



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



AACSB
ACCREDITED



BE WORLD CLASS

Seeding Excellence Through Education



K J Somaiya Institute of Management
MCA 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



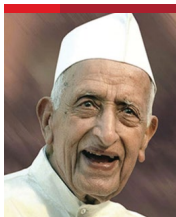
K J Somaiya Institute of Management 1981 – 2022



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 Karamshibhai Jethabhai 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

2020

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

2019

Somaiya Vidyavihar University
Established

2006

MCA
In affiliation with
University of Mumbai

2018

PGDM
Healthcare Management

2007

PGDM
International
Business, PGDM
Retail Management

PGDM Executive,
PGDM Financial
Services

2012

PGDM
Communication

MIM

2001

1994

MCSA, MFM, MAM
& MMM

1993

PGPMS
2-Year autonomous programme

1983

MMS
In affiliation with
University of Mumbai

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.

**ISO 9001
BUREAU VERITAS
Certification**



**BUREAU
VERITAS**





MCA @ SIMSR



Master of Computer Applications (MCA) is a program under Somaiya Vidyavihar University and is recognised by the University Grants Commission (UGC). The school has been training future Information Technology professionals, since 2006. It has produced several merit rank holders at University and has been granted Autonomous status, since 2013. This two-years, six trimester program includes courses from technology, applications and techno-management areas that are in-line with the industry requirements. Apart from core course, students are provided with value-added courses and are encouraged to opt for on-line certificate courses offered through NPTEL. Keeping with the trends, school has organized several workshops and hackathon for the students to enhance their coding and other IT/business related skills. The school organizes three flagship events with the help of MCA students namely ICON, Round Table Conference in IT and SICTIM (Somaiya International Conference on Technology and Information Management). The conference helps the students present their research papers which is one of the components for completion of their degree requirement.

The Program aims at the following objectives

- Conceptual and analytical skills building leading to better understanding of the business environment.
- Provide knowledge to students to design a system which can meet the constraints of security, applicability and compatibility.
- Strong and repeated interaction with the Industry to understand the latest trends and developments in the IT industry.
- Motivate students to come up with the innovative solutions for solving the complex problems for betterment of the society.

K J Somaiya Institute of Management (K J SIM) conducts many events organized by different Companies as part of the placement process. Some of the events include Quiz Contest conducted by General Mills, Kakushin by Nomura, etc.





Campus Connect By General Mills Inc.:

The Quiz Contest was part of the Campus Connect program by General Mills. More than 200 students participated for the Quiz Contest from across 5 different institutes. It was a one day event. 5 Teams were selected for the final round.

Kakushin by Nomura Holdings Inc.:

Kakushin is an annual hackathon conducted by Nomura India. It is conducted during the placement season when the company sends invites to top colleges where any IT student can register and apply. It is a multiple round hackathon where the planning, management, technical, communication skills of students are tested as to how you tackle the real life problem with help of technology.

Students from MCA have won and been in top 3 ranks for both the years. It is a great opportunity to learn and apply your skills technically as well as innovatively where you could result in getting an internship or PPO in the company itself.

Hackathon (Hackathon at SIMSR)

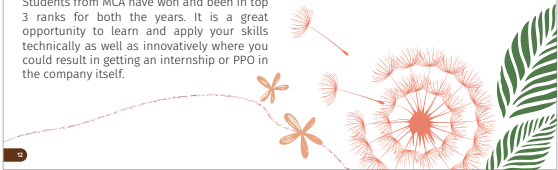
CSI Student Chapter at K J SIM along with SAP Next Gen Lab organized a HACKATHON on Machine Learning.

The purpose of this hackathon was to provide specialized information on machine Learning Using SAP to students.

Seminar on Block chain Technology

IEEE Student Branch organized a seminar on Block chain Technology at K J Somaiya Institute of Management. The Keynote speaker for the event was Mr. Prasanna Lohar, Head Innovations and Architecture at DCB Bank

This was a second session organized by IEEE-SB K J SIM and Department of IT at K J SIM under the Theme of 'Skill and Knowledge Enhancement Program'.





Course Curriculum (2021-2023)

Affiliated to the Somaiya Vidyavihar University

Trimester 1

SR. NO.	COURSE NAME
1	Advanced Java
2	Business Statistics
3	Database Applications
4	Design and Analysis of Algorithm
5	Web Technology-I
6	Advanced Java Lab
7	Database Applications Lab
8	Web Technology-I Lab

Trimester 2

SR. NO.	COURSE NAME
1	Advanced Communication Technologies
2	Cloud Computing
3	Foundation of Data Science
4	Python Programming
5	Software Engineering and Quality Assurance
6	Mobile Application Development Lab (Mini Project)
7	Python Programming Lab
8	Software Engineering and Quality Assurance Lab

Trimester 3

SR. NO.	COURSE NAME
1	Artificial Intelligence and Machine Learning
2	Business Intelligence
3	Design and Management of Information Systems
4	R Programming
5	Web Technology-II
6	Artificial Intelligence and Machine Learning Lab
7	Business Intelligence Lab
8	Web Technology-II Lab (Mini Project)



Trimester 4

SR. NO.	COURSE NAME
1	Big Data Analytics (Using Hadoop Framework)
2	Business Development of IT (Products & Services)
3	Cyber Security
4	IoT and Remote Sensing Techniques
5	Open Source Database Technologies
6	Deep Learning (Elective Course)
7	FinTech Concepts (Elective Course)
8	Big Data Analytics Lab
9	IoT and Remote Sensing Lab (Mini Project)
10	User Experience Design Lab

Trimester 5

SR. NO.	COURSE NAME
1	Blockchain Technology
2	Computer Vision
3	Design Thinking
4	Enterprise System
5	Computer Vision Lab
6	Emerging Technologies Lab
7	Project Based Learning Lab
Elective Courses	
8	Ethical Hacking
9	HR Analytics
10	Natural Language Processing
11	Retail Analytics

Trimester 5

SR. NO.	COURSE NAME
1	Internship Project
2	Research Paper



SICTIM

The Department of Data Science and Technology and Centre of excellence in Data Science organized 8th Somaiya International Conference on Technology and Information Management scheduled on 25th and 26th of March 2022. The Theme of conference was **"Technology Inclusion - The Only Way Ahead"**. The organising committee comprised of **Dr. D. G. Jha - Conference Chairperson, Dr. Chandan Singhavi - Conference Convener, Prof. Sudarshan Sirsat - Conference Co-Convener, and Ms. Rewa Pimpalkar - Member.**

The pre- conference workshop was conducted on 25th Feb 2022 titled **"Data Driven Story Telling"** by **Ms. Anjali Malthankar, National Strategy Director of Tonic Worldwide and Co-Founder of GIPSI.** The workshop helped the participants to understand the importance of impactful communication of data insights using GIPSI Framework.

The conference was inaugurated on 26th February at 9:30 AM. This was the first conference done in **Physical/ Hybrid Mode.** The inauguration started with an addressal by **Dr. V N Rajashekharan Pillai, Vice Chancellor, Somaiya Vidyavihar University.** He emphasized on importance of technology inclusion in education sector but at the same time he also said **'Technology cannot replace a teacher'**. Post that **Dr. Monica Khanna Director, K J Somaiya Institute of Management** gave her speech on the theme. The inaugural address was delivered by the chief guest, **Dr. Satish Patil, Founder and CEO of Mitibase Technologies,** A global product start up firm that focuses on knowledge graph and people intelligence.

The Plenary Session was held with **Mr. Tushar Zade and Dr. Pradeep Pendse.** **Mr. Tushar Zade,** CIO and CDO at Aurigene Pharmaceuticals, recipient of the **"40 under 40 worldwide"** award in the Digital Transformation Category. His talk was focused on Technology integration and business process improvement. **Dr. Pradeep Pendse,** the CTO and Director In-charge of University operations at WeSchool Mumbai He discussed about the vital contributions of Technology Inclusion and its impact on different sectors.



The researchers presented papers on various topics like revenge buying, better algorithms for amazon recommendations, IT adoption in the area of education, comparative analysis on tools for sentiment analysis on language processing to Digital banking strategies during pandemic, data driven agriculture and identification of polarized communities in social media networks.

ICON 2022

ICON is the official tech-fest of the Department of Data Science and Technology, Our key objective has always been to foster scientific thinking, innovation, creativity, and old school fun.

The ICON contests are just a mean of bridging the gap between inspiring new ideas and gaining fresh learning experiences from peers and professionals alike. We offer a platform for all youngsters to showcase their talents and maximise their potential, all while elevating the festive spirit.

In these COVID times, one thing has kept us linked - Technology.

We've found ourselves in the midst of a swirl of scientific progress, and we're rushing down the same road.





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

Sudarshan Kundu

1995
Sr. SAP HCM Consultant
Tata Consultancy Services

Sajeev Nair

1997
Program Manager
Standard Chartered Bank

Jubin Kothari

1998
Product Manager
DocuSign

Kanchan Dhar

1998
Consultant - Project Manager
CGI

Samson Koletkar

1998
Senior Product Manager
Amazon

Poonam Kohli

1998
Lead Segment Architect
Shell

Francis Ouseph

1999
Architect
Dell Technologies

Jyothi Natrajan

1999
Vice President
JP Morgan Chase

Simac Konkader

1999
Senior Partner
ActionCOACH Slough

Ajoy Raj

2000
Technical Architect
Hexaware Technologies

Mehul Poladia

2000
Director - QA
Dremio

Bhavin Mehta

2001
Vice President - Software
Engineering
JP Morgan Chase

Prajwal Manalwar

2001
Chief Product Officer
Marco

Indraneel Choudhury

2002
CEO & Co-Founder
Atneva.AI

Savio Pereira

2002
Director
Citi Bank

Abhijeet Bhalerao

2002
CIO (Head - IM)
Nuvoco Vistas

Anaga Mahadevan

2002
Associate Director
EY Technology Solutions

Anand Desai

2002
Vice President
Goldman Sachs

Ashish Joshi

2002
Founder & CEO
Artium

Ashwin Prakash

2002
Senior Devops Engineer
TIAA

Kritika Joshi

2003
Sr. Manager IT
United Airlines

List of illustrious Alumni

Vidhi Vig

2004
Executive Director,
Head of Technology Delivery
Standard Chartered Bank

Ritesh Kapoor

2005
Director - Technical
Program Manager
Priceline

Aditya Sharma

2006
Vice President
JP Morgan Chase

Junaid Sofi

2006
Client Services API Lead
S&P Global Platts

Yajush Mishra

2007
IBS Global Solution
Owner (Analytics) - OTC
Mondelez International

Tini Mangal

2009
Vice President
Morgan Stanley

Ankit Jain

2010
Associate Director
Deloitte

Hariharan Anantha Krishnan

2010
Cybersecurity Engineer
Paladion

Sneha Jadhav

2011
Technical Program Manager
Google





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

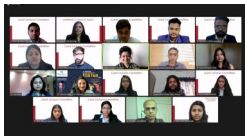




Campus Engagement Activities

Guest Lectures, Webinars and Competitions

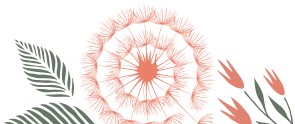
- Connecting with students and sharing industry insights and knowledge through guest lectures by dignitaries from various organizations. Companies may even engage with students through B-plan and Case Study Contests and National-Level Competitions. In midst of the pandemic, the CMC has introduced an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



Internships - Full-time Internships in the months of January to June for a period of six 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 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

Final Placements
100 Students
98% Placed

Highest salary:
INR **11.50 lacs pa**

Average salary:
INR **5.67 lacs pa**

44 recruiters
visited our Campus for
Final Placements so far

11 new recruiters
were added to the pool for
final placements

Internships
100 Students
98% Placed

Highest stipend:
INR **50,000/- pm**

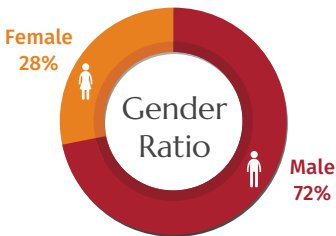
Average stipend:
INR **18,624/- pm**

44 companies
visited our campus for
Summer Internships so far

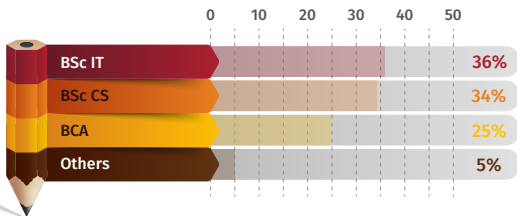
11 new recruiters
hired for summer placements



Batch Profile 2021 - 2023



Educational Background



Placement Process





Prominent Recruiters





CAREER MANAGEMENT & CORPORATE RELATIONS TEAM

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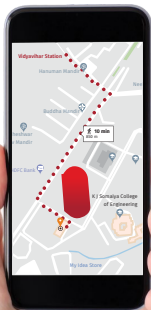
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STUDENT PLACEMENT COMMITTEE

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