

**Symbiosis Institute of  
Management Studies  
(SIMS)**





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**Symbiosis Institute of Management Studies**

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**Brig. Dr. Rajiv Divekar (Retd)**  
Director

#### **Director Profile:**

Brig. Dr. Rajiv Divekar is Director of the SIMS. He has completed his PhD. He was Head of Faculty Strategic and Operational Studies at Army War College, Faculty member in Defence Strategic Studies at Defence Services Staff College, Wellington.

He is a M. Phil from DAVV University and MSc from Madras University. A Gold medalist in BE (civil), he has done his MBA specializing in Human Resource Management. He has rich experience of strategy, planning, logistics and human resource management based on his service with multinational team as United Nations Forces in Somalia and Lebanon.

He has served in Kargil and Leh on the Line of Control where he was responsible for the Logistics and Supply Chain Management of soldiers located on posts at 17000- 22000 feet in the Siachen Glacier.

He is a Paratrooper having done jumps from varied military aircraft. He has done sky diving, para sailing, water skiing, hot air ballooning and rappelling.

He won the National Silver medal in 1981 in Coxed Fours Rowing event.

He is an expert in construction of military bridges, demolitions, mine warfare, and bunkers and fortifications.

After 34 years of service in the Army, he left voluntarily and joined Symbiosis Institute of Management Studies as Director. SIMS is ranked amongst the top 25 B Schools in India.

He is a charter Member of the All India Management Association.

#### **Institute Profile:**

Symbiosis Institute of Management Studies (SIMS) set up in 1993 is a premier Management Institute ranked amongst the top B Schools in India. SIMS is a constituent of the prestigious Symbiosis International Institute and is the only MBA institute of its kind in India and a shining example of PPP (Public Private Partnership) between Symbiosis and Govt of India - Ministry of Defence since 2002. Its flagship MBA course is primarily for Defence Personnel and their Dependents with some seats for Civilian candidates. This ideal mix of defence dependents and civilians brings out the best in both and ensures holistic development. SIMS has an ergonomically designed and ideally located campus in the heart of Pune. It provides secure residential accommodation to over 600 girl and boy students, state of the art facilities and infrastructure. It is truly a "Home away from Home".

SIMS is an ISO 9001:2015 quality certified management institute, one of the three institutes in complete Western India which is an accredited 'Centre for Corporate Governance' of the 'National Foundation of Corporate Governance' (established by Ministry of Corporate Affairs and CII) and one of the few recognised as a centre for Entrepreneurship by Dept. of Science and Technology. SIMS encourages and promotes entrepreneurial activities and has a small incubation centre for student entrepreneurs.

SIMS has academic collaborations through SIU with Leeds Beckett University, UK, Bremen University, Berlin School of Economics, Germany, IESEG France for various academic programmes. SIMS also has collaborations with IBM to conduct of SPSS certification, with IREF for Certification in Real Estate and Finance, with BSE and NSE for their certification programmes, and has on campus an ICICI Learning Matrix. SIMS also runs a full time one year PGPM programme for corporates on sabbatical and looking for enhancement in their career as also MBA Executive and PG Diplomas in Business Management, HRM, Financial Management and Project Management as part time courses for working executives which is heavily subscribed. SIMS has conducted customised programmes for Standard Chartered Bank, Bajaj Allianz, CTS, Indian Navy and John Deere Pvt Ltd. SIMS conducts "Independent Directors Course" for senior officers of Defence Services on behalf of Directorate General of Resettlement, Ministry of Defence.

SIMS Faculties are rated amongst the best and have many research publications in top rated research journals to their credit. SIMS has numerous live projects, consulting assignments and development programmes for Corporates. SIMS breeds achievers and leaders. SIMS students have made a mark winning numerous B School Competitions, presenting papers in various Research Conferences and publishing research articles and research papers in various research journals. SIMS boasts of a very large, active and dedicated alumni network. SIMS alumni have broken into the glass ceiling and are CEOs, CFOs and many have turned entrepreneurs.

SIMS has an enviable placement record and it offers an excellent return on investment in terms of the placement packages. Top Companies such as Deloitte, JP Morgan Chase, Credit Suisse, Infosys, TCS, Gartner, ICICI, HDFC, GE, Eaton Tech, Marsh, Mother Dairy, SBI, Religare Securities, Bajaj Allianz, Tata Motors, Tally Solutions, WNS, etc. are some of the loyal recruiters of SIMS student managers.

SIMS is the B School which creates leaders who "Make a Difference". Come and be a part of SIMS, become a leader and "Make a Difference".

### **Programme Profile:**

**Name of the Programme:** Master of Business Administration (MBA)

The specializations in major/minor mode offered include Marketing, Finance, Operations, Information Systems, HRM, and International Business.

### **Marketing:**

The curriculum focuses on leadership and executive management development in order to provide students with the skills and qualifications necessary to successfully target market strategies, consumer behavior, market research and product management.

*Special Award Ceremony Batch 2015-17 (From Left to Right Brig (Dr) Rajiv Divekar, Mr. Anant Deshpande Distinguished Alumnus and Collaboration Sales Leader, Enterprise and Public Sector, Cisco Systems, Mr. Mohit Bedi, VP and Head, Consumer Card Products, Credit and Debit, & Dr. Pravin Kumar, Deputy Director, and Mr. Siddharth Hegde)*

*Inaugural Ceremony of Orientation for MBA and PGPM Batch 2016 (Left to Right-Brig (Dr) Rajiv Divekar, Dr. S B Mujumdar felicitating the Chief Guest Mr. Sanjit Singh Lamba, MD, Eisai Pharmaceuticals Ltd, Dr. Vidya Yeravdekar, Dr. Rajani Gupte)*





*SIMS Celebrating 25th Silver Jubilee Year from Left to Right Brig (Dr) Rajiv Divekar , Dr. Vidya Yeravdekar, Col A Balasubramanian, Lt Gen R J Noronha, Dr. S B Mujumdar, Dr. Rajani Gupte, and Dr. Pravin Kumar.*

**Human Resource Management:**

The course focuses on various facets of organizational design, motivation, leadership, strategic human resource management, compensation, negotiation, teams, managing change and business ethics.

**Operations:**

The operations curriculum focuses on the design and management of the processes by which products are manufactured and services are delivered to customers. The core course provides an overview of the field and Critical processes that enable service delivery systems, supply chain, and quality improvement efforts.

**Finance:**

The finance specialization is designed to provide a means for students to gain exposure to five major fields in the field of finance namely corporate finance, financial institutions, investments, insurance and personal financial planning including modules on portfolio management, financial analysis, decision making and international financial management.

**International Business:**

This specialization is intended to provide them with opportunities to acquire a deeper understanding of doing business in a global context. The course integrates international finance, strategy and marketing with rich cross-cultural material.

**Information Systems:**

The IT course builds the skills necessary to analyze business strategies and processes, identify IT related problems and opportunities, specify required IT capabilities and manage the design, implementation and evaluation of IT solutions.

**Retail Management:**

The specialization on Retail Management caters to the current needs of the growing retail market in India and covers courses related to visual merchandizing, store management, store location and inventory and logistics management. The students are imparted skills on opening and managing retail stores.

**Entrepreneurship:**

The curriculum focuses on dealing with issues that a potential entrepreneur must be aware of, much before starting the venture. It pertains to important concerns while starting a business, such as making a business plan and raising finance and also it addresses issues important to the day-to-day operations of an entrepreneurial enterprise, such as marketing, project management.

**Duration:**

2 years, Full Time.

**Intake:**

300 students



### Eligibility:

Candidate should be Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent (45% or equivalent grade for Scheduled Caste/ Scheduled Tribes or equivalent grade). Defence category candidates should be son/ daughter/ spouse of Defense personnel.

Candidates appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% or equivalent grade for Scheduled Caste/ Scheduled Tribes or equivalent grade) in the qualifying examination.

Defence category candidates should be children/ward/spouse of Defence personnel.

A candidate who has completed qualifying qualification from any Foreign University must obtain an equivalence certificate from Association of Indian Universities (AIU).

### IMPORTANT:

It is the responsibility of the Candidates to ascertain whether they possess the requisite qualifications for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility for admission will be decided by Symbiosis International University.

### Reservation of Seats:

As per MoU with Ministry of Defence/As per the University norms.



*Ice-Breaker-Where in the juniors and seniors engage in various team building activities and get to know each other*



*The energetic Street Play of "Orion" Student festival*

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*Dr. Rajani Gupte, Vice Chancellor-SIU, addressing on the eve of 25th Foundation Day of SIMS.*





Team activities during orientation 2017



The lighting of the auspicious lamp marking the beginning of the Symbiosis Institute of Management Studies 8th Global IT Commune 2017.

**Reservation Policy:**

CATEGORY	PERCENTAGE RESERVATION OF SEATS
Defence Category- General	80% seats for dependents (Children/Ward) of Defence personnel.
Open Category	10% seats are in open category to civilian candidates.(as per merit). Officers on Study Leave : Serving Defence officers are permitted to undergo full time MBA course whilst on Study Leave, as per respective Service HQ regulations
Defence category- Special	Special: 10% seats for dependents of Defence personnel killed in action (war, Counter Insurgency or war like operation), disabled in action (war, Counter Insurgency or war like operation), with more than 50% disability, next of kin of service personnel who have died while in service, death being attributable to military service.(as per merit)

**Important Dates:**

ACTIVITY	DATE
SNAP and Programme Registration Begins	Thursday – 10 August, 2017
Last date to apply for SNAP	Friday – 24 November, 2017
Last date to pay for SNAP	Friday – 24 November, 2017
Last date of Online registration For Institute	Wednesday – 27 December, 2017
Last Date of payment of Registration fees For Institute	Wednesday – 27 December, 2017
SNAP Test	Sunday – 17 December, 2017
SNAP Result	Thursday – 28 December, 2017
Announcement of Shortlist for Group Exercise and Personal Interaction	2 - 5 January, 2018 (Tuesday to Friday)
Group Exercise, Personal Interaction & WAT	2,3,4 & 10 February, 2018 (Friday, Saturday, Sunday, Saturday)
Announcement of First Merit list	19-21 February, 2018 (Monday to Wednesday)
Last date for payment of fees for candidates in the first merit list	Wednesday - 14 March, 2018 till 5:00 pm (3 weeks )
Programme Commencement	Tuesday – 5 June, 2018

**DISCLAIMER:**

These dates are tentative and are subject to change. Any changes will be reflected on institute website: <http://sims.edu/>

**Orientation and Pedagogy:**

Orientation and pedagogy: SIBM-P conducts a 10-day orientation programme usually for its new joinees. It includes a variety of sessions, such as inaugural address by the Director, introduction to faculty and staff, ice-breaking session, talent round, talks by industry experts and counselling sessions for choosing specialization. The institute leaves no stone unturned to help students getting accustomed to the new environment.

Teaching pedagogy at SIBM-P ranges from traditional classroom teaching, case study discussion, presentations to innovative ones such as creating posters and mind maps, performing role plays, industry visits and internships at NGOs and renowned companies. Faculty members are encouraged to experiment and adopt several pedagogies to make their teaching more effective.



## Fee Structure

Programme Fees For MBA - Open Defence (Indian Students)	Amount in ₹
Academic Fees (Per Annum) *	3,74,000
Institute Deposit (Refundable)	20,000

Programme Fees For MBA - Study Leave Officer (Indian Students)	Amount in ₹
Academic Fees (Per Annum) *	1,98,000
Institute Deposit (Refundable)	20,000

Programme Fees For MBA - OPEN (Formerly - Industry Sponsored) (Indian Students)	Amount in ₹
Academic Fees (Per Annum) *	6,22,000
Institute Deposit (Refundable)	20,000

Programme Fees For MBA - OPEN (Formerly - Industry Sponsored) (International Students)	USD equivalent to INR
Academic Fees (Per Annum) *	9,35,000
Institute Deposit (Refundable)	20,000
Administrative Fees (Non Refundable)	40,000

Hostel and Mess Fees for Indian & International Students. (Subject to change campus and accommodation type wise, e.g. Single Sharing, Twin Sharing, Triple Sharing, Four Sharing, Dormitory)	Amount in ₹ (For Indian Students)	USD equivalent to INR (For International Students)
Mess Fees (Per Annum) *	57,500	57,500
Hostel Deposit (Refundable)	15,000	15,000
Hostel Fees (Different, subject to Sharing, Per Annum) *		
Two Sharing	55,500	55,500
Three Sharing	55,500	55,500
Four Sharing	51,000	51,000

\* Fees could increase by 10% annually. Fees would also be impacted by any introduction/change in Government Taxes, as & when applicable.

Installments for MBA - Open Defence (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Academic Fees (Per Annum)	1,87,000	1,87,000	1,87,000	1,87,000
Institute Deposit (Refundable)	20,000			
Hostel Deposit (Refundable)	15,000			
Hostel Fees (Per Annum)	27,750	27,750	27,750	27,750
Mess Fees (Per Annum)	28,750	28,750	28,750	28,750
Installments	<b>2,78,500</b>	<b>2,43,500</b>	<b>2,43,500</b>	<b>2,43,500</b>
Installments pay by date	At the time of Admission	30-Nov-2018	31-Jul-2019	30-Nov-2019

Installments for MBA - Study Leave Officer (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Academic Fees (Per Annum)	99,000	99,000	99,000	99,000
Institute Deposit (Refundable)	20,000			
Installments	<b>1,19,000</b>	<b>99,000</b>	<b>99,000</b>	<b>99,000</b>
Installments pay by date	At the time of Admission	30-Nov-2018	31-Jul-2019	30-Nov-2019





Barcode 2016 (Inter collegiate Best Manager student competition)-  
Student Managers getting a platform to showcase their talents



Mr. Mohit Gundecha – Co-founder & CEO – Jombay -  
addressing at SIMS event with NHRD 2016

Installments for MBA - OPEN (Formerly - Industry Sponsored) (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Academic Fees (Per Annum)	3,11,000	3,11,000	3,11,000	3,11,000
Institute Deposit (Refundable)	20,000	-	-	-
Hostel Deposit (Refundable)	15,000	-	-	-
Hostel Fees (Per Annum)	27,750	27,750	27,750	27,750
Mess Fees (Per Annum)	28,750	28,750	28,750	28,750
<b>Installments</b>	<b>4,02,500</b>	<b>3,67,500</b>	<b>3,67,500</b>	<b>3,67,500</b>
Installments pay by date	At the time of Admission	30-Nov-2018	31-Jul-2019	30-Nov-2019

Programme Fees For MBA - OPEN (Formerly - Industry Sponsored) (International Students)	1st Year (USD equivalent to INR)			2nd Year (USD equivalent to INR)	
	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment	5th Instalment
Administrative Fees (Non Refundable)	40,000	-	-	-	-
Academic Fees (Per Annum)	45,000	4,02,500	4,87,500	4,67,500	4,67,500
Institute Deposit (Refundable)	20,000	-	-	-	-
Hostel Deposit (Refundable)	-	15,000	-	-	-
Hostel Fees (Per Annum)	-	27,750	27,750	27,750	27,750
Mess Fees (Per Annum)	-	28,750	28,750	28,750	28,750
<b>Installments</b>	<b>1,05,000</b>	<b>4,74,000</b>	<b>5,44,000</b>	<b>5,24,000</b>	<b>5,24,000</b>
Installments pay by date	At the time of acceptance of 'Offer Letter' (USD equivalent to INR)	At the time of Reporting to SCIE	30-Nov-2018	31-Jul-2019	30-Nov-2019

### Programme Structure

#### Master of Business Administration (MBA)

##### Semester I

###### Core Courses

- Organizational Behaviour
- Business Statistics
- Operations Research
- Managerial Economics
- Essentials of Marketing Management
- Human Resource Management
- Principles and Practices of Management
- Financial Accounting
- Legal Aspects of Business
- Advanced Excel
- Research Methodology

###### Electives

- Business Communication

###### Electives: Operations

- Management of Operations

###### Electives: Finance

- Basics of Financial Management

###### Electives: Human Resource Management

- Business Transformation and Organizational Turnaround

##### Semester II

###### Core Courses

- Business Analytics
- Information Technology & Intellectual Property
- Knowledge Management
- Macroeconomics for Managers

- Management Information Systems

- Management Accounting

###### Marketing

- Product Management(M)
- Services Marketing (M)
- Sales and Distribution Management
- Brand Management(M)
- Consumer Behaviour
- Marketing Strategy and Implementation

###### Electives: Operations

- Quality Management
- Project Management
- Advanced Operations Management

- Operations Planning and Scheduling
- Advanced Operations Research
- Materials Management

#### **Electives: International Business**

- Export Import Management
- Global Business Environment
- Business, Government and the Global Political Economy
- International Logistics
- International Development and International Business
- Foreign Trade Policy

#### **Electives: Information System**

- Software Quality Systems
- Software Engineering
- Enterprise Resource Planning
- Business Analytics
- Business Development in Knowledge Economy

#### **Electives: Finance**

- Retail Banking
- Financial Services
- Introduction to Financial Management
- Direct Taxation
- Financial Statement Analysis
- International Finance
- Corporate Accounting
- Insurance Management
- Introduction to Trade Finance and FOREX

#### **Human Resource Management**

- Talent Acquisition
- HRD Audit and Scorecard
- Performance Management System
- Learning and Development
- Compensation and Reward Management
- Industrial Relations
- HR Analytics
- HRD Instruments
- Talent Management

#### **Electives: Marketing**

- Product Management
- Services Marketing
- Sales Force and Channel Management
- Brand Management
- Consumer Behaviour
- Marketing Strategy

#### **Semester III Core Courses**

- Strategic Management
- Introduction to Business Intelligence
- Business and Human Rights
- Foreign Trade Policy
- Integrated Disaster Management
- Internship

#### **Electives: Operations**

- Enterprise Resource Planning
- Advanced Project Management
- Supply Chain Strategy
- Technology and Innovation Management
- Service Operations Management
- Warehouse Management

#### **Electives: International Business**

- Sales Force and Channel Management
- Intellectual Property Rights
- Global Strategic Management
- International Business and Global Strategy
- Multinational Management
- Operations and Diversity Management

#### **Electives: Information System**

- CRM
- Software Project Management
- Cases in Information Technology
- Cloud Management

#### **Electives: Finance**

- Security Analysis and Portfolio Management
- Financial Engineering and Analytics
- Financial Modeling
- Derivative Markets
- Financial Risk Management
- Investment Banking
- Wealth Management
- Goods and Service Tax (GST) Law
- Project Feasibility and Financing
- Mergers and Acquisitions

#### **Human Resource Management**

- Organizational Development and Change
- International Human Resource Management
- Strategic Human Resource Management
- Employment Related Laws
- Leadership and Capacity Building
- Coaching, Counseling and Mentoring
- Technology in HR /SAP HR/ People Soft
- HR Challenges in Mergers and Acquisitions

#### **Electives: Marketing**

- Retail Management
- Business to Business Marketing
- International Marketing
- Customer Relationship Management
- Integrated Marketing Communication
- Rural Marketing
- Digital Marketing
- Sustainable Marketing
- Product Innovation

4 Thoughts Marketing conference at 2016



DCIM Corporate Summit 2016



**Semester IV****Core Courses**

- Conflict and Negotiation
- Advanced Strategic Management
- Business Intelligence I
- Game Theory for Strategic Thinking
- Business Forecasting

**Electives**

- Dissertation
- Basic German I
- Basic French I
- Corporate Governance and Ethics
- Environment Management Systems
- Data Driven Decision Making
- Business Forecasting
- Business Simulation



*Team Pranay (SIMS social initiative) visited and interacted with the students of Kamayani Vidya Mandir.*



*Raksha Bandhan at SIMS Campus*

Please visit [www.sims.edu](http://www.sims.edu) for information related to:

- Teaching Faculty including educational qualification(s) and teaching experience
- Learning Resources
- Physical and Academic Infrastructure Facilities
- Co-Curricular and Extra Curricular Activities
- Hostel Accommodation
- Health Care Services

