24.		Kritika Dammani	MBA HR	kritika.dammani@somaiya.edu	9082563572
25.		Saloni Agarwala	MBA A	saloni.agarwala@somaiya.edu	9874700250
26.	Manufacturing	Saurav Pillai	MBA SM	saurav.pillai@somaiya.edu	8848182938
27.		Tulsi Mulchandani	MBA RM	tulsi.m@somaiya.edu	9131059348
28.		Shamika Phatak	MBA B	shamika.phatak@somaiya.edu	9930920131
29.		Shardul Kharalkar	MBA D	s.kharalkar@somaiya.edu	8806200567
30.		Shivangi Roy	MBA C	shivangi.roy@somaiya.edu	9078802240





CAREER MANAGEMENT & CORPORATE RELATIONS TEAM

Dr. Niteen Pawar

Head – Career Management & Corporate Relations

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Administrative Officer - Career Management & Corporate Relations

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✉ prashantwadkar@somaiya.edu

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Assistant Manager - Career Management & Corporate Relations

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✉ nikita.nimkar@somaiya.edu

Ms. Pooja Anil Rasal

Senior Manager - Career Management & Corporate Relations

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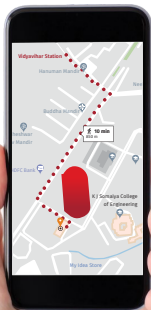
✉ p.rasal@somaiya.edu

Mr. Rushikesh Patil

Assistant Manager - Career Management & Corporate Relations

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✉ rushikesh@somaiya.edu



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Mumbai – 400077, Maharashtra.

