



sasmira's

Institute of Management
Studies & Research



2024 2 YEARS FULL TIME MMS PROGRAM

Approved by AICTE (New Delhi)

Affiliated to University of Mumbai

Recognised by DTE (Govt of Maharashtra)



PROSPECTUS 2024

राष्ट्रीय प्रत्यायन बोर्ड

चौथा तल, ईस्ट टावर, एन. बी. सी. प्लेस, भीष्म पितामह मार्ग, प्रगति विहार, लोधी रोड, नई दिल्ली -110003
NATIONAL BOARD OF ACCREDITATION
4th Floor, East Tower, NBCC Place, Bhisham Pitamah Marg, Pragati Vihar, Lodhi Road, New Delhi 110003



F. No. 28-417-2014-NBA

Date: 26-12-2022

To,

The Director,
Sasmira's Institute of Management Studies & Research,
Sasmira, Sasmira Marg,
Worli, Mumbai-400030.

Subject: Accreditation status of Management program applied by Sasmira's Institute of Management Studies & Research, Sasmira, Sasmira Marg, Worli, Mumbai-400030.

Sir,

This has reference to your Application ID No. 6463-02/02/2022 seeking accreditation by National Board of Accreditation to the Management program applied by Sasmira's Institute of Management Studies & Research, Sasmira, Sasmira Marg, Worli, Mumbai-400030.

2. An Expert Team conducted onsite evaluation of the program from 16th to 18th September, 2022. The report submitted by the Expert Team was considered by the concerned Committees constituted for the purpose in NBA. The Competent Authority in NBA has approved the following accreditation status to the program as given in the table below:

S. No.	Name of the Program (PG)	Basis of Evaluation	Accreditation Status	Period of validity	Remarks
(1)	(2)	(3)	(4)	(5)	(6)
1.	Masters in Management Studies	July, 2017 Document	Accredited	Academic Years 2022-2023 to 2024-2025 i.e., up to 30-06-2025	Accreditation status granted is valid for the period indicated in Col.5 or till the program has the approval of the competent authority, whichever is earlier.

3. It may be noted that only students who graduate during the validity period of accreditation, will be deemed to have graduated with an NBA accredited degree.

4. The accreditation status awarded to the program as indicated in the above table does not imply that the accreditation has been granted to Sasmira's Institute of Management Studies & Research, Sasmira, Sasmira Marg, Worli, Mumbai-400030 as a whole. As such, the Institution should nowhere along with its name including on its letter head etc. write that it is accredited by NBA because it is program accreditation and not Institution accreditation. If such an instance comes to NBA's notice, this will be viewed seriously. Complete name of the program(s) accredited, level of program(s) and the period of validity of accreditation, as well as the date from which the accreditation is effective should be mentioned unambiguously whenever and wherever it is required to indicate the status of accreditation by NBA.

Contd./-

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Website: <http://www.nbaind.org> | Email: memberssecretary@nbaind.org

President's Message



Shri. Mihir Mehta

Sasmira's Institute of Management Studies & Research is an initiative of SASMIRA to create management professionals, ethical leaders, self motivated job creators. With the complexity of global businesses, B-School recruits are required to be equipped with new skills sets, innovative ideas and a rigorous mental toughness to sail through the current corporate turbulence. We at SASMIRA realise this and are delivering simulation based teaching, research-oriented learning to ensure that our students' contribution in the corporate, exceeds their expectations. We ensure that the Management education helps students become more proactive, gearing up to meet the challenges of developing competitive environment. With the support of our competent and qualified faculty team with years of consulting/ corporate/ academic experience, coupled with modern infrastructure and diverse learning resources, SIMSR does not rest on the past laurels and academic tradition, but tries constantly to address a variety of challenges - the challenges of the ambitious individual, the developing nation and the dynamic world.

Vice - President's Message



Smt. Smita Yeole

Sasmira's Institute of Management Studies & Research has been emerging as an exclusive icon of management education in the Western India for various programmes. The cohesive focus of faculty at SIMSR is to build the competence of students through a broad spectrum of teaching aids and professional approach to enhance their employability and the overwhelming patronage of the corporate recruiters. The students' community has also shown their overwhelming faith in SIMSR with a flood of students to the institute. In addition, the training being provided to our students by premier organizations like Bombay Stock Exchange (BSE), National Commodity and Derivatives Exchange Limited (NCDEX), National Stock Exchange (NSE) and others have helped our students to take up any challenging corporate profiles and responsibilities. The activity-based teaching involving diverse pedagogical approaches like role plays, business case study analysis, simulation, experiential learning, live research projects, industry reviews, regular presentations and industry internships helps the students to develop pragmatic vision. We are sure that every student of SIMSR will be an asset for the corporate world, both in India and abroad.

Senior Director's Message



Dr. Ashok Tiwari

The true hallmark of education is the one by which character is formed, strength of mind is increased, and the intellect is expanded, and by which one can stand on one's own feet. We at Sasmira, provide ample opportunities to our students to seek out that education, discover the truth and to remember to use it well. We believe in holistic development of students. To achieve this, the institution enables the students to hone their managerial skills and get them acquainted with the new developments taking place in the industry. I wish you the very best, and I look forward to seeing you in our campus.

Director's Message



Dr. Prashant
Gundawar

Sasmira's Institute of Management Studies and Research, Worli, Mumbai is on a fascinating path of growth and development. It has evolved a comprehensive student centric learning approach consisting of several stages, designed to add significant value to the learner's understanding in an integrated manner, covering relevant knowledge, practical skills and positive attitude. With a highly experienced and proficient faculty team, optimally drawn from both industry and academia, the curricular and co-curricular interventions encourage experiential learning, focusing predominantly on developing the much needed conceptual, analytical, technical and decision-making abilities in the students. With a number of student driven activities catering to various interests including sports, performing arts, community services, entrepreneurship, events and fests ensures all-inclusive development of the students to bring in transformation in their personalities. We welcome you to become a part of Sasmira's Institute of Management Studies and Research and our unparalleled success.

Dean's Message



Dr. Rupali More

Dear Students, Welcome to SASMIRA's Institute of Management Studies and Research, Mumbai- Your journey to excellence, creativity, and innovation. With our commitment to holistic development of our students, we are sure each of you will be great managers. Together we also work to promote a campus climate that is respectful, civil, supportive, and safe. These core values allow us to provide a living and learning environment where we can all pursue our dreams and reach our highest potential. SIMSR through its mission and vision aims to establish itself as a leading management institute. You are entering in to the arena of education when the future is full of opportunities and promises. On the bedrock of our core values, we will continue to scale up over the next decade to build a management institute of international repute. Best Wishes.

About SASMIRA

The Synthetic & Art Silk Mills' Research Association (SASMIRA) is a cooperative venture of the Man-Made Textile Industry of India. Set up in 1950, SASMIRA was responsible for developing and managing the scientific and technological needs of the industry. Gauging SASMIRA's diverse objectives and span of capabilities, it was recognized by the Council of Scientific and Industrial Research, under the ministry of Science & Technology: and approved body of the ministry of Textiles, Government of India. SASMIRA commenced operations with the testing and then expanded its activities to keep pace with the evolving needs of the man-made textile industry. Over time it further broadened its portfolio to cater to the escalating demands of the emerging technical textiles' industry. In the over seven decades of its existence, SASMIRA has aptly demonstrated its credentials, serving the textile industry and accelerating its growth. Textile mills, processing, units, garment manufacturers, traders and exporters have derived multiple benefits from SASMIRA's wide spectrum of services and facilities.

VISION

"Empowering tomorrow's leaders through transformative education, sustainable research and ethical leadership. We nurture a diverse community of lifelong learners, equip them with knowledge, skills and the right attitude to drive a positive change in the society."

MISSION

- M1: To create and nurture socially responsible leaders
- M2: To foster a culture of academic excellence
- M3: To instill a strong foundation of leadership skills, critical thinking, research ability and strategic decision-making
- M4: To ensure experiential learning, industry exposure and mentorship to make the students corporate ready
- M5: To encourage stakeholders' involvement for collaborative development.

PEO Statements

- PEO 1: Professional Competence: Graduates will demonstrate competency in their chosen field of business, applying theoretical knowledge to real-world situations, and displaying proficiency in critical thinking, problem-solving, and decision-making.
- PEO 2: Leadership and Management Skills: Graduates will exhibit leadership qualities, including effective communication, team collaboration, and ethical decision-making, enabling them to lead diverse teams and drive organizational success.
- PEO 3: Entrepreneurial Spirit: Graduates will demonstrate entrepreneurial skills, including creativity, innovation, and risk-taking, enabling them to identify opportunities, develop business ventures and contribute to economic growth and innovation.
- PEO 4: Ethical and Social Responsibility: Graduates will recognize the importance of ethical behavior and social responsibility in business practices, demonstrating integrity, accountability and a commitment to sustainable and socially responsible business practices.
- PEO 5: Lifelong Learning: Graduates will engage in continuous learning and professional development, staying abreast of emerging trends, technologies, and best practices in their respective fields to adapt to evolving business environments.

About SIMSR

Sasmira's Institute of Management Studies and Research is located in Worli, Mumbai. Accredited by the National Board of Accreditation (NBA), SIMSR belongs to the family of seventy four years old SASMIRA. The Institute courses are approved by AICTE and affiliated to the University of Mumbai. The management programme taught in the Institute is designed with a clear vision of what the future holds for business and industry. Our institute offers programmes that strongly emphasize on the challenges faced by business not only in India but also globally. The interactive learning environment at the institute equips students with rigorous analytical tools for effective managerial decision making. The institute believes in providing quality teaching by experts, skilled at integrating the cutting edge of theoretical knowledge with practical applications. All the class rooms are fully air conditioned having modern interior and furniture. The entire campus is Wi Fi enabled with separate Administrative Block, Library, Computer Labs and Cafeteria.



Accreditation

The National Board of Accreditation (NBA) was established to assess the qualitative competence of programs offered by Technical Institutions from Diploma to Post graduate level in Engineering & Technology, Management, Pharmacy & Architecture, etc. SIMSR is proud to announce that our program has been accredited by NBA.

Affiliation

SIMSR has been affiliated to the University of Mumbai since its inception in the year 2010. Our decade long affiliation with the university has enabled us to create & mould future managers and job creators.

Approved by

SIMSR is approved by All India Council for Technical Education (AICTE), which is a statutory body for technical education under the department of Higher Education.

About MMS / MBA

It is a Full Time Programme, affiliated to University of Mumbai and approved by AICTE which offers specializations - Finance, HR, Marketing, Operations and Systems. It prepares students for a career in diverse sectors nationally as well as globally. The pedagogical feature of the course is the extensive use of case studies and live projects based on current corporate situations. The case studies and projects are selected so that they develop the students' ability to think about business as a whole and include summer internship Project. The result is an intensive, highly interactive learning experience for the students. It is one of the top most MMS colleges in Mumbai.

Eligibility Criteria: A candidate passed with minimum of 50% marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only) in any Bachelor's degree of a minimum three years duration in any discipline recognized by the Association of Indian Universities OR appeared for the final year examination of any Bachelor's degree of minimum three years duration in any discipline recognized by the Association of Indian Universities. Such candidates can be considered for provisional admission subject to passing the Degree exam with minimum 50% marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra state only). The Institute follows Admission Process prescribed by State CET Cell (Government of Maharashtra) Maharashtra.

Selection Procedure

Admissions to the MBA/MMS programme are governed by the selection procedure as described in the "Information Brochure published by State Common Entrance Test Cell (CET Cell), Admission Regulating Authority(ARA) and Directorate of Technical Education(DTE), Maharashtra State, Mumbai which is issued every year by State Common Entrance Test Cell (CET Cell) ,Directorate of Technical Education (DTE) & Government of Maharashtra.

The students who are allotted Sasmira's Institute of Management Studies and Research should follow below mentioned process:

1. Filling up SIMSR Admission form with required amount of Fees.
2. Submitting following documents (Original & 3 sets of Photocopy duly attested)
 - a) Academic documents (SSC, HSC, Semester wise /Year wise UG Mark sheets up to semesters cleared)
 - b) Entrance Exam Mark sheet. SIMSR accepts exam scores of CET- MAH-MBA/MMS / CAT / MAT / XAT / ATMA/ CMAT valid for the year 2024 for its MBA/MMS admission process.
 - c) Proof of Nationality & Date of Birth (Birth Certificate or Passport or School or College leaving Certificate) *
 - d) Aadhar Card *
 - e) Certificates related to Sports (National /State level) / Extra Curricular Activities. (If any)
 - f) Certificate related to Caste (SC/ST/VJNT/SBC/OBC/EWS)
 - g) Two Passport size photographs.
3. Payment of Fees as per Institute Norms.

For more information on MMS admissions please visit: <https://cetcell.mahacet.org> & www.simsr.edu.in

Specializations Offered:

Finance | Marketing | Human Resource
Systems | Operations

MMS Program Structure Sem I and II

Semester I

Sr. No	Core	Sr. No	Electives (Any 3)
1	Perspective Management	1	Effective and Management Communication
2	Financial Accounting	2	Business Ethics
3	Business Statistics	3	Ecommerce
4	Operations Management	4	Organizational Behaviour
5	Managerial Economics	5	Introduction to Creativity and Innovation Management
		6	Foreign Language
		7	Negotiation and Selling Skills
		8	IT Skills for Management and Technology Platform
		9	Information Technology for Management
		10	Personal Grooming/ Personal Effectiveness

Semester II

Sr. No	Core	Sr. No	Electives (Any 3)
1	Marketing Management	1	Legal & Tax aspects of Business
2	Financial Management	2	Cost & Management Accounting
3	Operations Research	3	Business Environment
4	Business Research Methods	4	Ethos in Indian Management
5	Human Resource Management	5	Corporate Social Responsibility
		6	Analysis of Financial Statements
		7	Entrepreneurship Management
		8	Management Information System
		9	Developing Teams & Effective Leadership
		10	Intellectual Capital & Patenting

MMS Program Structure Sem III

Sr. No	Common Subjects
1	International Business
2	Strategic Management - University Assessment

Specialization: Marketing

Sr. No	Core	Sr. No	Electives (Any 3)
1	Sales Management	1	Retail Management
2	Marketing Strategy	2	Rural Marketing
3	Consumer Behaviour	3	Marketing Analytics
4	Services Marketing	4	Digital Marketing
5	Product & Brand Management	5	Customer Relationship Management
6	Summer Internship	6	Marketing Research & Analytics
		7	Event Management
		8	Health Care Marketing
		9	Distribution & SCM
		10	Tourism Marketing
		11	Marketing of Banking and Financial Services

Specialization: Finance

Sr. No	Core	Sr. No	Electives (Any 3)
1	Financial Markets & Institutions	1	Banking & Financial Services Institutions
2	Corporate Valuation & Mergers & Acquisitions	2	Investment Banking
		3	Wealth Management
3	Security Analysis and Portfolio Management	4	Infra & Project Finance
		5	Strategic Cost Management
4	Financial Regulations	6	Commodities Markets
5	Derivatives & Risk Management	7	Mutual Fund
6	Summer Internship	8	Financial Modeling
		9	International Finance

Specialization: Human Resource Management

Sr. No	Core	Sr. No	Electives (Any 3)
1	Training & Development	1	Personal Growth Laboratory
2	Compensation & Benefits	2	Global HRM
3	Competency based HRM and Performance Management	3	Employee Branding and Employer Value Proposition
		4	HR Analytics
4	Labour Laws and Implications on Industrial Relations	5	O.S.T. D
		6	HR Audit
5	HR Planning & Application of Technology in HR	7	Employee Relations, Labour Laws and Alternate Dispute Resolution
6	Summer Internship		

Specialization: Systems

Sr. No	Core	Sr. No	Electives (Any 3)
1	Database Management System and Data Warehousing	1	Cloud Computing & Virtualization
		2	Information System Security & Audit
2	Enterprise Management System	3	Data Mining & Business Intelligence
3	Big Data and Business Analytics	4	IT Consulting
4	Knowledge Management	5	Digital Business
5	Software Engineering	6	Software Project Management
6	Summer Internship	7	Governance of Enterprise IT & Compliance
		8	Cyber Laws & Managing Enterprise IT Risk

Specialization: Operations

Sr. No	Core	Sr. No	Electives (Any 3)
1	Supply Chain Management	1	World Class Manufacturing
2	Operation Analytics	2	Business Process Re-engineering and Benchmarking
3	Service Operation Management	3	Technology Management & Manufacturing Strategy
4	Manufacture Resource Planning & Control	4	Strategic Operations Management
		5	Industrial Engineering Application & Management
5	Materials Management	6	TQM
6	Summer Internship	7	International Logistics
		8	Quantitative Models in Operations
		9	Productivity Management

MMS Program Structure of Semester IV

Sr. No	Common Subjects
1	Project Management (University Assessment)

Specialization: Marketing

Sr. No	Core	Sr. No	Electives (Any 3)
1	Final Project (300 Marks)	1	Integrated Marketing Communications
		2	Business to Business Marketing
		3	International Marketing
		4	Trends in Marketing

Specialization: Finance

Sr. No	Core	Sr. No	Electives (Any 3)
1	Final Project (300 Marks)	1	Commercial Banking
		2	Business Analytics
		3	Venture Capital & Private Equity

MMS Program Structure of Semester IV

Specialization: HRM

Sr. No	Core	Sr. No	Electives (Any 3)
1	Final Project (300 Marks)	1	OD & Change Management
		2	Strategic HRM
		3	Management of Corporate Social Responsibility in organizations

Specialization: Operations

Sr. No	Core	Sr. No	Electives (Any 3)
1	Final Project (300 Marks)	1	Operations Applications & Cases
		2	Strategic Sourcing in Supply Management
		3	Operations Sourcing & Offshoring

Specialization: Systems

Sr. No	Core	Sr. No	Electives (Any 3)
1	Final Project (300 Marks)	1	Strategic Information Technology Management
		2	System Applications and Case Study
		3	Managing Technology Business & IT Resource Management

Ph. D Programme

Ph.D. program is affiliated to the University of Mumbai. It has been designed for students interested in management teaching, research and consultancy. The main objective of the program is to develop management teachers well equipped with the skills required for imparting education to business school students and develop bright young academician with research skills to conduct research in contemporary issues in management.

Eligibility Criteria: A candidate seeking registration for the Ph.D. must possess Master's degree with at least 55% marks in the appropriate field of Management from University recognized by UGC or its equivalent. OR M. Phil. degree of a University, with first division for exemption from pre- Ph.D. course. OR Master's degree or its equivalent, with at least 55% marks in the relevant field of Science/ Humanities etc. Notwithstanding anything contained in the above mentioned rules (a) to (c) the eligibility criteria/ guidelines prescribed and/or issued by UGC from time to time shall be applicable for registration to all Ph.D. Programme(s) of the University. The University shall encourage inter-disciplinary research activity. Sponsored Candidates : An employee of a Government Department/ Government Undertaking, a Research/ Development Organization, Public Sector Undertaking, an Educational Institution, a private Industry services with a minimum relevant working experience of three years may be considered for admission as a sponsored (full-time/ part-time) research scholar. Sponsored applicants will be eligible for admission provided they are treated by their employers as on duty.

Admission Procedure: Candidates fulfilling the minimum laid qualifications will have to undertake a Ph.D Entrance test. Successful candidates will have to appear for a Personal Interview.

(Candidates who have qualified in GATE/NET/SLET/UGC/CSIR(JRF) examination will be exempted from the University entrance test; however, they will have to appear for the Personal Interview)

We are proud to announce that since its inception in the year 2016 – 17, three Research Scholars have been conferred the PhD degree by the University of Mumbai.

PhD Completed and Awarded in the year 2022 - 23

Name of Research Scholar: **Mr. Mahesh Bhanushali**

Title: A study of procurement procedure and to suggest a procedure for repeat orders to enable upgradation of the technology with respect to Indian PSU Refineries

Name of Research Scholar: **Mr. Pushkar Parulekar**

Title: A study of investment model for retail investors based on weak form of Efficiency of Indian stock markets with reference to NIFTY.

PhD Completed and Awarded in the year 2023 - 24

Name of Research Scholar: **Ms. Agnes Joseph**

Title: An understanding and analysis of Factoring as a finance option for Micro, Small and Medium Enterprises in Mumbai and Navi Mumbai

Life @ SIMSR & Cultural Events

Embarking on your educational journey at SASMIRA's Institute of Management Studies and Research means joining a vibrant community committed to excellence, innovation, and holistic development. Here, you will find the perfect blend of academic rigor, industry relevance, and a dynamic campus life that prepares you to become a future leader.

Explore your potential, achieve your aspirations, and make lifelong memories at SIMSR. Your journey to success starts here! We work towards the holistic development of the students by promoting not only academic interests but also creative pursuits. As a student, you will enjoy the balance that has been established between studies and entertainment.

We encourage students to be all-rounders so that they may develop their skills and abilities to aim for the stars.

EXPLORICA is a competition-based Intercollege Annual Management Fest. Students from various colleges across the city come together to participate in this event, showcasing their sportsmanship, talents and skills.

MAHALAXMI SARAS - This event is an effort of government to provide market place to rural entrepreneurs and artisans. This is an excellent learning opportunity for students.



Annual Alumni Meet



Annual Convocation Ceremony



Talent dance -Explorica



Felicitation of Best Alumni



Winners during Management Fest



Government Live Project at Mahalaxmi SARAS, BKC



Student performance during Institute events



Talent demonstration at NGO Mela



American Library Visit



HAPPY SUNDAY by SIMSR students at Marine Drive



Fashion Show Winners at Annual Management Fest - Explorica Festival



Visit to Film Museum



Best College Award - Explorica Fest



Shortlisted student for Intercollegiate Research Convention

Co-curricular activities & Industrial Visits

We are proud to say that at SIMSR you will find that academics and culture lay in perfect harmony with each other. The tasteful blend of boisterous fun, laughter, comradeship with a tinge of seriousness and responsibility.

KARTAVYA (CSR)- The NGO Mela houses NGOs from across the states and provides them an opportunity to sell their products. As part of Kartavya, this year we also held a **CYCLOTHON** in the month of December as an awareness campaign to promote The NGO Mela and to extol love for the environment and use of sustainable resources. SIMSR is not only committed for excellence in professionalism but ensure that students are socially sensitive.

ANVAY - The Business Case Study competition in which the students from other colleges and Universities participate and present their case study research work.

INDUSTRIAL VISITS : SIMSR regularly organises industry visits as an indivisible part of the curriculum. Industry visits focus on Practical exposure on industry know-how, interaction with corporate leaders and to learn about contemporary practices. Students visit different types of industry and gain an exposure to different departments.



Cyclathon



Tree Plantation



Domestic IV to Udaipur- Pyrotech Electronics Pvt. Ltd.



Blind students Malakhm demonstration during NGO Mela



Domestic Industrial visit- Miraj Pipes and Fittings Pvt. Ltd.



Foreign collaboration with Dokeos Curricula



Industrial Visit at Parle Company, Silvassa



Student Visit to Centre for Incubation and Business Acceleration, Navi Mumbai



International Industrial Visit to Asia Pacific University, Malaysia



Felicitatation of Frontline Workers



World Yoga Day



Mumbai Police donors during Blood donation Camp



International Industrial Visit to Yakult, Singapore



Domestic IV-SARAS Jodhpur dairy

Eminent Speakers and Celebrities @ SIMSR

Dr. Adriana Burlea Schiopoiu
Chief Guest for National business case study competition



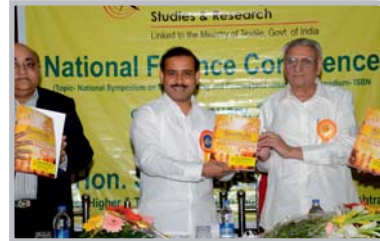
Mr. Geoffrey Lipman
Chief Guest for Induction Programme

Mr. Fabrice Testa
Chief Guest for Annual management fest - Explorica



Mr. Harshwardan Rane
Chief Guest for Management Fest - Explorica

Mr. Imam Siddique
Blood Donation Camp



Mr. Rajesh Tople
Chief Guest for Finance Conference

Mr. Raza Murad
Donation Drive



Mr. Thomas De Prater
Dokeos Curricula Solutions

Ms. Christine Amory
Dokeos Curricula Solutions



Ms. Giaa Manek
Blood Donation camp

Ms. Medha Patkar
Chief Guest for KARTAVYA NGO Mela



Smt. Sindhutai Sakpal
Chief Guest for Kartavya NGO Mela



Vice Chancellors and Corporate Heads
as Chief Guest and Guest of Honor

Placement

Sasmira's Institute of Management Studies and Research has always prioritized the placement process as the most integral part of output driven learning. Placement of a student in any reputed organization through campus is the ultimate goal of the placement committee. Our students are trained for the opportunities that await them in the professional arena through aptitude test training and on job training during the 2months summer internship and live projects. These internship programs open up the window to real time corporate experience. The Placement Committee operates round the year to optimize its strong corporate data base to provide placement opportunities. The Placement details of our students are an indicative factor of the efforts of the placement committee to achieve 100% placement results.

WHAT PLACEMENT CELL OFFERS?

Summer Internship:

The Summer Internship programme is an important element offered by the Institute to apply their learnings in a corporate environment. Established companies offer our students assignments and projects that enable them to gain an insightful professional experience. Summer internships take place after the first year of the management programme. Student's exercise their management skills across domains which eventually helps in choosing the specialization i.e. Marketing, Finance, Systems, Operations & Human Resources. Outstanding performance by students have resulted in pre-placement offers by several coveted Indian and International companies. Majority of the firms were from FMCG , BFSI & Research domain for 2023-2025 batch.

Executive Placements:

Samira's Institute of Management Studies and Research has successfully completed the Executive Placements for the Batch 2022-2024.

The companies, which came for recruitment, consisted of a diverse mix of sectors – from FMCG to BFSI, Consumer Durables to Consultancy, IT, Media, making attractive profile and package offerings to the students.

The highest salary offered this year was Rs. 20 Lakhs and the median salary was Rs. 4.5 Lakhs.

Mock Personal Interview session by Corporate



Our Esteemed Recruiters



Testimonials of Students (Batch 2022-24)



Attending SIMSR for my MMS was a transformative experience. The supportive and collaborative environment among friends created a motivating atmosphere for growth. The faculty members were incredibly helpful, providing guidance and support throughout the course. Their expertise and dedication made learning enriching and engaging.

The college's placement officer played a crucial role in my career development and offered personalized support, ensuring we were well-prepared for interviews and job placements, all the efforts helped me secure a position at Vivo as a Brand Executive in Promotion and Marketing.

SIMSR's focus on skill development was another highlight as well. The curriculum was designed to enhance our practical and theoretical knowledge, preparing us for real-world challenges. The various workshops, seminars, and industry interactions were invaluable in honing my marketing skills.

Overall, SIMSR provided a well-rounded education that equipped me with the skills and confidence needed to excel in my career. The friendships, faculty support, and career guidance I received made my MMS journey truly remarkable.

- **Runali Devlekar**



My journey at SIMSR has been nothing short of transformative, filled with enriching experiences and incredible opportunities. One of the highlights was my role as a management trainee at the Mahalaxmi Saras exhibition, where I had the privilege of supporting self-help groups through the Maharashtra State Rural Livelihood Mission. Through SIMSR, I had the opportunity to intern as a Business Analyst at Inter Strat Consultants Pvt. Ltd., which was invaluable for my career development. I am now excited to embark on a new chapter as an IT Executive at ATE Group.

I owe a great deal of my success to the dedicated faculty members and the placement coordinator at SIMSR. Their unwavering support and guidance have been instrumental in my professional and personal growth.

- **Neha Yelkar**



My MMS journey in Finance at SIMSR has been both challenging and rewarding. Through rigorous coursework and hands-on projects, I honed my analytical and financial skills. The highlight of my journey was securing a position as an Analyst in the Regulatory Reporting department at Nomura. I am immensely grateful to SIMSR for their excellent placement support and guidance, which played a pivotal role in my success. This opportunity allows me to leverage my academic knowledge and contribute to compliance and financial accuracy. I'm excited to embark on this new chapter, applying my skills in a dynamic and global financial environment.

- **Nishant Pandey**

Testimonials of Students (Batch 2023-25)



At Sasmira's Institute of Management Studies & Research, the journey over the course of a year is nothing short of transformative. Engaging lectures, interactive seminars, and practical projects create an immersive learning environment that fosters both personal and professional growth. The faculty's expertise, coupled with modern teaching methodologies ensure a comprehensive understanding of management principles and practices. Navigating through diverse subjects, from marketing strategies to financial analysis, every class is an opportunity to delve deeper into the nuances of business management.

Networking events and workshops provide platforms for exchanging ideas and forging connections with peers and professionals alike. SIMSR truly molds individuals into knowledgeable, competent, and adaptable professionals ready to make a meaningful impact in the world of business. Interning for summer at Emkay Global Financial Services Ltd as an HR Intern is an invaluable learning experience, where every day presented new opportunities for growth.

The supportive team environment fostered collaboration and encouraged me to push my boundaries, allowing me to develop both professionally and personally. From hands-on projects to mentorship from seasoned professionals, my time at Emkay Global Financial Services Ltd has equipped me with practical skills and insights that will undoubtedly shape my future career trajectory. I am thankful to SIMSR for guiding us in this journey.

-Natasha Daruwalla



Sasmira's Institute of Management Studies provides a transformative educational experience over a year, featuring dynamic lectures, interactive seminars, and practical projects. The expert faculty and modern teaching methods ensure a thorough understanding of management principles. Students explore various subjects, from marketing to financial analysis, with each class offering deeper business insights.

Team projects enhance collaboration and leadership skills, while guest lectures and networking events connect theory with practice and build professional networks.

Committees like Cultural, CSR, and Library promote student engagement. Opportunities provided by the college such as the Mahalaxmi Saras event (Organised by Maharashtra Govt.) and the annual "EXPLORICA" day, offer real-world exposure and showcase student talents. The institute also provides excellent internship opportunities in renowned industries, supporting successful career growth.

Thanks to Sasmira's Institute of Management Studies and Research for helping us in our journey.

- Saurabh Adhau



Sasmira's Institute of Management Studies and Research has played a pivotal role in shaping my academic journey. The curriculum and guidance provided by the institute instilled in me a strong foundation in business principles. However, the true value lies in the practical exposure opportunities like the summer internship program.

Landing an internship at Margin Sentiments Advisors wouldn't have been possible without the support of SIMSR. The institute's strong industry connections and career guidance workshops equipped me with the necessary skills and confidence to impress potential employers. Now, at Margin Sentiments Advisors, I'm not just learning financial concepts from textbooks, I'm actively participating in intraday training, gaining a real-time understanding of how the market functions. This practical experience is proving to be an invaluable stepping stone towards my future career in finance.

- Isha Sakre

Employability Enhancement Programme

The rapid change in economy calls for quick implementation of those changes. Today's manager needs to have multiple skills right from advanced computer knowledge, communication skills, soft skills, administrative skills and many more. SIMSR organises Employability Enhancement programmes through expert agencies for the students to enhance the required skills in them.

“Connect with Work” Program - Improving the employability skills

1. Get trained by Corporate Trainers
2. Enhance your Soft skills
3. Improve chance of success in interviews
4. Organizational Culture
5. Outbound Training

Soft Skills training:

1. Group Discussion
2. Presentation Skills
3. E-mail Etiquettes
4. Grooming
5. Public Speaking
6. Personal Interview

Aptitude Training Session



Pool campus hosted by SASMIRA for Anarock Real Estate

Recruitment process at SAMSARA Shipping Private Limited



Ranking

- Ranked 11 in Best B-Schools in Mumbai by The Week Best B-Schools 2023 Survey
- Ranked 32 in 'India's Top 50 Non-IIM's B Schools Survey 2024' by Academic Insights
- Ranked 44 in 13th All India Best B-Schools Survey 2023 by Chronicle India
- Ranked 46 in Top 100 B-school Survey Special 2023 by Higher Education Review
- Consecutive 3 term accreditations by National Board of Accreditation (NBA)
- Ranked 64th in the Top 100 B-School category in Times B-School Survey 2022 by Times of India
- National Educational Excellence Awards 2021 – “Leading & Student Choice Management Studies College of the Year 2021”
- National Educational Excellence Awards 2021 - Maharashtra Award under “Quality Education & Placements” Category for the year 2021
- Outstanding Performance in Virtual Knowledge Delivery during Pandemic by National Educational Excellence Awards 2021
- Ranked 9th in Outstanding B-Schools of Excellence category by GHRDC-CSR B-School Survey 2021
- Ranked 23rd in Private category in Maharashtra 2021 by GHRDC-CSR B-School
- Ranked 15th in A+ + category by Silicon India What if not IIMS B-School Survey 2021
- Ranked 9th in Industry Interface category by Silicon India - What if not IIMS B-School Survey 2021
- Ranked 8th in West Zone category by Silicon India - What if not IIMS B-School Survey 2021
- Ranked 84th in Top 100 management Institutes Overall Ranking category by Times B-School Survey 2021



SIMSR-Ranking Academic Insights 2024



SIMSR-Ranking HIGHER EDUCATION Review 2023







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Approved by: AICTE and DTE, Affiliated to University of Mumbai

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