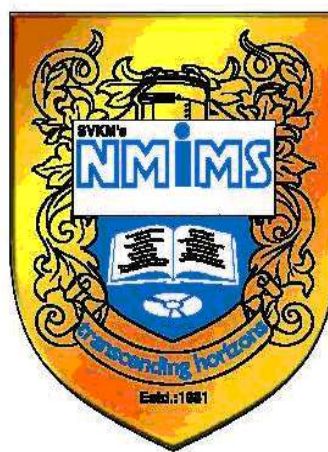


SVKM's Narsee Monjee Institute of Management Studies (NMIMS)  
(Declared as Deemed-to-be University under Section 3 of the UGC Act, 1956 vide  
Notification No.F.9-37/2001-U-3 dated 13<sup>th</sup> January, 2003 of the Government of India)

## School of Business Management



### Prospectus - 2010

Full Time MBA - Core/MBA Actuarial Science/ MBA Banking Management /  
Capital Market/ MBA Pharmaceutical Management/ Part Time MBA/ Ph.D.  
Management

SVKM's Narsee Monjee Institute of Management Studies (NMIMS)  
School of Business Management

V. L. Mehta Road, Vile Parle (W) Mumbai - 400056

| Ph: +91 22 26143177, 26183688 | Fax: +91 22 26114512 |

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## Shri Vile Parle Kelavani Mandal (SVKM)

Shri Vile Parle Kelavani Mandal is a Public Charitable Trust registered under (i) the Societies Registration Act XXI of 1960 No. 773 of 1934-35 and (ii) the Bombay Public Trusts Act, 1950 (Bombay XXIX of 1950) No. F 30 (BOM) 1953.

The Mandal was formed in 1934 & commenced its activities by taking over the Rashtriya Shala, a school established in 1921 in the wake of the national movement. The school was later renamed "Shrimati Gokalibai Punamchand Pitamber High School". The school has now grown into a first class institute, imparting secondary education to about 2300 pupils.

To mark the 25th year of its valuable service in the field of Primary and Secondary Education, the Mandal decided to extend its activities to the sphere of University Education. The long felt need for a Science and Arts college in the growing western suburbs of Mumbai was fulfilled by the Mandal by establishing "Mithibai College of Arts and Chauhan Institute of Science" in 1961. The Trustees of Matushri Mithibai Balashram and sons of late Shri Mohanlal Dayal Chauhan made this possible because of handsome donations.

The spirit of transcending horizons has its genesis in the values that the Mandal has conscientiously practised since the days of India's struggle for freedom. The values of patriotic fervour, selfless service and the spirit of indigenous enterprise serve as the guiding principles to all the institutions set up by the Mandal.

During the last four decades or so the Mandal has established the following institutions besides Narsee Monjee Institute of Management Studies ( NMIMS)

- 1934 - Smt. Gokalibai Punamchand Pitamber High School
- 1961 - Mithibai College of Arts, Chauhan Institute Of Science
- 1963 - Shri Bhagubhai Mafatlal Polytechnic
- 1964 - Narsee Monjee College of Commerce and Economics
- 1968 - Gangaprasad Ranchodbhai Jani Hostel
- 1968 - Lions Juhu Sports Pavilion
- 1973 - Shri Bhaidas Maganlal Sabhagriha
- 1974 - Shri Manilal Vadilal Nanavati Prathmik Shala
- 1975 - Santokba Sanskar Sadan
- 1975 - Jashoda Rang Mandir
- 1976 - Chauhan Junior College of Arts and Science
- 1976 - Narsee Monjee Junior College of Commerce
- 1977 - Jitendra Chauhan College Of Law
- 1980 - Amrutaben Jivanlal College of Commerce and Economics
- 1981 - Shri Dhirajlal Vrajlal Parekh Shishu Vihar
- 1981 - SVKM's NMIMS
- 1989 - Parag Vijay Datt Drama Academy
- 1990 - Juhu Jagruti Hall
- 1990 - Shri Chhotabhai B. Patel Research Centre for Chemistry & Biological Sciences
- 1990 - Harkisan Mehta Foundation Institute of Journalism
- 1992 - Acharya Ambalal V. Patel Junior College
- 1994 - Dwarkadas J. Sanghvi College of Engineering
- 1997 - Chatrabhuj Narsee Memorial School & Niranjana D. Parekh Pre-Primary School
- 2000 - Kheliyya - A Coffee Corner for Theatre Artistes

**2000 - Babubhai Jagjivandas Hall - an air-conditioned multi purpose  
hall**

**2000 - Institute of Intellectual Property Studies**

**2003 - Usha Pravin Gandhi College of Management**

# SVKM's NMIMS

## A Long Journey

NMIMS completed 27 years of its existence in the year 2007-08. The Institution, established in the year 1981, as Narsee Monjee Institute of Management Studies, began its journey offering Master's Degree Programme in Management Studies- a course of the University of Mumbai, with an intake of only 40 students and 4 full time faculty. It was temporarily located then at the Bhaidas Auditorium Complex.

NMIMS has undergone a tremendous transformation

since it commenced its journey in 1981. Today it stands as a large, imposing Institution (deemed to be University) with eight specialized Schools and an off campus, with an intake of about 3500+ students and 228 + full time faculty members. From Bhaidas Auditorium, NMIMS has also moved to a large complex of over 40,000 sq ft- where it stands today as a landmark in Vile Parle- an affluent suburb of Mumbai.

The journey traversed by NMIMS from 1981 to 2008 has been a long and a fruitful one, with many a milestones along the way.

## **From an Institute to a deemed University**

1. In December 2006, the UGC granted the deemed University status under section 3 of UGC Act, 1956, vide notification No. F-9-37/2001-U-3 dated 13th January 2003 of the Government of India and decided to function as an Institute of higher learning.
2. NMIMS since then has taken major initiatives in terms of the programmes, curriculum development, international linkages, placements and students' development. Today the Institute is a truly globalized centre of learning providing its students a balanced exposure of practical and academic aspects of the industry.

The School of Business Management (SBM) of the institute is the engine, propelling the growth of the institution. The main programme of the School of Business Management is the MBA Programme, focused in Capital Markets, MBA Programmes Banking Management, Acturial Science and Pharma Management. The Ph.D. programme is uniquely designed for working executives keen to pursue research in management education.

# School of Business Management (SBM)

The cornerstone of NMIMS, the School of Business Management has long been a leader in management education. It has consistently readied students to manage, build and lead enterprises in a dynamic global economy, fuelled by technology, information and constant change.

Since the inception of the Narsee Monjee Institute of Management Studies in 1981, when it commenced its journey offering an autonomous Diploma program, Masters Degree Program in Management Studies, it has been a torch bearer of the University of Mumbai.

The Institute's MBA programmes have worked towards creating intellectual capital which is attuned to the various challenges of operating businesses in constantly changing environments.

Always anticipating the needs of the industry and sensitive to its demands, the institute expanded its activities in 2004, by adding focused MBA programs in various emerging fields like Capital markets, Actuarial Science, Banking and Pharma management.

The School also offers Executive Programs customized for executives, who want to equip themselves to shoulder higher responsibilities by studying management science.

Today, Business Management with its market driven curriculum tailored to meet the needs of business, its team of renowned faculty, partnerships with the industry facilitates excellence in every aspect of management education in a stimulating, open and inspiring atmosphere.

Faculty members esteemed in their respective fields for their knowledge, industry interaction, research and consulting are constantly engaged in knowledge creation and seek to expand horizons by participating in seminars and conferences both national and international.

In 2008, SBM revised the course curriculum, which is indicative of its ongoing curriculum innovation and commitment to providing the best-in-class management education. This revised course



combines the rigor and content necessary for solid business management, while offering enough flexibility that allows students to choose courses in a certain field of management that enhance their skills and experience.

In the new curriculum, a participant centered process using the case method is an integral component that brings the challenges of the business world with all its complexities into the classroom.

In a case discussion, the students are introduced to the reality of decision making and faculty helps them to grapple with the troubling tradeoffs and dilemmas real managers confront.

SBM is fully aware that business is also about responsibilities that extend beyond the financial considerations and integrates strong social values into all aspects of its experience which is reflected in the curriculum, teaching and research.

# Resource Centres

## Information & Communication Technology Cell

The Cell facilitates the NMIMS to achieve its vision through the uninterrupted deployment of state of the art technology

in teaching, learning, research and administrative services in a secured environment.

## Research & Publication Cell

Changing business environment and economic realities necessitate that academia respond to these changes with new knowledge created through innovations and

research. Keeping this in view NMIMS has set up Research & Publications Cell to nurture research capabilities and to give a focus to research activities.

## Publications

NMIMS publishes regularly a number of research papers/ periodicals as under:

- NMIMS Management Review
- Discussion Paper Series
- Case Monographs
- Research Monographs
- Knowledge Management Series
- Industry Management Series
- Voluntary Services Organisation
- Spandan - the house magazine

## Consultancy Services Cell

NMIMS offers consulting services covering various aspects of Management. The driving force is a team of distinguished faculty members who have vast experience and

deep expertise in diverse fields. NMIMS is well recognized by the industry (public and private), Government and VSOs as an institution providing quality consulting services to its clients.

## Management Development Programme Cell

The Management Development Programme Cell conducts programmes, which train participants from industry and the corporate world to succeed in a rapidly evolving and highly competitive global business environment, where continuous innovation is crucial to

productivity and growth. Management Development Programmes focus on the development of executives and managers in their jobs, to enhance their knowledge and skills in various functional areas of management.

## Social Enterprise Cell

NMIMS believes that social responsibility is a key contributor to progress and that the principles and techniques of management are applicable to both, the corporate sector and the voluntary services organizations. In association with AICTE, SIDBI, NABARD, SBI, HSBC, UNDP and other funding agencies, NMIMS conducts short term training programmes in the areas of management of community business, micro finance, marketing rural products, disaster management, management of NGOs & social enterprises, financial literacy for NGOs and many other

related areas.

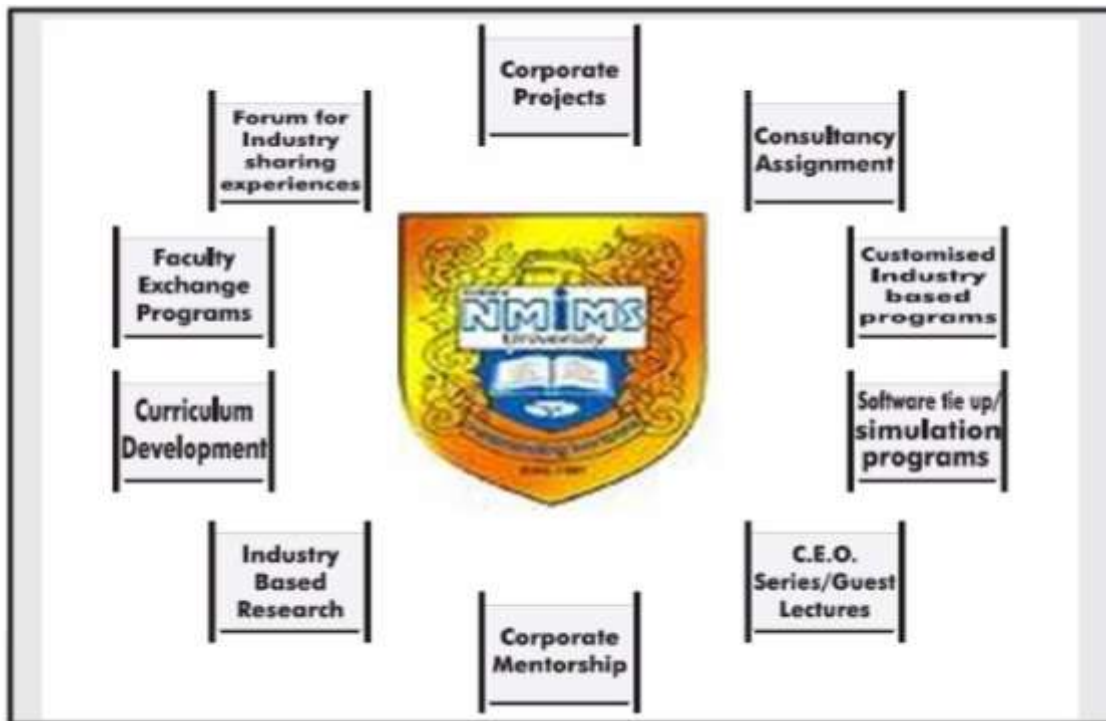
NMIMS also shares its knowledge base in Corporate Social Responsibility with other B-Schools faculty and by providing mentorship support. Industry Associations like Bombay Chamber of Commerce, Indian Merchants Chambers also avail the benefit of NMIMS resources in the area of CSR, Disaster Management & Social Entrepreneurship.

## Some innovative Initiatives/ Linkage programme

- Research Assistantship for Students Programme.
- NMIMS has endeavored to build research skills among the students through the research assistantship programme. It also nurtures and supports research efforts of the faculty members, both financially and otherwise.
- Exchange Programme- of Faculty and Students with foreign Universities.
- Study Tours for students.
- Inviting Guest faculty from prominent foreign Institutes for lectures, etc.

## Industry - Institute Partnership

NMIMS is proactive in Industry Institute partnership addressing all aspects, which enhances networking between academia and industry. The Institute maintains a sustained relationship with companies to expose the students to the realms of the corporate environment.



## Corporate Projects

The students are encouraged to undertake corporate projects simultaneously with their academic pursuits. These projects aim to provide an opportunity for students to put in practice the various aspects of learning and their implications on

implementation. In turn the company also benefits from the application of a student's insights and education to the operations. Over the years many organizations have teamed up with NMIMS by directly handling or sponsoring such projects.

## Guest Lectures - CEO Senior Management Series

Guest lectures have become the most popular mode of industry interface. The objective of this is to give students an overview of industry practices and help them relate the theory to real life applications.

Colloquium is the Student

Industry interface body at NMIMS which endeavors to help students through the sharing of

views by the highly successful people across different industries. Colloquium invites executives and prominent personalities in business and society for Guest Lecture. The guest lectures provide students with a refreshing view of the corporate world. It is a regular feature and a number of dignitaries have so far visited NMIMS Campus and shared their knowledge and thoughts with students.

## Industry based Research

The Changing business environment and economic realities necessitate that academia respond to these changes with new knowledge created through innovations

and research. This grappling with the frontiers of knowledge cannot be achieved without nurturing excellent research capabilities. NMIMS has always been pro-active in

improving partnership with the industry through research and student driven projects and has regularly undertaken conceptual and applied

research. These papers are published in the Institute's "Management Review" and also at national and international conferences.

## Faculty Exchange Programme

One of the innovative methods is that NMIMS enters into a tie up with a company that involves exchanging a faculty member with an industrial manager in a unique interchange of their roles for a period of three months. The manager works on the campus and undertakes academic activities like conducting classes, writing case studies while the faculty member works in the company, designs case studies for the industry on

the basis of his experience. This facilitates long standing relationships between our faculty and their peers in the industry, research centers and other agencies. Member companies gain access to research results, meet top students entering the job market and work collaboratively with the NMIMS faculty. The faculty in turn, can apply industry perspective to academic programmes and identify new areas of research.

## International Linkages

International assignments for Teaching, Research and Consultancy and to explore possible Exchanges are regular features at NMIMS. Study Tour Programmes are often held wherein students and faculty members from International Education Institutions visit our campus and our interested students and faculty visit their campus. The International linkages of NMIMS have helped it in drawing upon the wisdom built up at the partner institutions of repute and long standing in developing curriculum and working on our new programmes.

NMIMS has the benefit of International faculty participation in its programmes on a visiting basis as a part of the faculty/student exchange with the following Institutions:

- EUROMED, Marseille, France
- ESSCA, Angers, France
- ESSCA, Budapest, Hungary
- ESC ROUEN, France
- University of Utara Malaysia
- Athens University, UK
- Stockholm University, Sweden
- University of Houston

- Grenoble Ecole De Management

Every year approximately 20 students of MBA (Family Business) stream go to these places in trimester III and almost the same number of students come to NMIMS under Student Exchange Programme for one or two trimesters.

The understanding between host and NMIMS is that the tuition fees are waived off but students have to bear remaining expenditure on their own.

The selection process for NMIMS students starts from the month of August by inviting applications and personal interview by the selection committee. This is also followed by presentation from students who went under exchange programme to clarify frequently asked questions by new applicants.

Apart from the exchange programmes, NMIMS is now networking with institutes in USA, UK, Australia and other European countries. This would also involve Joint Diploma Programmes with Students & Faculty Exchange Programmes.

### Library

NMIMS with its state of the art library has progressed a good deal by acquiring different kind of documents especially e-form, cataloguing & processing them appropriately, storing and giving access to its patrons not only in library premises, but also on the desktops from any part of the world. The Library Catalogue (OPAC) , which is currently on intranet, gives detailed information about library sources including books ( more than 50,000) Journals (315), E-journals (more than 5000) , databases (14) and technical reports with different search tools for its users.

Users can access more than 5000 full text journals covering titles published by Elsevier (Science Direct), Springer, John Wiley, etc. and from the aggregators like Ebsco and Proquest. Links to various corporate databases like CMIE, Capital Markets, ISI Emerging Markets are also made available through OPAC. The library arranges regular awareness programmes on use of electronic resources.

The Learning Resource provides a number of innovative information services including Journal Content Service, News Clipping Service, Monthly Documents Additions Lists, Library Brochure, Manual giving step by step guide to use of electronic resources, info alerts etc. Library organizes one seminar every year where Librarian from all over the country come together to discuss a particular topic. On a lighter side the library runs a movie club through which all the NMIMS community enjoys a movie every month. The learning resource has resource sharing facilities with British Council Library and American Information Resource Centre. NMIMS Library has transformed, from a traditional library with manual transactions to an Electronic library and now is heading to be a Digital Library.



entire campus is connected with Wi-Fi network.

## **Computer Centre**

The Computer centre is equipped with branded personal computers adequately supported by a 6 mbps dedicated leased line for Internet connectivity. It is also equipped with a wide range of licensed system software and applications software. The

## **Computer Lab**

Three computer labs with 80 workstations connected to internet are available for the use of the students. Instructors are also regularly available to assist students in planning and implementing their projects.

## **The Audio Interactive Language Lab**

NMIMS has pioneered the initiative of scientifically assisting students in preparing for group discussions or job interviews by developing an Audio interactive Language Lab on the campus. This move is

mainly directed towards making the students display the right internal personality driven message to recruiters during corporate placement, group discussions or interviews that line up in the campus.

## **Personal Growth Lab**

The Lab helps attain a significant redefinition of life goals. The Lab caters to the needs of students even after they have completed the course. Workshops are organized, which facilitate the growth of the students to take on the challenges of the corporate world.

## Classrooms

All classrooms in the campus are air conditioned and have ceiling mounted LCDs. Most classrooms have a capacity of 60. In addition, NMIMS has

well equipped seminar hall and Conference hall for various programmes.

## Accommodation for students

- **Hostel for Girls:**

NMIMS has a well furnished Hostel for Girls by the name of MKM Sanghvi Girls' Hostel, which is located at close proximity of the Institute. Along with this, a few residential flats are also available for accommodation

of Girl students.

- **Hostel for Boys :**

Limited Hostel accommodation is available for Boys at G.R. Jani Boys' Hostel, which is about 1 km away. Besides this a few residential flats are also available.

### On Campus

The seemingly boundless energy of the students is not just channelised into the demanding activities of the academic curriculum; they find the time and energy to participate in the varied activities depending on their special interests. Students keep in touch with their seniors through an active alumni cell. The social responsibility forum helps enhance their social sensitivity. Strainif the fine arts cell, the NMIMS SPICMACAY chapter, Mantavya and Nepathya encourage students to promote their interests in cultural activities. Finomenon, Adverb, Not Just Marketing, the Entrepreneurship cell and sumIT (the IT cell) help them get fun out of learning. In all, the student body has created more than 15 such cells on campus.

Debate, seminars, book reviews and quizzes go on round the year, honing the communication skills and enhancing the knowledge of the future managers.

NMIMS students also participate very actively in similar programs organized by other business schools and have made it a practice of winning awards frequently.

The Institute also plays host to various cultural festivals like EUPHORIA, an annual inter-management schools festival and PARAMPARA, the Institute's annual event. These festivals bring out talents and a broad spectrum of divergent experience, attitudes and outlooks, providing an excellent opportunity for learning through interface.

The executive participants of the part time MBA programme organize two extremely high profile festivals, viz. Sampark and Sambandh during the year. These programmes not only draw upon the organizing skills and talents of the part-time students, but also involve the full time MBA students, thus providing an opportunity for increased interface between the two groups.

## Students Cells at NMIMS

What separates an MBA Graduate of NMIMS from the rest of the world is the exposure to the dynamic environment (corporate and social) of the financial capital of the country and its myriad extra-curricular activities. The institute has various avenues for students to explore fields

### Student Council

The Student Council is the apex student body at NMIMS and represents the full-time students. The Vice-President, General Secretaries, Cultural Secretaries, along with a team of Executive members and course representatives support

which they might be interested in and further their knowledge and skills in the areas of interest. There is a wide array of Student Bodies that function in NMIMS. Following is a brief introduction to each of these cells.

the President with responsibility for each student body or activity on campus. The Student Council Representatives (SCRs) and Class Representatives (CRs) are required to co-ordinate with the council.

### AlumniNM - The Alumni Cell

The alumni cell of NMIMS seeks to rejuvenate relations between the alumni and their alma mater, through seminars, chapter meets, and coffee meets as a means of building and fostering relationships.

great potential in this relationship and understands its benefits. With many other plans in store, the Alumni Cell at NMIMS promises to create a more holistic and dynamic approach of keeping in touch with alumni of the institute.

The Alumni Cell envisages

## **Social Responsibility Forum -Do Your Bit**

NMIMS believes that Social Responsibility is a key contributor to progress and hence the Institute has courses designed to sensitize young managers to their social responsibility. As an outcome

of this social sensitization process, students in 2003 formed “Social Responsibility Forum” (SRF) a voluntary association of students.

SRF is active throughout the year.

## **Colloquium - Experience the Corporate Quintessence**

Colloquium is the Student-Industry interface which endeavors to bring highly successful people to the campus and share their experiences in being what they are and how they have managed to reach the top. The cell is responsible for inviting and arranging guest lectures of prominent industry leaders

under its flagship program - “CEO Series”. The aim is to ignite the spark in the budding managers of tomorrow to excel in all aspects of life. These lectures broaden the vision of students and provide them with an opportunity to view issues from a strategic perspective.

## **Not Just Marketing (NJM) - The cradle to glory of business.**

Not Just Marketing (NJM) is one of the most happening cells of the college with activities all round the year. The cell works with the prime objective of developing and nurturing the required skills and talent of the budding managers to understand the

nitty-gritty of marketing. As the name suggests the cell does not restrict itself to pure marketing events but also with those unique and creative events that would force the students to think out of the box and develop lateral thinking.

## **Finomenon - Finance Cell of NMIMS**

Finomenon, one of the most coveted cell's of NMIMS, with its legacy spanning over a decade, has gradually evolved into a strong scaffold for

building long-standing and mutually beneficial relationship between the corporate and student community.

## **HRuday - The human side of things**

With barely three years of its inception HRuday has managed to become one of the most active cells in the college bringing together students interested to pursue career in Human Resources &

Development field. Not limiting itself to HRD field, HRuday actively organizes games and events in the college's most awaited festival 'Euphoria'.

## **SUMMIT- Ideas Float Here.**

SUMMIT involves itself with developments in the fastest changing domains of world business, i.e. Ideation & Information Technology. The members of the club have a penchant for understanding business needs and its potential in changing the way business is conducted around the world as well as activities

in the institute. The club members, therefore, regularly bring to campus distinguished people from the IT world & other prominent industry people to interact with students and to get broader perspectives on pertinent issues of future importance.

## **Entrepreneurship Cell**

The cell was formed with an objective of developing entrepreneurial spirit among the business leaders of tomorrow. The cell hopes to usher in this spirit by acting as a platform from where the

future entrepreneurs can showcase their talents through various activities and get mentorship to hone in on their talents and launch their dreams.

## Industry Institute Partnership Cell - Grooming Leaders

We believe in the dictum that a true management education goes beyond the classroom and that “Learning by doing” is the best way of learning. A great deal of emphasis is, therefore, placed on experiential learning

### **Optumiz**

Optumiz is an initiative undertaken by the students and Operations faculty of NMIMS with the aim of becoming an instrument for those who have a flair for

wherein it's encouraged to work on a number of corporate and academic research projects, without compromising on the curriculum.

operations and want to go beyond the confines of the classroom. The need for such a cell was being felt as the number of students opting for operations management was increasing with each passing year.

### **Mantavya**

It conducts all activities with literary themes on campus & beyond. This cell is all about

quizzes, debates, puzzles and everything else that helps stretch that kind of organs.

### **Nepathya**

The Performing Arts Cell is for everybody who can sing, dance, play or act or just plainly watch. It Includes

performances at NMIMS events in the fields of Theatre, Music & Dance.

## Ecolibria- The Economics Club

Ecolibria is the Economics Cell at NMIMS. Here, you can get an opportunity to mix your enthusiasm for Finance with a dash of Economic logic; or

understand what drives the 'market' in marketing. The club promises load of fun, hard work, and learning the year round.



## Placements at NMIMS: Cornucopia of options

Committed to meet the human resource requirements of industry, NMIMS takes pride in preparing students for the corporate world. Students are groomed with professional and personal skills which employers expect in their future leaders. Year after year an increasing number of Fortune 500 companies visit our campus to absorb our students. This is the affirmation of the faith of the corporate world in the ability and quality of our students and faculty. The Institute has excellent placement record for the MBA students.

Barclays Bank, Intel, E&Y, Sun Microsystems, Oracle, Tata Capital, Vodafone and HT Media were among the prominent recruiters who made their debut on the NMIMS recruiters list. The list had a diverse mix of sectors such as BFSI, Consultancy, FMCG, IT and ITES, Manufacturing, Services and retail. NMIMS lived up to its repute of being amongst the top B-schools in India with a steady recruiter base comprising of leading Corporates like Lehman Brothers, JP Morgan, Goldman

Sachs, Asian Paints, HUL, Marico, Bharti, GE, Irevna, Mercer Consulting, Kotak Bank, CRISIL, ICICI, ITC, Britannia, Accenture, IBM, Tata Motors, Mahindra and Mahindra among others.

### Placements 2009

Even though the global economy was in the midst of recession, NMIMS has achieved 100% placement target. This was possible as NMIMS went about identifying and bringing on campus new companies many of whom had never visited B schools earlier. Unlike other schools who had the task to place smaller numbers, NMIMS had the challenge to place 417 students from the MBA Core and Focus MBA programmes.

The major recruiters from various sectors were Airtel, Vodafone, Essar, Idea from Telecom; ICICI Bank, Citi Bank, Kotak Mahindra Bank etc from the Banking sector; Irevna, Crisil, IFCI, Bajaj Finance, ICRA, Tata Capital, ICICI Pru Life Insurance, Aviva Life Insurance, Bharti AXA, Darashaw from the Financial sector; 3i Consulting, Nodwin

Consulting, Gallup Consulting, CRU International, ACH Consulting from the Consulting domain, Agrotech, A. W. Faber Castell (India) Pvt. Ltd, Wipro Consumer Care Ltd from the FMCG sector; Manufacturing had representations by L & T, Raychem RPG, Saint Gobain, Schindler India Pvt. Ltd., Croda Chemicals India Pvt. Ltd. This apart from the presence of FINO from microfinance; The Leela, Thomas Cook from Travel & Hospitality; Real Estate & Retail by Knight Frank, HDIL, TATA Croma; IT by Mphasis, HCL, KPIT Cummins, Monarch Innovative Technologies and new ventures like Rupee Talk, Directi etc.

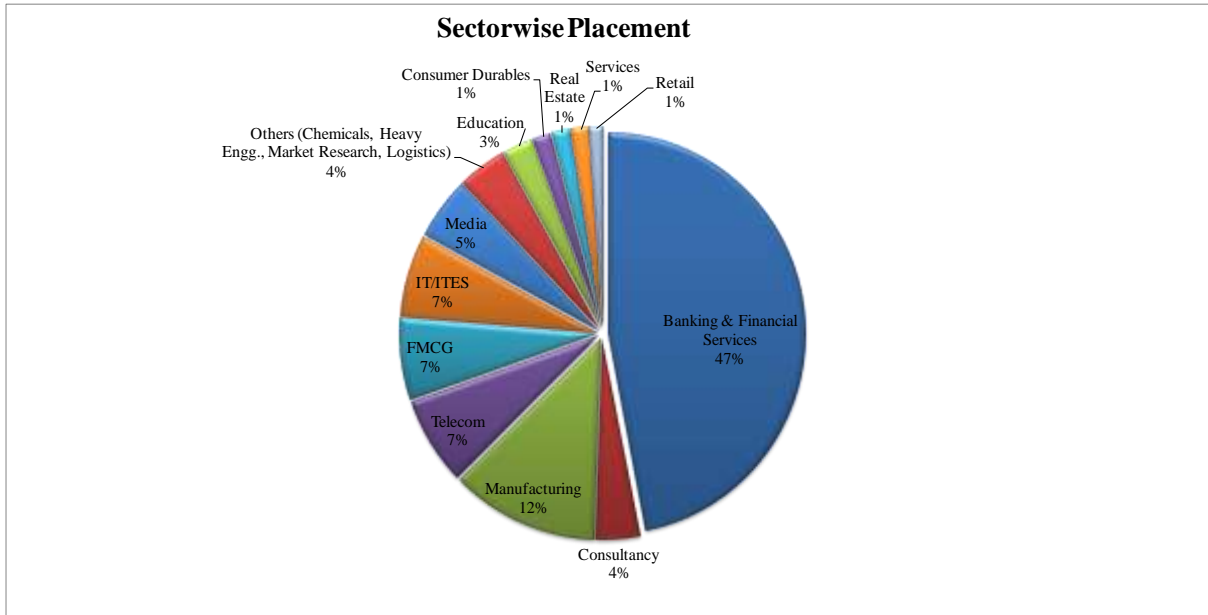
The most interesting aspect of this placement season was the presence of PSU's on campus. All major institutions like - IOCL, SEBI, SIDBI, Bank of Baroda, Union Bank of India, Central Bank of India, Bank of Maharashtra; IDBI Capital, Bank of India. etc. recruited in large numbers. This was in addition to the above mentioned private sector companies.

From among the overseas recruiters were Tesco, Protiviti Consulting. Pre Placement Offers were made by leading companies like Nomura India, ITC, HUL, HCCB, Dabur,

Marico, GE Corporate, Asian Paints, Godrej & Boyce, Idea, Titan, Zinnov Consulting, RPG, L'oreal, Milliman Consulting, SAB Miller, etc.

With 55% of the batch opting for finance as a specialization it seemed a difficult task to scout for relevant profiles, given that the finance sector was severely hit globally. However, the BFSI sector showed faith in the capabilities of students and strongly supported by recruiting in large numbers at positions. The profiles in finance offered range from Project Finance, Loan Syndication, Risk Management, Treasury Operations, International Banking operations, SME Lending to Asset Liability Management.

# Placement - MBA 2009



## Alumni

### Illustrious Alumni

- Mr.K.V.Ramachandra, MD- Lotte
- Mr.V.Krishnan, Director- Global Initiatives SAP Labs Singapore
- Mr.K.Venkat, Executive Vice President -Tech Pacific
- Mr.Bipin Vengsarkar, Executive Director- JL Morrison
- Ms.Kavita Hurry, MD and CEO - Ing Vyasa Mutual Fund
- Mr.K.H.Shriram, Vice President - Financial Technologies
- Mr.Anil Mehrotra, Chief Finance Officer- General Motors (I)
- Mr.Viraf Sutaria, Managing Director - Asia, Automated Workflow P.Ltd.
- Ms.Pratima Krishnan, VP (HR)- Credit Suisse Global Centre of Excellence , Singapore
- Mr.Chester Twigg, Vice President - Proctor and Gamble (I)
- Mr.Rakesh Khanna, President - BFSI , SYNTEL
- Mr.Prasad Kapre, Country Head - De Beers India
- Mr.Harish Prabhu, Country Head and CEO-Mashreq Bank
- Mr.P.Chandrashekar, President and CFO-Subhiksha
- Mr.Ajit Gupte, Sr.VP - Business Development Reliance India Ltd.
- Ms.Kaku Nakhate, Vice President-DSP Merrill Lynch
- Mr.Pankaj Pandit, Sr.Consultant (Transportation Domain)-Infosys
- Mr.Rajesh Relan, MD Metlife (India)
- Mr.Sheshadri Iyer, VP - Corporate Business Group, PCS Tech
- Mr.Upen Doshi, MD-Samruddhi Securities Pvt. Ltd.
- Mr.Vijay Chandok, GM, SMEG ICICI Bank
- Mr.Vipul Sachdeva, CEO, Trafigura Beheer Co.

# Master of Business Administration

## Objective

The objective of the programme is to help the participants gain relevant business knowledge and enhance their skill set to handle the management challenges in an evolving environment.

The NMIMS MBA is aimed at transforming a student into a complete professional, having high standards of competence and ethics, thought leadership, a responsible team player with initiative who can contribute meaningfully to the economy and society.

The learning experience at NMIMS is the outcome of a very potent combination of the strategic location Mumbai, the financial and commercial capital of India and the stimulating academic environs of the Institute. The contemporary and complete nature of the curriculum and fine delivery make the learning process truly inspirational. As an outcome, our alumni are well-positioned in industry as thought leaders.

## Pedagogy

The programme uses experiential learning approach through management cases, role plays, simulation exercises, web-based exercises, interactive programmes, and live organization based projects. At the end of each term an integration module has been designed to help students to reflect on their learning and leadership qualities. Programme provides opportunities to practice the skills of strategic problem solving and decision making and implementation at regular intervals.

There are four levels of engagement with professionals in industry: visiting and guest faculty, Boards of Studies, Academic Council and the Board of Management. Full advantage is taken of the fact that we are located in the financial and commercial capital of India.

A wide range of methodologies are used to complete the teaching-learning loop. At the introduction stage, for any topic, intensive interactive lectures are enriched with a number of examples. Class participation is encouraged for

which students need to perform some pre-class and post class reading. At more advanced levels, exercises and case studies come into play. Off-classroom learning takes place through group exercises, case studies, library referencing and some fieldwork, plus outbound training. These activities flow back into the classroom through presentations and projects. Business games, simulations and sophisticated computer based learning further enrich the teaching-learning loop. Seminars and workshops constitute a very important part of the range of methodologies used. The faculty at NMIMS is a judicious blend of Ph.Ds. and those with long years of experience with industry. The faculty team is also constantly engaged in research and participating in top quality seminars and conferences to stay at the forefront of developments at various fields. We have a number of international visiting faculties on a regular basis.

In this manner, a wide range of teaching methodologies are in use. Over a two year period, the MBA of NMIMS provides a strong foundation, application orientation up to advanced levels as well as thought leadership.

The teaching-learning loop consists of a wide range of approaches. Interactive lectures, intensive and extensive self-study sessions, group exercises, case studies, accessing libraries and electronic databases, computer-based simulations, outbound training, workshops and seminars.

### **Unique features of the programme**

Curriculum design is a constant and carefully crafted endeavour at NMIMS. The outcome of the process is a programme that is rigorous as well as stimulating. With over 60 full-time faculty who serve as a bridge to learning, students have opportunities to interact with faculty after class hours. The superb library consisting of over 43,000 well-selected titles and top class journals and Electronic Database is a very special collection that has been built up book-by-book. Language Lab and Computing Facilities and use of sophisticated computer software provide real-life scenarios. The innovative and evolving curriculum incorporates the latest in the field. We have linkages with top class academic institutions the world over, and this reflects in

the curriculum design and delivery. Vibrancy is brought in through a number of student-run cells and interest groups.

An Indian ethos in management thought and social sensitivity

are two strong pillars, with a special focus on teamwork. Management gems from Indian literature, their relevance in daily life and application orientation are an integral part of the curriculum.

## Course Structure

This is an intensive Two Year Full Time Programme covering 'Foundation to Leadership' in a phased manner as under

- First Year : Building Integrated Perspective of Management for Leadership
  - Programme Preparation
  - Case Analysis
  - Written Communication
  - Using Software
  - Programme Orientation:
  - Cases on Leadership
  - (Strategic Thinking / Analytic Problem Solving / Working in Team / Communication / Integration)
  - Trimesters I, II & III Course Work / Workshops
  - Summer Project Exposure to Industry
  - Second Year Electives (Trim IV, V & VI): Various electives focused on inspiring Leadership, Innovation and Creating Values for Stakeholders with Global Perspective.

For detail Course Structure please click on the following link

<http://www.nmims.edu/fulltime.mba/curriculum.htm>

## Eligibility Criteria

- a) The candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA in aggregate from any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.
  
- b) The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. The percentage obtained by the candidate in the bachelor's degree would be based on the practice followed by the university/institution from where the candidate has obtained the degree.
  
- c) In case of the candidates being awarded grades/CGPA instead of marks, the equivalence would be based on the equivalence certified by the university/institution from where they have obtained bachelor's degree. In case the university/institution does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by NMIMS by dividing obtained CGPA with the maximum possible CGPA and multiplying the resultant with 100.
  
- d) Candidates appearing for the final year of bachelor's degree/equivalent qualification examination and those who have completed degree requirement and are awaiting results can also apply. But their admission will be subject to their fulfilling the eligibility norms as mentioned above.



### **Eligibility Criteria for MBA-Core**

Bachelor's Degree (10+2+3) in any discipline from a recognized University with minimum 50% marks in the aggregate. Two years post qualification work experience will be preferred.

### **Eligibility Criteria for Focussed MBA Programme**

The NMIMS offers specialized MBA Programmes in the following disciplines:

1. MBA in Actuarial Science
2. MBA Banking Management
3. MBA in Capital Markets
4. MBA Pharmaceutical Management

Note : It is desirable that candidate shall take a conscious decision while applying for more than one programme. You have to undergo GD/PI with MBA Core programme. Common merit list will be drawn for MBA- Core, MBA Actuarial, Banking & Capital.

Please note that GD/PI of MBA Pharamceutical Management will be conducted separately. A separate merit list will be drawn for MBA Pharamceutical Management.

### **Eligibility Criteria for MBA Actuarial Science**

Candidates should have attained any of the following Educational Standards with minimum 50% marks in aggregate at graduation/post graduation degree level examination.

- a. Bachelor's Degree (10+2+3) in Statistics / Mathematics / Engineering/Economics/Computer Science/Allied Sciences with minimum 50% marks in Aggregate. Two years post qualification work experience will be preferred.
- b. Graduate or Post Graduate with Mathematical subjects. For this purpose following subjects constitute mathematical subjects :
  - Mathematics or any of its branches
  - Statistics or any of its sub classification such as Mathematical

## Statistics and Applied Statistics

- Economics
- Computer Science
- Any discipline of Engineering
- Subject in Science such as Physics or its allied branches

c. Candidate with graduation/ post graduation from other disciplines should have passed 10+2 (H.S.C.) or equivalent with at least 85% in Mathematics / Statistics.

d. Fully qualified members of following professional bodies are also eligible.

The Institute of Chartered Accountants of India (ICAI)

The Institute of Cost and Works Accountant of India (ICWAI)

### **Eligibility Criteria for MBA Banking Management/ MBA Capital Market**

Bachelor's Degree (10+2+3) in any discipline from a recognized University with minimum 50% marks in the aggregate. Two years post qualification work experience will be preferred.

### **Eligibility Criteria for MBA Pharmaceutical Management**

Bachelor's Degree (10+2+3) in Life Sciences/ Pharmacy, Microbiology and bio-tech, bio-chemistry from a recognized University with minimum 50% marks in the aggregate. Also Post Graduates in Sociology / Psychology / Economics / Anthropology are eligible. Two years post qualification work experience will be preferred.

Please note that GD/PI of MBA Pharmaceutical Management will be conducted separately. A separate merit list will be drawn for MBA Pharmaceutical Management.

## Eligibility Criteria for Ph.D. Programme

A. The students may be drawn from those with qualifications from any of the streams listed Below:

- Master's degree or equivalent in relevant disciplines like humanities, social sciences, pure sciences and Commerce, from a recognized university/ deemed university/ institution recognized by Association of Indian Universities (AIU).
- Post-graduate Diploma in Business Administration, considered equivalent to MBA by AIU.

B. Minimum Marks required:

60% marks or equivalent CGPA at PG level.

C. Work Experience:

At least 5 years full time work experience in executive or supervisory capacity after obtaining Master's Degree.

D. Engineering students with 65% marks or equivalent CGPA at degree level with 5 years work experience in Academic/Academic Institution/Research/Corporate.

Teaching Assistantship of Rs.25,000/- will be available to students for period 4 Years, addition there would a academic fee waiver. Research grants of Rs.10,000/- per annum for Ph.D. Research

**Note :** PI & Presentation of Ph.D. Programme will be conducted separately. A separate merit list will be drawn for Ph.D. Programme.

### **Eligibility Criteria for Part Time MBA**

Bachelor's Degree (10+2+3) in any discipline from recognized University OR Equivalent pattern recognized by the UGC & AIU. Two Years Post qualification work experience in Supervisory / Executive Cadre as on 31<sup>st</sup> December 2009 is essential.

Registration Process of applying for PTMBA programme is same as all other programmes. Separate Written Test & Personal Interview will be conducted & separate Merit List will be declared for Part Time MBA Programme.

### **Eligibility Criteria for EPGDBM (Bangalore Campus)**

Bachelor's Degree (10+2+3) in any discipline from recognized University OR Equivalent pattern recognized by the UGC & AIU with minimum 50% marks in the aggregate. Five Years Post qualification work experience in Supervisory / Executive Cadre as on 31<sup>st</sup> December 2009 is essential

## Selection Process

Selection to the FTMBA-Core, MBA Actuarial Science, MBA Banking Management, MBA Capital Management, MBA Pharmaceutical Management, Part-time MBA, Ph.D. Programme, EPGDBM (Bangalore Campus) of NMIMS for the academic year 2010-12 will be based on a two stage process.

NMAT is common for FTMBA-Core, MBA Actuarial Science, MBA Banking Management, MBA Capital Management, MBA Pharmaceutical Management, Part-time MBA, Ph.D. Programme, EPGDBM (Bangalore Campus).

Separate GD/PI & Presentation (if applicable) will be conducted for MBA Pharmaceutical Management, Part-time MBA, Ph.D. Programme, EPGDBM (Bangalore Campus).

### Stage 1:

1) The first stage consists of NMIMS Management Aptitude Test (NMAT).

1.1 All the eligible candidates will have to appear for the NMAT being conducted from 30<sup>th</sup> January to 8<sup>th</sup> February, 2010.

1.2 NMAT will be conducted in 19 cities across the country, the details of which have been provided in the admission form.

### Stage 2:

The Institute will shortlist the candidates for the second stage of selection viz. Group Discussion and personal interview based on the relative performance and the total number of seats available. Which will be held in third week of March 2010. Shortlisted candidate has to register online for Group Discussion and Personal Interview on the institute website. Detailed schedule will be available on the website.

The final selection will be based on the over all academic performance, work experience, scores in the NMAT and performance in the GD & PI.

## 2) Structure of the Test :

NMIMS is implementing CBT with the intention to provide a valid and reliable examination process along with providing numerous benefits to candidates.

- 2.1 NMAT is an objective type test designed and developed to ascertain the aptitude of the candidates to undergo Post Graduate Programme in Management. Aptitude is the potential of an individual to perform subsequent to proper training. Therefore, NMAT is designed to identify the potential.
- 2.2 The NMAT has three sections. The total of 120 questions to be attempted over 120 minutes. The test structure is given below :

Section No.	Section Name	No. of Questions	Suggested Time in minutes
I	Language Skills	32	30
II	Quantitative Skills, Data Interpretation & DS	48	55
III	Logical Reasoning	40	35
	TOTAL	120	120

- 2.3 The candidate should note that it is important for them to perform well relative to other candidates in each of the 3 sections of the test as the score of each section and the overall score will be used to shortlist the candidate for the second stage of the selection process as well as in the final ranking.
- 2.4 There will be a penalty for wrong answers (0.25 marks for every wrong answer).

### 3. Admission process :

3.1 All those who registered successfully will be called for the test, provided they satisfy the condition of eligibility. The candidates should check that he/she is eligible as per the conditions regarding qualification stated under Eligibility criteria in this prospectus.

3.2 The NMAT will be conducted at the following centers (cities):

Test center Code	City	Test center code	City
1	Ahmedabad	11	Indore
2	Allahabad	12	Jaipur
3	Bangalore	13	Kolkatta
4	Bhopal	14	Lucknow
5	Bhubaneshawar	15	Mumbai
6	Chandigarh	16	Nagpur
7	Chennai	17	New Delhi
8	Cochin	18	Patna
9	Guwahati	19	Raipur
10	Hyderabad		

The venue (School/College) at each centre will be communicated to the candidates in due course of time through the website. You are required to download the call letter from our website [www.nmims.edu](http://www.nmims.edu) No separate call letter will be mailed.

Note : The NMIMS reserves the right to cancel any venue of examination for any reason and the applicant will have to take the test at any of the other venues available. The NMIMS's decision in this regard will be final.

- 3.3 The final merit list will be prepared on the basis of NMAT Score, Group Discussion, Personal Interview and work experience marks.  
(Note : 15% seats are reserved for Management Quota in each course out of total intake)
- 3.4 The selection criteria will be based on merit. The cut-off for deciding the merit shall lie solely with the NMIMS. In this regard, the decision of the NMIMS will be final and undisputable and shall be binding on all concerned.
- Those candidates who have applied for multiple programmes namely, MBA Actuarial, Banking & capital, in their application forms, their selection will be based on the merit score obtained by them as well as on the availability of the seats. In this regard, the decision of the NMIMS will be final and undisputable and shall be binding on all concerned.
- 3.5 If at any stage, it is found that a candidate does not satisfy the eligibility criteria or the information furnished by him/her in the application form is incorrect, his/her application for admission to the course, even if selected, will stand cancelled.
- 3.6 **Canvassing in any form for admission will disqualify the candidate.**
- 3.7 All matters of dispute will be subject to the legal jurisdiction of Mumbai only.
- 3.8 Candidates are advised to visit the NMIMS website [www.nmims.edu](http://www.nmims.edu) to know the details of various steps of selection process.
- 3.9 **Refund of fees in case of Withdrawal of Admission:** Withdrawal of admission means voluntary withdrawal by candidate for any reason.



### Refund Rules:

The Schedule of refund of fees will be as follows:

(A) Till the date of commencement of the programme.	Rs. 1000/- will be deducted as administrative charges
(B) After the commencement of programme but before the close of the admission.	Rs. 1000 + Proportionate fees i.e. one tenth of the fees for every completed month or part there of, if the seat vacated by the candidate is filled. If the seat remains vacant /unfilled no fees will be refunded.
(C) Cancellation after the official closure of admission.	Cancellation made after the official closing of admission no fees will be refunded.

## **Ban on ragging in the Institute**

Ragging is strictly prohibited in the Institute premises and outside. Students including other student in ragging will be punished as per 'The Maharashtra Prohibition of Ragging Act, 1999 (Mah. XXXIII of 1999) published in Maharashtra Govt. Gazette on 15th May 1999.' Moreover, it will be mentioned in the college leaving certificate that they are expelled because of their indulgence in ragging. The students found guilty of ragging earlier will not be admitted to this Institute.

### **Disclaimer**

SVKM's NMIMS reserves the right to make any changes as it may deem fit to the items contained in this brochure including, but not restricted to the programme name, programme contents, duration, fees, channel and methods of delivery, faculty, admission and refund policies, evaluation and standard of passing and so on.

Besides the faculty members mentioned in this brochure, NMIMS also benefits from the services of a large number of industry professionals who serve as part-time or visiting faculty. NMIMS reserves the right to assign any of the faculty members to any programme.

Conduct of these programmes is governed by various rules and byelaws as laid down and modified from time to time by NMIMS. Copies of current rules and byelaws are available with the Registrar for perusal.

All disputes are subject to the legal jurisdiction of Mumbai only.