



॥वसुधैव कुटुम्बकम्॥

# **SYMBIOSIS**

## **INSTITUTE OF MANAGEMENT STUDIES, PUNE**

### **PLACEMENT SEASON 2021**

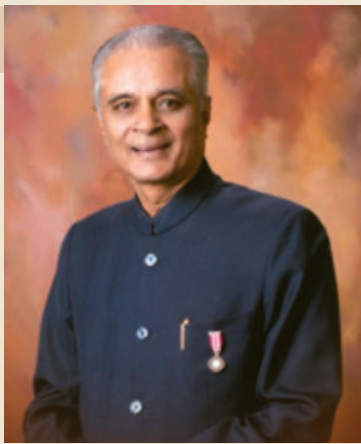
Our business plan is  
to set ourselves apart

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**Full-Time MBA**  
**[www.sims.edu](http://www.sims.edu)**

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There is no greater glory than the journey on which we strive to "Make A Difference"



## Dr. S. B. Mujumdar

Chancellor SI(DU)

The President and Founder Director,  
Symbiosis

*"We look forward to present young  
and confident individuals, who  
are eager to prove their abilities"*

## Chancellor

Dr. S. B. Mujumdar is the Founder and President of Symbiosis - a multi-national, multilingual and multidisciplinary educational complex of repute. A distinguished academician and educationist, he is also the Chancellor of Symbiosis International (Deemed University).

Dr. Mujumdar was born on 31st July 1935 at Gadhinglaj, a Taluka in Kolhapur District in Maharashtra. He did his schooling from 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.) with distinction.

He joined Fergusson College, Pune as a 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 (14 years) and Chairman of the Board of Studies in Botany (9 years). He was also I.C.C.R's Foreign Academic Advisor in Pune University (7 years). He has published over 50 original research articles in several national and international scientific journals. He has also 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 African and Asian students, who were eager to prove their abilities studying in Pune, he established "SYMBIOSIS" in 1971, 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 such as Management, Law, IT, Computers, Bio-Medical Science, Engineering, International Business, Geo-Informatics, Media & Communication, Photography etc.

Presently, Symbiosis has 46 institutions and over 32000 students from all states of India and 85 foreign countries. The Ministry of HRD, Government of India, conferred upon Symbiosis in 2002, the status of 'Deemed to be University'. Many of the Symbiosis institutions are ranked amongst the top 10 institutions in India and have a placement record of almost 100%. Realizing the importance of distance education, Symbiosis has established the SCDL - Symbiosis Centre for Distance Learning - which conducts a number of on-line courses and has over 2 lakh 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, without any consideration for 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 wards of Defence Personnel. Another innovative institution is the 'Pune Police Public School' managed by Symbiosis, providing education to the wards of Police Personnel. Apart from these academic activities, Symbiosis has also established the 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 and honors. The Government of India has conferred to him the 'Padma Shri' in 2005 and 'Padma Bhushan' in 2012. Tilak Maharashtra Vidhyapeeth has conferred on him 'D. Litt.' in 2016. He is first recipient of 'Dr. APJ Abdul Kalam Memorial Award' in 2016. He has also received the 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 (SERA)', 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.

## Chancellor's Invitation

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.

## Pro Chancellor



### **Dr. Vidya Yeravdekar**

Pro Chancellor  
Symbiosis International  
(Deemed University)

Dr. Vidya Yeravdekar is the Principal Director of Symbiosis Society, which encompasses the Symbiosis schools and institutions under 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 Non-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 is now focussed on making Symbiosis International (Deemed University) benchmarked amongst one of the best Universities in Asia.



### **Dr. Rajani Gupte**

M.A., M.Phil., Ph.D. (Economics)  
Vice Chancellor, SI(DU)

## **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 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.



**Dr. (Brig) Rajiv Divekar (Retd.)**  
Director,  
Symbiosis Institute of Management Studies

## **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.



### **Ms. Renuu Kulkarni**

Head Placements and Corporate Relations  
SIMS

**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 such as detailed resumes of students, availability of slots etc.

**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 to have "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 25th by Economic Times, B-School ranking in October, 2017
- DNA and Star awards for Innovation in Placements.
- No.1 Top B-School for MBA (Executive) in India by CSR-GHRDC B-School Survey, 2019
- 9th National Award for innovative Practices by ISTD.
- Institutional Appreciation Award by AIMS International .
- 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 has attained ISO 9001:2015 certification in November 2016.
- No.7 Top Leading B-Schools of Super Excellence in India by CSR-GHDC B-School Survey, 2019
- NHRD Pune chapter has recognized SIMS for its contribution for its contribution and Symbiosis International (Deemed University) has been ranked 3rd in Top Non-Government (Private & Deemed) Multi-Disciplinary Universities in India by "The Week" in May 29, 2016 issue.
- Program Implementing Agency of DST, Govt of India for Entrepreneurship Development Programmes.
- Research grant of Rs 9,70,000 received from the Ministry of Corporate Affairs, Govt of India
- No.4 in the state of Maharashtra amongst private institutes in India by CSR-GHDC B-School Survey, 2019.
- 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
- Research Paper Published in November, 2014 edition of the European Journal of Business and Management.
- Winner - Top 10 Projects - Rural Marketing Association of India, Delhi
- Winner - Superlative Internship-IIMER

## Star Alumni

### **Rana Rajan (1995)**

Director,  
Credit Suisse

### **Nilesh Auti (1996)**

VP & CDO - Auto & Discrete Mfg Vertical,  
Tech Mahindra

### **Prashant Khanna (1996)**

SVP and Head - Sales & Service Performance,  
HSBC

### **Rasika Malhotra (1996)**

Director - HR,  
Kimberly Clark

### **Vikram Behl (1996)**

HR Leader, Amazon

### **Royce D'Costa (1997)**

Sr. Director, Global Head of Talent Management  
Videojet

### **Ani Chaudhary (1997)**

General Manager - Solutions,  
McKinsey & Company

### **Anubha Mahajan (1997)**

Senior Manager - Talent Acquisition,  
Microsoft - Azure

### **Bipin Oberoi (1997)**

Head - Credit Mortgages, Sr. VP,  
IndusInd Bank

### **Gurbir Singh (1997)**

AVP- Marketing  
CTBC Bank Co.Ltd

### **Rahul Nandi (1997)**

Talent Acquisition Leader-  
South Asia (India, ASEAN, ANZ, Korea)  
GE Healthcare

### **Nikhil Ganju (1997)**

Country Manager - India,  
Trip Advisor

### **Ranjan Tyagi (1997)**

Head - Human Resource,  
Vodafone India

### **Vikram Chandna (1997)**

President & Head of Finance & Services  
Incedo Inc

### **Abhijeet Desai (1997)**

Vice President HR  
Vodafone

### **Aditya Kohli (1998)**

Chief HR Officer  
Clix Capital

### **Gurmohan Dugal (1998)**

Vice President,  
Genpact

### **Rajeev Kar (1998)**

Growth Advisor - VC Funded Startup  
Portfolio, Confidential

### **Sandeep Chaudhary (1998)**

President & Member of the board,  
People Strong

### **Sukhpreet Kalra (1998)**

Principal Director - Management Consulting,  
Accenture Australia

### **Nitin Sethi (1998)**

Head Talent Management, Asia Pacific  
Coca-Cola

### **Geeta Singh (1999)**

Director People Development - Asia Pacific, Europe,  
Middle East and Africa , Google

### **Aditya Bhanot (1999)**

Director - Private Banking  
DBS Bank

### **Kulpreet Singh Sawhney (1999)**

Senior Director - Learning, Talent & Culture  
Publicise Sapient

**Sharang Rathore (1999)**

Head Of Corporate and Direct Sales  
BMW Group, India

**Ajay Bali (2000)**

Associate Partner-Digital Advisory Services  
EY

**Mohit Bedi (2000)**

SVP and Business Head - Acquiring and  
Commercial Payments  
Axis Bank

**Mohit Sharma (2000)**

Zonal Manager - Modern Retail,  
Samsung India Electronics Pvt. Ltd.

**Rahul Sabnis (2000)**

National Head - HR, Bajaj Finserv

**Kamalanand Nithianandan (2000)**

EY Partner - All Technology Sector  
EY

**Subir Bakshi (2001)**

Head of Talent Acquisition, Employee Engagement  
& Business Partner Network,  
Bajaj Finance

**Vikas Shinde (2001)**

Senior Director - Human Resources,  
HARMAN India

**Venkatesh Ashwin (2001)**

Head of Human Resources - Infrastructure Management,  
Technical Support and EIM Business  
Mindtree

**Bibhuti Vikram Singh (2002)**

GM Marketing & PR, Bata

**Kirthana Fernandes (2002)**

Head - Talent Management & HR Head Service Functions,  
Wipro

**Mankiran Chowhan (2002)**

Managing Director - Indian Subcontinent,  
SAP Concur

**Raju Foujdar (2002)**

Chief Human Resource Officer,  
Aqualite Industries Pvt. Ltd.

**Aditya Hooda (2003)**

Senior Vice President-Strategic Initiatives, APAC and  
EMEA Collections,  
Citi Bank

**Praveen Kumar Singh (2003)**

VP - HR, Lead Employee Relations,  
Citi - South Asia

**Pranav Bakshi (2003)**

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

**Sagar Raina (2003)**

VP Talent Acquisition,  
Airtel

**Karambir Lehl (2003)**

Senior Vice President - Branch Head,  
Retail Banking, CitiBank

**Shilpika Saxena (2004)**

Head TA - Technology,  
Morgan Stanley

**Akshay Mehrotra (2004)**

Co Founder & CEO,  
EarlySalary.com

**Shara Faruqi (2005)**

Sr. HR - Business Partner,  
Honeywell

**Sachin Pande (2005)**

Senior Manager - HR Business Partner (India)  
Google





## 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 idea, speeches and activities were enjoyed at all the events.

### The National Alumni Meet 2019

Elysium, was held on 5th October was a memorable event filled with colorful decor, beautiful performances, lip smacking food and lots of laughter, nostalgia & love. 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 2019 to a successful close, with alumni coming in from all over the country to visit SIMS and reliving their college days.



**NATIONAL ALUMNI  
MEET**

**5 October 2019**

- 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.



# Infrastructure

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

- A technology savvy campus with full Wi-Fi coverage.

- Computer Labs, Seminar halls & 16 well equipped lecture rooms to promote effective learning through better Interaction.



- Fully furnished two Boys and two Girls Hostels with modern amenities.



- Elegantly designed and 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.



## 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.

SIMS Annual International Research Conference was organised from 16-18th December. The Chief guest was Mr. Neeraj Kulshrestha, Chief Regulatory Officer, BSE and Anand Dalmia, Chief Business Officer Fisdom was the guest of honour.

It is organised with a view to provide an opportunity to researchers and scholars alike to participate, present or publish their research papers.

It also gives an opportunity to meet domain experts and other scholars to create a broad network with participants from various institutions across the globe.



## Sports Cell

"The more difficult the victory, the greater happiness in winning."

The sports cell of SIMS also known as STAGS (SIMS Team for Administration of Games and Sports) was incorporated with an aim to provide an environment of holistic development by ensuring physical fitness and overall well-being of all student managers. The cell facilitates the participation of the student managers in various Inter Institute and Inter university sports events organised by SIU throughout the academic year. The cell organises its annual flagship sports event called the Deshpande and Nandal Sports Olympiad (DNSO) which includes various indoor and outdoor sports competitions. The cell also organises games for faculty and staff members on special days such as Independence Day, Foundation Day, Alumni meet etc. As a part of the Cell, student managers get a hands on experience of the managerial skills required in the corporate world as well. Few of their duties include dealing with students, managing inventory, handling budget constraints, organizing various events as a team which requires team building skills, communication and multitasking abilities to ensure a smooth flow of the events.

### Milestones achieved during 2019 - 2020

Freedom Run winner for consecutive 3 years - Mr. Vaibhav Khandelwal

Mr. SymbiFit – Mr. Gagan Saini

Team Event for SymbiFit ( 1<sup>st</sup> position ) – Team Dangal

Mr. Gagan Saini, Mr. Gaurav Dhankhar, Mr. Abhishek Thakur, Mr. Kumar Saurav

Team Event for SymbiFit (2<sup>nd</sup> position) – Team Shaitani Parindey

Mr. Kartik Gogar, Mr. Darshan Shreshtha, Mr. Gaurav Yadav, Mr. Kalpesh Choyal

SI(DU) Squash Tournament 2<sup>nd</sup> Position - Mr. Vaibhav Khandelwal

Volleyball SI(DU) Men's team stood the 1<sup>st</sup> position

Handball SI(DU) Men's team stood the 2<sup>nd</sup> position

Relay swimming SI(DU) Women's Team stood 3<sup>rd</sup> position

Relay medley swimming SI(DU) Women's Team stood 3<sup>rd</sup> position

Relay swimming SI(DU) Women's Team stood 2<sup>nd</sup> position

Relay medley swimming SI(DU) Women's Team stood 2<sup>nd</sup> position

The Basketball Men & Women team, Cricket men's Team as well as the Individual men's Tennis tournament had reached the semifinals.

SIMS participated in all the inter-institute tournaments organized by Symbiosis International (Deemed University). The students were also recommended and selected for representing SI(DU) in inter-varsity tournaments which raised the level of SIMS and boosted the recognition of the institute at SI(DU).





## Orion 2020

The year 2020 kicked off with Symbiosis's Flagship cultural and sports fest - Orion 2020. This year the event was conducted on the 11th and 12th of January, the theme of which was Exuberance which literally translates into "the quality of being full of energy, excitement, and cheerfulness."

Bringing together students from different campuses, Orion gave an extravagant platform to talents in varied fields. A total of 8 core events were conducted on the cultural front and five for sports. The same ranged from Solo Singing, Group dancing, Fashion show, Mr and Ms Orion, Box Cricket and Basketball to name a few.

The event witnessed an overwhelming response with 132 registrations from in and around Pune.

## Euphoria 2019

The August Rush brought with it our first event of 2019- Euphoria. We were delighted to witness spirited participation by student managers in the same.

At the Events Cell, we believe in fostering a community - of people, of ideas and of spaces. Thus was born the idea of Euphoria, a first of its kind event meant to serve as a curtain raiser for Barcode- the flagship annual managerial fest of the institute.



## Barcode 2019

Symbiosis Institute of Management Studies, Pune hosted the 10th edition of its annual managerial flagship event, Barcode. The competitive event that aims to test the mettle and foresight of student managers to the hilt was conducted on the 21st and 22nd of September 2019. Like every year, this edition of Barcode witnessed a pan-India participation from top B-schools. The event is particularly known for its one-of-a kind competition, known as "The Best Manager", which spans over a period of 36 hours. Based on the "Last Man Standing" format it is an inventive Managerial Competition that aims to test the managerial acumen and endurance of the participants.



## Samarth

Designed as a program to help students gain confidence in public speaking and to speak with articulation and poise, Samarth ensured various training modules conducted by experts from the industry. Consultants, trainers, etiquette experts interacted with students on various topics ranging from placement talk, ways and measures of cracking interviews, making lasting impressions at internships and more.



## Editorial Cell

The Editorial and Media Relations Cell of SIMS, represent the eyes and ears of the campus. Fondly known as the “Ed Cell”, they are responsible for the publications of SIMS EXPRESS, SIMSIGNIA, The Shining Stars and the YEARBOOK along with designing and coverage of College events. With the vision to capture the essence of SIMS, they ultimately aim to engage the students via events & workshops to develop their skills as a professional.



## The People Tree

The People Tree is the HR Club of SIMS that strives to provide exposure beyond curriculum in developing competencies of the student managers, empowering them to reach the epitome of success. The club conducts various events such as Curtain Raiser - Intra-SIMS Debate competition, Colosseum - Annual HR Panel Discussion, Kaleidoscope-National Inter-college case study competition. It also celebrates Teacher’s Day and conduct various workshops, guest lectures and industrial visits.

## SIMS Model UN

### SIMS Model United Nations

SIMS Model United Nations Club gives a platform to students to enhance their communication, negotiation, critical thinking skills along with knowledge of national and international affairs by participating in simulated committees of United Nations.

The club conducts three events annually starting with INTRA MUN which simulates 2 UN committees; INTER MUN which simulates 4 UN committees and Youth Parliament, a simulation of the Lok Sabha.



## Branding Cell

The SIMS Branding Team strives to bring SIMS to the fore through brand building and promotion. The foremost role of the Branding Team is to foster community relations with external stakeholders through several media relation activities. The Team handles all the official social media platforms of SIMS and covers all the events and activities from the macro perspective. In short, The Branding Team is the Institute’s Window to the outside world.





## PRANAY : Our Social Initiative

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, Mukhtangan, Mobile Creches, Adhar Sparsh, Green Hills Group. Pranay is also associated with companies like Infosys and John Deere.



## Gender Champions Club

The objective of our club is to provide an integrated and interdisciplinary approach to understanding the social and cultural constructions of gender that shape the experiences of women and men in society. The aim is to make everyone gender sensitive and create positive social norms that value the women and their rights.

### Events :

SAKSHAM 2.0 : Self Defence Workshop

Corporate Mentoring for female students

Celebration of Rakshabandhan International Mens day and Womens day



## 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 Reddvisse 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.

The Berlin International Summer School offers Summer School programmes on European Business and Economic Programmes, European Union in Global World, Market and Management in Europe.

## Others

Berlin School of Economics and Law

IESEG Summer School

University of Cologne, Germany

University of British Columbia, Canada

University of Cologne, Germany

## Global Leaders' Corporate Summit 2019



On 11th October 2019, the Placement Cell of Symbiosis Institute of Management Studies (SIMS) hosted its 8th 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, E-Commerce, Consulting, BFSI, Media for an insightful panel discussion on the following topics for each sector respectively:

- 1) IT/ITES Panel : Shaping the Business in every vertical
- 2) E-Commerce Panel : Are discounts harmful in the Long Run?
- 3) Consulting Panel : Global HR strategies for today's culturally diverse workforce
- 4) BFSI Panel : Digital transformation in banking - The future of banking?
- 5) Media and Branding Panel : Has media lost its freedom to power and politics?

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

Name	Designation	Company
Mr. Amit Ahuja	CEO	BizHawkz ACG
Mr. Amit Sawant	General Manager-Corporate HR	Worldwide
Mr. Anuj Sood	Director& Head	Kaizen Institute
Mr. Rajan	Director	Sungard Availability Services
Mr. Samir Kapoor	Co-Founder and CMD	MultiFit
Ms. Samidha Mohanty	Vice President-Human Resources	Vodafone
Mr. Ganesh Kashid (Moderator)	Lead-Human Resources	Piramal



## Global Leaders' Corporate Summit 2019



SIMS organized a renowned full day mega corporate event which is the center piece 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 the flawless execution of the event. They were happy to engage on 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 Budhani Bros, Mother Dairy, Swiggy, VLCC, Big Basket, Multifit, Starbucks, Mapro, Collegedunia, Mad over Donuts , Bisleri and some more.

	Name	Designation	Company
<b>MEDIA PANEL</b>	Mr. Aatish Kapadia	CEO Content	Hats off
	Mr. Kunal Sawhney	Senior Vice President	Carnival Films Creative
	Ms. Manjula Nair	Founder	Bharat Reliance
	Mr. Sunil Menghrajani	Vice President - New Media	Entertainment
	Ms. Sayali Surve		
	Ms. Shikha Kochar (Moderator)	Head- Communication, Public Relations, Branding and Strategy	Symbiosis Society, SIU
<b>IT / ITES PANEL</b>	Mr. Amit Ahuja	CEO	BizHawkz
	Mr. Rahul Gupta	Senior Manager Regional	Cognizant
	Mr. Rohan Vaidya	Director of Sales	CyberArk
	Mr. Shree Moorthy	Chief Information Officer	Tata Technologies
	Mr. Abhimanyu Khanna (Moderator)	India Channel Lead	Blackberry Inc
<b>BFSI PANEL</b>	Mr. Ajay Nahar	Wipro Insights Leader	Wipro
	Ms. Anuprita Mehta	Vice President - Taxation	Piramal
	Mr. Ashish Saxena	Vice President - Health Insurance	Future Generali
	Mr. Girish Mehra	Managing Director - Group Finance	Credit Suisse Deutsche
	Mr. Rahul Tungatkar	Vice President - Corporate Banking	Bank
	Mr. Vikrant Ponskhey	Advisor	NSEIT
	Ms. Swati Khandelwal (Moderator)	Executive Editor	Zee News- Senior Editor
<b>E-Commerce PANEL</b>	Mr. Bishwarup Mitra	Director	Delhivery
	Mr. Kaarthik S R	Director New Business	RedBus
	Mr. Mayur Vora	Managing Director	Mapro
	Mr. Radhika Vora	Director	Mapro
	Mr. Ritwick Khare	Chief Business Officer	MMT
	Mr. Jenishq Sawhney (Moderator)	Manager	ICICI Bank

## 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 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.

Name	Company	Designation
Anup Kumar Pal	GE Transportation	HR Manager
Hitha Kunhambu	Cisco	Head of Sales - India Global Enterprises
Ayeesha Sequeira	CanvaTech	Head HR
Samarth Kapoor	Bharti-WalMart	General Manager - Reseller Cash & Carry
Sunanjana Mazumdar	SBI Life Insurance	Associate Vice President HR
Ganesh Kashid	Piramal Realty	Lead Human Resources
Prashant Khanna	HSBC	Sr. Vice President & Regional Head
Samidha Mohanty	Vodafone	Vice President HR
Sunil Deshpande	Reliance Jio	Vice President HR
Prateek Tomar	Blanco Technology Group	Sr. Director
Praveen Singh	Citi Bank	Vice President - HR, Lead Employees Relations
Aman Rajabali	National HRD Network	General Secretary
M.V. Uchgaonkar	Automotive Research Asso. of India	Deputy Director. Head - HR Mgmt. & Admin
Rajesh Talathi	John Deere India	Sr. General Manager
Abhigyan Upadhyay	BILCARE	CHRO
Anand Khot	IBM	HR Leader
Abhijeet Shah	Bharat Forge	VP - IR & Admin
Hrishikesh Deshmukh	BNY Mellon	Vice President
Hitha Kunhambu	Cisco Systems	Head - Sales
Rahul Nandi	GE Healthcare	Talent Acquisition Leader - South India
Ayeesha Sequeira	Convatec	HR Business Partner
Rashi Anand	Birlasoft	Sr. Director - HR
Kavita Chahan	Flat India Automobile Pvt. Ltd.	Divisional Manager
Santosh Bhawe	Bharat Forge	Director - HR & IR

## 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 2019-21, began on 6th of June 2019 as the fresh batch of students arrived and sat in the auditorium. The senior council 2019 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. The day begins with a morning jog at 0545 hours, and the batch goes through sessions 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.

## 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:

- Woovly India Pvt. Ltd.
- EDUCBA
- Make It Deigns
- FT Broadcast
- Tailor up
- Pharm Easy
- Quirklabs
- Peacock Solar
- Anuva Communications
- Sportido

## TED X

A TEDx talk is an independently organized event in the format of TED talks where pre-recorded TED talks and live talks are shared with a gathering of attendees. Symbiosis Institute of Management Studies, Pune, saw the 4th TEDx event being held by the brand name of TEDx SIUKirkee. The theme for the event this year was 'SURGE (Seek Uniqueness through Redefined Growth and Evolution)'.

- Mr. Manish K Tyagi
- Mr. Harsh Kedia
- Mr. Sauraj Jhingan
- Mr. Harsh Johari
- Mr. Yash Tiwari
- Mr. Samir Kapoor
- Ms. Surmai Kaushik
- Mr. Anil Joshi



## Innovative Practices

SIMS Economic Think Tank (SIMSETT) is the club in SIMS which comes up with articles on various 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

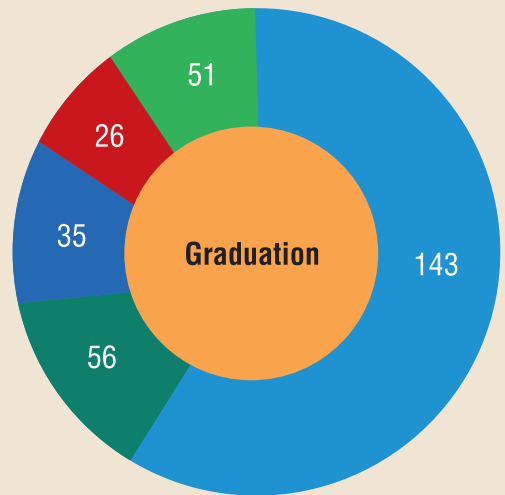
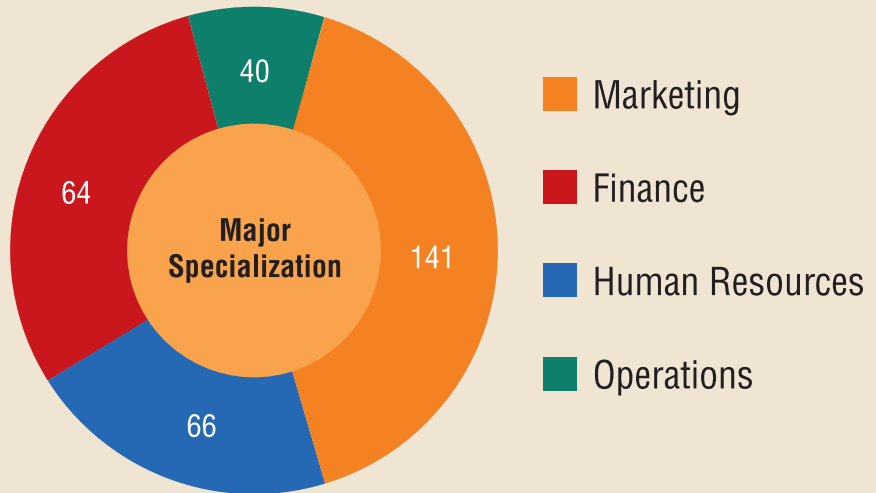
SIMS offers its students a wide range of value added courses apart from their curriculum to gain deeper industry knowledge. Such courses help student managers in gaining an edge over other B-Schools when they enter the corporate world.

### 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



# Batch Snapshot 2019-21



- Freshers
- Less than 1 year
- 1 - 2 year
- 2 - 3 year
- 3 - 4 year
- 4 & above

- B.Tech
- BBA
- B.Sc.
- B.Com.
- Others

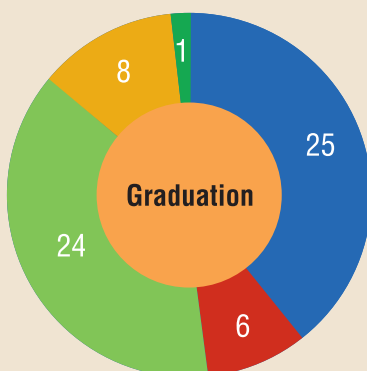
# Batch Snapshot 2019-21



- Finance Core
- Information System
- Marketing
- Operations
- International Business



- Freshers
- Less than 1 Year
- 1-2 Years
- 2-3 Years
- Above 3 Years



- B.E. / B.Tech
- B.Com.
- B.Sc.
- BBA
- Others



## Infinite - The Finance Club

At the Finance club of SIMS aims 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

### Aditya Birla Capital

Equity Research in Information Technology

### Aniviti Pvt. Ltd.

Equity Research

### Bombay Stock Exchange Brokers' Forum (BBF)

Fundamental analysis of banking sector in India

### Credit Suisse

Group Finance( Intercompany ledger control)

### Crisil

Financial Analysis of the companies (Transport / Infrastructure) and impact of COVID-19

### Ford Motors

Post PA Cost Finance, Revenue Finance Analytics Brochure

### HDFC Limited

Data analysis

### Sodexo

Multi-benefit pass research project: market study- existing players, value proposition etc

### Sparrow Business Solutions LLP

Investment Banking - Fund Raising & India Entry Strategy

### Valuatory

Business valuation & Project feasibility study

### Vardhan Consulting Engineers

Project Finance - Modeling and Analysis

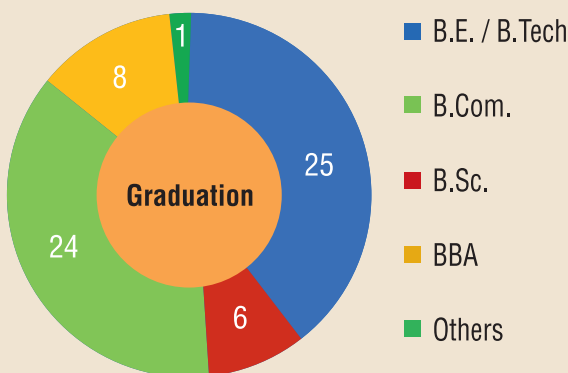
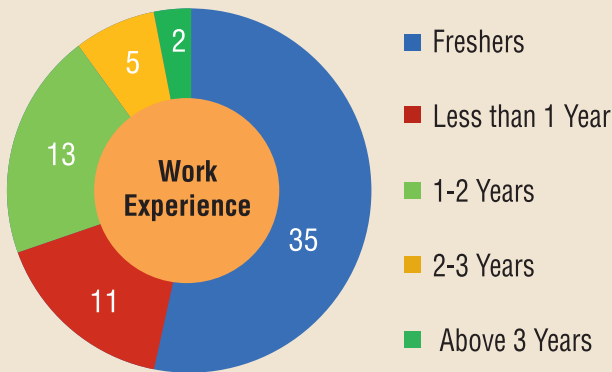
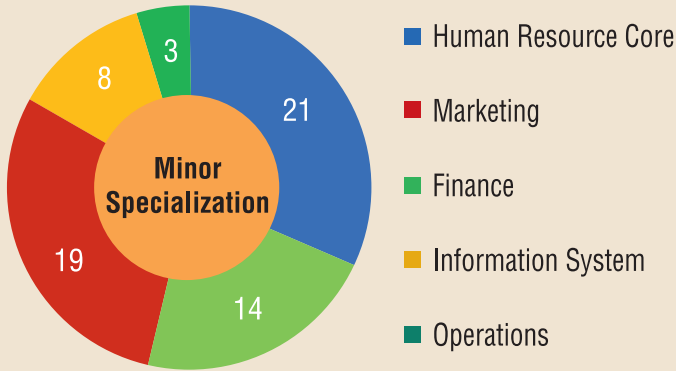
Finance

HR

Marketing

Operations

# Batch Snapshot 2019-21



### 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 - 66

# 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 Rights  
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 and 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

**Aegon Life** - Rewards & Recognition

**Avanse Financial Services** - Implement Digital Engagement Framework for employees during COVID 19 scenario & Process Digitisation

**Catenon India** - Leveraging digital competencies in today's world

**Cure Fit** - Campus Digital Initiative and Engagement Project

**D'art Pvt. Ltd.** - HR through a fresh perspective lens at D'Art

**Deloitte** - Compliance and Regulatory, Gender Diversity in Workplace, Talent Acquisition, Tax

**Ferrero** - LMS and R&R at Ferrero, On boarding, Candidate Experience and HR Digitization

**Google** - To improve and consequently increase Google's percentage of hiring specifically pertaining to PWD (People with Disabilities)

**Grivaa Capital** - Establishing and developing new HR department in Start-Up

**Hachimichi Tech Pvt. Ltd.** - Identifying, designing and implementing HR Operations

**HRM Vacancies HUB Pvt Ltd.** - Recruitment: End to End Process

**Kreeti Technologies** - Recruitment and Engagement

**Mahindra & Mahindra Ltd.** - Comparative study of organization structures for passenger vehicles and pickup businesses of Mahindra & Mahindra Ltd and its competitors

**Manpower Group** - Talent Acquisition and Compensation

**Med Tour Easy** - Developing a New LMS model for Trainees

**Morgan Stanley** - HR Summer Analyst

**MWH Holdings** - Recruitment specialist

**My Captain** - Recruitment and Performance Management System

**Nestle India** - Policy for the inclusion of LGBT+ employees for SAR countries, Mechanism for identification of safe working zone for women in field

**NOMURA** - Re-evaluating the changes in the HR Policies in at Nomura during remote working in line with the market practice & benchmarking L&D practices during Lockdown

**People Matters** - Sentiment analysis of organization due to COVID 19

**People North** - Talent acquisition

**Piramal** - A Qualitative study to find the best practices that create an engaging workplace in a Fintech company. Designing an analytics based framework for audit and improvement of quality and accuracy of employee data

**Saggezza** - Competency Framework Template

**Squad Connect** - Recruitment Strategies and Training

**SSO Consultants** - HR Analytics

**Talent Trackers HR Services** - Recruitment process in the company

**Tata Steel** - Employee Engagement. Employee Engagement and its impact on divisional effectiveness for White Collared and Blue Collared Employees at West Bokaro, Tata Steel Limited. Recruitment strategies during and post Covid

**The Climber My Captain** - Recruitment and PMS . Talent Acquisition and Performance Management

**United Phosphorus Ltd. ( UPL Ltd.)** - Manpower productivity enhancement

**YEF** - HR Intern



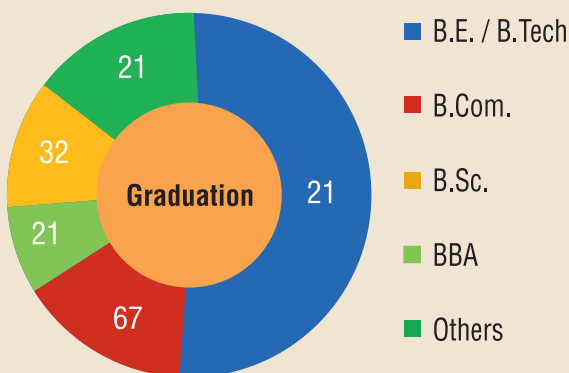
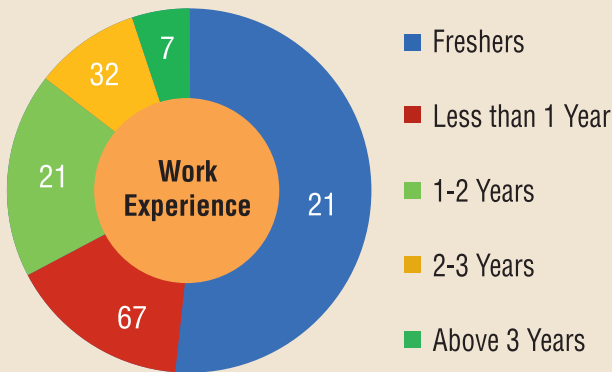
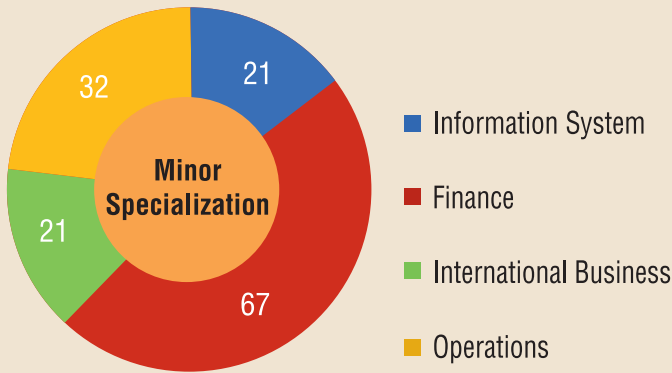
Finance

HR

Operations

Marketing

# Batch Snapshot 2019-21



### 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 gives a platform to test and put in use the marketing skills of the students. It is also responsible for educating MBA students about the current scenario in the world of Marketing via guest lectures, seminars, and through its monthly newsletter - "Smarkoshare".

Moreover it also organizes management games, quizzes and case study competitions for the students which enables in team building and gives them a fun-filled learning experience.

Marketing Total - 141

# 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  
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

**A One Salasar Pvt. Ltd.** - Establishing and Enhancing Digital Footprint of the organisation

**Aditya Birla Capital** - Lead generation through online activities. Consumer Perception of Insurance Products with reference to Aditya Birla Capital. Consumer Perception towards Aditya Birla Group

**Aditya Birla SunLife Insurance Ltd** - Lead Generation. Consumer Perception of insurance with reference to Birla Life insurance.

**Ajna Lens** - Market Research of MR smart glasses

**ATACHH Ltd.** - Revenue recognition asc 606 and salesforce

**Ausweg Incorporation** - Digital marketing of local business

**BlewMinds Consulting LLP** - Product Development & Marketing Research Study - Hiring & Job Search Platform for BlewMinds

**Botree** - Client Servicing

**Cue Learn Pvt. Ltd.** - Data analysis leading to product development and increased customer retention. How to improve customer experience in an online education service provider. Columbus (USA Operations / Business Development). Analysis of market strategies and growth trends of CueMath. Product development and thereby customer retention in digital learning. Expansion of US operations of Cuemath. Program Management Intern. Increasing the conversion of prospects to customers

**Dilboard Media Pvt. Ltd.** - Research intern

**Famore solutions Pvt. Ltd.** - Brand samosa. Content marketing / SEO digital marketing

**FinIQ** - Marketing Intern (Analysis of Target Markets). Analysis of Target Markets. FinIQ's Expansion into newer markets across the globe

**Forbes Marshall Pvt. Ltd.** - Impact Of social media and company website on B2B marketing

**GoDigit** - Market Mapping of Pune General Insurance Market & Covid-19 Group Cover

**IREF Knowledge Services Pvt. Ltd.** - Branding, Product Development and Digital Marketing

**Jio Studios** - Brand Communications. Social media & content management for businesses. Business Development

**Khelfit Wellness Pvt. Ltd.** - Conducting market research to understand consumer behaviour towards fitness apps in HealthTech Industry.

**Klarity.in** - Digital Strategies to drive Brand Awareness and Sales

**Kriyo** - Inside Sales and Developing Marketing Strategy for Kriyo Listing

**MultiFit** - Designing Digital marketing strategies and social media management

**My Captain** - Marketing & sales. Operations Executive. Operations

**Neeyamo** - Global Expansion

**OYO Life** - Aankur. Legal and Compliance Module

**Piramal Realty** - CRM

**Purpose Performance Wear, India** - Instagram Marketing Strategies and Principles for effective Social Media Branding. Impact of creative strategies in Facebook Marketing

**Quick Steps** - Marketing Specialist Intern

**Real Buz Zone** - Digital Marketing Strategy

**Shine Projects** - Sales & marketing

**Smitten Designs Pvt. Ltd.** - Re-branding and creating a go-to-market communication strategy for an innovative tech company in the sustainable drinking water space. Marketing and Branding for rapidly evolving female audience profile. Sports Marketing across different audience types and contexts. From National Identity to Retail to Charity

**Socioladder** - Getting the USA based corporate on board

**Sodexo** - Product launch of fitness benefit pass with fritternity - research on understanding of the customer preference, client preference for the product, market estimation etc. Cafeteria Digitization: Arrive at GTM for traditional/ Manufacturing as well as New age Companies  
Consumer Revenue. Corporate Social Responsibility - Research To Identify Impact On Communities And Environment. Consumer Marketing

**Sustainable Solutions** - Zero Cost Digital Marketing

**Tally Solutions** - Study on how referral programs for SMB customer can bring more leads and scale up the business of Tally

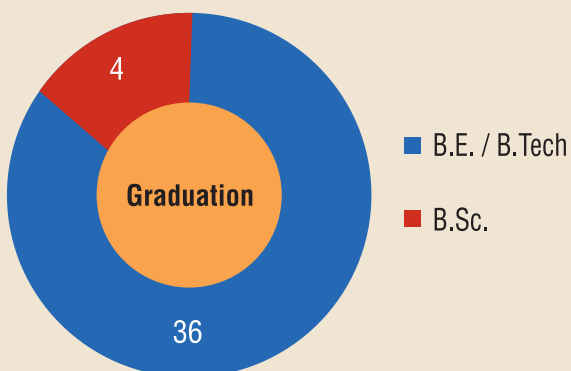
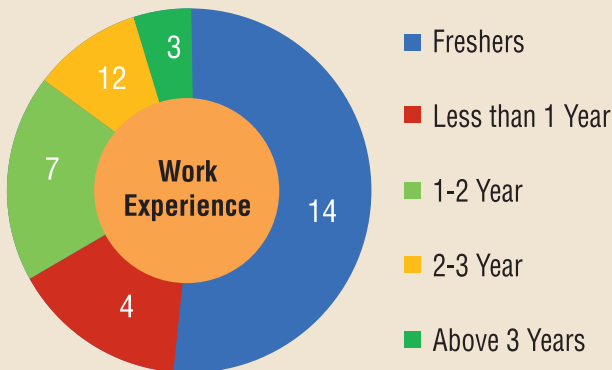
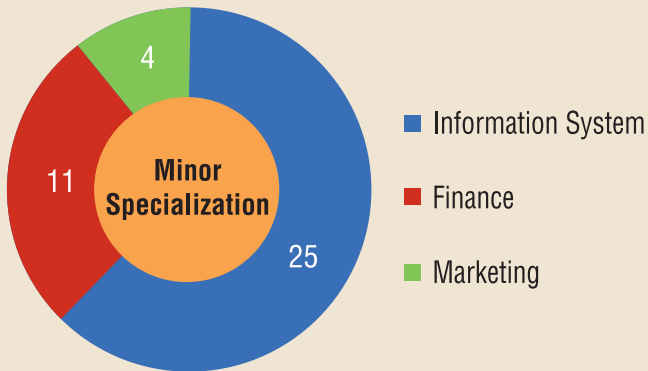
**Tata iQ** - Brand Awareness Study and Marketing Plan Strategy

**Trivisen** - Marketing Associate

**Vratam Consultants** - Client Acquisition and Business development

**Wildcraft** - Marketing intern. Direct to Consumer (DTC) Marketing - E-Commerce and Retail

## Batch Snapshot 2019-21



### NOESIS - The Operations Club

NOESIS means intellectual, 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 in 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

### Avanse Financial Services Ltd.

E NACH & Scan Based Paper NACH Process

### Chai Sutta Bar

Franchise logistics

### Dairy Power Ltd.

Improvement in Supply Chain of Product (Paneer)

### EMIC ENTERPRISE

RPO model for Recruitment

### Indian Road Safety Campaign, Solve Foundation

iSAFE Championship 2020

### Madhur Mangoes Pvt. Ltd.

Delivery Operations

Core Operations E2E of Madhur Mangoes

### Runwalagritech Pvt. Ltd.

Research for competition in dry fruit Market in India

### Solve Foundation

Indian Road Safety Campaign (IRSC)

### Tata Steel Ltd. India

Project on Impact of corona on global shipping

Creating codes for different modelling techniques in language

## Star Placements

### Google

Ridhima Walia

### Browserstack

Shubhashree Sahoo

Stuti Chakrabarty

### Credit Suisse

Kartik Gogar

Deepika

### Accenture

Malvika Tiwari

Navneet Sahu

Ashray Sawhney

Pranay Singh Bist

Aditya Kaushish

Bharat Bhushan

### Mahindra Jawa

Spriha Singh

### GO-Digit

Pallavi Solanki

Shashank Singh

Shardul Ghatpande

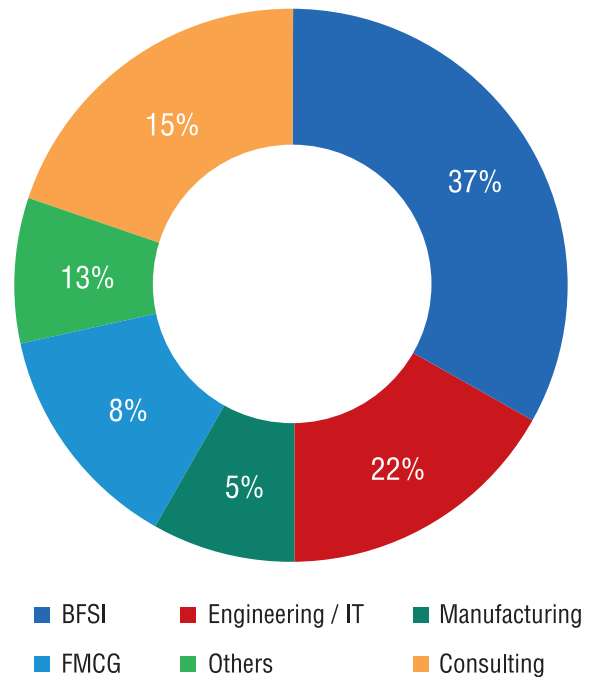
Kanmani Ravi

Abhishek Kumar Rai

<b>Maximum Package</b>	<b>:</b>	<b>16.8 LPA</b>
<b>Average Package</b>	<b>:</b>	<b>09.19 LPA</b>
<b>Minimum Package</b>	<b>:</b>	<b>07.00 LPA</b>

## Placement Snapshot 2019

Sector wise Breakup of Students Placed



## Star Recruiters

- Accenture
- Axis Bank
- Browserstack
- Credit Suisse
- Deloitte
- Go-Digit
- Nuva.AI
- Citi
- Google
- ICICI Bank
- SIFY
- Mahindra Jawa
- HDFC Bank
- Infosys
- Sodexo

## Achievements : Batch 2019-21

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 2019-21 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 (IJIT)
2. National Conference on Emerging Trends in Engineering Science & Technology
3. Innovative & Futuristic Approaches in Science and Technology' at NIT Bhopal
4. International Journal of Advanced Electronics and Communications Systems

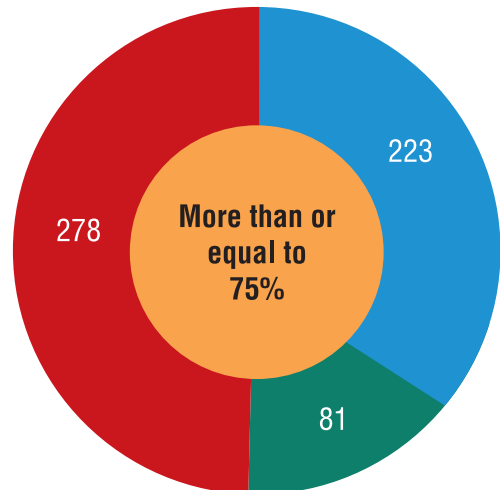
### Scholarships:

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.

The batch presents International, National, State and Cluster level athletes in sports like Equestrian, Athletics, Lawn



■ Graduation

■ Class 12th

■ Class 10th

Tennis, Skating, Swimming, Badminton, Volleyball, Football, Cricket, Handball, Taekwondo, Karate, Basketball and Rifle Shooting.

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 2019-21.

### Training and Certifications:

Students of batch 2019-21 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 IZO-045 - Database Administration
5. IBM DB 2 9 Fundamentals Certification

## Achievements : Batch 2019-21

### Competitions :

SIMS encourages students to participate in B School competitions across India in order to enhance practical learning and provide an exposure to real world business problems. The institute provides faculty and industry support in order to enable students to win these competitions. Till date, SIMS students have won 33 B School competitions which includes winning competitions at top IIMs such as IIM Ahmedabad.



Competitions	Position	Team
Devil's Advocate, IIM Indore	1st	Dearun Nag, Deepak Balayan (19-21)
Case study competition, SCIT	1st	Jigar Chhadwa, Ceeza Amin, Ananya Sood (19-21)
Re-branding a city, SIIB	2nd	Subhashree Sahoo, Naveen Kumar, Priyanka Patel (18-20)
Finology, SIIB	2nd	Himanshu Dutta, Akshay Ragesh (18-20)
Case study competition, NMIMS Bangalore	1st	Saasha Jethwani, Sahil Arora, Ashavari Roy (18-20)
Best Manager, NMIMS Bangalore	1st	Nikita James (18-20)
IIM Vishakhapatnam article writing	Best article	Yash Jadhav and Ansika Singh (18-20)
IIM K Annual Business Summit (Ace The Interview)	2nd	Jigar Chhadwa (19-21)
IIM K Annual Business Summit (Humorous speech)	2nd	Jigar Chhadwa (19-21)
IIM K Annual Business Summit (Youth parliament)	1st	Jigar Chhadwa (19-21)
IIM Indore My Campaign IRIS	2nd	Subhashree Sahoo, Priya Shalini Moitra (18-20)
IIM Udaipur Article writing competition	1st	Jigar Chhadwa (19-21)
IMT Hyderabad Lead HR	1st	Athulya Nair, Shweta Singh, Bhawana (19-21)
IMERT 4th VHR Olympiad 2019	2nd	Bratati Ghosh, D. Samyuktha and Priyadarshini Khaskel (19-21)
SIMC	1st	Subhashree Sahoo, Naveen Kumar, Priyanka Patel (18-20)
IIMA Strat Jack	1st	Jigar Chhadwa (19-21) and Inesh Singh (19-21)
SCMS	3rd	Sreerupa Sukhari (18-20)
SIIB Capitalist	1st	Jigar Chhadwa (19-21) and Inesh Singh (19-21)
SIBM Hyderabad Pac Man	1st	Himanshu Dutta, Anant Sharma and Akshay Ragesh (18-20)
SIBM Hyderabad Corp Con	2nd	Himanshu Dutta, Akshay Ragesh (18-20)
SIBM Hyderabad Udyokta	2nd	Subhashree Sahoo and Priya Moitra (18-20)
SIIB Ignisense 2020	1st	Ansika Singh, Yash jadhav, Raja Babu (18-20)
SIDTM Case Nova	2nd	Himanshu Datta and Akshay Ragesh (18-20)
SIIB The Capitalist	2nd	Anmol Samal and Prasad Dhumal (18-20)
SIOM Nasik Marketronix	2nd	Himanshu Datta and Akshay Ragesh (18-20)
SIOM Nasik Drishti	2nd	Piyush Kumar Singh, Akshay Thorat and Mahesh Kumar Pandey (18-20) Sreerupa Sukhari (18-20) and Ayyalasomayajula Naveen Shweta Singh and Atulya Nair
SIBM Bangalore	1st	Mahir Ali Khan, Nikhil Kumar Rai, Shiwani Nainwa and Mohd Akram (19-21) Bhawana, Athulya Nair and Shweta Singh (19-21)
SIOM Nasik Dhrishti	2nd	
Great Lakes	1st	
IIM RothAK	1ST	
ISB &M	1st	
IIM Sirmaur	3rd	



accenture

ANVITI  
INSURANCE BROKERS  
A CATAMARAN COMPANY

affordplan

aeron

AGNEXT Bank of America



birlasoft  
CK BIRLA GROUP



BrowserStack

BAJAJ  
FINSERV

citi



cure.fit



circular angle  
aim higher

Cognizant



CHAI POINT

CREDIT SUISSE



Deutsche Bank



digit FERRERO



GATI

Gera  
Let's Outdo

Google



Famic Technologies Inc.



ICICI Bank

HDFC BANK

HDFC  
HOME LOANS  
WITH YOU, RIGHT THROUGH

ICICI PRUDENTIAL  
LIFE INSURANCE



LEAR  
CORPORATION

Infosys

KPMG

MULTIFIT

MYCAPTAIN

Michael Page

make my trip

NOMURA



SBI Life

INSURANCE  
With Us, You're Sure

OBEROI  
REALTY

Nihilent Analytics  
a Nihilent company

sodexo

TATA  
AIG  
INSURANCE

WITH YOU ALWAYS

SBI Card  
Make life simple



sify



QODE  
NEXT  
Traceability Redefined

ZYCUS

zapr

VERITY  
Knowledge Solutions





### 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

Anubhav Pandey : +91 95610 06442 (Hyderabad and Pune)  
Bindu Nain : +91 95610 06436 (Bangalore)  
D Samyuktha : +91 95610 06443 (Ahmedabad)  
Mallika Nautiyal : +91 95610 06440 (Delhi)  
Saurab V Gopalan : +91 95610 06434 (Chennai)  
Sayantani Bera : +91 95610 06443 (Kolkata)  
Sumeet Prashant Singh : +91 95610 06435 (Mumbai)  
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."



॥वसुधैव कुटुम्बकम्॥

## **SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**

Range Hills Road, Kirkee, Pune - 411020, Maharashtra, India

**Tel.:** +91-20-30213250/201/207, **Fax :** +91-20-30213333

**Website :** [www.sims.edu](http://www.sims.edu)

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## **SYMBIOSIS INTERNATIONAL(DEEMED UNIVERSITY)**

Established under Section 3 of the UGC Act, 1956 | Re-accredited by NAAC with 'A' grade (3.58/4) | Awarded Category - I by UGC

**Finance**

**Human Resource**

“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”

**Marketing**

**Operations**

“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”