Our business plan is to set ourselves apart

Full-Time MBA & PGPM
www.sims.edu
Dr. S. B. Mujumdar is the Founder and President of Symbiosis - a multi-national, multi-lingual and multidisciplinary educational complex of repute. A distinguished academician and educationist, he is also the Chancellor of Symbiosis International Deemed University (SIDU).

Dr. Mujumdar was born on 31st July 1935 at Gadhinglaj, a Taluka in Kolhapur District in Maharashtra. He had his school education at Gadhinglaj and college education at Kolhapur and Pune. In his Master’s Degree (M.Sc.) in Botany, he stood class first with distinction in Pune University. He obtained his Doctorate (Ph.D.) in Microbiology from Pune University.

He joined Fergusson College, Pune as Professor and Head of Department in Botany, a position which he held for 20 years. He was a recognized post-graduate teacher and a guide for Ph.D. students. He was a member of the Pune University's Executive Council, the Senate, Academic Council (for 14 years) and Chairman of the Board of Studies in Botany (for 9 years). He was also I.C.C.R.'s Foreign Academic Advisor in Pune University (for 7 years). He has published over 50 original research articles in several national and international scientific journals. He has authored several books on Life Sciences and has contributed over 200 articles on Science, Education and Youth Development. He has also been the Chairman of the Educational Wing of FICCI.

Deeply touched by the hardships suffered by the Foreign students - especially Afro Asian students eager to prove their abilities - studying in Pune, he established in 1971 'SYMBIOSIS' with a view to help them and provide them a 'Home away from Home'. He soon realized that education is the best medium for promoting international understanding. He, therefore, started establishing educational institutions imparting quality instruction in diverse disciplines e.g. Management, Law, IT, Computers, Bio-Medical Science, Engineering, International Business, Geo-Informatics, Media & Communication, Photography etc.

Presently, Symbiosis has 46 institutions and about 32000 students from all States of India and 85 foreign counties. The Ministry of HRD, Government of India, conferred upon Symbiosis in 2002 the status of 'Deemed to be University'. Many of Symbiosis institutions are ranked amongst the top 10 institutions in India and they have a placement record of almost 100%. Realizing the importance of distance education, Symbiosis has established, SCDL - Symbiosis Centre for Distance Learning - which conducts a number of on-line courses and has over 2 lakhs of students from India as well as many foreign countries.

All Symbiosis institutions are generally need-based. These are run on and adhere to the best ethical practices. The Faculty is selected purely on merits and without considerations of caste, creed, religion or region. One of the unique institutions established by Symbiosis is SIMS - Symbiosis Institute of Management Studies (for Defence Personnel and their dependents) - which provides management education exclusively for children of Defence Personnel. Another innovative institution is the 'Pune Police Public School' managed by Symbiosis and which provides education to the children of Police Personnel. Apart from these academic activities, Symbiosis has also established a magnificent Dr. Ambedkar Museum and Memorial which houses the personal belongings and memorabilia of Dr. Ambedkar. It has also established an Afro - Asian Cultural Museum.

Dr. Mujumdar is the recipient of many awards / honors. The Government of India has conferred on him 'Padma Shri' in 2005 and 'Padma Bhushan' in 2012. Tilak Maharashtra Vidhyapeeth has conferred on him 'D. Litt.' in 2016. He is recipient of first 'Dr. APJ Abdul Kalam Memorial Award' in 2016. He has received Punya Bhushan Award (2009), FIE Foundation Puraskar (2006), 'Maharashtra Gaurav Puraskar’ (2003), Top Management Club Pune's "Excellence in Education" Award, the Rotary club of Pune's 'Service Excellence Recognition Award (SERAs)', The Rotary Foundation of Rotary International Paul Harris Fellow, Giant International Life Time Achievement Award, Lion Gaurav Puraskar, Pune Municipal Corporation’s 'Roll of Honour for Life-Time Achievement' (2006), Pune Festival Award and many others.

Established in 1971, The Symbiosis International Cultural and Educational Centre has evolved into an educational complex of 43 academic institutions encompassing various disciplines. Management education has been the flagship of Symbiosis. Every management institute under the umbrella of the Symbiosis International Deemed University has provided the corporate world with young, enthusiastic and competent managers.

Symbiosis society was founded with a view to promote World understanding between Indian and foreign students through education. We at Symbiosis believe that the world is one family. Symbiosis is now a multi-lingual, multi-cultural and multidisciplinary educational complex of international repute. One of the basic requirements to be a successful leader is to have great expectations.

I can assure you that the educational process at SIMS effectively prepares young men and women to stretch their abilities and capabilities as change agents. This brochure vividly highlights the SIMS experience. We look forward to presenting to your organization, these young and confident individuals, who are eager to prove their abilities.

Chancellor's Invitation

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Dr. Vidya Yeravdekar is the Principal Director of Symbiosis Society, which encompasses the Symbiosis schools and institutions under the Symbiosis International Deemed University. A dream of her father, Dr. S.B. Mujumdar of creating ‘a home away from home’ for international students, Symbiosis today, has transformed itself into a multi-disciplinary, multinational, multi-cultural International University having students from all states of India and international students from 85 different countries. The Symbiosis International Deemed University has institutes under 7 faculties viz. Management, Law, Humanities & Social Sciences, Health & Biomedical Sciences, Computer Studies, Engineering, Media Communication & Design.

Dr. Vidya holds a Post Graduate Degree in Medicine, a degree in Law and is a Ph.D. in 'Internationalisation of Higher Education in India'. To promote international understanding through quality education, she has brought in innovative approaches at Symbiosis International Deemed University through international collaborations with some of the top Universities in the world.

Dr. Vidya has been able to influence policy regulations for promoting and bringing in innovative approaches to higher education in India through her appointments on various governmental bodies. She has been a member of University Grants Commission (UGC), Central Advisory Board of Education (CABE) and Indian Council for Cultural Relations (ICCR). She is a member of the Governing Board of several organisations like Indian Institute of Mass Communication, Indian Institute of Corporate Affairs, Swarnim Gujarat Sports University, Yeshwantrao Chavan Maharashtra Open University, Research Committee of the Association of Indian Universities (AIU), Public Health Foundation of India and Symbiosis University of Applied Sciences, Indore. She is a Member of the State Knowledge Advisory Board of Higher Education, Government of Andhra Pradesh and Member of the Task Team of Arts Management Strategy for Karnataka. She is a member of many corporate bodies such as Maharashtra Chamber of Commerce & Industries, Federation of Indian Chambers of Commerce & Industry (FICCI), Confederation of India Industry (CII), and Not for profit organisations like HK Firodiya Foundation, India International Centre (IIC), Pune International Centre (PIC) & Pune Citizens Police Foundation. Dr. Vidya has been appointed as Director on the Board of RITES Limited under Ministry of Railways, Government of India. Recently, she has been appointed as Member of Sub-Group on Higher & Technical Education and Skill Development of Chief Minister’s Advisory Council, Government of Rajasthan. Dr. Vidya has presented papers at various National & International Conferences and has numerous research publications to her credit. She has authored a book on ‘Internationalization of Higher Education in India’ based on her experiences and research in this field. This book is published by SAGE. Dr. Vidya’s hard work has won her numerous awards and accolades and she is now focussed on making Symbiosis International Deemed University benchmarked amongst one of the best Universities in Asia.
Progressive learning is the approach we follow at SIMS that focuses on the students' ability to identify and tackle business issues rather than simply learn the facts and techniques. Our aim is to provide quality management education to students. Our students are motivated, high achievers and true team players and I give them remarkable freedom of action to nurture and equip them to lead complex organizations in a cross-continental environment. We invariably attract a host of blue chip recruiters year after year to tap this rich pool of talent. SIMS welcomes you to our campus for selecting future managers and leaders who will do your company proud.

Vice Chancellor

Dr. Rajani Gupte is the Vice Chancellor of the Symbiosis International Deemed University. A distinguished academic, she received her Doctorate degree in Economics from the prestigious Gokhale Institute of Economics and Politics, Pune. She has been actively engaged with higher education for over thirty years, both as a professor and researcher. She has taught at many foreign universities as well, including the Oakland University, Michigan US, and Bremen University for Applied Sciences, Germany.

She has been a part of the leadership team at Symbiosis for over two decades. She joined Symbiosis as a founding member of the Symbiosis Institute of International Business in 1992. She was the Director of the Institute between 2004 and 2012. Her headship led the Institute to be established as one of the top-ranking business schools in India. A capable institution-builder, Dr. Gupte has also earlier held the positions of Dean - Faculty of Management, Dean-Academics and Pro-Vice Chancellor at the Symbiosis International Deemed University. She is an independent Director on the Boards of several subsidiaries of L&T Finance Ltd.

She has been frequently invited on committees of important organizations, such as International Trade Panel - Confederation of Indian Industries (CII), World Trade Organization Committee, Govt. of Maharashtra, and Chemtech World Expo. She has also served on committees appointed by the UGC and on working groups on higher education. Dr. Gupte is one of the ten women selected from across Asia who have attended the ‘Women in University Administration programme’ sponsored by the U.S. Department of State. Dr. Gupte has been awarded for her outstanding contribution to Education by Lokmat National Education Leadership Awards 2015 and the ‘Swayamsidha Puraskar 2015’ by Lions Club of Pune Elite. For her valuable contribution in the field of Education, Dr. Gupte, has been awarded the ‘Think Pure Award’ by the ‘Think Pure Social Welfare Foundation’ in 2016, in memory of ‘Late Shri Dajikaka Gadgil’.

Vice Chancellor’s Invitation

The Symbiosis Institute of Management Studies (SIMS) was founded in 1993 to address the unique educational needs of servicemen and their families, and stands at the forefront of management education. We take pride in our long-standing MBA programme that aims to equip managers and executives with the knowledge, training and competencies that allow them to excel as global management professionals. To this end, we have taken every care to ensure that the programme delivers management education that scores high on applicability and range in a time bound manner. Just as we forge productive interface between academia and industry, so to do, we keep step with global advances in pedagogy and curriculum. I invite you to visit our campus for recruitment and I am sure you will find the students well trained and perfectly suited to the needs of your organization.

Director’s Invitation

Progressive learning is the approach we follow at SIMS that focuses on the students’ ability to identify and tackle business issues rather than simply learn the facts and techniques. Our aim is to provide quality management education to students. Our students are motivated, high achievers and true team players and I give them remarkable freedom of action to nurture and equip them to lead complex organizations in a cross-continental environment. We invariably attract a host of blue chip recruiters year after year to tap this rich pool of talent. SIMS welcomes you to our campus for selecting future managers and leaders who will do your company proud.

Dr. (Brig) Rajiv Divekar (Retd.)
Director, Symbiosis Institute of Management Studies
For recruitments at SIMS, a Placement Season is organized in the months of November - December. A Pre-Placement Talk (PPT) is organized on the same day the recruitments are triggered off.

The Pre-Placement Talk provides an opportunity for the recruiting companies and the students to interact. A presentation is made by the company about itself and the job profiles available. After the PPT, resumes of interested students are given to the company. This is followed by a Group Discussion and Interview Process as decided by the company. Administrative requirements for conducting the recruitment process are coordinated by the Placement Cell. The Placement Cell also coordinates any additional information such as detailed resumes of students or availability of slots.

**Summer Internships:** The recruitment drive at SIMS for summer projects is a rolling process. The summer internship takes place for a period of eight to ten weeks starting from April to June. Students are short-listed by various companies as per their requirements based on their selection procedure.

**Why SIMS**

- Accredited by NAAC (National Assessment and Accreditation Council (of the UGC) with ‘A’ Grade in January 2016
- SIMS is an ISO 9001:2015 quality certified management institute
- Centre for Corporate Governance of the National Foundation of Corporate Governance
- Programs for Ministry of Defense Government of India - (DG Resettlement) and logistics training for Indian Navy
- Global perspective through MoU with Leeds Metropolitan University
- Huge Alumni base, positioned at key positions in wide range of industry across India
- MDPs and innovative customized education programs for corporates.
- Entrepreneurship education through NEN and TiE collaborations
- Focused collaborations with industry and robust placements in blue chip companies
- Competent faculty assisting in the learning process of contemporary management disciplines
- Increasing focus on research, projects and Consultancy
- Being based in Pune (manufacturing hub), placed near Mumbai (financial hub) helps SIMS to strategically position itself among distinguished recruiters
- Best ROI on fees to CTC ratio (150%).
- Unique pedagogy of Major/Minor Specializations enhanced further by corporate guest lectures, workshops, forums, group tasks, industrial visits etc.
- Only one in the Symbiosis family having an “Incubation center.”
Achievements

- The National Assessment and Accreditation Council has accredited Symbiosis International Deemed University with an ‘A’ grade and a rating of 3.58 on a four-point scale.
- SIMS has been ranked 25 by Economic Times, B-School ranking in October, 2017
- DNA and Star awards for Innovation in Placements.
- SIMS was ranked 22 in all India by Jet Airways in house magazine “Jetwings”.
- SIMS has been ranked 3rd under the category “Top B-Schools by Sector” for its MBA Executive in the country by “CSR-GHRDC” B-Schools Survey 2017.
- SIMS has been listed amongst the Best B Schools in India at 30th position in a survey done by Spenta Multi Media ans MaRS Monitoring and Research Systems, December 2016
- SIMS is ranked 6th under the category “Top Private B-Schools by State” by CSR-GHRDC7B-School Survey 2015.
- SIU has been ranked 3rd in Top Non-Government (Private & Deemed) Multi-Disciplinary Universities in India by ‘The Week’ in May 29, 2016 issue.
- ‘CSR-GHRDC’B-school survey ranked SIMS as 4th in the Top B-Schools of Super Excellence’ category in 2015. The survey ranked SIMS 20th under “Placement (Domestic & International), USP, Social Responsibility, Networking & Industry Interface’ category and 6th under “Top Private B-Schools by State”.
- 2nd CMO Asia B School Award in the Best B School, Innovation in Placements, Best Industry Interface and Leadership Excellence.
- SIMS has been ranked 25th Best B School by Economic Times.
- SIMS has been ranked 33rd Best B School by Times of India amongst 150 premier B Schools of India
- Winner - Top 10 Projects, Rural Marketing Association of India, Delhi
- Winner - Superlative Internship- IIMER
### Star Alumni

<table>
<thead>
<tr>
<th>Name</th>
<th>Year</th>
<th>Position</th>
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<tbody>
<tr>
<td>Aman Ahuja</td>
<td>1995</td>
<td>VP - Service Delivery Manager, Bank of America</td>
</tr>
<tr>
<td>Rajesh Nambiar</td>
<td>1995</td>
<td>Chief Marketing Officer, Birla Sun Life Insurance</td>
</tr>
<tr>
<td>Rana Rajan</td>
<td>1995</td>
<td>Director, Credit Suisse</td>
</tr>
<tr>
<td>Nilesh Auti</td>
<td>1996</td>
<td>VP &amp; CDO - Auto &amp; Discrete MfgVertical, Tech Mahindra</td>
</tr>
<tr>
<td>Prashant Khanna</td>
<td>1996</td>
<td>SVP and Head - Sales &amp; Service Performance, HSBC</td>
</tr>
<tr>
<td>Rasika Malhotra</td>
<td>1996</td>
<td>Director - HR, Kimberly Clark</td>
</tr>
<tr>
<td>Vikram Behl</td>
<td>1996</td>
<td>HR Leader, Amazon</td>
</tr>
<tr>
<td>Ani Chaudhary</td>
<td>1997</td>
<td>General Manager - Solutions, McKinsey &amp; Company</td>
</tr>
<tr>
<td>Anubha Mahajan</td>
<td>1997</td>
<td>Senior Manager - Talent Acquisition, Microsoft - Azure</td>
</tr>
<tr>
<td>Bipin Oberoi</td>
<td>1997</td>
<td>Head - Credit Mortgages, Sr. VP, IndusInd Bank</td>
</tr>
<tr>
<td>Gurbir Singh</td>
<td>1997</td>
<td>Deputy Vice President, Axis Bank Ltd.</td>
</tr>
<tr>
<td>Rahul Nandi</td>
<td>1997</td>
<td>Talent Acquisition Leader, Amazon</td>
</tr>
<tr>
<td>Ranjan Tyagi</td>
<td>1997</td>
<td>Head - Human Resources, Vodafone India</td>
</tr>
<tr>
<td>Vikram Chandna</td>
<td>1997</td>
<td>Vertical Head, BFSI Business Unit, Latin America &amp; Citi Group, Wipro</td>
</tr>
<tr>
<td>Aditya Kohli</td>
<td>1998</td>
<td>SVP &amp; Head of Human Resources, BhartiAirtel</td>
</tr>
<tr>
<td>Gurmohan Dugal</td>
<td>1998</td>
<td>Head LATAM, BPS, Wipro - Mexico</td>
</tr>
<tr>
<td>Mohit Pande</td>
<td>1998</td>
<td>Country Head - India, Google Cloud, Google</td>
</tr>
<tr>
<td>Rajeev Kar</td>
<td>1998</td>
<td>Global Client Partner, Strategic Portfolio, Cognizant</td>
</tr>
<tr>
<td>Sandeep Chaudhary</td>
<td>1998</td>
<td>CEO, Aon Hewitt</td>
</tr>
<tr>
<td>Sukhpreet Kalra</td>
<td>1998</td>
<td>Principal Director - Management Consulting, Accenture Australia</td>
</tr>
<tr>
<td>Aditya Bhanot</td>
<td>1999</td>
<td>VP - Citigold Private Client, Citi Bank Dubai</td>
</tr>
<tr>
<td>Kulpreet Singh Sawhney</td>
<td>1999</td>
<td>Human Resources Business Partner, Ericsson - India</td>
</tr>
<tr>
<td>Ajay Bali</td>
<td>2000</td>
<td>Digital &amp; Analytics Leader, EY</td>
</tr>
<tr>
<td>Mohit Bedi</td>
<td>2000</td>
<td>VP and Head - Consumer Card Products, Axis Bank</td>
</tr>
</tbody>
</table>
Mohit Sharma (2000)  
Zonal Manager - Modern Retail,  
Samsung India Electronics Pvt. Ltd.

Rahul Sabnis (2000)  
National Head - HR, Bajaj Finserv

Subir Bakshi (2001)  
Head of Talent Acquisition, Employee Engagement & Business Partner Network,  
Bajaj Finance

Vikas Shinde (2001)  
Senior Director - Human Resources,  
ADP

Vikram Singh Pathania (2001)  
Business Head - Credit Cards,  
Bajaj Finserv

Abhilash Chakravarty (2002)  
Regional Marketing Leader, India,  
Dentsply Sirona

Bibhuti Vikram Singh (2002)  
GM Marketing & PR, Bata

Kirthana Fernandes (2002)  
Head - Talent Management & HR Head Service Functions,  
Wipro

Mankiran Chowhan (2002)  
Managing VP & Country Manager Sales,  
Gartner

Nikhil Ganju (1997)  
Country Manager - India,  
Trip Advisor

Raju Foujdar (2002)  
Head HR - API Business,  
Zydus Cadila

Aditya Hooda (2003)  
Strategic Initiatives, APAC and EME Collections, Citi Bank

Praveen Kumar Singh (2003)  
VP - HR, Lead Employee Relations,  
Citi - South Asia

Pushp Raj Singh (2003)  
SVP & Business Head - New Products  
Vistaar Financial Services Pvt. Ltd.

Vice President - Strategy, Partnerships & Video - Digital,  
Times Network

Sagar Raina (2003)  
Director - Talent Acquisition,  
MakeMyTrip

Head TA - Technology,  
Morgan Stanley

Akshay Mehrotra (2004)  
Co Founder & CEO,  
EarlySalary.com

Shara Faruqi (2005)  
Sr. HR - Business Partner,  
Honeywell

Anuj Vohra (2006)  
Head - Business Partners & Campus Recruiting,  
Goldman Sachs

Saurabh Arora (2006)  
India Head - Talent Management,  
Morgan Stanley
The Alumni Cell: Keeping the Connect

The yardstick of any educational institute is the success of its alumni. SIMS has a long and proud tradition of maintaining ties with its alumni and keeping them connected with their alma mater. Our alumni are our ambassadors to the corporate world, and continue to uphold laurels. They have achieved eminence and distinction in their respective fields, and work to share their enriching experiences with the current student managers. SIMS has been successful, thanks to the support and enthusiasm of our dynamic alumni base which gives strength and passion to the community. Our global alumni network has a wealth of knowledge, business experience and networking opportunities.

SIMS therefore aims to generate and sustain an effective alumni network by reaching out to the alumni and keeping them connected with SIMS through various initiatives like the Alumni Meets, Corporate Dinners, guest lectures, seminars and college fests. They are kept updated about college happenings through newsletters, emails, social networking and websites. Alumni-Student interaction is also encouraged where interested alumni reach out to the current batch of students through a Mentorship programme and online portals.

Every Year Alumni Meets are held in different cities. The National Meet is held on the SIMS campus and all alumni enjoy a nostalgic weekend at their alma mater.

Alumni Meets

The Alumni Season saw impressive turnout at all outstation venues, with our alumni participating enthusiastically in various new initiatives. The Corporate Assistance Forum, in particular, was well received as a way to connect alumni in the corporate world and share opportunities. The video, speeches and activities were enjoyed at all the events. The National Meet was held on campus over two days. Our alumni participated with great gusto in sports and other outdoor activities held on campus on the first day, and also enjoyed the Cultural Programme in the evening when both alumni and students put up scintillating performances. The Alumni Meet on the following day brought the Alumni Season 2017 to a successful close, with alumni coming in from all over the country to visit SIMS and reliving their college days.
SIMSARC

SIMSARC is an annual International Research Conference. SIMSARC provides an unparalleled opportunity to researchers and scholars to enrich their body of knowledge through their extensive research papers. SIMSARC also offers a platform to the researchers and scholars to share and publish their thoughts and ideas. The theme for the session was “Make in India- Opportunities and Challenges”. Some of the eminent dignitaries present in the conference were:

Dr. Rajiv Kumar, Hon’ble Vice Chairman, NITI Aayog was the Chief Guest for the inaugural function on 15th December. Dr. S. B. Majumdar, Hon’ble Chancellor, SI(DU); Dr. Vidya Yeravdekar, Pro Chancellor, SI(DU); Dr. Rajani Gupte Vice Chancellor, SI(DU) were also present on the occasion. Brig. (Dr.) Rajiv Divekar, Director, SIMS, was the Conference Chairperson and Dr. Arti Chandani was the Conference Convener.

Sports Cell

"All work and no play makes Jack a dull boy". Sports Cell or S.T.A.G.S., the SIMS Team for Administration of Games and Sports, sincerely believe that Sports play an important role in molding the entire personality of an individual, makes him more pro-active and above all, in this hectic schedule, provides an outlet for stress. As a part of the cell, student managers get a taste of real management skills, dealing with students, managing inventory, handling budget constraints, organizing various events and making sure that the entire event goes on glitch free. Here they learn the basics of management and get hands on experience of time management and team building skills.

Milestones achieved during 2017-2018


2. The Boys Team secured 1st and 2nd positions at the Inter Institute Swimming Tournament

3. Girls Team secured 1st Position in the Medley Relay Event

4. The SIMS Volleyball Team (MEN), Secured 3rd Position at the Inter Institute Volleyball Championship.

SIMS participated in all the inter-institute tournaments organized by SI(DU). The students were also recommended for representing SI(DU) in inter-varsity tournaments which raised the level of SIMS and boosted the recognition of the institute at SI(D)U. We hope more students would be a part of and represent the University the next year. The Faculty and the Staff at SIMS are not far behind as they participated in various internal competitions with full spirit and enthusiasm.
Well-planned and modernized infrastructure with a truly global vision that manifests itself through partnerships developed with B-Schools and MNCs.

Automated web accessible library with over 15,000 contemporary books, foreign journals, magazines and online E books.

AnSCHC center which includes Gymnasium, a swimming pool, aerobics and yoga facilities.

A technology savvy campus with WiFi in the entire campus.
• Computer Labs, Seminar halls & 16 well equipped lecture rooms to promote effective learning through better Interaction.

• Fully furnished 2 Boys and 2 Girls Hostels with modern amenities.

• Elegantly designed spacious air conditioned Auditorium with a capacity of 300 with excellent acoustics and modern audio-visual facilities.

• Provides residential facilities for faculty to further augment the academic environment.
Orion 2018

Orion is the Annual Management, Sports & Cultural Festival of SIMS. Orion has something for everyone, ranging from the race to become the 'Best Manager’ to head banging at the 'Battle of Bands'. The Orion opening ceremony had a wonderful performance by kids of Kamiyani School and our own Sur and Vibes Team. Finally Orion 2018 began on 13th January starting off with Arjuna, the forty hour long flagship managerial event of Orion. There were events like Maverick, Footloose (Group), Kala and Ozyris on day one. Day two had Avant Garde - the fashion show and Footloose (Solo). The event ended with the awards ceremony in the evening. The highlight of the closing of Orion was a performance by the band, Coshish.

Ice Breakers

Ice Breaker event was conducted for the Junior and Senior batch in July where both the batches got to know about each other and made new friends. There were Sur Club and Vibes Club who performed and thrilled the audience. At the end there was real ice breaking where juniors had an upper hand and took the lime light!

Barcode 2018

The main event of the two-day long fest was 'Best Manager’, a 36-hour long grueling competition, aimed at pushing the participants to their very limits. Barcode also included events by different clubs and cells like Conundrum, HR Interpreters, etc. There were also some informal events like games, glow in the dark party and stand up comedy by Vaibhav Sethia for the students.

Samarth

It is an initiative by Events Cell for the student managers who want to develop their interpersonal skills and want to enhance their personality. Weekly classes and proper guidance has helped the student managers tremendously.
The People Tree, HR Club of SIMS had organized Colosseum 2017 - a Panel Discussion on 16th September, 2017. The topic for the discussion was - "VUCA - Redefining the HR world". The speakers in the panel comprised of eminent HR Corporate professionals from diverse industries to give the student managers a quick peek into how VUCA is impacting the business world. This event was organized to provide the student managers an opportunity to take a look at the real life corporate issues from a professional's point of view. The HR student managers of MBA 2016-18, MBA 2017-19 and PGDM 2017-18 were invited.

The esteemed speakers of the event were:
- Dr. Sajeev Kumar Nair, Ph.D.
- Sunit Mehra
- Samriti Malhotra
- Vinod Bidwaik
- Amit Nagpal (Moderator)

The People Tree, HR Club of SIMS had organized Curtain Raiser 2017 - a Debate competition on 19th August, 2017. The topic for the debate was - "Is Employee the new Customer?". This event was organized to provide the student managers an opportunity to take a look at the real life corporate issues from a professional's point of view.

The Teachers’ Day celebrations were conducted on 6th Sep 2017. The forenoon session commenced at 10 AM. It included lighting of the auspicious lamp, along with a note on Motivation by our guest lecture by Mr. Dhirender Deshpande which was followed by the Coffee Table Book launch. Post lunch session was joined by SIMS Alumni - Sujit Jain. It began with the felicitation of all the faculties and staff followed by an informal cultural program which commenced post lunch. The event closed with refreshments for the guests, faculties and staff.
Pranay is a first of its kind and social initiative to be launched by a B-School. Through our efforts at Pranay, we help the less fortunate in realizing their true potential while truly comprehending the significance of Corporate Social Responsibility.

Pranay is a social initiative managed by SIMS students. It is a combined effort by the entire SIMS family to contribute to society in some manner. Pranay helps less fortunate people in realizing their true potential and value.

Pranay is associated with NGOs like Akanksha, Pankhudi, Maher, Muktangan, Mobile Creches, Adhar Sparsh, Green Hills Group. Pranay is also associated with companies like Infosys and John Deere.

Pranay volunteers for campaigns such as Kavach - The clothes donation drive, Nukkad Natak, Vidyottama and Jeevan Dhara. Kavach, the Clothes donation drive was conducted on 12th August 2017.

Jeevan Dhara was a Blood Donation Campaign in collaboration with SCHC and Deenanath Mangeshkar Hospital and Poona Hospital on 31st July 2017.

Nukkad-Natak was conducted on 30th September 2016 at Seasons Mall in Pune to create awareness about the evils of drug abuse among the youths of the society. The street play also focused on ways to get out of the tangle of drug addiction by engaging with various support systems available in society.

Vidyottama is a student driven social initiative of SIMS. Vidyottama attempts to reach out to the children of support staffs of the institute with their academic syllabi to assist the non teaching staff in enhancing their vocational skills.

Incubation Center

Entrepreneurship culture is of key importance to SIMS. To keep this culture alive SIMS has opened an Incubation center in 2010 which acts as a platform for students with entrepreneurial zeal to realize their dreams. Each year students are encouraged to come up with innovative ideas. The best ideas are then nurtured and refined with our partners Reddvise Wealth Management Pvt Ltd for incubation. The incubation center currently houses J and R Hospitality Ltd. It is owner of the successful brand Steammos with over 5 outlets across Pune and plans to expand further. At SIMS we believe journey of a thousand miles begins with a single step and Incubation Center acts as the first stepping stone.

International Collaboration

Leeds Metropolitan University

Leeds Business School is the leading provider of undergraduates, postgraduate and professional educational courses in Finance, Business, Human Resource Management, Marketing, Journalism, Public Relations, Economics and Enterprise. Following a lead between SIMS and Leeds Metropolitan University, students can join some of their Masters programme with credit transfers and achieve the award of Master of Arts in International Business or Master of Science in Management or Master of Arts in Finance, all internationally recognized qualifications. The course has a strong dimension and attracts students from countries such as China, India and Vietnam. During the course the students prepare a dissertation, which is an independent piece of research prepared under the supervision of a mentor.

Hochschule fur Wirtschaft und Recht Berlin

Berlin School of Economics and Law

The MoU will facilitate research collaborations between faculty through research ideas, data and academic resources. It will also help in exchange of academic and scholarly information, student exchange programs, sponsorships of co-operative seminars, workshops and other academic meetings if specific grants are available.

On 3rd November 2017, the Placement Cell of Symbiosis Institute of Management Studies (SIMS) hosted its 6th flagship event, Global Leaders’ Corporate Summit at their campus. This event saw eminent industry honchos from various corporate houses come together to reach out to the young minds of the students and impart knowledge gained by them through years of expertise in their respective field.

The panelists graced the occasion as a part of panels of five prominent sectors viz. IT/ITES, Manufacturing, Consulting, BFSI, Media for an insightful panel discussion on the following topics for each sector respectively:

1) IT/ITES Panel - Artificial Intelligence and Machine Learning
2) Manufacturing Panel - Industry 4.0 should be India’s Battle Cry
3) Consulting Panel - Uberization in Consulting - A Consultant is on the way
4) BFSI Panel - Is India ready for a cashless economy?

The topics were student centric and the students were able to garner maximum knowledge out of the extremely engaging discussion followed by an open Q&A round.

### CONSULTING PANEL

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Murali Padmanabhan</td>
<td>Senior VP &amp; India Head - Talent Management</td>
<td>Virtusa Corporation</td>
</tr>
<tr>
<td>Priyanshu Singh</td>
<td>Country Manager &amp; Managing Director</td>
<td>Adecco</td>
</tr>
<tr>
<td>Rajat Mathur</td>
<td>Managing Director</td>
<td>Morgan Stanley</td>
</tr>
<tr>
<td>Srikanth Dorairajan</td>
<td>Principal &amp; Delivery Head</td>
<td>Capgemini</td>
</tr>
<tr>
<td>Sussruth Apshankar</td>
<td>Chief Operating Officer</td>
<td>SG Analytics</td>
</tr>
<tr>
<td>Warren Patrick</td>
<td>Senior President &amp; Chief Learning Officer</td>
<td>Yes Bank</td>
</tr>
<tr>
<td>Unmesh Rai (Moderator)</td>
<td>Group Head, Employer Branding &amp; TA</td>
<td>Piramal</td>
</tr>
</tbody>
</table>
SIMS organized this renowned full day mega corporate event which is the centerpiece of all events hosted on campus. The Global Leaders were thoroughly impressed by the meticulous planning and complimented Ms. Renuu Kulkarni, Head Placements & Corporate Relations and her team for its flawless execution of the event. They were happy to engage in a platform which is one of a kind, aimed at bridging the gap between the students and the corporates. It was conducted seamlessly and presented an opportunity for the students as well as corporates to put forth their perspective about the current trends pertaining to the discussion.

The discussions at the Summit were enthralling and every Global leader contributed towards its enormous success. The event was powered by Hitachi, Rasna, VLCC, Mother Dairy, Mapro, BW Business World, Budhani and Campus times.

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEDIA PANEL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manjula Nair</td>
<td>Founder CEO</td>
<td>Creative Bharat</td>
</tr>
<tr>
<td>Nikitsha Chopra</td>
<td>Director Revenue</td>
<td>Ping Network</td>
</tr>
<tr>
<td>Pradeep Dwivedi</td>
<td>CEO</td>
<td>Sakal Media Group</td>
</tr>
<tr>
<td>Pankaj Varma</td>
<td>Director</td>
<td>British Institutes</td>
</tr>
<tr>
<td>Vaibhav Date</td>
<td>Head Talent Management</td>
<td>Bajaj Finserv</td>
</tr>
<tr>
<td>Sapna Srivastava</td>
<td>Editor</td>
<td>Realty Plus</td>
</tr>
<tr>
<td>(Moderator)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IT / ITES PANEL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dr. Ashok Karania</td>
<td>Vice President - Europe</td>
<td>Infostretch</td>
</tr>
<tr>
<td>Peter Theobald</td>
<td>President - Security Business</td>
<td>Hitachi Systems</td>
</tr>
<tr>
<td>Pradeep Gidwani</td>
<td>CEO</td>
<td>Aquaspik</td>
</tr>
<tr>
<td>Prosenjit Mukhejee</td>
<td>Global HR Head</td>
<td>Azure Knowledge</td>
</tr>
<tr>
<td>Ranjit Anand</td>
<td>Managing Director</td>
<td>Credit Suisse</td>
</tr>
<tr>
<td><strong>BFSI PANEL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ajay Nahar</td>
<td>Director, GDS Research &amp; Insights Leader</td>
<td>EY</td>
</tr>
<tr>
<td>Ashish Goyal</td>
<td>Co-Founder &amp; CFO</td>
<td>EarlySalary</td>
</tr>
<tr>
<td>Ram Gopal</td>
<td>MD &amp; Chief Operating Officer</td>
<td>Barclays</td>
</tr>
<tr>
<td>Shoma Basu</td>
<td>Off Shore Head of Fraud Operations</td>
<td>HSBC</td>
</tr>
<tr>
<td>Sid Banerjee</td>
<td>Managing Director</td>
<td>Credit Suisse</td>
</tr>
<tr>
<td>Vikrant Ponkshe</td>
<td>Chairman &amp; Managing Director</td>
<td>Being Catalyst</td>
</tr>
<tr>
<td>Priyanka Iyer</td>
<td>Correspondent</td>
<td>BTVi</td>
</tr>
<tr>
<td>(Moderator)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MANUFACTURING PANEL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ettore Cucchetti</td>
<td>Chief Executive Officer</td>
<td>ACG Pharmagents LLP</td>
</tr>
<tr>
<td>Ashish Nene</td>
<td>Chief Executive Officer</td>
<td>Precimetrix Technologies</td>
</tr>
<tr>
<td>Sajeet Sularia</td>
<td>CEO &amp; Co-Founder</td>
<td>Intelligence NODE</td>
</tr>
<tr>
<td>Gaurav Buch</td>
<td>Group Director HR &amp; CHRO</td>
<td>GSP Crop Science</td>
</tr>
<tr>
<td>Abhimanyu Khanna</td>
<td>Regional Channel Manager - West</td>
<td>Trend Micro</td>
</tr>
<tr>
<td>(Moderator)</td>
<td>Global Consulting Practice Head</td>
<td>L&amp;T Infotech (LTI)</td>
</tr>
<tr>
<td>Sachin Kulkarni</td>
<td>Founder</td>
<td>Pencil Works Learning Solutions</td>
</tr>
</tbody>
</table>
PIWAT

Clearing the entrance exam is surely difficult but PIWAT process at SIMS is equally challenging and testing. The students are put through multiple rounds to test their management and communication skills before being selected. Our students are selected by the most eminent and established personalities of the corporate world, whose intention is not only to select students that have the potential to be converted into a successful corporate tomorrow. The selection process is very stringent and filters the best in the lot.

Orientation

One of the features that sets SIMS apart is its orientation period. It lasts for a period of two to three weeks. Orientation for Batch 2017-19, began on 6th of June 2017 as the fresh batch of students arrived and sat in the auditorium. The senior council 2017 had only one aim in mind, to transform this new batch of students into ‘student managers’.

The orientation acts like a Launch Pad for their foray into the corporate world. It is tough, hectic and prepares them for a rigorous life in the corporate world. It consists of various activities which test their mental resilience as well as their physical strength. With everyday beginning with a morning jog at 0600 hours, the batch goes through a session where their physical endurance is put to test. To ensure that this doesn’t get too hectic, the jog is followed by a session of recreational activities such as yoga, dancing and games.

The day then moves on to various guest lectures and introduction lectures which act as stepping stones towards the MBA curriculum. After the lectures, the students attend an evening session with the student council where they are handed assignments, to be done in groups. Finally, after the submissions the day ends at 2300 hours.

While bringing out the best in the student, it helps them discover themselves as a person as well as a manager. The students realize the limits to which they can push themselves, something which is essential for the corporate life ahead. During this period of orientation, we at SIMS make an effort to show the students almost all aspects of a tough life that is waiting for them. The orientation also builds batch unity and friendship that last for a lifetime, making it an unforgettable experience.

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abhilash Chakravarty</td>
<td>Dentsply Sirona</td>
<td>Head of Marketing - India &amp; Neighbouring countries</td>
</tr>
<tr>
<td>Amaninder Singh Dhillon</td>
<td>Mitra Biotech</td>
<td>Director - Marketing</td>
</tr>
<tr>
<td>Amitabh Mathur</td>
<td>Gedia India Automotive Components</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>Anu Vohra</td>
<td>Goldman Sachs</td>
<td>Head - Business Partners and Campus Recruiting</td>
</tr>
<tr>
<td>Anu Ranjan</td>
<td>RBI</td>
<td>General Manager</td>
</tr>
<tr>
<td>Anil Mazumdar</td>
<td>SBI</td>
<td>General Manager</td>
</tr>
<tr>
<td>Arun Kothari</td>
<td>Jet Airways India</td>
<td>CEO - HR</td>
</tr>
<tr>
<td>Arshdeep Singh</td>
<td>Tata Consultancy Services</td>
<td>Director - HR</td>
</tr>
<tr>
<td>Hrudananda Panda</td>
<td>RBI</td>
<td>General Manager</td>
</tr>
<tr>
<td>Jasmeet Singh</td>
<td>Trident Group</td>
<td>CEO - HR</td>
</tr>
<tr>
<td>Lt Gen Noble</td>
<td>Indian Army</td>
<td>Lt. Gen (Retd.)</td>
</tr>
<tr>
<td>Narendra Singh</td>
<td>MSCI Inc.</td>
<td>Vice President - Financial Planning &amp; Analysis</td>
</tr>
<tr>
<td>P R Bantwal</td>
<td>Suprabha Protective Products Pvt.Ltd</td>
<td>Chairman &amp; Managing Director</td>
</tr>
<tr>
<td>Pavan Desiraju</td>
<td>British Telecom</td>
<td>Human Resources Lead - Technology Services and India Sales</td>
</tr>
<tr>
<td>Pranab Punj</td>
<td>Kinsane Entertainment Inc.</td>
<td>Chief Marketing Officer</td>
</tr>
<tr>
<td>Prashant Khanna</td>
<td>HSBC</td>
<td>Senior Vice President &amp; Head - Sales and Service Performance</td>
</tr>
<tr>
<td>Raj Swaminathan</td>
<td>Indus Software Technologies Pvt. Ltd.</td>
<td>Chief Executive &amp; Director</td>
</tr>
<tr>
<td>Rajesh Nambiar</td>
<td>Birla Sun Life Insurance</td>
<td>Chief Marketing Officer</td>
</tr>
<tr>
<td>Rajesh Talathi</td>
<td>John Deere</td>
<td>Senior General Manager</td>
</tr>
<tr>
<td>Rashi Anand</td>
<td>KPT</td>
<td>Senior Director - HR</td>
</tr>
<tr>
<td>Sachin Pande</td>
<td>HSBC Technology</td>
<td>HR Head</td>
</tr>
<tr>
<td>Sadashib Padhee</td>
<td>Kirloskar Pneumatic Company Ltd.</td>
<td>Vice President HR</td>
</tr>
<tr>
<td>Sandeep Kumar Das</td>
<td>The Head Hunters India</td>
<td>Senior Vice President Business Development</td>
</tr>
<tr>
<td>Saurabh Arora</td>
<td>Morgan Stanley</td>
<td>Executive Director - HR</td>
</tr>
<tr>
<td>Sudhakar Panda</td>
<td>FIAT India Automobiles Ltd</td>
<td>Vice President - HR</td>
</tr>
<tr>
<td>Sudhanshu Mishra</td>
<td>Accenture</td>
<td>HR Service Delivery Lead</td>
</tr>
</tbody>
</table>
Live Projects

Students of SIMS are engaged throughout the year in various Live Projects from companies. There are various types of Live Projects offered in all the specializations which not only positions SIMS as a pioneer of management in the corporate but also enhances the skills of the student managers.

Companies offered live projects:
- Money Roller
- Reliance Jio
- Ellemora
- Kaizen Tutors
- Inno Bytes Technologies
- Talwar Group
- Aranca
- Ipsos Business Consulting
- Cummins India
- Endeavour Careers
- Brand Smith Media
- Hey Dhobi
- OYO Rooms
- Orange Business Services

Innovative Practices

SIMS Economic Think Tank (SIMSETT) is the club in SIMS which comes up with articles on economic issues giving students insight on the latest business scenario.

The Incubation center at SIMS extends great help and support to its entrepreneurs in incubating their innovative ideas.

- Energy Conservation - Use of CFL bulbs, solar water heaters & use of N Computing devices for saving energy
- Sewage Treatment Plant - Recycling of waste and sewage water through STP system
- E-Waste Management
- Pre-Induction & Orientation Program

Value Added Courses

SIMS offers its students a wide range of value added courses apart from their curriculum to gain deeper industry knowledge. Such courses help student managers in gaining an edge over other B-Schools when they enter the corporate world.

Courses offered at SIMS:
- Six Sigma Green Belt Training Course
- ICICI Learning Matrix Online Course
- MDP on SPSS
- Bloomberg
- Business Simulation
- KPMG LSSGB Certification Programme

TED X

TEDx is an international community that organizes TED style events anywhere and everywhere - celebrating locally driven ideas and elevating them to a global stage. TEDx SIU Kirkee was organized on 10th September, 2017 on the theme ‘Excogitating the Unfolding’ at Symbiosis Institute of Management Studies, Pune. The event hosted speakers from diverse fields including a lawyer, poet, social worker, corporate, and sports player.

- Brig. H S Kaura
- Tehseen Poonawalla
- Deep Dasgupta
- Yuvraj Walmiki
- Bhavna Singh
- Seema Waghmode
- Abhinav Shankar Narayan
- Priyanka Menon
Batch
Snapshot 2017-19

<table>
<thead>
<tr>
<th>Major Specialization</th>
<th>Count</th>
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<tr>
<td>Marketing</td>
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<td>Finance</td>
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<td>Human Resources</td>
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<td>Operations</td>
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<td>Freshers</td>
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<td>Less than 1 year</td>
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<tr>
<td>1 - 2 year</td>
<td>48</td>
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<tr>
<td>2 - 3 year</td>
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<tr>
<td>3 - 4 year</td>
<td>24</td>
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<tr>
<td>4 &amp; above</td>
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<table>
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<td>B.Tech</td>
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<td>BBA</td>
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<tr>
<td>B.Sc.</td>
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<tr>
<td>B.Com.</td>
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<tr>
<td>Others</td>
<td>49</td>
</tr>
<tr>
<td>Total</td>
<td>155</td>
</tr>
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</table>

Total = 308
Students at SIMS are the one who have attained excellence not just in academics but also in co-curricular activities. Some of the achievements of the batch 2017-19 are highlighted below:

**Academics:**

Students have done exceedingly well in their academics throughout their education, which is evident from the fact that we have students who are rank holders of:

1. Subject Expert
2. School Topper
3. State Topper
4. CBSE Merit holder
5. University Topper
6. Graduation with Honours Paper Presentations:

To be a good manager one need to interpret and analyse market situation using various statistical tools. The students have shown their capabilities via research paper presentations in the following journals and conferences:

1. International Journal of Infinite Innovations in Technology (IJIIT)
3. Innovative & Futuristic Approaches in Science and Technology’ at NIT Bhopal
4. International Journal of Advanced Electronics and Communications Systems

**Scholarships:**

Students of SIMS have been recipient of various scholarships including Army Welfare Education Society’s Merit Scholarship, AGIF (Army Group Insurance Fund) Scholarship, Amul Vidya Bhushan, Prime Minister Scholarship and Scholarship from Air Force Benevolent Association.

**Extra-Curricular:**

Our belief of “a healthy body leads to a healthy mind” is proven by the fact that students of SIMS are actively involved with sports and extra-curricular.


SIMS takes pride in the fact that most of our students demonstrate traits of a true leader- Unity, Discipline & Dedication that have been imbibed in them since their foundation years by being an active voluntary member of institutions like National Cadet Corps, National Service Scheme and Bharat Scouts & Guides.

SIMS is recognized as a Centre for Entrepreneurship by Department of Science and Technology and this has been enhanced by the admission of entrepreneurs in the batch of 2017-19.

**Training and Certifications:**

Students of batch 2017-19 are certified in Bloomberg Market Concepts. More than 25% of the batch has completed “Lean Six Sigma Green Belt” certifications. Students also have technical certifications like:

1. Oracle SQL certification
2. Oracle People soft Developer
3. Rapid Application Development
4. ORACLE IZ0-045 - Database Administration
5. IBM DB 2 9 Fundamentals Certification
Infinite - The Finance Club

At the finance club of SIMS, we aim to give meaning to those dreaded, alien scriptures called numbers. A volley of lecture series, workshops and competitions are held, all with a purpose of equipping SIMSites to see and understand the logic behind finance, and mastering it. Club infinite is not just a platform for display of financial prowess, but also an endeavor to bring logic to the fore for the understanding of even those who are less finance-oriented.

The measure of every idea, every success, every failure and the very future of a firm is Finance. Thus, at infinite, we bring meaning to digits, so much so that they will speak more to you than words. The result is a batch of all-round achievers who know what they have to see when they lay eyes on a balance sheet.
Curriculum

Semester I
Advanced Excel
Basics of Financial Management
Business Communication
Business Environment
Business Statistics
Contemporary Practices in Business
Essentials of Marketing Management
Financial Accounting
Human Resource Management
Introduction to Operations Management
Legal Aspects of Business
Managerial Economics
Operations Research
Organizational Behavior
Research Methodology

Semester II
Advance Statistics
Corporate Accounting
Financial Management
Direct Taxation
Financial Services (M)
Financial Statement Analysis (M)
Information Technology and Intellectual Property
Rights
International Finance
Knowledge Management
Macroeconomics
Management Accounting
Management Information Systems
International Trade and FOREX
Retail Banking (M)

Semester III
Advanced Corporate Finance
Business Intelligence
Creativity and Innovation
Derivative Markets
Financial Engineering and Analytics
Financial Modeling
Financial Risk Management (M)
Insurance Management
Indirect Taxation
Integrated Disaster Management
Investment Banking (M)
Project Feasibility and Financing
Security Analysis and Portfolio Management (M)
Strategic Management
Summer Internship
Wealth Management

Semester IV
Advanced Strategic Management
Business Intelligence- II
Corporate Governance and Ethics
Dissertation
Entrepreneurship
Environment Management System
International Development and International Business
Project (Corporate Social Responsibility)

Summer Internship

Bank of India
Credit Products and Credit Process in a Bank

Bharat Forge
Export Finance

Cosmos Bank
Working Capital Management

Credit Suisse
Anacredit Dublin - Local Regulatory Reporting
Fixed Assets Integration
Efficiency Dashboard creation using Tableau
Product Control Automation for STP Decision
Understanding of PCDW, JAZZ and Application of Jrules

Dentsply Sirona Inc.
To figure the gap in the current restorative portfolio and prepare a marketing plan indicating portfolio optimization as per market needs

EY Global Delivery Services
Indirect Tax: Update and Advisory
Oil and Gas Industry - Trends and Insights

FinIQ Consulting India Pvt. Ltd.
Structured Products Lifecycle Management Module Enhancement

Hardik Fintrade Pvt. Ltd.
Fundamental and Technical Equity Analysis

HDFC Bank Ltd.
Digitalization in the Banking Sector

Indian Oil Corporation Ltd.
Corporate Finance

Interlink Capital
Claiming Export Incentives from the DGFT

Karvy Stock Broking Ltd.
Analysis of Top 3 Brokerage Firms and Customer Buying Preference

Kotak Securities Ltd.
Treasury and Operations

L’Oreal India
Cost Optimization

Persistent Systems Limited
Issuance of Foreign Currencies and Business Travel Settlements

Reliance Corporate Limited
Compliance / Export Benefits Process Automation

Reliance Jio Limited
Capturing Material Cost Details for Specific Period

Shoppers Stop
Accounting using MMS and Oracle

Star Fing
Analytic study on International Currency and Commodities Market

Tata Consultancy Services
iON Finance

Top Quartile Wealth Creators
Investment Counseling and Analytics
Financial Advisor

VLCC Personal Care
Total Trade Spends, Spend Management and Spend Analytics
Batch Snapshot 2017-19

People Tree - The HR Club
Our People Tree aims at giving the necessary corporate exposure to the students by providing a platform to the student managers to think out of the box and bring out the best in them. In this light student managers have organized events like case study competitions, debates, documentary screenings, management games, Workshops and so on.

Human Resource Total - 55
Curriculum

Semester I
Advanced Excel
Basics of Financial Management
Business Communication
Business Environment
Business Statistics
Contemporary Practices in Business
Essentials of Marketing Management
Financial Accounting
Human Resource Management
Introduction to Operations Management
Legal Aspects of Business
Managerial Economics
Operations Research
Organizational Behavior
Research Methodology

Semester II
Advance Statistics
Compensation & Reward Management
HR Metric/Analytics
HRD Audit and Scorecard
HRD Instruments
Industrial Relations
Information Technology and Intellectual Property
Knowledge Management
Learning & Development
Macroeconomics
Management Accounting
Management Information Systems
Performance Management Systems
Talent Acquisition
Talent Management

Semester III
Coaching Mentoring and Counseling
Integrated Disaster Management
International Human Resource Management
Labour Laws - II
Leadership
Managing Employee Relations
Managing in Economic Volatility
Organizational Development & Change
Management
Organizational Psychology
Strategic Human Resource Management
Strategic Management
Summer Project
Transactional Decision Making

Semester IV
Business Ethics and Corporate Governance
Cases in HR
Corporate Social Responsibility
Dissertation
Energy and Environment Management
Entrepreneurship
Integrated Learning
Mergers and Acquisitions
Strategic Decision Making

Summer Internship

Bharat Forge
Operation Performance Management System - Impact on Employee’s Performance and Productivity
Current and Future Industrial Challenges - Shift in Demographic and Measures for Aged Workforce in Industry 4.0

Crisil Ltd.
Candidate Engagement (How to improve offer to joining ratio)

DCB Bank
HR Operations (Employee Engagement Onboarding)

Deloitte
Engaging Managers for Success
Recruitment Process Outsourcing for Consulting
Technology Enablement in RPM Operations

Gabriel India (Anand Group)
Exit Analysis, EE

Kalyani Carpenter Special Steels Pvt. Ltd.
Training Analytics

KPMG
CBUAE and MAHY Khoory

L’Oreal India
Rewards and Recognition Program for Blue Collar Workers
Training Content Design

Mahindra Sanyo Special Steel Pvt. Ltd.
Performance Management System

Marsh India
Employee Wellness and Streamlining Compliance Process at Marsh India

McDonalds’
Talent Acquisition and Rewards & Recognition

Piaggio Vehicles Pvt. Ltd.
Rewards and Recognition Policy

Reliance Games
Talent Management in Reliance Games

Sutherland
Brand Perception in Talent Market, Research to find potential digital platforms to invest, and candidate experience

Tata Consultancy Services
Factors influencing career choice in students

Tech Avante Garde
Talent Acquisition for a Product Fostering Company

The Westin
Training & Development

Vivanta by Taj
Ratification of Job Competencies

VLCC Personal Care
Employee Engagement, Policies and Process Documents Onboarding, Off boarding, Plant HR, Personnel Management

Vodafone India
Digital Darwinism - Adapting to Digital Transformation

Wipro
Augmented Workforce - New Ways of Working
Revamping R&R for Consumer Business Unit

WNS Global Services
Enhancing New Joiner Experience (Onshore & Offshore)
Learning Organizational Effectiveness
Talent Engagement Strategy for the Millennial Workforce
Alternate Staffing
SMARK - The Marketing Club

SIMS constantly endeavors to educate and engage students in the field of marketing, to become Smart Marketers in the present dynamic business world. It conducts intra-college competitions which is a platform to test and put to use the marketing skills of the students. It is also responsible for educating BBA students about the current scenario in the world of B.Com. marketing via guest lectures / seminars, thought and BE/B.Tech through its monthly newsletter - ‘Smarkoshare’. B.Sc. Others

Moreover it also organizes management games, quizzes and case study competitions for the students which enables in team building and a fun-filled learning experience.
Semester I
- Advanced Excel
- Basics of Financial Management
- Business Communication
- Business Environment
- Business Statistics
- Contemporary Practices in Business
- Essentials of Marketing Management
- Financial Accounting
- Human Resource Management
- Introduction to Operations Management
- Legal Aspects of Business
- Managerial Economics
- Operations Research
- Organizational Behavior
- Research Methodology

Semester II
- Advance Statistics
- Consumer Behavior (M)
- Information Technology and Intellectual Property Rights
- Knowledge Management
- Macroeconomics
- Management Information Systems
- Management Accounting
- Product Management (M)
- Services Marketing (M)
- Sales and Distribution Management
- Brand Management (M)
- Marketing Strategy and Implementation

Semester III
- Strategic Management
- Summer Internship
- Business Intelligence
- Creativity and Innovation
- Integrated Disaster Management
- Business To Business Marketing
- International Marketing (M)
- Customer Relationship Management
- Integrated Marketing Communication (M)
- Retail Management
- Rural Marketing
- Digital Marketing
- Marketing Strategy
- Product Innovation

Semester IV
- Business Ethics and Corporate Governance
- Cases in Marketing
- Corporate Social Responsibility
- Dissertation
- Energy and Environment Management
- Entrepreneurship
- Integrated Learning
- Mergers and Acquisitions
- Strategic Decision Making

Summer Internship
- Airtel
  Payments of Utility Bills through Airtel Payments Bank
- Amul
  Strategy for Amul to enter the HoReCa Segment with Frozen Snacks
- Bank of America
  Trade Services - Improving Responsiveness of Key Processes
- Bata India Ltd.
  To improve key retail KPIs like UPT and conversion rate by 10% in selected stores
  Customer Profiling of women customers at Hush Puppies
- Bloomberg Quint
  Competitive Benchmarking and Marketing Campaign
- Brillio Technologies Pvt. Ltd.
  Social Media Marketing for CSR and Employment Volunteering
- Digit General Insurance Ltd.
  Innovations in the Insurance Industry - Global Market Best Practices and Indian Market
  Insurance Market Assessment of Two Wheelers and Four Wheelers by Location
- Excellence Infosystems
  Social Media Management for SaaS applications with special focus on Digital User Engagement and Improvement in the SaaS Environment
- EY Global Delivery Services
  Analysis of Wealth & Asset Management and Private Equity Landscape in Global Markets
- FinIQ Consulting India Pvt. Ltd.
  International Market Analysis of Bonds Products
  Financial UX/UI/Marketing Material, Promotions and Market Research
- FIS Global Business Solutions India Pvt. Ltd.
  Analysis and Implementation of Marketing Strategies for FIS
- HDFC Bank
  Segmentation & Penetration
  Establishment of a strong digital footprint
- Larsen and Toubro Defence
  International Marketing Strategy for increasing Defence Exports to the middle east
- Marsh India
  Blue Sky Ideas for Growth for Marsh India Treaty and Inwards Team
- Piramal Realty
  Empanelment of Channel Partners
- Reliance Brands Limited
  Marketing of Hamley’s India
- Reliance Jio
  Channel Building - Village Level Entrepreneur
- Star India
  Increasing viewership of Women’s Cricket in India
- The Smart Cube
  Procurement Strategy for Mangoes for a client in the US
- VLCC
  Territory Management
- Wipro
  Impact of Digital Disruption in Retail Industries
  Digital Marketing and Commerce in CPG Industry
  Presales Pipeline Analytics
Batch Snapshot 2017-19

**Minor Specialization**
- Finance: 15
- International Business: 11
- Operations: 4
- B.E. / B.Tech: 2
- B.Sc.: 5
- BBA: 4

**Work Experience**
- Freshers: 22
- Less than 1 Year: 7
- 1-2 Year: 5
- 2-3 Year: 5
- 3 & Above: 4

**Graduation**
- Finance: 5
- International Business: 7
- Operations: 15

NOESIS - The Operations Club

NOESIS means intellectual and intuitive thinking and understanding. It is a process of the mind to analyze complex things with simplicity. NOESIS - The Operations Club of SIMS promotes rational thinking and helps making complex things simple. Operation is the core of every business and plays a pivotal role in any business’s success. What happens in the industry is different from what we learn in books. NOESIS enables students to think beyond classroom learning and aligns them with current industry practices.

It aims to inspire students to come up with improvements in terms of cost, quality, and time - by innovating on, and simplifying day-to-day activities. The best ideas are the simple ones. This is done through non-conventional and practical ways of learning and knowledge sharing. This will help students to enhance their analytical power, objective decision-making skills, and provide them with a practical mindset towards solving problems.
Curriculum

**Semester I**
- Advanced Excel
- Basics of Financial Management
- Business Communication
- Business Environment
- Business Statistics
- Contemporary Practices in Business
- Essentials of Marketing Management
- Financial Accounting
- Human Resource Management
- Introduction to Operations Management
- Legal Aspects of Business
- Managerial Economics
- Operations Research
- Organizational Behaviour
- Research Methodology

**Semester II**
- Advance Statistics
- Information Technology and Intellectual Property Rights
- Knowledge Management
- Macroeconomics
- Management Information Systems
- Management Accounting
- Operations Strategy and Control
- Quality Management
- Project Management
- World Class Manufacturing
- Advanced Operations Research
- Materials Management

**Semester III**
- Strategic Management
- Summer Internship
- Business Intelligence - I
- Creativity and Innovation
- Enterprise Resource Planning
- Integrated Disaster Management
- Advanced Project Management
- Supply Chain Strategy
- Technology and Innovation Management
- Service Operations Management
- Warehouse Management

**Semester IV**
- Business Ethics and Corporate Governance
- Cases in Operations
- Corporate Social Responsibility
- Dissertation
- Energy and Environment Management
- Entrepreneurship
- Integrated Learning
- Mergers and Acquisitions
- Strategic Decision Making

Summer Internship

**Airtel**
- On Chatbot Project

**Armstrong Fluid Technology Pvt. Ltd.**
- Study of the challenges faced by manufacturing company in India in implementation of IIoT (Industry 4.0) in their production and supply systems

**Bajaj Finserv**
- Driving Self Service Improvement
- Digital EMI Card Process Enhancement
- Fast 'Time to Card'
- Demand Forecasting and Capacity Analysis of PZS1 press line and backward scheduling for the production of MCD II

**Bharat Forge**
- How to increase the operational efficiency of MCD II

**Bosch**
- Digital transformation initiatives and roadmap in supply chain management

**Brigade Group**
- Study on Commercial Project Management

**Decathlon**
- Market Research and Retail Operations

**Indigo Airlines**
- Streamlining of Inventory Discrepancy Resolution Process in Flight Catering Operations
- Live Inventory Management - Non Perishable Goods

**L&T Construction Heavy Civil Infrastructure Independent Company**
- Checking the Operational efficiency of the construction of an elevated road over Barapullah Nallah, New Delhi

**L’Oreal India**
- Automation of Import Documentation and Custom Clearance Process

**Mera Kisan**
- To increase WCM Techniques and improve the Process Flow Product Traceability

**Persistent Systems Private Limited**
- Lead Enterprise Applications

**Pfizer Ltd.**
- Lean Operations - End-to-End Distribution
- Pradeshik Cooperative Dairy Federation (PCDF)
- Improvement in delivery of Parag products to institutions and develop the strategies for better procurement of milk

**TVS Logistics Services Limited**
- Warehouse Extension Program
- Engine Sequencing for Car Assembly
Star Placements

Bank of America Merill Lynch
- Archana Yadav
- Saumya Agarwal

Deloitte
- Aarti Pimpley
- Aditi Sah
- Akshay Kumar
- Amanpreet Singh
- Angad Singh
- Anshita Verma
- Arun Singh Rathore
- Kavya Rathaur
- Madhavan Menon
- Mallika Singh
- Merwyn D’Souza
- Shradhha Srivastava
- Saumya Nath
- Saumya Tripathi

Early Salary
- Anmol
- Prikshit Khokher

FinIQ
- Priyanka Sinha
- Varun Datta

Google
- Gayathrri S
- Niharika Singhania

Wipro
- Asha Latha Tamminaina
- Shashank Anbalagan

VLCC
- Anupriya Sharma

Placement Snapshot 2017

Sector wise Breakup of Students Placed

- BFSI: 34%
- Engineering / IT: 20%
- Manufacturing: 17%
- FMCG: 13%
- Consulting: 8%
- Others: 8%

Star Recruiters

- Accenture
- Axis Bank
- Bank of America Merill Lynch
- Credit Suisse
- Deloitte
- Early Salary
- Endeavor
- FinIQ
- Ford Motors
- Google
- Gati KWE
- HDFC Bank
- Infosys
- Virtusa Polaris
- VLCC
- Wipro

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Placement Contact Details

For Campus Recruitment and Summer Internship

Name : Mrs. Renuu Kulkarni
Designation : Head - Placements and Corporate Relations
Contact : 09561006433/020-30213252 (Direct)
Email : renuu.kulkarni@sims.edu | placements@sims.edu

Placement Coordinators

Aman Goel : +91 9561006435 (Mumbai)
Ayush Trivedi : +91 9561006440 (Delhi)
Jenishq Sawhney : +91 9561006442 (Mumbai)
Reshma Rangaswamy : +91 9561006436 (Bangalore & Kolkata)
Sasha Miriam Thomas : +91 9561006434 (Hyderabad & Chennai)
Vinir Shah : +91 9561006443 (Pune & Ahmedabad)
Placement Cell : 020 - 30213230/31/32/33
Website : https://placements.sims.edu
Email : placements@sims.edu

Defence Background Students

"Experts say that defence children are well-rounded, culturally aware, tolerant, and extremely resilient. Defence children have learned from an early age that home is where their hearts are, that a good friend can be found in every corner of the world and in every color, and that education doesn’t only come from school. They live history.

They learn that to survive means to adapt, that the door that closes one chapter of their life opens up to a new and exciting adventure full of new friends and new experiences. The open category students blend with defence students so well that it is difficult to differentiate between the two, after 2 years together."
“When we learn something from each other, we’re transformed by the experience ... we are authors of each other”

“Finance is the art of passing currency hand to hand until it finally disappears”
“In the end, all business operations can be reduced to three words: people, product and profits. Unless you’ve got a good team, you can’t do much with the other two”

“You now have to decide what ‘image’ you want for your brand. Image means personality Products, like people have personalities, and they can make or break them in the market place”