

# SYMBIOSIS INTERNATIONAL UNIVERSITY

(Established under section 3 of the UGC Act 1956 vide notification No. F.9.12/2001-U.3 of the Govt. of India)

Accredited by NAAC with 'A' grade



## Symbiosis National Aptitude Test 2014

### IMPORTANT DATES

<b>Registration Closes on</b>	November 26, 2014 Wednesday
<b>Payment Closes on</b>	November 29, 2014 Saturday
<b>SNAP Test 2014</b>	December 21, 2014 Sunday Time: 14.00 hrs. to 16.00 hrs
<b>Announcement of Result</b>	January 10, 2015 Saturday

### **Symbiosis Test Secretariat**

Gram: Lavale, Tal : Mulshi, Dist : Pune – 412115 India

Phone: 020-39116226 / 27 ; Telefax: 020-39116228

**Website:** [snaptest.org](http://snaptest.org) ; **University Website:** [siu.edu.in](http://siu.edu.in)

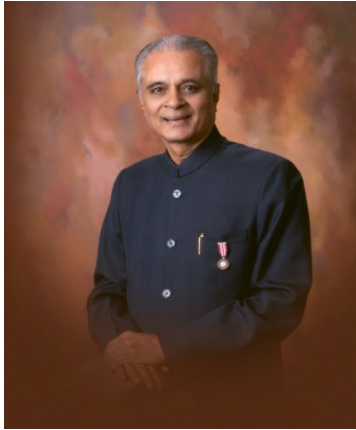
**Email:** [symbitest@siu.edu.in](mailto:symbitest@siu.edu.in) **Email:** [info@snaptest.org](mailto:info@snaptest.org)

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## *Chancellor's Message*

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Symbiosis International University is perhaps one of the few universities in India, which is known for imparting quality education and creating opportunities for students. It is a multicultural, multidisciplinary university, which is the favoured destination of students across the country, and international students from over 80 countries.

The university follows best practices, and its faculty provides immense opportunities for the students to develop a holistic personality.

It is a student-centric University, which offers a world class campus with modern infrastructure, a well maintained library, sports facilities, curricular and extra-curricular activities and excellent health care amenities and residential accommodation.

I welcome you and wish you all the best.

**Dr. S. B. Mujumdar**

## *Principal Director's Message*

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Symbiosis International University's ethos of promoting international understanding between Indian and international students was inspired by the lofty universal ideals of integration and understanding underlying Vishwa Bharati founded by Nobel Laureate Rabindranath Tagore and Antar Bharati movement of Sane Guruji. In the ensuing years it developed around its motto of Vasudhaiva Kutumbakam - The world is one family.

Today, the University has acknowledged international recognition and provides a high standard of education at the undergraduate, postgraduate and doctoral levels. The University has established a good reputation in Law, Management, Computer Studies, Health & Biomedical Sciences, Media, Communication & Design, Humanities & Social Sciences and Engineering Disciplines. This reputation has attracted talented teachers and students to the University. The University has always placed a high value on its postgraduate studies and research. In recent years, this has had an integral place in our academic profile.

Our students come from all States of India and from almost 80 different countries. They make significant contributions to the intellectual, social and cultural life of the University. Our students have access to a state of the art library and computer facilities. We always believe that Student life is not related to just academics. Our students are encouraged to enjoy the University's fine range of sporting and recreational facilities, and take part in its rich social life.

The website provides a summary of the wide range of undergraduate, postgraduate and doctoral study opportunities at the University. I hope you will find in it the information you are seeking and will be a part of the Symbiosis family.

**Dr. Vidya Yeravdekar**

## *Vice Chancellor's Message*

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Symbiosis International University (SIU) is one of the most sought - after destinations for Indian and international students, which has gained reputation for commitment to high quality learning and teaching. The beautiful sprawling 300 acres campus at Lavale, several campuses in Pune and other cities attract students from different regions, ethnicity and cultures and provide a vibrant and symbiotic ecosystem.

SIU is a forward-looking, globally competitive education enterprise where enquiry, investigation and innovation are encouraged and nurtured. The academic programmes aim at imparting interdisciplinary knowledge with a broader vision, compassion, value systems and critical awareness of national and global issues. With collaborative networks of several Universities from different parts of the world, SIU provides a very conducive, interactive and inspiring environment to create true global citizens who are ready to contribute to their respective countries and humankind. SIU offers high quality academic programmes in contemporary disciplines of Management, Law, Computer Studies, Humanities and Social Sciences, Media, Communication and Design, Health Sciences and Engineering. The Symbiosis Innovation and Research Institute initiatives are mentored by Dr. Manju Singh and many other thought leaders, academicians, scientists and industrialists.

I invite you to experience, explore, learn, play, work and get motivated to meet the challenges to shape your career and future. I hope you will take full advantage to meet the challenges of the new exciting world. Welcome to the Symbiosis family!

**Dr. Rajani Gupte**

# **ADMISSION BULLETIN**

## **MBA PROGRAMS OF CONSTITUENT INSTITUTES OF SIU**

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Since 2007, candidates aspiring to join MBA programs offered by constituent institutes of Symbiosis International University have to take the common, mandatory Symbiosis National Aptitude (SNAP) Test. A candidate used to register for SNAP Test & then register with the institutes offering his/ her choice of program by paying separate institution registration fees. If shortlisted, he/she would then attend the GE-PIWAT process conducted by each of these institutes.

### **Section 1: General Guidelines:-**

- A. The SNAP test structure
- B. The Institutes and programs for which SNAP test is mandatory
- C. The Institutes and programs for which SNAP is not mandatory
- D. The cities where SNAP test will be conducted
- E. Reservation Policy of SIU
- F. Admission to International Candidates

### **Section 2: SNAP Registration:-**

- A. SNAP test registration process
- B. Modes of payment for SNAP test
- C. Downloading Admit Card
- D. Important guidelines regarding SNAP test

### **Section 3: Registering for Institutions:-**

- A. The procedure to register for institutes.
- B. The Institutes Registration fees and the modes of payment for the same.

## SECTION 1

### **A. SNAP Test Structure**

<b>Sr. No.</b>	<b>Sections</b>	<b>Total Marks</b>
<b>1</b>	General English: Reading Comprehension, Verbal Reasoning, Verbal Ability	40
<b>2</b>	Quantitative, Data Interpretation & Data Sufficiency	40
<b>3</b>	General Awareness: General Knowledge, Current Affairs, Business Scenario	40
<b>4</b>	Analytical & Logical Reasoning	60
	<b>Total</b>	<b>180</b>

- ✓ SNAP Test duration is of 120 minutes.  
(**Date:** 21<sup>st</sup> December 2014, **Time:** 14.00 hrs. – 16.00 hrs.)
- ✓ SNAP Test is an objective test. Each question has 4 responses. Candidate should choose an appropriate response. Each wrong answer attracts **25% negative marks**.
- ✓ Candidate must use Blue or Black ball point pen only.

### **B. SNAP Test is mandatory for following constituent institutes of SIU**

<b>Sr.</b>	<b>Name of the Institute/ School/ College</b>	<b>Program</b>
<b>1</b>	Symbiosis Institute of Business Management (SIBM - Pune)	MBA MBA (Innovation and Intrapreneurship)
<b>2</b>	Symbiosis Institute of Computer Studies & Research (SICSR)	MBA (Information Technology) M.Sc (Computer Applications)
<b>3</b>	Symbiosis Centre for Management and Human Resources Development (SCMHRD)	MBA MBA (Infrastructure Management)
<b>4</b>	Symbiosis Institute of International Business (SIIB)	MBA (International Business) MBA (Agri Business) MBA (Energy & Environment)
<b>5</b>	Symbiosis Institute of Telecom Management (SITM)	MBA (Telecom Management)
<b>6</b>	Symbiosis Institute of Management Studies (SIMS)	MBA
<b>7</b>	Symbiosis Institute of Media & Communication, Pune (SIMC, Pune)	MBA (Communication Management)
<b>8</b>	Symbiosis Institute of Operation Management (SIOM, Nashik)	MBA (Operations Management)
<b>9</b>	Symbiosis Centre for Information Technology (SCIT)	MBA (Information Technology Business Management)
<b>10</b>	Symbiosis Institute of Health Sciences (SIHS)	MBA (Hospital & Healthcare Management)
<b>11</b>	Symbiosis Institute of Business Management, Bengaluru (SIBM, Bengaluru)	MBA
<b>12</b>	Symbiosis Institute of Media & Communication, Bengaluru (SIMC, Bengaluru)	MBA (Communication Management)
<b>13</b>	Symbiosis School of Banking and Finance (SSBF) (Formerly Symbiosis School of Banking Management)	MBA (Banking and Finance)

**C. Candidates should also note that SNAP Test is NOT applicable for :**

Sr.	Name of the Institute	Name of the Program
1	Symbiosis Law School (SLS-Pune)	LL.M.
2	Symbiosis Institute of Health Sciences (SIHS)	M.Sc. (Medical Technology)
3	Symbiosis College of Nursing (SCON)	M.Sc. (Nursing)
4	Symbiosis School of Biomedical Sciences (SSBS)	M.Sc. (Biomedical Sciences) M.Sc. (Biotechnology) M.Sc. (Nutrition & Dietetics)
5	Symbiosis Institute of Media & Communication-,Pune (SIMC- Pune)	M.M.C.
6	Symbiosis School of Economics (SSE)	M.Sc. (Economics)
7	Symbiosis Institute of Technology (SIT)	M.Sc. (Physics) M.Tech. (CAD & CAM) M.Tech. (E&TC) M.Tech. (Computer Science) M.Tech.(Geoinformatics & Surveying)
8	Symbiosis Institute of Geoinformatics (SIG)	M.Sc. (Geo-informatics)

**D. Test Cities**

SNAP Test is conducted in 30 cities all over India. A candidate may choose one city of the following:

1. Agra	16. Jamshedpur
2. Ahmedabad	17. Kanpur
3. Allahabad	18. Kochi
4. Bengaluru	19. Kolkata
5. Bhopal	20. Kolhapur
6. Bhubaneswar	21. Lucknow
7. Chandigarh	22. Mumbai
8. Chennai	23. Nagpur
9. Delhi	24. Nashik
10. Faridabad	25. NOIDA
11. Gurgaon	26. Patna
12. Guwahati	27. Pune
13. Hyderabad	28. Surat
14. Indore	29. Vashi
15. Jaipur	30. Visakhapatnam

The Test Centre and its address will be printed on the Admit Card.

**Symbiosis Test Secretariat reserves the right to change or allot a city other than the one requested by the candidate in the event of the requested city not being available for any reason.**

## E. Reservation Policy

As per the UGC Regulations/ Guidelines, following will be the reservation policy for admission to any program of Institutes of SIU (except Symbiosis Institutes of Management Studies, which has separate policy #)

### a. Within Sanctioned Intake

- Scheduled Caste (SC) : 15%
- Scheduled Tribes (ST) : 7.5%
- Differently Abled \* : 3%

### b. Over & Above Intake

- Kashmiri Migrants : 2 seats per program
- International Candidates : 15%

Candidates applying from categories other than Open Category are required to submit valid supporting document (s) at the time of GE-PIWAT (if shortlisted).

### \* Differently Abled Category (DAC) at SIU

In compliance to Govt. Directives on disability guidelines issued by the office of the Chief Commissioner for persons with disabilities vide Ministry of Social Justice and Empowerment New Delhi notification no. 16-18/97 on dated 01<sup>st</sup> June 2001 and University Grants Commission Notification No. F.6-1/2006 (CPP-II/SCT) dated 30/09/2009, SIU has made provision of reserving 3% seats for Differently Abled Category (DAC) students in all the Constituent Institutes of SIU.

#### The types of disabilities covered are:-

- a) Vision Impairment
- b) Hearing Impairment
- c) Locomotors Disabilities
- d) Mental Retardation
- e) Multiple Disabilities
- f) Dyslexia

All candidates claiming admission under DAC will be provisionally admitted under the said category. Thereafter, the candidate will be required to obtain an ‘**Authentication Certificate**’ from Symbiosis Centre of Health Care (SCHC) within one month of commencement of the program. SCHC will check validity of documents produced by the candidates and verify the continued existence and extent of the disability.



**# For Symbiosis Institute of Management Studies (SIMS): As per MoU with Ministry of Defence clause no. 13 sub clause (d) The term Defence Personnel would mean only those serving / retired Defence Personnel from the Army, Navy and Air Force who fall in the category of ex-serviceman as laid down vide Ministry of Defence Letter no. 36034/5/85 -Estt (SCT) dated 14<sup>th</sup> April, 1987.**

**Reservation of Seats within the intake is:**

- **Defence Category- General:** 80% seats for dependents (Children/Ward) of Defence personnel. (as per merit)
- **Defence category- Special:** 10% seats for dependents of Defence personnel killed in action (war, Counter Insurgency or war like operation), disabled in action (war, Counter Insurgency or war like operation), with more than 50% disability, next of kin of service personnel who have died while in service, death being attributable to military service. (as per merit)
- **Open Category:** 10% seats are in open category to civilian candidates sponsored/ recommended by the Industry (as per merit).

**Reservation of Seats over and above intake:**

- Officers of Armed Forces on Study Leave as authorized by respective Services HQs are granted automatic admission subject to meeting eligibility criteria.

## **F. International Candidates**

### **The Symbiosis Centre for International Education (SCIE)**

The Symbiosis Centre for International Education (SCIE) is a department of the University, providing leadership & support for the University's efforts to internationalize the campus and the curricula. The admissions are centralized for all the constituent institutes of Symbiosis International University and routed through SCIE. The online admission facility has made it possible for all candidates to apply from different parts of the world.

To check if you fall under International Candidates' Category, please refer to the categories listed below:

#### **Foreign National (FN)**

A candidate is eligible to apply as a Foreign National (FN) if he/she holds a foreign passport.

#### **Person of Indian Origin (PIO)**

A candidate is eligible to apply as a Person of Indian Origin (PIO) if he/ she has a PIO card, and is a citizen of a country other than India.

#### **Overseas Citizen of India (OCI)**

A candidate is eligible to apply as an Overseas Citizen of India (OCI) if he/she has a OCI card, and is a citizen of a country other than India.

#### **Non Resident Indian (NRI)**

A candidate is eligible to apply as a Non Resident Indian (NRI) if he/she has appeared either for the 10+2 (equivalent to the Indian 10+2) examination or Graduation outside India. It is mandatory for one of the two qualifying examinations to be given outside India.

*It is mandatory for the Postgraduate Candidates who fall in the NRI Category and have appeared for their graduation in India to appear for the SNAP TEST.*

To assist candidates with their application to Symbiosis International University (SIU) a detailed stepwise procedure is available on [scie.ac.in](http://scie.ac.in). Interested candidates can apply online through user friendly online application facility.

Symbiosis Centre for International Education (SCIE)

Senapati Bapat Road, Pune -410 004, India

Tel: +91-20-25671905 Fax: +91-20-25659209

Email: [intadmissions@symbiosis.ac.in](mailto:intadmissions@symbiosis.ac.in)

Website: [scie.ac.in](http://scie.ac.in)

## **SECTION 2**

### **HOW TO REGISTRER FOR SNAP**

#### **A. SNAP Registration Process**

1. Register online on [snaptest.org](http://snaptest.org) (from September 3, 2014 to November 26, 2014).

**Note:** Any Changes in the online application form can be made only up to the closing date of Registration i.e. November 26, 2014. No change is permitted after this under any circumstances.

2. Upload your latest scanned coloured photograph to establish identity.

#### **B. Modes of Payment for the SNAP Test process**

Given below are instructions for payment of SNAP Test fee of Rs. 1500/- (from September 03, 2014 to November 29, 2014).

##### **ONLINE PAYMENT THROUGH CREDIT CARD:**

The candidate may pay directly through Master or Visa card online by following the instructions on the SNAP website after the registration.

##### **ONLINE PAYMENT THROUGH NET BANKING:**

The candidate may transfer SNAP test fee to Symbiosis Test Secretariat account using Net Banking option after the registration.

##### **PAYMENT THROUGH CASH:**

After online SNAP 2014 registration print 'Axis Bank or Indian Bank Challan' from the SNAP website. It is in 3 parts. Pay Rs. 1500/- in cash at any Axis Bank or Indian Bank branch in your city. Refer to the list of branches on the website. The bank will return two stamped parts of the 'Axis Bank or Indian Bank Challan' to the candidate.

Candidates need to keep the Candidate copy as payment receipt. Sign the stamped '**Symbiosis copy**' of the 'Axis Bank or Indian Bank Challan' and send it to the Symbiosis Test Secretariat at the address given in this page.

##### **PAYMENT THROUGH DEMAND DRAFT:**

Obtain a Demand Draft (DD) of Rs. 1500/- from any Nationalized Bank in favour of "**Symbiosis Test Secretariat**" payable at Pune.

Fill DD details in the DD payment option in SNAP website and take a print out of 'Payment Advice' form for DD and send it along with the DD to the Symbiosis Test Secretariat only at the following Address. The photocopy of the Demand Draft should be retained for future reference.

**SYMBIOSIS TEST SECRETARIAT**  
**SYMBIOSIS INTERNATIONAL UNIVERSITY**

Gram: Lavale, Tal: Mulshi, Dist.: Pune – 412115

Phone: 020-39116226/ 27, Tele fax: 020-39116228

**Note:**

1. All disputes between the candidate and the Symbiosis Test Secretariat shall be subject to exclusive jurisdiction of Pune city and by Arbitration only.
2. SNAP Score will be valid only for admission to all MBA institutes of Symbiosis International University for the academic year of 2015-16. (Note: - SNAP Result will be declared on January 10, 2015 on [snaptest.org](http://snaptest.org) and will be available for a month upto February 11, 2015.)

**C. Important instructions regarding Admit Card**

1. **SNAP Test** Admit Card should be printed from the SNAP website [ [snaptest.org](http://snaptest.org) ] which will be available from, Monday, December 06, 2014, till Sunday, December 21, 2014.
2. Admit Card along with Photo Identity proof should be carried to the Test Centre at the time of the test. An acceptable photo identity is any one of the following,
  - Passport.
  - Driving license.
  - College/ Institute Identity Card.
  - Credit card with photograph.
  - Voter ID Card.
  - Pan Card
  - AADHAR Card (UID)
3. Please ensure that your latest passport size, colour photograph is pasted on the Admit Card at the place provided for and duly attested by Gazetted Officer before appearing for test.
4. An authorized person from Symbiosis International University will verify and authenticate your Admit Card against the photo-id. Please preserve this authenticated Admit Card for further GE-PIWAT processes.
5. Candidates should note that an authenticated Admit Card is an important document without which the candidate will not be permitted to appear for further selection processes of SIU. **If the Admit card is lost, a duplicate Admit Card will not be issued.** It should be retained till the admission process is over.

## D. Important Guidelines

1. The candidate is required to report at the Test Centre latest by 13:00 hrs. The test procedure will begin at 13:30 hrs. Candidates who reports after 14:00 hrs. will not be allowed for the test.
2. Bring the following documents while reporting to the Test Centre:
  - Admit Card.
  - Your latest coloured passport size photograph should be pasted on the Admit Card at the place provided for.
  - Photo identity as specified in the previous paragraph '**C**' point.
  - Blue/Black ballpoint pen.
3. Cell phones, calculators, watch calculators, alarm clocks, digital watches with built in calculators/ memory or any electronics gadgets will not be allowed in the examination hall.
4. Occupy the seat allotted to you by verifying the SEAT NUMBER pasted on the desk and indicated in your Admit Card.
5. The Test Invigilator will check your Admit Card.
6. The Test Booklet will be distributed just before the starting time of the Test. The candidate must ensure that the booklet is sealed. If the seal is found broken or tampered with, please bring this matter to the notice of the invigilator immediately.
7. At 14.00 hrs. the Test Invigilator will instruct you to open the seals of the Test Booklet and commence answering the test.
8. **Check immediately that all the pages of the booklet are in order. In the rare event of the Test Booklet being defective, bring it to the notice of the invigilator immediately who will arrange for the replacement of Test Booklet if required.**
9. Duration of the test is 120 minutes, i.e. from 14.00 hrs. to 16.00 hrs. The candidate may attempt any section in any order.
10. The candidate will not be allowed to leave the hall till the test is over and until the Invigilator collects the answer OMR sheet and Question Paper at 16.00 hrs. The candidate will be allowed to leave the hall only after the answer OMR sheets and Question Booklet of all the candidates in the hall have been collected and accounted for.
11. **Candidates found using any unfair means will forfeit their chance of being considered for admission and will be debarred from receiving SNAP scores.**
12. Invigilator or Symbiosis Test Secretariat Representative will stamp and authenticate your Admit Card.

### **SECTION 3**

#### **INSTITUTE(s) REGISTRAION**

##### **A. INSTITUTE (s) REGISTRATION PROCESS**

- Only those candidates who have registered and paid for 'SNAP 2014' will be eligible for institute registration process.
- The list of institutes of SIU is as follows:

<b>Sr.</b>	<b>Name of the Institute</b>	<b>Program</b>
<b>1</b>	Symbiosis Institute of Business Management (SIBM - Pune)	MBA MBA(Innovation and Intrapreneurship)
<b>2</b>	Symbiosis Institute of Computer Studies & Research (SICSR)	MBA (Information Technology) M.Sc (Computer Applications)
<b>3</b>	Symbiosis Centre for Management and Human Resources Development (SCMHRD)	MBA MBA (Infrastructure Management)
<b>4</b>	Symbiosis Institute of International Business (SIIB)	MBA (International Business) MBA (Agri Business) MBA (Energy & Environment)
<b>5</b>	Symbiosis Institute of Telecom Management (SITM)	MBA (Telecom Management)
<b>6</b>	Symbiosis Institute of Management Studies (SIMS)	MBA
<b>7</b>	Symbiosis Institute of Media & Communication, Pune (SIMC, Pune)	MBA (Communication Management)
<b>8</b>	Symbiosis Institute of Operation Management (SIOM, Nasik)	MBA (Operations Management)
<b>9</b>	Symbiosis Centre for Information Technology (SCIT)	MBA (Information Technology Business Management)
<b>10</b>	Symbiosis Institute of Health Sciences (SIHS)	MBA (Hospital & Healthcare Management)
<b>11</b>	Symbiosis Institute of Business Management, Bengaluru (SIBM, Bengaluru)	MBA
<b>12</b>	Symbiosis Institute of Media & Communication, Bengaluru (SIMC, Bengaluru)	MBA (Communication Management)
<b>13</b>	Symbiosis School of Banking and Finance (SSBF) (Formerly Symbiosis School of Banking Management)	MBA (Banking and Finance)

- A candidate is required to choose the institute (s) that he/she wishes to apply to. To do so, visit [snaptest.org/](http://snaptest.org/) institute website and select the institute (s) for which you would wish to be considered for admission. There is no limit to the number of institute (s) that a candidate may apply to.

## **B. Institutes Registration Fees.**

- The Registration fee for each institute and for each program is Rs. 1000/-.

For Institute registration and payment please visit the particular Institute's web-site.

- NRI candidates are requested to check the eligibility requirements on [scie.ac.in](http://scie.ac.in) before registering for SNAP Test 2014.
- No changes are permitted in the SNAP online form after the closing date (November 26, 2014) of SNAP Test Registration.
- Symbiosis Test Secretariat will not be held responsible for non-delivery or any delay on the part of Courier/ Postal Services.
- SNAP Registration Fee & Institute (s) Registration Fee is non-refundable. No claims for refund will be entertained.

**Any attempt to impersonate or indulge in any malpractice, identified at any stage of the admission process would disqualify the candidate from the admission processes to all MBA programs of Symbiosis International University and may also lead to appropriate legal action as deemed fit.**

## **SECTION 4**

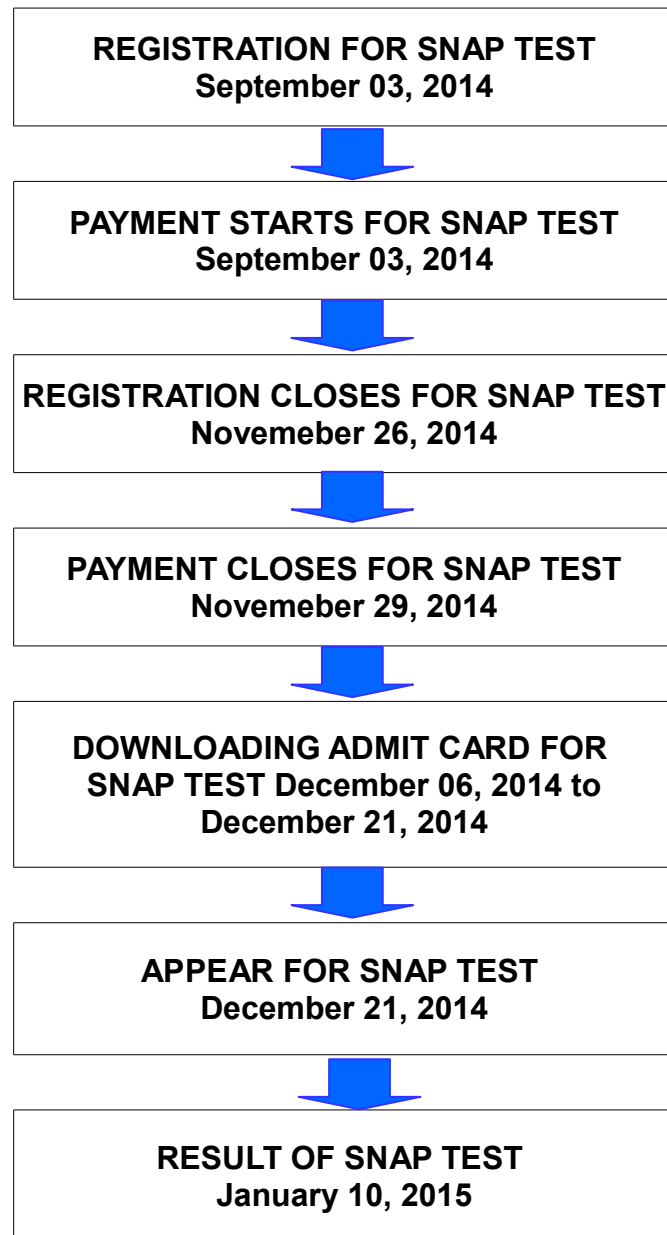
### **WEIGHTS FOR FINAL MERIT LIST FOR ADMISSION TO THE MBA PROGRAMS OF THE CONSTITUENT INSTITUTES OF SIU.**

#### **SNAP 2014 for MBA programs commencing in 2015**

<b>Weights for Final Merit List</b>				
SNAP Score out of 180 scaled down to 50	Group Exercise (GE)	Personal Interaction (PI)	Writing Ability Test (WAT)	Total
50	10	30	10	100

(NOTE – Personal Interaction (PI), out of 30, 10 marks maximum may be allotted for institute specific parameters if required by institutes.)

**A) Flow chart of the Admission Process**





**B. Important Processes and Dates (At a glance)**

<b>Sr.</b>	<b>Particulars</b>	<b>Date</b>	<b>Time</b>	<b>Website/Location</b>
<b>1</b>	Online Registrations for SNAP commences	September 3 2014	17.00hrs.	<a href="http://snaptest.org">snaptest.org</a> <a href="http://siu.edu.in">siu.edu.in</a>
<b>2</b>	SNAP Test Registration closes	November 26, 2014	24.00 hrs.	<a href="http://snaptest.org">snaptest.org</a>
<b>3</b>	SNAP Test payment closes	November 29, 2014	24.00 hrs.	<a href="http://snaptest.org">snaptest.org</a>
<b>4</b>	SNAP Test Admit Card available on website	December 06,2014 to December 21,2014	11.30hrs.	<a href="http://snaptest.org">snaptest.org</a>
<b>6</b>	SNAP Test 2014	December 21, 2014	14.00 hrs. to 16.00 hrs.	30 Cities
<b>7</b>	SNAP Test Result	January 10, 2015	13.00hrs	<a href="http://snaptest.org">snaptest.org</a>

## **Symbiosis Institute of Business Management, Pune (SIBM)**

### **Introduction**

SIBM Pune was established in 1978 and is the flagship institute under the faculty of Management of the Symbiosis International University. Like the proverbial sapling that grows into a huge tree,

SIBM Pune started out 36 years ago and has indeed come a long way, to become a leading B-schools in India.

SIBM Pune has an atmosphere in which demanding training turns students into industry-ready professionals prepared to take on corporate responsibilities. The Institute has had a most outstanding placement record for several years.

SIBM Pune has ties with several companies for co-administering certain selected portions of the curricula. This is done with a view to enrich the practical knowledge of students with respect to current business trends and practices.

### **Vision**

To become a premier business school recognized globally for its excellence in academics, intercultural solidarity and understanding and for its valuable contribution to industry, society and students.

### **Mission**

To make SIBM Pune better and better in terms of excellence in education, research, service to industry, society and students.

### **Infrastructure / Facilities - Hostel / Mess / Library / Auditorium / Lab/ Canteen, Health Club etc.**

SIBM Pune's residential campus is a model educational campus of the city. Apart from the state of the art classrooms the campus has the best of facilities such as the Central Library, Auditorium, Conference Halls, Canteen, Health Care Centre, Centre for Recreation Activities, Shopping, Guest House, Gymnasium and Swimming Pool.

### **Facilities**

The Symbiosis Center of Health Care (SCHC) is an in-house Health Care Centre exclusive to the staff & students of the various institutes of Symbiosis. SCHC has a team of specialist doctors who conducts annual health checkups and look after the health needs of students and staff.

Each student is insured under a Mediclaim & Road Traffic Accident Policy. SCHC provides preventive, promotive as well as curative health care services that ensure positive health for all members of the Symbiosis Family.

## **Programmes offered**

### **MBA Programme**

1. Two years full-time Master of Business Administration (MBA)  
[Specializations in Marketing / Finance / Human Resource / Operations]
2. Two years full-time Master of Business Administration (I<sup>2</sup>MBA)  
(Innovation and Intrapreneurship)

### **Placement**

The Campus Recruitment Programme gives SIBM Pune an opportunity to showcase its talent pool to the corporate world. The placement track record of SIBM Pune has always been very steady as the Institute continues to focus on holistic development of students.

The students delivered stellar performances which has lead to a long term association with various organizations. This has also been proven by the increase in the number of Pre-Placement Offers (PPOs) / Pre-Placement Interviews (PPIs) bagged by SIBM Pune's students through Summer internship and various national level competitions.

28% of the Class of 2014 received Pre - Placement Offers from various organizations which included Fidelity Business Services India Pvt. Ltd., ICICI Bank Ltd., J.P. Morgan Services India Pvt. Ltd., Mahindra & Mahindra Ltd, Wipro Ltd., GlaxoSmithKline Consumer Healthcare Ltd., Hindustan Coca-Cola Beverages Pvt. Ltd., Pidilite Industries Ltd., Cisco Systems India Pvt. Ltd., Capgemini India Pvt. Ltd., Cummins India Ltd., Idea Cellular Ltd. and Siesta Hospitality Services Ltd.

CRP 2013-14 saw a flow of many new Organizations believing in SIBM Pune and its talent. The companies that participated in CRP for the first time included Aviva Life Insurance, Janssen, Whirlpool, Mogae Media, First Energy and Google

### **Key Highlights of CRP 2013-14: give me the numbers I will put it into the table**

- No. of Recruiters: 105
- No. of Offers: 174
- Average CTC: 11.71
- Highest CTC: 19.33
- No. of PPOs: 56

SIBM Pune continues to celebrate diversity with regard to sector offerings with Students getting an opportunity to choose a profile from a variety of Organizations across the diverse sectors. The companies that came to the campus offered diverse profiles across verticals and functional domains like Investment Banking, Project Finance, Equity Research, Corporate Treasury, Business Advisory and Strategy, Compensation & Benefits, Industrial Relations, Organization & Talent, Sales, Marketing, SCM Consulting, Logistics, Operational Research and Technology Advisory.

### Method of Instruction

SIBM, Pune emphasizes participatory learning. i.e. combining lectures, case analysis, projects, games, to achieve an overall development of students.

### Career prospects

SIBM, Pune students are more likely to start as executives rather than as trainees. Our students Command higher starting salaries. SIBM, Pune alumni have an impressive track record of professional achievements.

### Eligibility

- A graduate from any statutory university with a minimum of 50% marks (45% for SC/ST) at graduation level.
- Student appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) at qualifying examination.

**Intake:** - 180 students.

**Reservation of Seats:** As per University norms

### Important Dates related to Institute:

Online SNAP Registration Begins	September 03, 2014 Wednesday
Online SNAP <u>Registration</u> Closes	November 26, 2014 Wednesday
SNAP Payment closes on	November 29, 2014 Saturday
Start of application for SIBM-Pune	September 08, 2014 Monday
Last date of Online Line registration For SIBM Pune & I2 MBA	December 18, 2014 Thursday
Last Date of payment of Registration fees For SIBM Pune & I2 MBA	December 20, 2014 Saturday
SNAP Test	December 21, 2014
SNAP Result	January 10, 2015
Shortlist of SIBM Pune for GE- PIWAT	3 <sup>rd</sup> week of Jan. 2015
GE-PIWAT of SIBM Pune	1 <sup>st</sup> week of Feb. 2015
Final Merit list display	3 <sup>rd</sup> week of Feb. 2015
Last date for payment of fees	2 <sup>nd</sup> week of March 2015
Pre induction Programme begins	15 <sup>th</sup> March 2015
Programme Commencement	1 <sup>st</sup> week of June 2015

## **How to Apply to SIBM Pune**

Symbiosis International University constitutes of 17 Post Graduate Institutes which undergo SNAP Test. Candidates need to apply separately to each institute. Candidates will be then short listed based on their performance in the SNAP Test. Every institute has their separate cut off for short listing the students. Short listed candidates will have to go through a further round of selection process. Final short listing will be based on the performance in the SNAP Test as well as performance in the selection process. Find below the step by step procedure which will guide the candidates in applying to SIBM Pune.

### **Steps for Applying to SIBM Pune**

After applying for SNAP, you need to apply separately for SIBM Pune

Visit SIBM Pune website [sibm.edu](http://sibm.edu) Register online for SIBM Pune using your SNAP ID & Password and make an online payment by paying application fee of Rs. 1000/-.

On completion of registration, you will receive a confirmatory mail. This indicates the confirmation of your registration.

### **Important:**

1. Candidates are required to register separately for SNAP and SIBM Pune.
2. Registering for SIBM Pune separately is mandatory and SIBM Pune registration process will be completed only after receipt of registration fees at SIBM Pune.
3. The receipt of registration fees can be confirmed by candidates by checking the payment status online.

All aspiring students are requested to register online on [sibm.edu](http://sibm.edu) for regular updates on happenings at SIBM Pune.

For further details on admissions mail to [admissionsteam@sibmpune.edu.in](mailto:admissionsteam@sibmpune.edu.in)

### **Contact details:**

SIBM Pune

Symbiosis Knowledge Village

Gram: Lavale, Tal. Mulshi, via Sus Road,

Pune 412115.

Tel- 020 39116000/7/8/9

Website- [sibm.edu](http://sibm.edu)

E-mail- [sibm@sibmpune.edu.in](mailto:sibm@sibmpune.edu.in)

## **Symbiosis Institute of Computer Studies and Research, Pune (SICSR)**

### **Introduction**

SICSR, celebrating its 29<sup>th</sup> year is one of the first institutes in Maharashtra to offer high quality computer education.

SICSR aims at building future leaders for the IT industry worldwide by imparting world class IT education to them. We offer state-of-art information technology education for building leading-edge and innovative IT applications. The fundamental principles on which we lean on are to use IT in all that we do so that our students are technology savvy and are practicing what they learn namely the use of IT to solve business problems. Information Technology (IT) is a rapidly changing field where new concepts and technologies are constantly emerging and are leading to the development of new products and innovative applications. Information Technology also plays a vital role in development of next generation technologies in other disciplines. IT has become a critical tool for economic, business and social development and will play a pivotal and catalytic role in a Nation's progress. SICSR is located in the heart of Pune City, and we use the city as both a classroom and a laboratory for learning. Our location, our broad portfolio of academic IT programs, our talented and diverse student body, and our dedicated faculty members work together to create an educational experience that is relevant, enriching, and uniquely Symbiosis.

We offer a complete portfolio of IT education programs, including undergraduate programs Bachelor of Business Administration (Information Technology) and Bachelor of Computer Application, full-time post-graduate programs Master of Business Administration (Information Technology) and Master of Science (Computer Application), Executive MBA(IT) program that meet the particular needs of working professionals.

If you are considering IT education, we invite you to explore Symbiosis Institute of Computer Studies and Research (SICSR).

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### **Vision**

SICSR shall be the leading Techno-Management Institute in the field of Information Technology.

### **Mission**

SICSR shall continuously improve the quality of academic programmes and create unique environment conducive for the overall development of students.

### **Facilities**

#### **Hostel facilities**

SICSR has hostel facilities for girls and boys provided by Symbiosis Society. We also provide a database of Paying Guest accommodation to students in the surrounding area if needed.

#### **Library**

The main objective is to provide innovative, responsive and effective services, which will meet the changing needs of the academic community. Our library provides a range of books, periodicals, E-resources and other media at appropriate levels for the need of the students. We have access to the world's best electronic reference databases like EBSCO, DELNET.

## **Lab**

SICSR has truly world class, state-of-the-art Computer Labs which includes powerful servers, dedicated Internet and email access, desktop PCs and laser / all in one laser printers etc. All computers are connected to a 10/100/1000 Mbps network, which in turn is connected to Gigabit Ethernet. For the Internet, there is 24 x 7 connectivity through 2 leased lines with 4 Mbps and 2 Mbps each. The labs are equipped with Hardware Firewall and content filtering tools with latest Antivirus Gateway level Scanning.

## **Canteen**

Our canteen is not only a place to fill appetite but also a venue for a mélange of ideas and views to converge and give rise to innovative ventures. It has a mess, which offers vegetarian delicacies, & caters to diverse palates. Delicious food is prepared following strict standards of hygiene.

## **Teaching Aids and Pedagogy**

SICSR's approach to teaching includes a combination of lectures, class discussion, group work self study and has developed e-learning portal using Moodle, for blended learning evaluation and continuous evaluation of students. SICSR uses blended learning techniques and KirkPatrick techniques.

## **Health and Medical care and Gym**

The Symbiosis Center of Health Care (SCHC) provides an in house, modern, state of art health club & fitness centre with a view to facilitate a holistic development of mind & body for an all round development of our students. Each student is insured under the Mediclaim & Road Traffic Accident Policy.

## **Our Programmes**

### **MBA (IT): Master of Business Administration (Information Technology)**

(2 year Full Time Postgraduate Master Degree programme)

**Objective:** Golden mix of Management & Information Technology subjects aimed at creating techno managers and business analysts.

### **MSc (CA): Master of Science (Computer Applications)**

(2 year Full Time Postgraduate Master Degree programme)

**Objective:** This programme will equip students with knowledge highly relevant to emerging technologies. The programme aims to provide a comprehensive framework for understanding, by integrating theoretical foundations with extensive practical work.

**Eligibility:** Graduate in any discipline of any statutory University with minimum of 50% marks. (45% marks for SC / ST category candidates)

**Intake:** 90 for each programme

**Reservation of Seats:** As per University Norms

**Placements:**

Some of our recruiters:

**MBA-IT**

1	Compassites
2	Aloha Technologies
3	Tridat Technologies
4	R-Systems
5	DefTeam
6	Saturn Infotech
7	Evosys
8	Capgemini
9	3i Technologies
10	Sigma Solutions
11	Yardi Systems
12	Ibexi
13	E Tech
14	Igate
15	TCS
16	Newgen Software
17	KPMG
18	Sapient Corporation
19	Xoriant Solutions
20	Bajaj Finserv
21	LnT Infotech
22	ADI Strategies
23	Capita
24	KPIT
25	HSBC
26	Webonise
27	Electracard- Mastercard
28	CrediPointe



### MSc (CA)

1	Harbinger Group
2	BlazeClan
3	Asian Paints
4	Raremile
5	Morgan Stanley
6	10 Jumps
7	Faichi
8	Bohiyannam
9	Drivedge
10	Wi-FI
11	Softenger
12	SKJ Global
13	Calsoft
14	Androit
15	Praxis Technologies
16	PTC
17	Linkedin
18	Google
19	Evosys
20	Yardi Sytems
21	Purple Gear
22	KPIT Cummins
23	Cummins India

**Country-wise:**

<b>Country</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
AFGHANISTAN	2	0	2
ANGOLA	2	0	2
ABIDJAN	1	0	1
BAHARIAN	1	0	1
BURUNDI	1	3	4
BHUTAN	0	1	1
CONGO	9	1	10
DOHA	1	0	1
DUBAI	1	0	1
ERITREA	1	0	1
INDIA	488	190	678
INDONESIA	1	0	1
IRAN	3	3	6
IVORY COST	2	1	3
JAPAN	1	0	1
KUWAIT	7	2	9
MAURITIUS	1	0	1
NEPAL	3	2	5
NIGERIA	2	1	3
OMAN	1	1	2
PHILIPPINES	0	1	1
QATAR	0	1	1
RIYADH	1	0	1
SAUDI ARABIA	1	0	1
SUDAN	3	0	3
SINGAPORE	1	0	1
SOUTH KOREA	1	0	1
TANZANIA	1	0	1
USA	1	0	1
UK	0	1	1
UAE	4	4	8
YEMEN	5	0	5
<b>Total</b>	<b>546</b>	<b>212</b>	<b>758</b>

**Number of Students State-wise:**

State	Male	Female	Total
ANDHRA PRADESH	6	1	7
ASSAM	2	4	6
BIHAR	8	3	11
CHHATTIGARH	7	1	8
DELHI	31	11	42
GOA	2	5	7
GUJARAT	58	17	75
HIMACHAL PRADESH	2	0	2
HARYANA	18	8	26
JHARKHAND	6	5	11
JAMMU & KASHMIR	7	2	9
KARNATAKA	4	3	7
KERALA	5	3	8
MADHYA PRADESH	28	11	39
MAHARASHTRA	192	75	267
MEGHALAYA	1	0	1
MANIPUR	2	0	2
ORISSA	2	1	3
PUNJAB	5	3	8
PONDICHERRY	2	0	2
RAJASTHAN	17	7	24
TAMIL NADU	1	1	2
UTTARANCHAL	14	5	19
UTTAR PRADESH	48	14	62
UTTRAKHAND	1	0	1
WEST BENGAL	19	10	29
<b>Total</b>	<b>488</b>	<b>190</b>	<b>678</b>

**Career Prospects:****MBA (IT):**

The objective of MBA (IT) is to enable the students to manage the entire business using IT and also to manage the IT infrastructure of any organization. SICSR aims at producing Industry ready professionals who are productive from day one. The MBA (IT) students join various organization in the areas like Banking and Finance, Business Intelligence, Data Warehousing, Quality, Human Resource, Marketing, Sales etc. The profiles offered to the MBA (IT) students are Business Analysts, BI Consultants, Financial Consultants, Quality Consultant, Pre-Sales etc. Various companies like Capgemini, HCL Technologies, iGate Patni, LnT Infotech, NewGen Software, R Systems, Sapien Technologies, Saturn Infotech, ThoughtWorks, Yardi Software, Aloha Technologies, 3i Technologies, Bajaj Finance etc. regularly recruit MBA(IT) students from SICSR.

**MSc(CA):**

Objectives: This program will equip students with knowledge highly relevant to emerging technologies. This course aims to provide a comprehensive framework for understanding by integrating theoretical foundations with extensive practical work in the labs and hands-on experience.

The course offers following areas of

### Specialization:

- ❖ **Software Development** – In various technology domain like Web Deveolpment, Mobile Computing, ERP, Data Mining etc.
- ❖ **Systems Administration** – In the field of system/ network administration, Network / information security, Vulnerability Assessment and Penetration Testing (VAPT) etc

### Important dates

Activity	Date For SNAP	Date for SICSR
Registration Begins	September 03,2014(Wednesday)	September 03,2014(Wednesday)
Registration closes	November 26,2014(Wednesday)	January 15,2015(Thursday)
Payment Closure Date	November 29,2014(Saturday)	January 19,2015(Monday)
SNAP Test	December 21, 2014(Sunday)	----
Test Result	January 10,2015(Saturday)	----
Submission of online registration	----	During GE-PIWAT (Mandatory)
Schedule for GE-PIWAT for the short listed candidates to be displayed on	----	January 27,2015(Tuesday)
GE-PIWAT will be conducted at Pune and Noida on	----	February 21& 22,2015(Sat,Sun)
Display of the first merit list	----	March 5,2015(Thursday)
Last date for the payment of fees for the first merit list	----	March 14,2015(Saturday)
Display of the second merit list	----	March 16,2015(Monday)
Last date for the payment of fees for the second merit list	----	March 26,2015(Thursday)
Programme commencement:	----	MBA(IT) & MSc(CA): June 1, 2015 (Monday)

**Note: The Institute, at its discretion, may decide to announce further Merit List(s).**

**Last date for admission: All admissions will be closed after one month from the start of the programme. Admissions after this last date will be done only with the prior permission of the university.**

**Contact Details:**

**Symbiosis Institute of Computer Studies and Research (SICSR)**

Admission Department

Atur Centre, Gokhale Cross Road, Model Colony, Pune - 411016.

Tel:(+91) 020 - 2567 5601 / 02 Extension 103 & 144 Fax:(+91) 020 - 2567 5603

Email: [admissions@sicsr.ac.in](mailto:admissions@sicsr.ac.in) Website: <http://sicsr.ac.in>

## **Institute of Media and Communication, Pune (SIMC PG)**

### **Introduction**

The Symbiosis Institute of Media and Communication provides high quality of education in the Communication domain and promotes inquiry into the multi-faceted world of the media and communications industry. Our MBA(CM) programme is driven by rigour, scholarship and a healthy integration of theory and practice that translate abstract ideas into tangible forms.

Our team of experienced Board of Advisors, Mentors and Faculty are drawn from the industry and academia, which contributes towards the overall development of our students. This planned learning is complemented by our superior facilities and infrastructure located at picturesque Lavale Campus. Students discover learning industry practices during their internship where they work with varied organizations in different roles. Our aim is not to merely train students to fit in with the industry requirements of trained professionals but also to extend our complete support in realizing their true potential be it as content writers, directors, managers, business leaders or entrepreneurs.

### **VISION**

Symbiosis Institute of Media and Communication will be the preferred destination for all who aspire to excel in the field of Media and Communication Management

### **CREDO**

#### **Inspire: Influence: Impact**

SIMC develops future-ready communications professionals who apply knowledge to influence the attitude and behaviour responsive to societal progress. Thereby SIMC intends to inspire young people to influence audiences to impact civil and economic societies

### **Infrastructure / facilities – Hostel, Library, Lab, Canteen, Club etc.**

State-of-the-art facilities provided at SIMC are best among private sector institutes in the country, and compare well with international standards comprising of well-equipped studios, a Mac lab for editing, computer lab, mess, cafeteria, recreation center, health centre and a residential campus. The latest technology meets creativity within the natural habitat of the picturesque Lavale Campus. Students love the environs on the hill-top campus where they often experience walking through the clouds that move between thousands of trees during the monsoons.

### **Programmes offered:**

#### **Master of Business Administration (Communication Management) MBA (CM)**

##### **Specialization in:**

- a. Brand Communication (AD)
- b. Reputation Management (PR)
- c. Media Management (MM)

We also offer a Masters in Mass Communication (MMC) with specialization in a. Journalism and b. Audio Visual. For more details please visit [simc.edu/admissions](http://simc.edu/admissions)

## **Placement**

The placement season for the 2012-14 batch at SIMC Pune continued to be positive and one of the best in the history of the institute. The performance was excellent in terms of rise in number of reputed companies participating, number of students placed and salaries offered. We have achieved near 100 per cent placement since the 2011 batch, better industry connections and higher packages, as compared to other comparable programmes. With our constantly evolving syllabus to meet industry and contemporary needs, we now have better focused students who can meet the demands of the media industry. Most companies offering internships show interest in coming in for placements and recruit from us.

### **Some of the notable recruiters; over the past several years**

Advertising Agencies: Leo Burnett, FCB Ulka, Mudra, O&M, Publicis Ambience, Bates CHI & Partners, Contract Advertising, M& C Saatchi, Lowe Lintas, Mccann Erikson, JWT, Dentsu Marcom, DraftFcb Ulka, R K Swamy BBDO, DY Works, Paradigm Plus, WATConsult, Digitas LBI & DDB Mudra.

PR Agencies : MSL Group India, Edelman, Perfect Relations, Clea, Adfactors PR, Ketchum Sampark, LinOpinion, Madison, Percept Profile, Concept PR, Fleishman and Hillard, IMPRIMIS PR, Integral PR, IPAN Hill + Knowlton Strategies, Genesis Burson Marsteller, TEXT 100, Avian Media etc

Media Agencies : Allied Media (part of the Percept Group), DDB Mudra Max (part of Omnicom/DDB Worldwide Group) , Dentsu Aegis Network, Havas Media Group, Interpublic Group - IPG(formerly Lintas Media Group and Initiative Media), Madison Media, Group M(Maxus, Mindshare), Star Com Media Vest, Optimum Media Solutions etc

Event & Activation Agencies: Wizcraft, Encompass, Innobella, Grey.

Brand solution agencies: DMA, Synapse.

Media houses: Next Gen Publications, My FM.

Market Research firms: Quantum, Hansa Market Research.

Corporates: ICICI Bank, HP, ACC, Cognizant, Vedanta, Nestle, Drive India, First Source, NDDDB, Kolte Patil.

TV: CNBC, HeadlinesToday, TimesNow

Newspapers: TOI, HT, New Indian Express

Magazines: Infomedia 18, Nextgen Publications.

Digital: India Today, Reuters, Bloomberg.

Please note that placement services are provided for many specializations. Please refer to the prospectus for more details.

**Method of Instruction :** SIMC is driven by its commitment to providing the industry with skilled and trained media professionals adept in all fields of communication. As the focus is upon instructing its trainees in both the theoretical and practical aspects of communication, it encourages students to respond swiftly to professional challenges.

**Medium of Instruction:** English

**Profile of Past Students.**

- Abhijit Neogy, Deputy Executive Editor and Head, Delhi News Operations, Bloomberg TV India
- Abhishek Ghosh - Sr. Research Executive, Quantum Market Research
- Abhishek Mahapatra, Manager-Corporate Communications, Ford India
- Abhishek Sinha - Manager, Brand Activation, Wizcraft Int.
- Akash Khelkar - Asst Vice President, Production, Zee TV, ME
- Amith Prabhu - Associate Director, Starcom, MediaVest Group
- Anand Mahesh - Founder and Partner, Mavcomm Consulting
- Arvind Sukumar - Deputy News Editor , CNBC – TV18
- Avni . C. Rao - Marketing Communications, Hewlett Packard
- Deepthy Menon - Bureau Chief, Times Now
- Gaurav Sinha - Audi India, Manager- Communications
- Insiyah Chawla - Assistant Product Manager, Loreal
- Karthik Aiyer - Won lion in Cannes in 2009
- Neeti Tandon - Senior Manager, Security & Intelligence, RBS
- Nikhil Bhat - Director / Writer, Mirror Films
- Nupur Mahajan - Deputy Editor, Business India
- Praseed Prasad - Senior Director, Group M Media
- Prem Subedi - Account Group Manager PR, Rediffusion DYP
- Rohini Lahari - Corp Comm Head, Fun Cinemas
- Sanjeet Saha -Strategic Planning & Int. Business, Star TV
- Shilpa Kannan - Business Correspondent, BBC News India
- Trevellyn Fynn - Creative Director, UTV

**Career prospects etc.** After graduation, students find innovative / creative fulfilling career prospects in Media Houses, Space Advertising Agencies, Corporate Communication Units of Multi-National Corporations, Public Relation Firms, roles as Assistants to Film-Makers, varied jobs at Television Channels, TV Production Houses, Newspapers, Magazines, Web Portals, Content Writers, Event Management Companies as well as becoming Entrepreneurs in Media and Communication fields.

**Eligibility**

Candidates must be graduates in any discipline from any statutory university with a minimum of 50% aggregate marks at graduation level. (45% marks for SC/ST candidates). Students in the final year of graduation can apply but their admission will be subject to obtaining a minimum of 50% aggregate marks. Diploma holders are not eligible.

**Intake**

**Master of Business Administration (MBA): 120 seats \***

Brand Communication (AD) : 40 Seats

Reputation Management (PR): 40 Seats

Media Management (MM): 40 Seats



### **Important dates related to Institutes (MBA-CM)**

SNAP Registration Start	Wednesday, September 03, 2014.
SIMC Online Registration Begins	Tuesday, September 09, 2014
SIMC Online Registration Closes	Saturday, December 20, 2014
SNAP Test	Sunday, December 21, 2014
Last date for Payment for SIMC-Pune	Tuesday, December 23, 2014
GE-PIWAT	February 7 to February 15, 2015 at Noida, Bangalore & Pune. Exact dates for each location will be communicated later.
Announcement of First Merit List	Friday, February 27, 2015

### **Important telephone numbers, e-mail ids, and web site**

**Tel: +91 20 39116100; Cell: 08888864620 Fax: +91 20 39116111**

**Email- [admissions@simc.edu](mailto:admissions@simc.edu) , Website: [simc.edu](http://simc.edu)**

### **Contact details**

Symbiosis Institute of Media & Communication

Symbiosis Knowledge Village

Gram: Lavale, Taluka: Mulshi, Pune – 412115

Maharashtra, India

Tel: +91 20 39116100; Cell: 08888864620 | Fax: +91 20 39116111

Email- [admissions@simc.edu](mailto:admissions@simc.edu)

## **Symbiosis Institute of International Business, Pune (SIIB)**

### **Introduction**

Symbiosis Institute of International Business (SIIB) was established in 1992 as an autonomous Institute. Today Symbiosis Institute of International Business is a constituent of Symbiosis International University and is one of the highly acclaimed business schools in the country. It has been recognized as a B- School that combines an excellent academic foundation with a strong leadership perspective. In an increasingly globalized world, SIIB is ahead of the curve. The pioneering work in commencing focused MBA programs in International Business (1992), Agri-business Management (2004), and Energy & Environment (2009) has been lauded by industry. This foresight has proved very valuable for organizations that seek global managers in diverse functional areas. SIIB therefore has a strong track record of excellent placements.

The diversity of programs, with the pivotal fulcrum of International business, has helped to create a unique synergy in the curriculum, besides bringing to the campus young, vibrant minds from diverse disciplines, fostering a healthy exchange of ideas.

Briefly, therefore, SIIB has a unique advantage to train young professionals, to take on the challenges of global commerce in the domestic as well as the international arena.

**“CRISIL” has rated SIIB A+ for Best B-School in India**

**“Business Today” has ranked SIIB 8<sup>th</sup> for Pedagogy amongst Best B-School in India & ranked SIIB 42<sup>nd</sup> Best B-School in India.**

### **Vision: –**

To be the preferred institute for students aspiring to develop a global perspective, in management education and to transform them into socially conscious, reliable, healthy and contemporary managers

### **Mission:–**

- To foster global competencies amongst students.
- To provide for holistic and value based development of students which ultimately enhances employability of students.
- To develop social consciousness amongst students.
- To identify and train students in diverse sectors of high potential, keeping in mind the needs of the nation.

### **Infrastructure / facilities – Hostel, Library, Lab, Canteen, Club etc.**

**Campus:** SIIB has an ultra-modern administrative and academic campus of its own. The campus has dedicated spacious classrooms for each program with state-of-the-art audio-visual teaching facilities, conference halls, discussions rooms and auditorium

**Hostel:** There are separate Hostels for Boys and Girls.

**Library:** An excellent library having access to more than 14000 books, 150 periodicals and 490 CDs & DVD's on a wide variety of management subjects is available for students.

**Computer Lab:** A fully equipped computer laboratory is available to students for teaching as well as practice. Wi-Fi Internet connectivity is available in the academic and residential blocks.

**Mess/Canteen:** Mess facility and a well-stocked cafeteria are available on campus and all students are dining members of the mess.

**Health:** A swimming pool and a state-of-the-art health club facility with Gym, aerobics and yoga are available for students. A residential Medical Officer stays on the campus.

### **Programmes offered**

#### **i) Masters of Business Administration – International Business [MBA – (IB)]**

(Two Years, Full Time, Residential, Post Graduate Degree Program)

Specializations Offered - Marketing, Finance, HR and Supply Chain Management.

The MBA – IB is an intensive programme specifically designed for a rewarding career in business management, globally.

Students from diverse academic backgrounds like engineering, pharmacy, economics, mathematics, chartered accountancy, IT, and commerce, provide a vibrant tone to this unique and interactive program. The student is exposed to a wholesome blend of the theory and practices in business, both domestic and international. The first year creates the base for understanding business management through courses designed to take into account the varied backgrounds of the students. Core courses in International Business are spread over the two years to create a strong foundation, which is enhanced by specializations in the functional areas of Marketing, Finance, Supply Chain Management and HR from the second semester.

#### **ii) Masters of Business Administration – Agri Business [MBA – (AB)]**

(Two Years, Full Time, Residential, Post Graduate Degree Program)

Agriculture has long been seen as a sector with tremendous potential in India. In the last few years the sector has seen an unprecedented upsurge with several government and private sector initiatives. This, coupled with changing global norms such as the WTO rulings and increased global competitiveness, means, there is a tremendous need for professional courses in agribusiness management, and this makes it one of the most challenging and exciting sectors to be in, either as a professional or as an entrepreneur. The MBA (AB) program is thus a response to this growing need for professionals who can contribute to and also engineer the agribusiness revolution.

iii) **Masters of Business Administration – Energy & Environment [MBA – (E&E)]**  
(Two Years, Full Time, Residential, Post Graduate Degree Program)

Energy is at the core of all economic activity. Indeed, the pace of development of any country is determined by this crucial sector. To ensure sustainable development, it is imperative to understand the related environment issues such as climate change, loss of bio-diversity, ozone layer depletion etc. These are global issues and have been a key feature in all recent global debates.

As an Institute of International Business, SIIB believes that strengthening and building capacity in this emerging sector is critical and has taken the initiative to create young professionals who can be assets to organizations in this crucial sector - a sector whose importance will only grow, and grow at an amazing pace, in the years to come. This MBA – Energy & Environment program provides a judicious blend of theory and practice and thus prepares the applicant to meet contemporary global requirements.

## **Placement**

### **MBA - INTERNATIONAL BUSINESS**

Symbiosis Institute of International Business (SIIB) - Pune, a 22 yr. veteran of International Business has successfully concluded its placement season. Batch 2012-14's placements set new standards in terms of the profiles offered and the number of companies that visited campus. This season SIIB not only experienced an assortment of recruiters from diverse sectors of Indian Inc. but has also been highly appreciated from its new recruiters. In addition to the regular recruiters, this year the institute witnessed a host of new organizations showing confidence in the institute and its students. All this has set a benchmark in the legacy of SIIB.

- The finance batch was successfully placed in companies including CRISIL, Goldman Sachs, Axis Bank, Citi Bank, Deloitte, Aspect Ratio, L&T Finance, AccelyKale, E-clerx, HDFC Bank, Trident, India forex, Wipro, Infosys etc.
- The marketing batch was recruited by companies listing ASIAN paints, Godrej and Boyce, Glencore, ACG worldwide, Mahindra and Mahindra, HDFC Ltd, Triton, PPL, Bajaj Alliance, Bisleri, HDFC life, Kansai Nerolac, Deloitte, Wipro, ICICI Bank, ATG Tires, AccelyKale, Draft Ulka, Mogae Media, TE Connectivity, Hindustan Cargo etc.
- The SCM batch attracted companies like Deloitte, Asian Paints, Triton, Glaxo Smith Kline, Deugro Steel, Axis Bank, Infosys, Kuehne & Nagel, Damco and Maverick etc.
- The HRM batch got offers from HDFC life, Hindustan Cargo, Naukri.com, Bajaj Alliance, Bharat Forge etc.

### **COMPENSATION DETAILS FOR DOMESTIC PLACEMENTS (MBA-IB)**

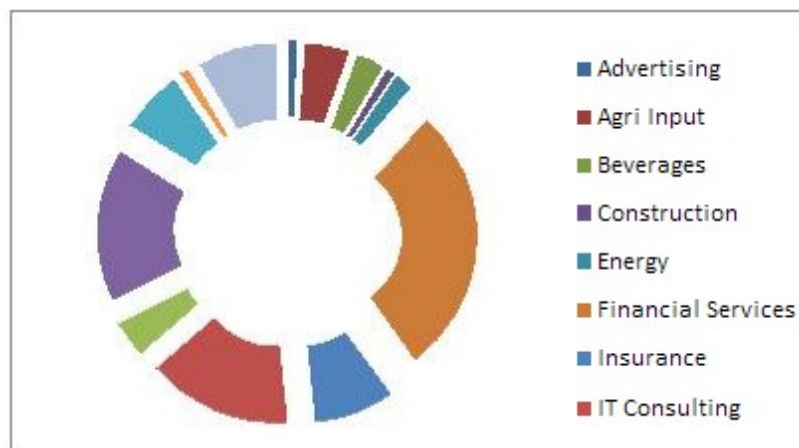
<b>Particulars</b>	<b>Figures(INR)</b>
<b>Average Salary</b>	8.3 Lakhs p. a.
<b>Highest Salary (as on date)</b>	15 Lakhs p. a.

In all nine students received offers from Indian and foreign MNCs with posting in countries like Dubai and a few countries in African Continent.

### COMPENSATION DETAILS FOR INTERNATIONAL PLACEMENTS (MBA-IB)

Particulars	Figures(USD)
Average Salary	34,550 P.A
Highest Salary (as on date)	42,000 P.A

### SECTOR WISE - MBA-IB (2012-14) FINAL PLACEMENTS



### MBA AGRI-BUSINESS

Closed their placements season on a high note with recruiters like MAHYCO, Bisleri, Export Trading Group, Mahindra & Mahindra, United Phosphorus Ltd., Triton Group, Deugro Steels, Axis Bank, L&T Finance, NCDEX, National Dairy Development Board (NDDDB) and many others. Roles like Business Analysts, Procurement Managers, Business Development Managers, and Agribusiness Consultants etc. were offered for final placements of season 2012-14.

### COMPENSATION DETAILS FOR DOMESTIC PLACEMENTS (MBA-AB)

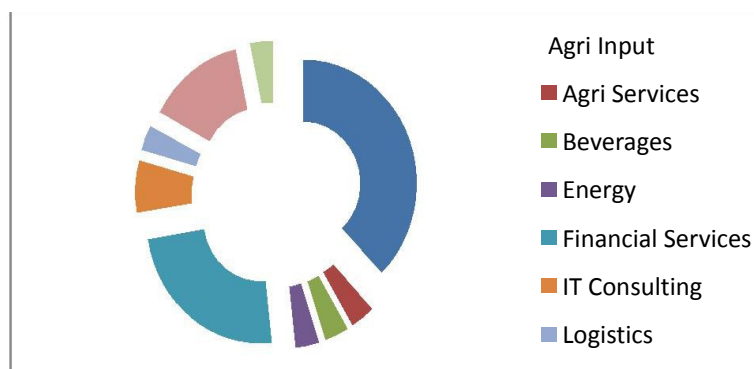
Particulars	Figures(INR)
Average Salary	6.62 Lakhs P.A.
Highest Salary (as on date)	8.80 Lakhs P.A.

As of now one student has been placed internationally in African continent, for which details are as follows.

### COMPENSATION DETAILS FOR INTERNATIONAL PLACEMENTS (MBA-AB)

Particulars	Figures(USD)
Earned CTC	42,000 P.A.

## SECTOR WISE - MBA-AB (2012-14) FINAL PLACEMENTS

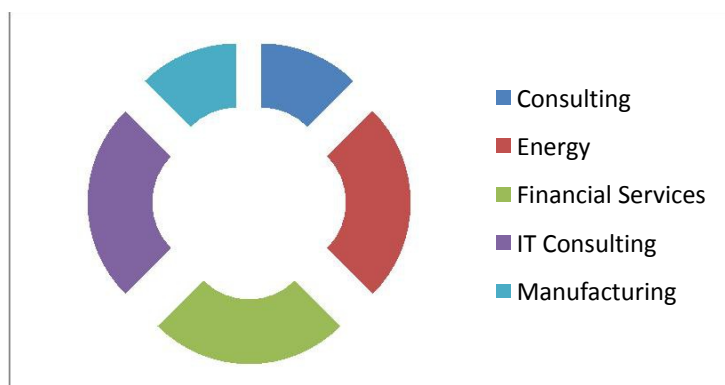


### MBA – ENERGY AND ENVIRONMENT

Highly appreciated by the industry. The major recruiters were Hero Future Energy, Wipro, Mahindra Sanyo, Duegro Steels, GIST Advisory etc. offering diverse roles from Manager-Climate Change and Sustainability, Project manager, Contracting and tendering to Business Development.

COMPENSATION DETAILS FOR DOMESTIC PLACEMENTS (MBA-E&E)	
Particulars	Figures(INR)
Average Salary	5 Lakhs P.A.
Highest Salary (as on date)	6 Lakhs P.A.

## SECTOR WISE - MBA-E&E (2012-14) FINAL PLACEMENTS



### Method of Instruction

Theory lectures, practical exercises, business simulation, group projects and presentations, case studies, workshops, guest lectures, summer training, live projects, field visits, organizing events under the guidance of excellent faculty.

## **Profile of Past Students**

### **i) MBA – International Business (MBA – IB)**

In view of the implications of globalization, this programme attracts students from diverse academic disciplines. The composition of past students was mainly from engineering, commerce, science and management backgrounds. At least 50% of the class has 2 – 3 years of work experience.

### **ii) MBA – Agri Business (MBA – AB)**

Majority of students in this programme are graduates in Agri Sciences or Agri related discipline. Fisheries, Biotechnology, Horticulture, Agri engineers, engineers with B.Sc. (Agri.), M. Tech., etc. were also part of the batch.

### **iii) MBA – Energy & Environment (MBA – E&E)**

The student's composition in this programme is of varied academic backgrounds. However majority of the batch consists of engineers. Commerce / Science background students with relevant work experience were also considered.

## **Career prospects**

The Campus Recruitment Programme at SIIB gives an opportunity to the institute to showcase its talent pool to the corporate world and reinstate their confidence in recruiting from the institute.

The management graduates from SIIB get excellent opportunities to showcase their skills and competencies in various challenging and exciting profiles in diverse sectors & industries.

## **Eligibility**

### **MBA – International Business**

#### **Basic Eligibility (for all categories)**

Candidate must hold a Bachelor's Degree with minimum 50% (for SC / ST Categories: 45%) aggregate marks at the graduate level from a statutory University.

#### **Note (for all Categories)**

Students who are in the final year of their bachelor's degree education may also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) at qualifying examination. Admission of such candidate will be provisional and will be cancelled in the event of non-fulfillment of the above stated criteria.

### **MBA – Agri Business**

#### **Basic Eligibility (for all categories)**

Candidate must hold a Bachelor's Degree with minimum 50% (for SC / ST Categories: 45%) aggregate marks at the graduate level from a statutory University in Agri Sciences, or Agri related disciplines like Agri Engineering, Dairy Technology, Fisheries, Bio technology, Botany, Bio chemistry, Veterinary Sciences, Horticulture, Food Technology. Other graduates with full time work experience of more than one year after graduation in Agri sector only are eligible.

#### **Note (for all Categories)**

Students who are in the final year of their bachelor's degree education may also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) at qualifying examination. Admission of such candidate will be provisional and will be cancelled in the event of non-fulfillment of the above stated criteria.

## **MBA – Energy & Environment**

### **Basic Eligibility (for all categories)**

Candidate must hold a Bachelor's Degree with minimum 50% (for SC / ST Categories: 45%) aggregate marks at the graduate level from a statutory University in Engineering / Geology / Economics / Petroleum / Energy & Environment Science / Bio-Chemistry / Architecture. Other graduates with full time work experience of more than one year after graduation in Energy & Environment sector only are eligible.

### **Note (for all Categories)**

Students who are in the final year of their bachelor's degree education may also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) at qualifying examination. Admission of such candidate will be provisional and will be cancelled in the event of non-fulfillment of the above stated criteria.

### **Intake.**

- i) Masters of Business Administration – International Business [MBA – (IB)]  
Number of seats: **120**
- ii) Masters of Business Administration – Agri Business [MBA – (AB)]  
Number of seats: **50**
- iii) Masters of Business Administration – Energy & Environment [MBA – (E&E)]  
Number of seats: **30**



## **Reservations of Seats: As University norms**

### **Important dates related to Institutes**

<b>Activity</b>	<b>Date</b>
SNAP Registration Start	3 <sup>rd</sup> September 2014, Wednesday
Last date to apply for SNAP	26 <sup>th</sup> November 2014, Wednesday
Last date to pay for SNAP	29 <sup>th</sup> November 2014, Saturday
SNAP Test	21 <sup>st</sup> December 2014, Sunday
SNAP Test Result	10 <sup>th</sup> January 2015, Saturday
SIIB Online Registration and Payment Starts	3 <sup>rd</sup> September 2014, Wednesday
SIIB Registration and Payment for programme registration closes	20 <sup>th</sup> December 2014, Saturday (23:59p.m.)
GE-PIWAT process	February 2015

### **Contact details & Important telephone numbers, e-mail ids, and web site.**

#### **Contact details, Telephone Numbers, E-mail ids, and Website**

**Telephone Nos. :** 020 – 22934314 / 7 / 8 / 9

**Fax No. :** 020 – 22934316

**Email:** [admissions@siib.ac.in](mailto:admissions@siib.ac.in)

**Website:** [siib.ac.in](http://siib.ac.in)

#### **Address:**

Symbiosis Institute of International Business [SIIB]

G. No. 174 / 1, Hinjewadi, Taluka – Mulshi,

Dist. Pune – 411057, Maharashtra, India

## **SYMBIOSIS CENTRE FOR MANAGEMENT AND HUMAN RESOURCE DEVELOPMENT, Pune [SCMHRD]**

### **Introduction:**

SCMHRD, stands as an example for rigor and perfection, which prepares the students for tomorrow's unpredictable events. We believe in inculcating in the students an attitude to constantly adapt to change, watch out for opportunities to grab and hurdles to overcome, to be able to survive in the fast-paced globalized economy. We believe that Management is an applied art and also science and can be best learned and inculcated if live and real time exposure is facilitated. To enable real and live learning we are engaging with various corporate to do live projects on problems that are of immediate concern to the students. The students at SCMHRD not only get a good understanding of the Indian rural heartland but also the international market that they will have to perform in. They get sufficient understanding about what to do as responsible citizens of India and also of the commercial and ethical viability of the strategies that they will propose and implement. We truly believe that SCMHRD is helping to create leaders and entrepreneurs who are in tune with the world around them, are sensitive of their surroundings, are functionally competent and attitudinally positive and most importantly 'those who will sincerely persevere to the best of their ability'.

### **Vision**

Be a resource for excellence in education, innovation and research for a sustainable planet.

### **Mission**

To enable an environment that facilitates sustained learning, fostering a culture of research and incorporating experiential learning.

### **Infrastructure / facilities – Hostel, Library, Lab, Canteen, Club**

**Campus:** SCMHRD has an ultra-modern administrative and academic campus of its own. The campus has dedicated spacious classrooms for each program with state-of-the-art audio-visual teaching facilities, conference halls, discussions rooms and auditorium.

**Hostel:** There are separate Hostels for Boys and Girls.

**Library:** An excellent library having access to more than 25405 books, 34 periodicals and 2227 CDs & 491 DVD's. In house publications, wide variety of data based on wide variety of management subjects are available for students. These includes EBSCO, EMERALD, JSTOR, INDIASTAT.COM, HBS Cases, databases of CMIE, etc.

**Computer Lab:** Fully equipped six computer laboratories with about 274 work stations are available to students for teaching as well as practice. 24 hours Wi-Fi Internet connectivity is available in the academic and residential blocks.

**Mess/Canteen:** Mess facility and a well-stocked cafeteria are available on campus and all students are dining members of the mess. The campus also has a Nescafe out let and juice shop. Further, there is a provision store which caters to the basic daily needs of the students.

**Health:** The campus has swimming pool, Basket ball, Volley ball courts, Gym, etc. The gym is well-equipped and employs qualified instructors. The yoga centre helps students de-stress and attain a physical and mental sense of well-being.

The institute provides excellent health care and medical facilities. A health care centre is managed by the Symbiosis Institute of Health Sciences (SIHS), with a residential medical officer in the campus. The SIHS has a team of specialized doctors who conduct the (compulsory) annual health check-up. Every student is insured under the Mediclaim and Road Traffic Accident Policy.

### **Programmes offered along with following information:-**

The two year full time residential MBA program in SCMHRD is designed with an inclination towards leadership and entrepreneurship development. It is divided into four semesters of five months along with which students also work on a two-month long industrial project. The programme structure comprises of two parts: Core subjects and Elective subjects.

#### **i) Masters of Business Administration – (MBA)**

(Two Years, Full Time, Residential, Post Graduate Degree Program)

Specializations Offered - Marketing, Finance, HR and Supply Chain Management.

SCMHRD offers MBA Degree Programmes and specializes in producing quality talent in the fields of HR, Marketing, Finance and Operations. The institute believes that wholesome knowledge is the distilled essence of our institution corroborated by experience and practical learning. Hence the intense academic curriculum is designed such that it prepares students to deliver their best. Apart from academic excellence, the institute also focuses on equipping the students with the latest technical and professional competencies relevant in the corporate world. It also provides opportunities to develop their leadership and entrepreneurship skills through various student activities and institute initiatives. Association with National Entrepreneurship Network is one such initiative to breed young entrepreneurs. SCMHRD is known to be a multicultural, multi lingual and multinational institution. SCMHRD is an institution, where academic democracy prevails. SCMHRD is an institute where law is the religion and freedom of thought and expression is the spirit; where equality is not preached but practiced, where Innovation, Passion and Compassion is nurtured. Our student is our customer and our customer lifecycle goes through an academic environment where the student development focuses on self-managed learning, social responsibility, and active participation in institute events. A broad based education Initiative which has moved the institute away from teaching to students to learning by students, in the manner in which they feel empowered and facilitated.

#### **ii) Masters of Business Administration – Infrastructure Management (MBA IM)**

(Two Years, Full Time, Residential, Post Graduate Degree Program)

Infrastructure has long been seen as a sector with tremendous potential in India. In the last few years the sector has seen an unprecedented upsurge with several government and private sector initiatives.

SCMHRD offers this programme which focuses on creating project development and management skills for infrastructure projects.

The course curriculum has been designed by industry experts, in order to expose our students to industry specific challenges and opportunities, within the spectrum of the Infrastructure sector. Subject covered under this program aim to develop and hone the skills required to operate successfully in the infrastructure industry (such as Tender, Bidding, Contracting and Claims management, et al), along with providing sector

specific insights, namely on Transportation, Energy and Social Sector amongst others. At the end of this program, our students are industry ready and are committed To Make Infrastructure Happen.

#### α) Placements:- (MBA)

The batch, with an average work-experience of **22 months**, has students from specializations such as **Finance, Marketing, Operations, HR and Infrastructure Management**.

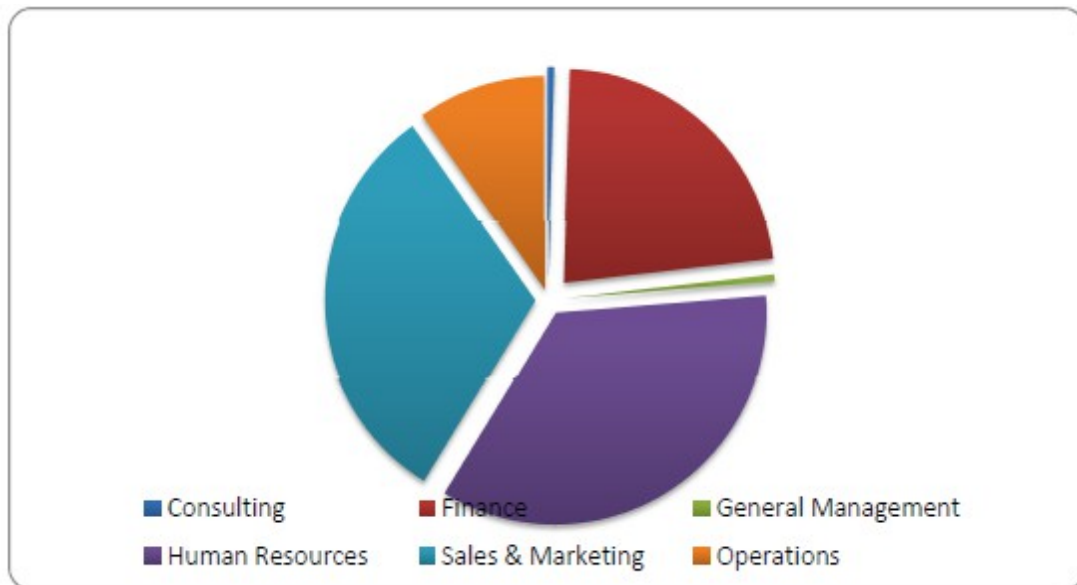
- Leading **FMCG** organizations such as **P & G, HUL, ITC, GSK-Consumer Healthcare and Dabur** recruit talent from the vast and diverse talent pool offered on campus.
- In the **Automobile sector**, big players such as **Mahindra & Mahindra, TVS, Tata Motors** recruit for profiles in **Sales and Marketing, Strategy and HR**.
- **Consulting companies** such **Avalon Consulting, Renaissance Consulting, Little R Associates** offered projects to significant number of students in **General Business Consulting, Human Capital Management, Market Research** etc.
- Students from **Finance** specialization were offered coveted projects in **Investment Banking** by stalwarts such as **JP Morgan Chase and Goldman Sachs**.
- Regular corporate partners such as **Perfetti Van Melle, L'Oreal, Ranbaxy, Honeywell, GSK-Pharma, Idea, Philips, Interglobe** strengthened their relationship with the institute by offering internship opportunities in general management and other diversified profiles.
- In addition to the regular recruiters, there has also been a steady rise in the number of companies participating for the first time such as **Baxter Healthcare, Leo Burnett**. This is a testament to the quality of talent pool offered to corporate over the years.

#### Key Highlights:

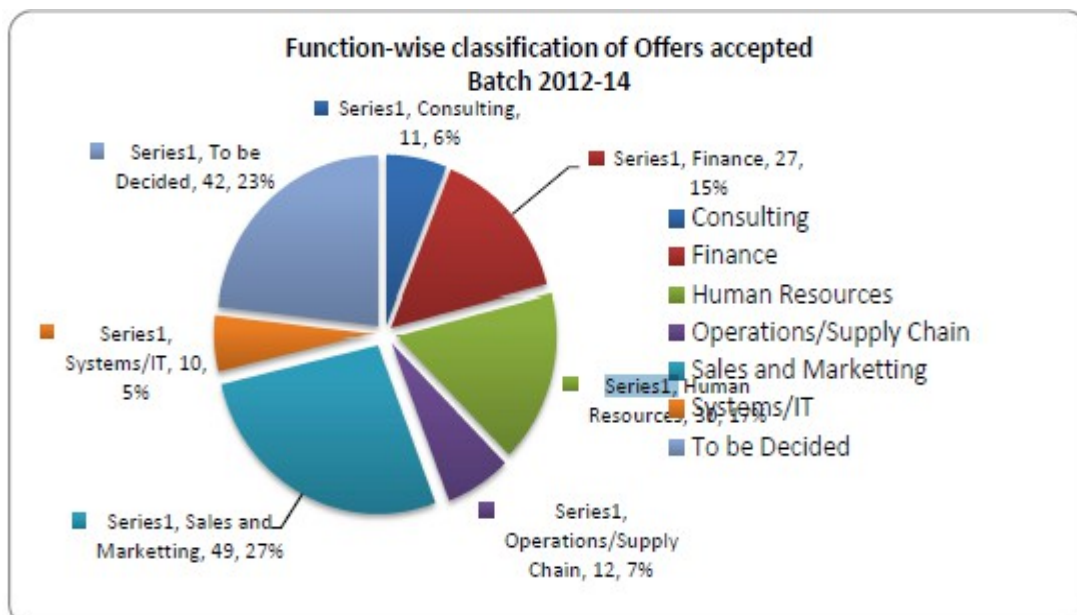
- 100% Placements
- The average compensation offered to students: Approx. 11lpa
- Highest Salary: Approx. 21lpa

AVERAGE COMPENSATION ACROSS SPECIALIZATIONS	
Marketing	12.2 lpa
Human Resources	12.6 lpa
Operations	10.9 lpa
Finance	9.42 lpa

### Summer Placements, Batch 2013-15:



### Final Placements, Batch 2012-14:



## **Past Work Experience**

- Information Technology
  - Accenture
  - TCS
- Consulting
  - PWC
  - Deloitte
- BFSI
  - HSBC
  - Deutsche Bank
- Automobile
  - Maruti Suzuki
  - Robert Bosch
- Telecom
  - Idea Cellular
  - Ericsson
- Manufacturing
  - Mahindra
  - Reliance
- Power/Energy
  - L&T
  - Tata Power
- Oil & Mining
  - L&T
  - Sesa Goa

**Placements: (MBA IM)**

The two year full time residential MBA IM program in SCMHRD is designed with an inclination towards leadership and entrepreneurship development into Infrastructure sector. It is divided into four semesters of five months along with which students also work on a two-month long industrial project (**Summer Internship**) followed by **Winter Internship** as well. Each semester students take up **Research project** from different sector and produce the thesis on it. The programme structure focuses on two specializations: **a. Project Execution and Operation b. Project Finance and Structure.**

**Key Highlights:**

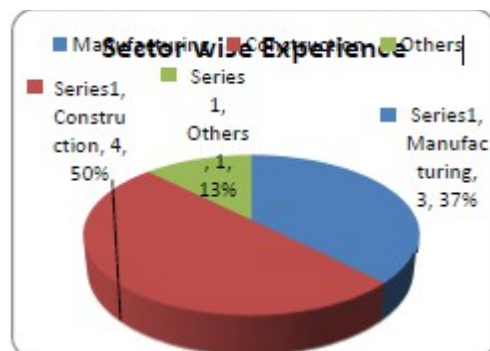
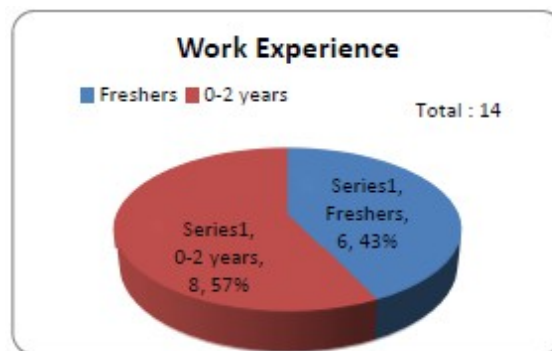
- 100% Placements
- The average compensation offered to students: Approx. 9lpa
- International Placements

<b>Summer Placements</b>	<b>Final Placements</b>
Cummins India Ltd.	Afcons Infrastructure Ltd.
Delhi Mumbai Industrial Corridor Development Corp.	Delhi Mumbai Industrial Corridor Development Corporation.
Fortress Financial Services Ltd	Dodsai Engineering and Construction Pvt. Ltd.
Gujarat International Finance Tec-city Co. Ltd. (GIFTCL)	HPA Spaces
India Infrastructure Finance Company Ltd.	IL&FS Townships and Urban Assets Ltd.
India Smart Grid Forum	Sterling & Wilson Inc.
India Ratings (Fitch Ratings) and Research Pvt. Ltd.	Syntel
IL&FS Education Ltd	Toyo Engineering India Ltd.
IL&FS Township & Urban Assets Ltd	WIPRO IT
IL&FS Transportation & Networks Ltd.	YES Bank Ltd.
IVRCL Ltd.	
L&T Metro Rail	
MWH ResourceNet India Pvt Ltd.	
SolaireDirect Energy India Pvt. Ltd.	
Toyo Engineering India Ltd.	

## **Method of Instruction**

The program focuses on building core business concepts and proficiency in quantitative skills and technology, giving students an edge in terms of speed and accuracy. SCMHRD emphasizes on self-study, peer learning and development of sound fundamentals using a wide variety of learning tools such as classroom instruction, case studies, role-play, simulations, field trips and research projects. Most of the faculty come from distinguished firms like government organization, established Private Firms as well as Project Management Consultants (renowned worldwide for their subject knowledge)

## **Profile of Past Students**





**Career Prospects** – The MBA program at SCMHRD is designed and structured to meet the needs of the industry. The content and pedagogy is developed in consultation with practicing managers and deployed by trained and qualified faculty. This puts the students in a unique position for career prospects. SCMHRD students are provided opportunities to work for leading firms from BFSI, FMCG, Healthcare, Infrastructure and other such sectors. The summer internship program offers students real life exposure to apply their learning and prove their mettle.

### **Eligibility.-**

#### **Masters in Business Administration**

- A graduate from any statutory university with a minimum of 50% aggregate marks. (45% marks for SC/ST candidates)

#### **Masters in Business Administration: Infrastructure Management (IM)**

- Engineering Graduate (Mechanical, Electrical and Civil discipline) from any statutory university with a minimum of 50% aggregate marks. (45% marks for SC/ST candidates)

**Note:** - Students in the final year of graduation can apply however he/she should not have any backlog at the time of admission for the programme. In case there is backlog in the last semester, the admission shall be automatically cancelled. Admission of a candidate will be provisional and will be cancelled in the event of non-fulfillment of the above stated criteria

### **Intake.-**

- 225 for Masters in Business Administration
- 40 for Masters in Business Administration in Infrastructure Management (IM)

**Reservation of seats:** As per University norms

### **Important dates related to Institutes.-**

<b>Activity</b>	<b>Date</b>
SNAP Registration Start	3 <sup>rd</sup> September 2014, Wednesday
Last date to apply for SNAP	26 <sup>th</sup> November 2014, Wednesday
Last date to pay for SNAP	29 <sup>th</sup> November 2014, Saturday
SNAP Test	21 <sup>st</sup> December 2014, Sunday
SNAP Test Result	10 <sup>th</sup> January 2015, Saturday
SCMHRD Online Registration and Payment Starts	3 <sup>rd</sup> September 2014, Wednesday
SCMHRD Registration and Payment for programme registration closes	a) 9 <sup>th</sup> January 2015 for MBA b) 9 <sup>th</sup> January 2015 for MBA-Infrastructure Management.
GE-PIWAT process	Exact dates shall be updated later.

**Important telephone numbers, E-mail ids, and web site.-**

Admission Cell No: - 8600111683,9730008615,9766921640

Email id: - [admissions@scmhrd.edu](mailto:admissions@scmhrd.edu)

Web site: - [scmhrd.edu](http://scmhrd.edu)

**Contact details:-**

Symbiosis Centre for Management and Human Resource Development

Symbiosis Infotech Campus, Plot No. 15, Rajiv Gandhi Infotech Park,

MIDC, Hinjewadi, Pune - 411 057, Maharashtra

Phone: (020) 22934304/5

## **Symbiosis Institute of Management Studies, Pune (SIMS)**

### **Introduction**

Symbiosis Institute of Management Studies (SIMS) is a 22 year old management Institute established by the nationally renowned Symbiosis Society in 1993. SIMS is reputed as one of the top management institutes for its MBA, PGPM programmes, research work, entrepreneurship and consultancy projects in addition to corporate training. SIMS is a constituent of the prestigious Symbiosis International University, 9001:2008 quality certified and a top-tier provider of business education across the spectrum.

### **SIMS- Making the difference**

- Ranked amongst top 25 B-School in India
- Only B-School in private sector with 90% seats reserved for wards of Defence personnel
- Compact campus with all facilities- residential, mess, sports, swimming pool, health club, auditorium, wi-fi etc.
- Central location in the heart of Pune, next to MH Kirkee and Pune University
- Best ROI on fees to CTC ratio (250%)
- Affordable fees which is less than even Tier- II colleges
- One of the three institutes in Western region other than IIM-A and SP Jain, which is the Centre for Corporate Governance set up by National Foundation for Corporate Governance
- Only one in the Symbiosis family having an “Incubation Centre”
- Opportunity to learn and become entrepreneurs through running a campus company
- Large number of academic, cultural and art clubs giving students an opportunity to be a part of and develop leadership qualities
- Full time Faculty recipient of Best Teacher in HR award in Dewang Mehta Business School Award
- 3rd CMO Asia award for innovation in Placements
- PPOs from corporate giants like Tata Motor, Credit Suisse, Deloitte, etc....

### **Vision**

To be the premier hub of management education for Defence personnel, their dependents and civilians.

### **Mission**

- Champion excellence in management education for Defence community and civilians.
- Create and sustain professional research and knowledge based services.
- Advance knowledge in all business related disciplines in a cross continental environment.
- Provide a forum for sharing experience and knowledge between the academic-business- services fraternity.
- Develop ethos of corporate professionalism in the student managers.

### **Infrastructure / Facilities – Hostel, Library, Lab, Canteen, Club etc.:-**

#### **Hostel Facilities**

Well- equipped/furnished rooms with attached facilities. Separate hostels for boys and girls.

#### **Modern Amenities**

These include classrooms with latest teaching aids, well equipped computer labs and well stocked library. A 380 seater air conditioned auditorium and a dining hall for 600 students.

### **Computer Labs**

Two state of the art computer labs designed to meet the computing and communication needs. A wide variety of software platforms and management programmes such as ERP, ECCH, SPSS, EBSCO, Prowess, Emerald, Delnet, JSTOR are available. The whole campus is Wi-Fi zone.

### **Information Technology**

Synapse – The online portal of the institute aims to move SIMS towards a paper-free environment.

### **Library**

21440 books on management, 118 journals and magazines including foreign journals, large number of educational CDs and recordings of talks by guest speakers. It is a member of DELNET, MCCI, AIMS, British Library, ASTD, NHRD, TJ -Training Journal, ABCI, IABC.

### **Health Care Centre**

In-house medical facilities and a host of other activities like yoga, gym, swimming pool.

### **Sports (For Resident students only)**

Badminton court, basketball court, swimming pool, table tennis, croquet and fuseball. Students can play football, volleyball and cricket in grounds nearby.

### **Importance of Philanthropy**

"Pranay" is a first of its kind, social initiative to be launched by a B-school which is totally student driven. Through our efforts at PRANAY, we help the less fortunate in realizing their true potential while truly comprehending the significance of Corporate Social Responsibility (CSR).

### **Programmes offered along with following information**

MBA Two Years Full time - residential

(Specializations offered in Marketing / Finance / HRM & Operations – subject to a minimum of 20 students opting for the same.)

### **Placement**

SIMS continuously achieves an enviable and outstanding placement record with an ever widening range of multi-national and national companies recruiting from campus for final placements and summer internships.

### **Method of Instruction**

The medium of instruction is English. All courses are assigned credits. One credit is defined as being equivalent to 15 hours of classroom teaching & instructions. The pedagogy used in all courses is a combination of lecture method, problem solving, case studies, interactive discussion, projects etc.

### **Profile of Past Students**

The student managers who graduate from SIMS are leaders in an exceptionally broad gamut of organizations from entrepreneurial companies to established firms, government and non-profit organizations. SIMS alumni are now entrepreneurs, VPs, MDs in various top companies.

**Career prospects**

SIMS provides perfect gateway to exciting and enriching management positions in multinational and national companies in various business profiles opening up career enhancing opportunities. SIMS also develops entrepreneurs.

**Eligibility:- MBA**

- α) A Candidate should be a graduate from a statutory university with a minimum of 50% aggregate marks. Students appearing in their final year degree examination can apply but their admission will be subject to obtaining a minimum of 50% marks overall at qualifying exam before August, 2015
- β) Defence category candidate should be ward of Defence Personnel as mentioned below.

**Intake :-** MBA – 300 seats.

**Reservation of Seats:-** As per University norms.

<b>Online SNAP Registration for SNAP Test and SIMS</b>	September 03, 2014*
<b>SNAP Test</b>	December 21, 2014*
<b>Last date for online registration for SIMS</b>	January 09, 2015 (till 6.00pm)
<b>SNAP Result</b>	January 10, 2015
<b>List of candidates shortlisted for GE-PIWAT</b>	January 14, 2015
<b>Dates of GE-PIWAT</b>	February 07 & 08, 2015
<b>Merit list of selected candidates</b>	February 17, 2015
<b>Last date for payment of 1<sup>st</sup> instalment</b>	March 19, 2015
<b>Pre-induction Programme (online) commences</b>	March 24, 2015
<b>Course commences</b>	June 02, 2015

\*Subject to changes

**Contact details:-**

Symbiosis Institute of Management Studies  
Range Hills Road, Khadki, Pune - 411020, Maharashtra, India.  
Phone No.: (020) 30213250/239/201, Fax: (020) 30213333

**Important telephone numbers, e-mail ids, and web site:-**

Administration:- 30213201, Admissions:-30213250/207- [admissions@sim.edu](mailto:admissions@sim.edu)  
Administrative Officer :- 30213239 Website:- [sim.edu](http://sim.edu)

## **SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT, Pune (SITM)**

### **Introduction:**

Symbiosis Institute of Telecom Management (SITM) was established in the year 1996. We are the pioneers in the field of Telecom Management education in the country and Asia. We focus on three basic components Management, Telecom technologies and Information Technology. Telecom revolution in India started in the early nineties and today India is the fastest growing telecom market in the world. As this sector continues to expand and mature, it is creating exciting techno commercial career opportunities for graduates and working professionals. The telecom ecosystem is expanding and many companies are joining this bandwagon who are creating new promising career opportunities for budding professionals.

SITM has over 1800 alumni who are making their mark in the industry as Business and Technical Consultants, Network Managers, Project Leaders, Business Development Managers to name a few. Senior batch alumni are holding senior management positions as Heads of business units, Country managers, Vice Presidents of functional areas, and so on. Large numbers of alumni are working internationally and are based outside India in various regions.

In addition to the two year full time residential Post Graduate Program, the Institute conducts an Executive MBA program in Telecom Management which is offered to working professionals. This program is conducted only on weekends. The Institute is also actively engaged in formulating Management Development Programs (MPDs) for the companies.

SITM is a constituent of Symbiosis International University (SIU) established under Section 3 of the UGC Act 1956, by notification No. F 9-12/2001-U 3 of the Government of India.)

### **Vision:**

Symbiosis Institute of Telecom Management will be the preferred destination for all who aspire to become world – class telecom business leaders.

### **Mission:**

To develop world class Telecom Business Leaders who can handle the ever-changing Technology and the Business Scenario effectively at all levels of the corporate ladder. More importantly, to instill human values to make better citizens.

### **Infrastructure:**

**Hostel:** It is a residential campus. All rooms are fully furnished and have Internet connectivity.

**Central Library:** The Campus has a well-stocked library with pleasant interiors. It is fully digitalized with a terminal for accessing library catalogue. It also has OPAC (On line Public Access Catalogue), which enables students to access library data from any computer in the Institute.

**Labs:** SITM has the latest state-of-the-art IT Infrastructure with a Software Lab and a specialized Network Lab with 120PCs, a 8Mbps wireless broadband leased line and 24 hour Internet Connectivity.

SITM has a specialized **CISCO Lab** where students can experiment with network operating systems and perform network related practical assignments. SITM has signed up with CISCO for an academic partnership in the CNAP program. The entire CCNA program is thus incorporated into the Systems & Finance Specialization.

SITM in partnership with IBM as part of the Career Education for Business Transformation (CEBT) program has set-up the **IBM Business Analytics Lab**. IBM's Centre of Business Analytics at SITM offers students & faculty members the access to a suite of software packages like SPSS, IBM Cognos, DB2, Lotus Connect & Web Sphere. This software suite will provide SITM students hands-on exposure on Descriptive Analytics, Predictive Analytics, E-Marketing, Social Networking, Services Sciences Management and Engineering, IT Services Management and Cloud Computing.

SITM has several software packages installed in the computer lab which students and faculty use for simulating business scenarios and analyzing them. SITM has installed Broadband Wireless Simulator in the lab in collaboration with CeWIT Center in IIT Madras.

**Canteen:** The campus has an all-day canteen with mess facility, which caters to the various tastes and budgets of the students.

**Sports:** The Institute is located in the Symbiosis Knowledge Village Campus which is about 22kms from Pune Railway Station. Sports facilities like Football, Volleyball, Cricket, Table Tennis, Badminton, Tennis, Squash, Yoga, Gym and Swimming are available.

### **3. Program offered:**

SITM offers a two year full time Post Graduate Degree in Master of Business Administration (Telecom Management) with dual specialization in Marketing & Finance and Systems & Finance.

### **Placements:**

We have been achieving 100% placements since inception. Last year, we have achieved almost 100% placements under extremely challenging conditions in the industry. Last year, the maximum salary offered to SITM graduates was 11 LPA and the average salary was Rs 6.7 lacs. Placements happen across all the verticals of the Telecom Industry and IT like CSP, OEM, IT and ITES, Consulting, VAS, Market Research and Finance.

### **Method of Instruction:**

This includes Classroom teaching, Guest lectures, Workshops, Industrial visits, Seminars, Research projects and Summer Internship. Every course is taught with extensive number of case studies and students are expected to make several presentations.

### **Career prospects and profile of past students**

Our alumni are working as Business Development Managers, Consultants, Marketing Heads, Country Managers, Project Leaders, Account Managers and Business Analysts in leading Indian companies and MNCs like Accenture, Infosys, Capgemini, Tech Mahindra, IBM, TCS, Ernst & Young, KPMG, Deloitte, PwC, HP, On mobile, Protiviti Global, Sify, Tata Teleservices, Vodafone, Airtel, Idea. SITM senior alumni are holding key positions in several companies across verticals and continue to deliver value to their employers.

**Eligibility:**

The minimum requirement for admission is a Graduate Degree in any discipline from a Statutory University with minimum of 50% marks in the qualifying examination( 45% for SC/ST). Final year students are also eligible to apply.

**Intake:**

Sanctioned Intake                120  
Over and above Intake        15% for International Students  
    2 seats for Kashmir Migrants

**Important dates:**

Online Registration for SITM commences	03 <sup>rd</sup> September 2014
Closing date for applying to SITM	9 <sup>th</sup> January 2015
Declaration of SITM short Listing for GE-PIWAT	20 <sup>th</sup> January 2015
Conduct of GE-PIWAT	11 <sup>th</sup> February to 15 <sup>th</sup> February 2015
Declaration SITM Merit List	28 <sup>th</sup> February 2015
Last Date for payment of 1 <sup>st</sup> Instalment of Fees	20 <sup>th</sup> March 2015

**Important Telephone numbers:**

020-39116170  
020-39116180  
020-39116189  
020-39116181

**For Technical Queries****Fax No:**

E-mail id – admissions@sitm.ac.in

Website- [sitm.ac.in](http://sitm.ac.in)

**Mailing Address:**

Symbiosis Institute of Telecom Management  
Symbiosis Knowledge Village,  
Village Lavale, Mulshi Tahsil, Pune-412115.



## **Symbiosis Centre for Information Technology, Pune (SCIT)**

### **Introduction**

SCIT is the place where participants are groomed to become future leaders in Information Technology arena. SCIT gives opportunities to those participants who are willing to take on challenges and are ready to transform themselves into proactive professionals. The institute supports their transformation with innovative teaching-learning methodology, state-of-the-art computer labs, platform for peer learning and opportunities to learn management in real time. The success of our alumni is a proof to claim that - SCIT ensures overall professional development of students, who are transformed into industry-ready IT professionals.

### **Vision**

“To be a world-class IT B-School known for creating global IT professionals”

### **Mission**

- To remain the outstanding provider of continually evolving market responsive IT education.
  - To create proactive IT professionals dedicated to excellence, who deliver innovative solutions that, improve the performance of their organizations.
- Today, several graduates of SCIT are with reputed companies contributing towards innovative solutions and playing a crucial role in the success of their organizational plans.

### **SCIT received the following awards in 2013-2014:**

- SCIT honored with National Education Leadership Awards 2014 for “Business School With Industry Related Curriculum in Information Technology” on 27th June, 2014 at Taj Lands End, Mumbai.
- SCIT Ranked 22nd in the Top 100 B School in India by Career 360- in the month of December 2013.
- SCIT got AAA+ rating for Top B-Schools in Maharashtra 2014 by Career 360 in the month of December 2013.
- SCIT has Ranked 19th in the Top private B School in the West India by Career 360- in Nov 2013.
- SCIT honored with 21st Dewang Mehta Best B school award for “Business School with Best Industry Interface” on 23rd October, 2013.
- SCIT ranked 79 in the top 100 best B-School ranking 2013 by Business Today group in the month of Oct 2013 issue.
- SCIT Ranked 35th in the Top 75 Management Institute an outlook group magazine- in the month of Oct 2013.
- SCIT wins Dainik Bhaskar National Education Leadership Awards - Award ceremony scheduled on 23rd October, 2013 at Taj Lands End, Mumbai
- SCIT awarded as "Best Educational Institute with Best Academic and Industry Interface" by Asian Education Leadership Awards held on Sept 24, 2013 in Dubai.

- SCIT becomes the first ISACA student group in India in the month of August 2013.
- SCIT ranked 529 in the top 1000 International B-Schools ranking in terms of research paper downloads in the Social Sciences Research Network portal (SSRN).
- SCIT figures in the Premier institutes of the Education Post, which features a comprehensive analysis on Management and Engineering Institutes in India for year 2013-2014 Volume 1.
- The Information Security Specialization stream of SCIT in association with ISACA Pune has constituted a student chapter at SCIT, the first student chapter in India.

### **Infrastructure/facilities – Hostel, Library, Lab, Canteen, Club etc.**

SCIT is located in Rajiv Gandhi Infotech Park, Hinjawadi, Pune and is surrounded by some top corporate establishments like Wipro, Infosys and Tata Technologies amongst others.

The Pune campus has over 1000 network connections, and the network is built on high performance Gigabit Ethernet backbone on optical fiber cable with Internet & WIFI connectivity

The facilities on campus include:

- |   |                             |
|---|-----------------------------|
| ➤ Multi-cuisine cafeteria and mess          | State-of-the-art gymnasium. |
| ➤ Yoga and Aerobics centre                  | Well-managed swimming pool  |
| ➤ Auditorium for seminars and campus events | General store               |
| ➤ 24-hour security service                  | SBI ATM                     |

#### **Hostel:**

The campus has separate hostels for boys and girls with well-equipped rooms. It has Wi-Fi network connectivity. Each room has an attached bath with hot and cold water facility. The campus security extends its services round-the-clock. Mess facilities and cafeteria are provided

#### **Library:**

SCIT has modern library facilities with more than 9,000 books on technology and management and nearly 1400 CD's. The students have access to nearly 30,000 books housed in the same building by sister institutes. SCIT students look forward to and actively participate in Book Reviews which are held regularly by the library. Certificates are awarded for Best Book Review and also to all those who review books.

#### **Lab:**

A unique facility with diverse networking environments and platforms, it gives a free arena to students to experiment with different technologies and products for simulating diverse environments. For example, student's experiments with security mechanisms have led to the deployment of a centralized authentication mechanism in SCIT's own multi-platform environment. Students work on advanced areas such as high performance networks, security, messaging etc. fully utilizing the facilities in the Proof of Concept Lab. POC Lab provides the student necessary equipment and also independent link to set up simulated environment to experiment various network concepts and practices, such as, fixed line wireless integration, ethical hacking, Voice commands, virtualization of servers and storage, MPLS. SCIT has set up a Virtualization lab to facilitate better teaching learning experience

#### **Canteen:**

The mess caters Indian vegetarian food with a menu managed by student teams. It provides breakfast and two meals daily to nearly 1200 students.

**Programmes offered:**

Masters of Business Administration (MBA) in Information Technology Business Management with options to choose elective Courses from 4 different areas listed below.

- Information Security Management
- IT Infrastructure Management
- Software Solutions Management
- Systems

**Method of Instruction:**

At SCIT, a variety of instruction methods are used to impart knowledge to the students. Traditional classroom teaching to build the fundamental concepts, practical exercises students can get hands – on experience by applying the lessons learnt. Case studies are extensively used, Along with this Role Plays are used to simulate a real world situation dramatically and encourages the students to explore the solutions.

Pilot projects, Internships and dissertation are some mandatory exercises which every student has to do in order to build up their practical skills and develop an inclination towards research.

Besides this, students are also involved in research projects in which they may have to do field work, building case studies and writing research papers as a part of their course curricula. Guest lectures and seminars is strong component of teaching as it gives industry inputs and increases the awareness of the students about the current state of industry .Performance of students is check through regular class test, assignments, surprise test, quiz. Efforts are made to make the teaching more active and interactive. SCIT focuses on innovative teaching methodologies which help in making the classroom sessions more active and interactive.

**Profile of Past Students:**

Over the years SCIT students have been offered profiles such as, Consultants, Business Analysts, Associate consultants – Presales, Associate consultants – Sales, Business Development Managers, Quality Assurance Manager, Business Process Managers, etc.

**Placement**

By joining SCIT, a student does not become eligible automatically for placement. Students are expected to participate in all sessions, workshops, seminars etc. in the first and second year. Those students who fulfill the eligibility criteria as laid down and declared well in advance, are permitted to participate in the Campus Recruitment Program. Placement is not a right but a facility offered to a student.

**Career Prospects etc.**

As there is a blend of management and technical courses in the programme being offered to the students, they can go for techno managerial positions in the industry. Major chunk of the programme consist of management courses the students depending on liking can choose electives which can decide their professional career. Career prospects range from business associate consultants, business analyst and presales, software solution architects, team leader in the software industry. Software solution managers, project managers, profile of network planning / administration and management. Students good at networks can be offered jobs in to Network companies like mobile telecom and broadband service. ISS experts can get career

prospects as Security professionals' security advisor/ planner. They are also given the profiles of infrastructure security auditors. Later on after gaining some industry experience the students have a good scope to rise to managerial and decision making positions.

### **Eligibility for MBA**

Graduate of a statutory university with 50% marks (45% for SC/ST) at graduation level in

- IT/computer science/computer application; or
- Engineering; or
- Any other faculty

**Note:** Candidates appearing for Final year bachelor's degree examinations may apply but their admission will be subject to obtaining a minimum of 50% marks. (45% for SC/ST).

### **Intake**

Total Seats: 180

**Reservation of Seats** – As per University norms

### **Important Dates**

SNAP Test Date	December 21, 2014
Registration start date of SCIT	September 10, 2014
Last date for registering for SCIT for admission	December 20 , 2014
Last date for accepting Application Fee for Admission	December 20 , 2014
SNAP Test result	January 10, 2015
Announcement of Shortlist for GE-PIWAT	January 21, 2014
GE-PIWAT at Pune	Schedule I: February 6,7,8, 2015 Schedule II: February 12,13,14, 2015
Announcement of Merit List with Waiting List status on the website	February 28, 2014 before 08:00 p.m.
Last date for payment by the Merit List candidates (The first instalment of fees)	March 21 , 2014 By 1.30 p.m.
On line Pre-Induction programme Commencement	March 23, 2015
Hostel Registration starts from	June 03,2015
Programme Commencement	June 05, 2015
Last Date of Admission	July 04, 2015

**Important telephone numbers, e-mail id an web site:**

Telephone Numbers:

SCIT Board Number: 020 22934308/09/10

SCIT Fax Number: 020 22934312

E-mail Id's- [admission@scit.edu](mailto:admission@scit.edu), Enquiry: [enquiry@scit.edu](mailto:enquiry@scit.edu) SCIT Website: [scit.edu](http://scit.edu)

**Contact details**

**Admission Cell**

**Symbiosis Centre for Information Technology (SCIT)**

Plot 15, Rajiv Gandhi InfoTech Park, Hinjewadi, Pune - 411057. Maharashtra, India.

Tel: 91 - 020- 2293 4308 / 4309 / 4310 Fax: 91 - 020-2293 4312

Admission: [admission@scit.edu](mailto:admission@scit.edu), Enquiry: [enquiry@scit.edu](mailto:enquiry@scit.edu) , Website: [scit.edu](http://scit.edu)

## **Symbiosis Institute of Operations Management, Nasik (SIOM)**

### **Introduction:**

**Symbiosis Institute of Operations Management (SIOM)** started with the vision of “Empowering Operations Excellence.” Business today is driven by technology. Understanding the breadth and depth of this area; the advent of SIOM aims towards World Class Management Programs with emphasis on Operations Management. There is a need for managers who have a deep understanding of not just the commercial aspects but also the technical / technological aspects which drive business. SIOM thus emphasizes on Operations Management with its uniquely devised syllabus focusing on World Class Managing Programs.

SIOM, exclusively for ENGINEERS, is the India’s only Institute dedicated to Operations Management, constituted with a vision of *Empowering and Leading Operations Excellence*, with the understanding that industry hires talent with a vision for world class excellence, atop the current competitive markets.

SIOM is born out of the conviction that engineers, if forged and chiseled in an exclusive B-School environment can be outstanding “Techno-Business” leaders. The MBA - Operations Management program at SIOM arms each engineer with vital skills and knowledge necessary to design, manage, analyze, and improve the operations systems in any industry, anywhere.

The curriculum includes SAP-ERP training, Six Sigma Certification by KPMG, and facilitates CPIM, CSCP Certification. This industry orientation has attracted companies like Deloitte, PwC, Amazon, 3M, UTC, IBM, Bosch, P&G, Cummins, Tata motors, GE, and other leading corporates from 10 different sectors like Manufacturing, Consulting, BFSI, IT/ITes, FMCG, Retail, Logistics, Retail, Mining, Pharmaceuticals and Infrastructure to participate in the placement process.

SIOM has been awarded the title of ‘Institute with Best Industry Related Curriculum in Operations Management’ by the Dewang Mehta B-School Awards (2009), Dainik Bhaskar B-School Awards (2010) & Star News B-School Awards (2011), ABP news National School awards (2012), ET Now Awards (2013). SIOM bagged 3 prestigious awards at the 2nd Asia's Best Emerging B School Awards held in Singapore, viz., B School with Best Industry interface. **Recently it is also the recipient of “Education Excellence award at the 2<sup>nd</sup> CPO forum for its best education in SCM.**

The campus in scenic surroundings of Nashik bustles with seminars, industry visits, sports, social activities and cultural events

### **Vision**

"Empowering and Leading Operations Excellence"

### **Mission**

SIOM aims to deliver the Managerial Competencies of Broad Based Knowledge, Multi-Disciplinary Skills and Positive Attitude to the diverse Industrial and Business Sector on a sustainable basis

### **Infrastructure / facilities – Hostel, Library, Lab, Canteen, Club etc:**

SIOM being a residential institute houses the boys and girls in hostels with triple occupancy. The hostel buildings are in close proximity to the Main building facilitating students’ waste no time reaching classes and going to library later in the evening. Hygienically prepared vegetarian and non-vegetarian (as per weekly menu) food is served which includes Breakfast, Lunch and Dinner. There is Cafeteria for tea/coffee and snacks. There is a shop to buy essentials. The daily Laundry service opens in the evening. The campus has been developed with lot of green trees around with lovely flower beds and hedges. There is round the clock security manning the Gate and hostel premises including female guards for girl’s hostel.

Arrangements are made for 24 hours water and electricity and Wi-Fi services in the hostel. There are recreational facilities like TV and indoor games such as T.T., Caroms, Chess, and Billiards. There is also a Basketball court prepared to the highest standard and an indoor Badminton court is also available. The entire campus and the hostel are monitored by CCTV to maintain the safety of the campus and the students. The academic block consists of spacious and well-equipped Lecture Halls, Library, Gymnasium, Aerobics hall and other Indoor sports facilities. There are separate lounges accessed by students for Placements and Class room discussions. It also has 2 computer labs with higher level of computing facilities, out of that one is completely dedicated for the practice of students.

Library tries to keep the pace with global changes and caters its users with technology based environment. The new users are updated and introduced with all the resources during induction programme. Subsequently the hands on training programme are also initiated for easy access of all the ICT based resources.

Collection Development is one of the important tasks which facilitate faculty, students, and staff. At present library consists 12156 Books, 175 Electronic Journals, 02 Data Bases, 26 National journals, 13 International Journals, 1187 CDs and 273 DVDs.

Wi-Fi is enabled throughout the campus and the Web Opac (Online Public Access Catalogue) is accessible, wherein students can log in access the circulation status of the book, also reserve the books. They can also refer to all the online resources any time from their laptops or from the net lab of the Institute and can also download them.

The library has introduced the new scheme of Book Bank. The important books are made available as a personal copy on yearly returnable basis to save the paper and also the environment.

The progressive feature of the library is it hosts the treasure hunt for the students and faculty wherein the clue is given leading to another which enables the user to know the library in depth.

Other activities which students enthusiastically participate are Quizzines, Beer Game(supply Chain), Akshay Patra, Budget Foray, Book exhibition, Saraswati Pooja, The person who makes the maximum use of the library resources is awarded with Best Library User.

SIOM Library Follows OPEN Access wherein each and library material is made available and accessible. Thus it is a User Centred and accommodative library.

SIOM is equipped with state-of-art computing facilities to compliment classroom pedagogy. It has a server room equipped with Two Compaq ML 370 Server, HP ML 350 Servers, running on Windows 2003 and two Computer Labs housing a total of 100 computers and workstations running Windows XP. All classrooms and offices are equipped with Internet connectivity with a 5 MBPS (1:1) Leased line. Every classroom and Assembly hall is fitted with LCD projection facilities and LAN. Lectures are typically augmented by multimedia. The Hi-Tech lab is especially suited to the requirements for SAP ERP where the students are trained and other specialized software training like SPSS, Minitab, Lindo Lingo, Crystal ball etc.

Programmes offered along with following information:

***MBA (Operations Management) at SIOM*** is designed to meet the needs of diverse sectors of economy viz. manufacturing, service, IT and consulting. Students develop, in-depth strategic understanding of operations systems, their components, contributions, and interactions with other functional areas and the analytical and computer tools necessary to address both strategic and tactical issues. The MBA Operations Management Programme aims to equip each ENGINEER with vital skills and knowledge necessary to design, manage, analyse and

improve the operations in an enterprise. The objective is to develop amongst the students' crystal clear, strategic understanding of Operations systems, their vital components, contributions, interactions with other functional areas and the analytical tools necessary to address practical and strategic issues in operations management. SIOM MBA provides various career prospects in different sectors.

With Operations in its core delivery, SIOM is determined to lead and design the curriculum closely with the Industry needs. This is evidenced by the various accolades from the leading B-School award functions. Supported by the Industry practitioners, SIOM always fine tunes the delivery according to the dynamism of the market. It also carved out the areas of Operations in the various streams in Marketing, HR, Finance and Information Technology in the form of Minor specializations. The curriculum also motivates the students to understand the business environment holistically and try to impart the business problem solving skills, with respect to the core values and changing times of the market. The curriculum also invites for associations with various leading institutions like KPMG, Dale Carnegie and APICS etc. to raise the Industry readiness of the students. Live projects, Case study analysis, Personality development programs and various other academic initiatives are helping the students to groom the students to face the Challenging Industry situations. Students, by virtue of their curriculum will be able to appear for International certification program such as CPIM, CSCP, CPSM and PMP etc. Student Initiatives such as Spandan activity (Social projects), Entrepreneurship cell are highly active in the campus.

### **Placement**

Symbiosis Institute of Operations Management, Nashik has been securing good placements right from the first batch in the year 2007. Leading corporates from 11 different sectors like Manufacturing, Consulting, BFSI, IT/ITes, FMCG, Retail, Logistics, Retail, Mining, Pharmaceuticals, Infrastructure and e-commerce have been participating in the placement process. In the past, few overseas placements were secured. Most of our alumni get overseas assignments.

The profiles offered to our students are:-

- Functional Consultant (Manufacturing, Supply Chain Management, ERP, Analytics etc.)
- Sourcing and Procurement
- Order Management
- Logistics Management
- Quality Management (Six Sigma & Lean Methodologies)
- Pre-Sales
- Inventory Management
- Business Analytics
- Planning and Scheduling
- Customer Relationship Management
- Process Management/Business Process Re-engineering
- Warehousing and Distribution Management

Besides the core focus on Operations, we have introduced the concept of Minor specialization in the following streams to cater to various industry needs. Students opt for any one of the following minors:

- Marketing (Customer support, Research, Distribution, Order fulfilment process, Logistics etc.)
- Finance (Process Management, Quality Management, and Customer Service etc.)










- Project Management (Project Management, Procurement, Risk Management etc.),
- HR (Human Capital Management, Mobility etc.)

Few of the recruiters at SIOM: Multinational companies like Amazon, Accenture, Bosch, Cap Gemini, Cummins, Deloitte, GE, General Mills, GM, HP Analytics, IBM, JDA, KPMG, McDonalds, P&G, PwC, Rio Tinto, Standard Chartered Bank, United Technologies Corporation etc. we also have, Indian companies like Ashok Leyland, Axis Bank, Century Ply, Genpact, Glenmark Pharmaceuticals, Godrej & Boyce, HCL Technologies, Infosys, KPIT, L&T, Tata Motors, Tata-Hitachi etc.

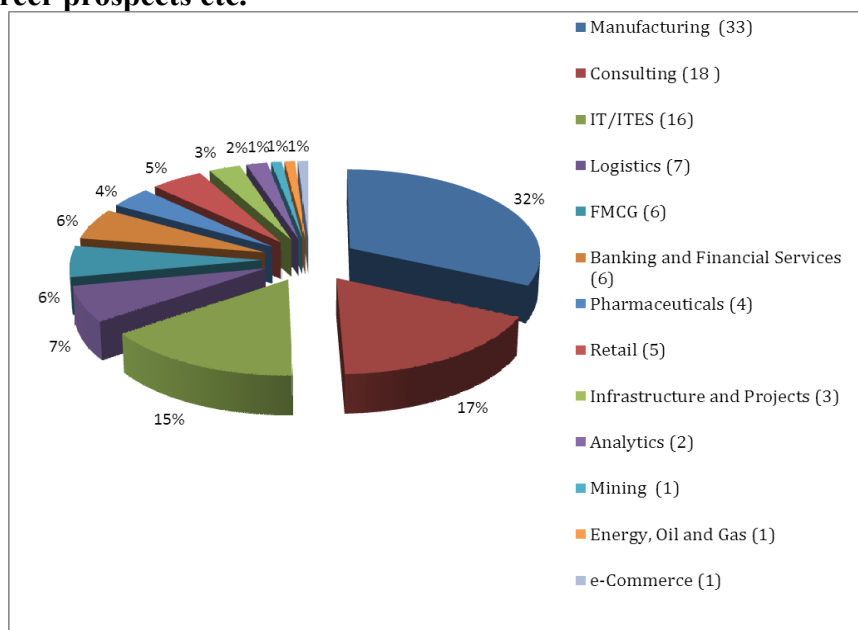
**Method of Instruction:** English

**Profile of Past Students:**

	<p><b>Vidyarth Venkateswaran</b> Company : Accenture <b>Designation : Management Consultant</b> Batch : 2009-2011</p>	
	<p><b>Apurv Shukla</b> Company : Amazon <b>Designation : World Wide Capacity Planning Analyst</b> Batch : 2008-10</p>	
	<p><b>Mayank Kukreti</b> Company : Hindustan Unilever Ltd. <b>Designation : Central Distribution Planner</b> Batch: 2007-09</p>	
	<p><b>Rajat Gayal</b> Company : KPMG Advisory Services <b>Designation : Consultant - Operations</b> Batch: 2009-2011</p>	

	<p><b>Harish Nair</b>  Company : Nestle  <b>Designation : Specialist- Demand and Supply Planning</b>  Batch: 2005-07</p>	
	<p><b>Risham Thakur</b>  Company : Procter &amp; Gamble  <b>Designation : Associate Manager</b>  Batch : 2010-12</p>	
	<p><b>Premsteve Martis</b>  Company : United Technologies Corporation  <b>Designation : Associate- Operations Leadership Program</b>  Batch: 2009-11</p>	
	<p><b>Harish P K</b>  Company: Mitre10 New Zealand Ltd.  <b>Designation : Sr. Merchandise Planner and Analyst</b>  Batch: 2007-2009</p>	

## Career prospects etc.



## Eligibility

Graduate Engineers of any stream from statutory University with 50% aggregate marks. (45% for SC/ST candidates) are eligible for this programme

## Intake

120 seats

**Reservation of seats:** As per University norms

## Important dates related to Institutes:

SIOM Online Registration Begins:	September 03, 2014
SIOM Online Registration Closes:	January 20, 2015
SIOM Payment Closes:	January 20, 2015
Merit List for GE-PIWAT	February 02, 2015
GE-PIWAT	February- March 2015
Commencement of Program:	June 03, 2015

## Important telephone numbers, e-mail ids, and web site.

SIOM Reception	0253-2376107 / 08, 2379960
SIOM admission cell	0253-2391750 ( 10 am to 6 pm)
SIOM fax	0253-2379959
SIOM admissions email	<a href="mailto:admissions@siom.in">admissions@siom.in</a>
SIOM reception email	<a href="mailto:info@siom.in">info@siom.in</a>
SIOM website	<a href="http://siom.in">siom.in</a>

## Contact details:

Admission Cell  
Symbiosis Institute of Operations Management  
A-23, Shravan Sector, New Cidco, Nashik 422008

## **Symbiosis Institute of Health Sciences, Pune (SIHS)**

### **Introduction**

The Symbiosis Institute of Health Sciences (SIHS) is a proud member of the prestigious Symbiosis International University SIU. A pioneer in the field of Health education, SIHS has conceptualized & implemented a unique, innovative, career oriented professional up-gradation programme to equip future healthcare professionals with appropriate tools and knowledge to meet the goals of this competitive and growing healthcare industry. The SIHS plans to raise a cadre of professionals who would ensure delivery of optimum healthcare services.

### **Mission**

To foster relevant & pertinent knowledge in all domains of healthcare through an interdisciplinary approach.

### **Vision**

To become an internationally renowned institute which would offer contemporary, need based academic programmes suited to the needs of ever-changing & ever expanding horizon of the healthcare sector.

### **Infrastructure / facilities – Hostel, Library, Lab, Canteen, Club etc.**

#### **Library**

SIHS library has a wide variety of learning resources with over 3900 books, Reports, 23 Journals and magazines and , 920 CDs, DVDs & Video Cassettes for the benefits of users. The library provides following services to their users:

- |                                       |  |
|---------------------------------------|--|
| 1. Circulation service (Home Lending) | 2. Reference Services                            |
| 3. Wi-Fi facility on the campus       | 4. Audio Visual Room for Accessing<br>CD'S/DVD's |
| 5. Reading Room                       | 6. Current Periodical Section                    |

#### **Access to Online Database**

- |   |            |
|---|------------|
| 1. EBSCO  | 2. EMERALD |
| 3. JSTOR  | 4. SCOPUS  |
| 5. ISI emerging markets (accessible through Library Gateway Portal) |            |

WEB-OPAC (Online Access Catalogue) You can search any book available in the library through OPAC (<http://symbiosi-koha.informindia.co.in> )

- ✓ **Computer Lab.:** The Computer lab, with free Internet facility for all the students.
- ✓ **Wi-Fi campus:** The Wi-Fi campus enables the students to get on-line anywhere on campus without the hassle of wires and plug-ins. The campus, truly, is the high tech face of the new-age SIHS.
- ✓ **Classrooms:** All lecture classrooms are well ventilated and equipped with the latest audiovisual facilities.
- ✓ **Auditorium:** The in-house facilities include a 567 seater modern auditorium and 50 seater conference hall located at Symbiosis Vishwabhavan.

- ✓ **Mess and Cafeteria:** An all-day Mess and cafeteria ensures refreshments for busy minds.
- ✓ **Accommodation:** For outstation students (Boys & Girls) accommodation can be arranged at Symbiosis Hostel on first come first serve basis.
- ✓ **Career Counseling and Placement Cell:** SIHS Placement Cell will assist students to obtain employment in respective industries in the healthcare domains.

## Programmes offered along with following information

### Programmes offered:

#### MBA-Hospital and Healthcare Management

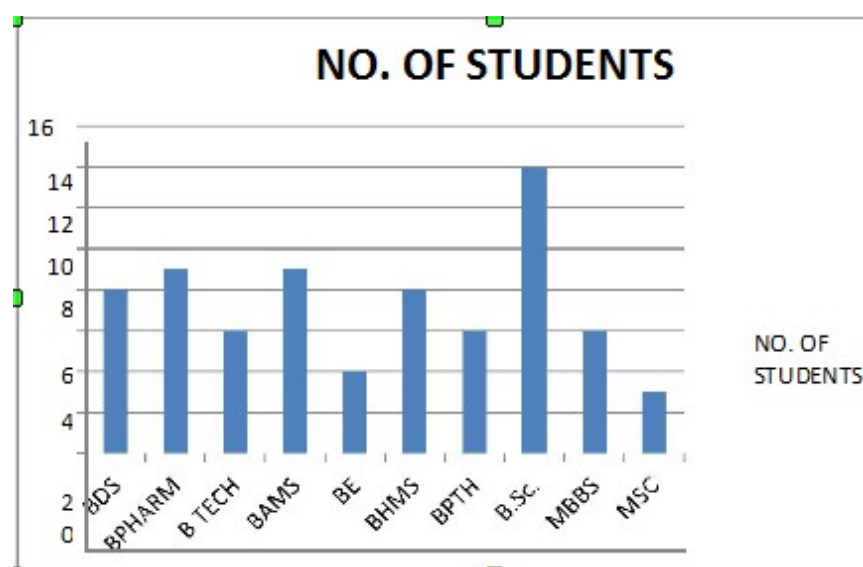
##### Placement.

The SIHS Placement Cell assists students to obtain employment in respective industries which include Multispecialty and tertiary care Hospitals (both in the private & public sector), Government Organizations, NGOs, IT, Pharmaceutical, Health Insurance, Consultancy, Manufacturing and Medical Equipment.

##### Method of Instruction.

The programme aims at adopting a synergistic blend of academic knowledge and practical intricacies of the field to train professionals to undertake a wider range of administrative and managerial responsibilities within the healthcare organizations with real time inputs from partnerships in the healthcare delivery system in India & abroad. All the different teaching styles that are used and all the different ways that study material is presented, give the students ample opportunities to assess how they learn best. A Wi-Fi enabled campus further facilitates this mode of learning. In addition, the SIHS aims at all round personality development by way of students' participation in creative pursuits such as presentations, book reviews, participation in student-industry interfaces, analysis of current affairs etc.

Profile of Past Students: Batch 2012-14, MBA-HHM



Career prospects etc.

With the rapidly growing healthcare sector, the need for managing hospitals & healthcare establishments professionally has become even more acute. With increasing emphasis on quality of health care, cost effective utilization of resources and patient satisfaction, there is a tremendous and growing need for persons with professional qualifications in Hospital & Healthcare Management. Thus there are challenging job opportunities in, multispecialty hospitals, nursing homes, Government Organizations and NGOs operating in the health care sector as also in the Insurance, IT, medical equipment manufacturing, clinical research organizations, Pharmaceutical sector, medical tourism and other emerging stake holder's organizations.

**Eligibility.**

Graduate of a Statutory University with 50% marks (45% for SC/ST) at graduation level. Candidates passing degree examination by part-time / correspondence / external course / distance learning or in one sitting are not eligible.

Note: Candidates appearing for Final year Bachelor's degree examinations may apply but their admission will be subject to obtaining a minimum of 50% marks. (45% for SC/ST) at the graduation exam.

**Intake:**

77 seats

**Reservation of seats:** - As per University norms.

**Important dates related to Institutes:**

Announcement of Advertisement	September 14, 2014 Sunday
Online Registration Begins for SIHS	September 05, 2014 Friday
Online Registration Closes for SIHS	November 26, 2014 Wednesday
Payment closes on for SIHS	November 29, 2014 Saturday
Admit Card	December 06, 2014 Saturday to December 21, 2014 Sunday
SNAP Test	December 21 , 2014 Sunday Time: 2.00 pm to 4.00 pm
Test Result	January 10, 2015 Saturday
Schedule of short-listed candidates for Selection Process GE-PIWAT on sihspune.org	January 30, 2015, Friday
Selection Process GE-PIWAT (at Pune only)	February 17 and 18 2015, Tuesday and Wednesday
Display of first merit list	02/28/15
Last date for payment of fees for first merit list	March 13, 2015, Friday
Display of second merit list	March 17 ,2015, Tuesday
Last date for payment of fees for the 2nd merit list	March 23, 2015, Monday
Pre-Induction Leveling (Off Campus)	April 02, 2015, Thursday
Programme Commencement	June 02, 2015, Tuesday

\*Dates subject to change

**Contact details:**

Symbiosis Institute of Health Sciences (SIHS),

Senapati Bapat Road, Pune-411004

Tel: +91-20-25658014 (Ext.509/510/511) Mobile: 09552599863

**Email:** [admission\\_hhm@sihspune.org](mailto:admission_hhm@sihspune.org)

**Website:** [sihspune.org](http://sihspune.org)

**Contact Person:** Col.Dr.Deshpande, HOD, MBA-HHM, SIHS

## **Symbiosis Institute of Business Management, Bengaluru (SIBM)**

### **Introduction**

SIBM Bengaluru in its 7<sup>th</sup> year of existence is truly the birthplace of business leaders and ignites in its students a fire to achieve great heights of success. The burning passion to excel in the corporate world makes every student evoke the energy to reach the pinnacle...untarnished!

The Institute aims at providing outstanding academic exposure to the students by bringing in rich industry expertise and research experience of eminent faculty members. Along with the academic rigour, special attention is paid to the all-round development of the student through various extracurricular activities in which the students are given an opportunity to display their talents outside the customary classroom learning. As a responsible human being of the world today, every individual is expected to be socially inclined. This is one of the key aspects on which SIBM Bengaluru imposes special emphasis on and drives the students towards community service. The indelible spark of perfection and achieving the heights of glory is ingrained in every student at SIBM Bengaluru; and this spirit is reflected in practically every step that an SIBM Bengaluru student takes in the challenging corporate world.

### **Vision**

To be recognised globally as the preferred destination for all future leaders, where the spirit of inquiry and enterprise will drive growth through innovation

### **Mission**

To create a centre of academic excellence with a collaborative environment, which fosters experiential learning that can be applied towards social, economic and global development

### **Selected Special Features @ SIBM- Bengaluru**

- ✓ Fully residential state of the art campus.
- ✓ Online courses from Harvard Business Publishing as part of pre-induction programme.
- ✓ Out-Bound Learning Program as a part of Orientation Program
- ✓ Strong Academic Rigour & Erudite faculty with rich industry and research experience.
- ✓ Innovative and engaging teaching pedagogy – Simulations, Harvard Cases, and Industry visits etc.
- ✓ Continuous curriculum review process to incorporate dynamic industry requirements.
- ✓ Well equipped print and online library resources.
- ✓ Regular Workshops, Industry Interactions, CEO meets & Corporate events
- ✓ Online Learning & Teaching(OLT) to facilitate the teaching process
- ✓ Collaborative research projects with Industry
- ✓ Training programme through simulation to increase employability
- ✓ Toast Master Club, Peer Mentoring & Buddy Program
- ✓ Student driven committees and initiatives, Student Leadership Awards
- ✓ Strategically located at the Electronic city in the heart of Bengaluru's industrial hub



## Infrastructure:

SIBM Bengaluru boasts state of the art academic and living infrastructure. The entire campus is Wi-Fi enabled.

- **Hostel:** Hostel with modern amenities house around 500 students on twin and triple sharing basis with all the necessary facilities.
- **Library:** Library resources include updated references for research and academic purposes and a large store of books along with electronic databases like Data JSTOR, EBSCO, Emerald, CMIE, Frost & Sullivan database and others.
- **Computer Lab:** State of the art Computer labs which are equipped with high end software and Online Learning & Teaching Tool to facilitate the learning process.
- **Other amenities:** The campus also has video conference rooms, audio-visual rooms, modern gymnasium, basketball court, TT table, cafeteria and an auditorium to facilitate the holistic development of the students.

## Programmes Offered

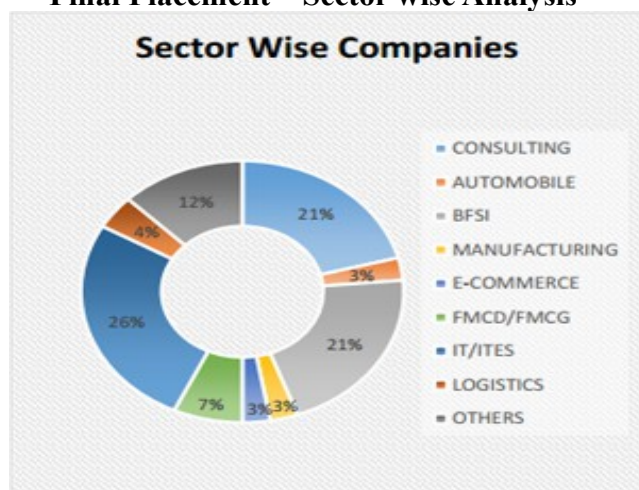
2 year full time residential MBA Programme (Specializations in Marketing / Finance / Human Resource / Operations Management)

**Placements:** SIBM Bengaluru witnessed yet another year of excellent placements for the class of 2014 where we saw huge participation from companies across sectors. The placement process has been successfully completed with students placed across various sectors and functions of their choice. The successful completion of recruitment cycle 2013-14 stands testament to the high quality of students at the institute and robust nature of the placement process that provides adequate flexibility to both students and recruiters. This makes SIBM Bengaluru a force to reckon with in the corporate world. SIBM Bengaluru has created a niche in the minds of the recruiters looking for passion-driven talent and engaging minds.

## Compensation Details (Batch 2012-14)

Particulars	INR LPA
Highest Package Offered	14.95
Average Salary offered	7.91

## Final Placement – Sector wise Analysis



## Method of Instruction

Lecture, presentation, case study, live project, summer internship, Industry lecture, skill based exercise, group activity & simulation.

## Profile of the Past Students

### Profile of the Past Students

Academic Background Break Up		
Stream	Percentage (2013-15)	Percentage (2012-14)
Engineering	65.71%	66.67%
Sciences	6.29%	4.24%
Management	8.57%	12.12%
Commerce	12.57%	12.73%
Others	6%	1.21%
Arts	6%	3.03%

Work Experience Break Up		
Duration in months	Percentage (2013-15)	Percentage (2012-14)
0	50.29%	47.88%
1 - 12	14.29%	9.09%
13 - 24	22.86%	21.21%
25 – 36	9.71%	15.76%
More Than 36	2.86%	6.06%

Gender Ratio		
Gender	Percentage (2013-15)	Percentage (2012-14)
Male	62.29%	70.06%
Female	37.71%	29.94%

**Career Prospects**

MBA from SIBM Bengaluru enables the students to take up dynamic career profiles such as Equity Research Analyst, Business Analyst, Functional Consultant, Strategic Consultant, HR Generalist, Associate/Technology/Senior Consultant, SCM Consultant, Associate Manager, Sales Consultant, Area Sales Manager, Territory Manager, Account Manager, Financial Analyst, Operations Analyst etc.

**Eligibility:**

- A graduate from any recognized university with a minimum of 50% marks (45% for SC/ST) at graduation level.
- Final year appearing students can apply but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) at qualifying examination.

**Intake**

**150 students**

**Reservation of Seats:** As per University norms.

**Important Dates:**

Activity	Dates / Day
Start date to apply for SIBM Bengaluru	05 <sup>th</sup> September , 2014/ Friday
Last Date to apply for SIBM Bengaluru	16 <sup>th</sup> December, 2014 / Tuesday
Last Date to Make Payment for SIBM Bengaluru	19 <sup>th</sup> December, 2014 / Friday
Declaration of shortlisted candidates for GE-PIWAT	23 <sup>rd</sup> January, 2015 / Friday
Commencement of GE-PIWAT (tentative dates)	6 <sup>th</sup> – 13 <sup>th</sup> February, 2015/Friday - Friday
Final Merit List Display	27 <sup>th</sup> February, 2015 / Friday
Last Date for Payment of Fees	16 <sup>th</sup> March, 2015 / Monday
Online Pre-Induction Program begins	16 <sup>th</sup> March, 2015 / Monday
Commencement of Course	8 <sup>th</sup> June, 2015 / Monday

**Contact Details**

Admissions Office

Symbiosis Institute of Business Management Bengaluru

# 95/1, 95/2, Electronic City Phase I,

Hosur Road, Bengaluru - 560 100

Phone: 080-67139573, 080-67139541, 080-67139542 080-67139540, Fax: 080-67139537

E-mail: [admissions@sibm.edu.in](mailto:admissions@sibm.edu.in)

Website: [sibm.edu.in](http://sibm.edu.in)

## **Symbiosis Institute of Media and Communication, Bengaluru (SIMC)**

### **Introduction**

SIMC-B aims to serve the multi-faceted needs of the Media and Communication industry in particular, and the society in general, through education, training, research and advocacy. It seeks to develop competent, responsible and innovative professionals in the practice, development and management of Media and Communication.

SIMC-B was awarded the 4th Best Advertising School - National and the 4th Best Media Communication School - South India, at the Edutainment Awards in "India's first ever comprehensive Media, Communication and Design education rating, ranking and awards at the National level, " The Public Relations Council of India awarded SIMC-B the Best Business School of the Year 2013, for Media and Communication.

### **Mission**

- To receive information related to Media and Communication, assimilate it and then disseminate the same in an effective manner.
- To inform, educate, entertain and empower the participants to meet the challenges of competitive and evolving globalised media environment.
- To educate and inspire media aspirants in social communication within a world class ambience.
- To develop a unique Institute where the programmes provide training in new global media technology.
- To connect, communicate and converge in building symbiotic links with the academia, industry and community, in the context of media and communication

### **Vision**

Symbiosis Institute of Media and Communication will be the preferred destination for all who aspire to excel in the field of Media and Communication Management.

### **Infrastructure / facilities –**

#### **Hostel: Separate Hostel for Boys and Girls**

##### **Boys Hostel Details**

Double and Single Occupancy with Canteen, Cafeteria, Residential Gym, and Swimming Pool at a facility 7 Kms away. They have access to on Campus Canteen, Cafeteria, Residential Gym, Residential Sports Facility with 24/7 Residential Medical Facility and Medical Insurance.

##### **Girls Hostel Details**

Double and Single Occupancy with Canteen, Cafeteria, Residential Gym, Residential Sports Facility with 24/7 Residential Medical Facility and Medical Insurance.

### **Library**

Reference sitting capacity 50 and e-Library 100 sitting capacity, Design Lab with 100 computers and 20 apple computers

Total Number of Book (Titles)	4053
Total Number of National Journals	09
Total Number of International Journals	02

**Lab**

World class, state-of-the-art network which includes high range servers, three internet leased lines (6 Mbps, 3 Mbps, 2Mbps). E-mail Access, Firewall, Content Filtering and Antivirus gateway level scanning, advanced desktop systems - Mac, iMac and branded desktops with latest OS.

**Canteen**

The Mess houses separate Vegetarian and Non-Vegetarian Canteen, offering nutritious and sumptuous food.

**Clubs**

Ad Riot, Panorama, Ink Slingers, Mediome, Big Mouth, Third Eye, SAC, Pratibimb, Aura, Quizza, Soul Sparsh, Social Media Club

**Programmes offered along with following information**

Masters of Business Administration in Communication Management.

**Placement**

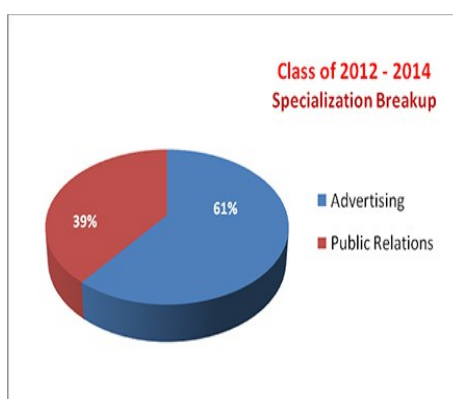
Placements with 100% of students placed in AD, PR, Digital agencies Corporate and Media houses.

**Method of Instruction**

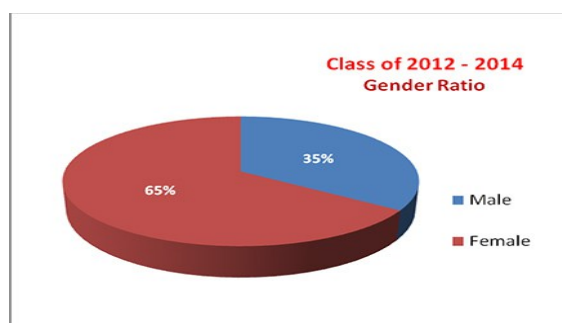
At SIMC-B, learning is a participative and interactive activity. The Curriculum is contemporary, fluid, dynamic and totally Industry driven. The academic programme is holistic-involving group discussions, case studies, seminars and workshops, live projects, NGO Internships, besides summer and winter internships. Equal emphasis is laid upon curricular, co-curricular and extra-curricular activities.

**Profile of Past Students:**

Specialization Break up Class of 2012 – 2014



## Gender Break Up Class Of 2012 - 2014



### Career prospects

The graduates of our 2-year MBA program in Communication Management, with specializations of Advertising and Public Relations, ideally fit into the areas of Advertising, Client Servicing, Brand Management, Media Planning, Brand Development, Marketing, Marketing Communication, Market Research, Media Buying & Selling, Public Relations, Internal Communication, Employee Relations, Corporate Communication, Business Development, Event Management, Print, Broadcast, Electronic and Digital Media and associated fields.

### Eligibility

Graduation in any discipline from a recognized University with a minimum of 50% marks (45% for SC/ST).

### Intake

100 Students

### Important dates related to Institutes:

Online Registration for SNAP starts	September 03, 2014 Wednesday
Online Registration for SIMC-Bengaluru starts	September 03, 2014 Wednesday
Online Registration Closes for SNAP	November 26, 2014 Wednesday
Payment closes for SNAP	November 29, 2014 Saturday
Online Registration Closes for SIMC- Bengaluru	January 9, 2015 Friday (12 midnight)
Admit Card	December 06, 2014 Saturday to December 21, 2014 Sunday
SNAP Test	December 21, 2014 Sunday Time 14.00 to 16.00
Test Results	January 10, 2015 Saturday
GE-PIWAT will be conducted at NOIDA Campus	February 21, 22 Saturday & Sunday
GE-PIWAT will be conducted at Pune	February 28, March 01 Saturday & Sunday
GE-PIWAT will be conducted at Bengaluru Campus	March 7 & 8 Saturday & Sunday
Possible 2 <sup>nd</sup> round of GE-PIWAT at Bengaluru Campus	March 28, 29 Saturday & Sunday

**Important telephone numbers, e-mail ids, and web site**

**Phone:** 080-67139587

080-67139506

**e-mail:** [admissions@simc.edu.in](mailto:admissions@simc.edu.in)  
[directorsoffice@simc.edu.in](mailto:directorsoffice@simc.edu.in)

**web site:** [simc.edu.in](http://simc.edu.in)

[facebook.com/SIMC.Bengaluru](https://facebook.com/SIMC.Bengaluru)

[twitter.com/SIMC\\_bengaluru](https://twitter.com/SIMC_bengaluru)

**Contact details:**

Phone: 080-67139506/ 080-67139587

e-mail: [admissions@simc.edu.in](mailto:admissions@simc.edu.in)  
[directorsoffice@simc.edu.in](mailto:directorsoffice@simc.edu.in)

## **Symbiosis School of Banking and Finance, Pune (SSBF) (Formerly Symbiosis School of Banking Management)**

### **Introduction**

Symbiosis School of Banking and Finance (SSBF) formerly Symbiosis School of Banking Management is a constituent of Symbiosis International University. SSBF was established in June 2010 to address the growing demand for trained workforce in the Banking and Financial Services (BFS) sector. For decades, Symbiosis has been proactive in understanding the needs of the market and providing trained manpower, thus contributing to the growth and development of the country. Given that a strong and resilient banking system is critical for fueling and sustaining growth, the importance of having industry-ready manpower cannot be over-emphasized. This programme - MBA (Banking & Finance) has been designed to provide the necessary education and skill-sets to equip students to innovate, manage, lead and take on the challenges of this increasingly complex and dynamic sector. SSBF was adjudged as the “Best Emerging Business School” by Bloomberg/UTV Excellence Award held on 18<sup>th</sup> February, 2012 at Mumbai.

### **Vision**

To be a globally renowned educational institute engaged in creation and dissemination of knowledge for the Banking & Financial Services domain.

### **Mission**

- To provide a teaching-learning environment that encourages socio-cultural diversity amongst students and faculty.
- To build capabilities in students and professionals of the BFSI Sector by developing their competencies, skills and values.
- To create an environment conducive to research and consulting.
- To contribute to community development by spreading financial awareness & education to the economically deprived section of the society.

### **Infrastructure/facilities.**

#### **Campus & Facilities**

SSBF is located at Symbiosis Knowledge Village near Pune. A sprawling, state-of-art campus atop a green, picturesque hill, SSBF provides an environment that is conducive to learning and self-development. To enrich the campus experience, Symbiosis offers the finest infrastructure for its students. Ours is a fully Wi-Fi campus.

#### **Class Rooms**

The institute has well equipped spacious classrooms that facilitate audio-visual aids and interactive classroom sessions.

#### **Computer Laboratory**

A well-equipped Computer lab with LCD projector and internet connection is available for the students to facilitate the teaching learning process.

#### **Learning Resources:**

A well-stocked library that contains books, journals, magazines and on-line resources.



### **Outdoor Sports Facilities**

The University Sports Board plays a key role in facilitating a number of indoor and outdoor games at the Lavale campus. Campus sports-events is a primary catalyst that brings students of various institutes together building an atmosphere of camaraderie and well-being.

### **Health Care Centre**

Every campus of Symbiosis International University has a health care centre with one medical doctor and medical staff. This provides primary medical aid and advice.

### **Programme Offered**

The MBA programme in Banking and Finance is a full-time, two-year, residential programme.

Apart from the basic courses in the functional areas of management, the intensive curriculum, spread over the two years, covers courses specific to the banking and financial services industry such as banking operations, credit management, legal aspects of banking, international finance, risk management, treasury & forex management, financial engineering and analytics to name a few.

The emphasis is on blended learning methodology that combines classroom interaction, self-study modules enriched by research and experiential learning.

On completion of the first year, an internship of about 8 to 10 weeks duration in BFSI sector forms an integral part of the programme. In addition, one project of social relevance and a project in one's own area of interest are mandatory.

This programme has been designed as a contemporary, rigorous and practical source of management education specific to the BFS Industry. It would cater to the growing needs of this sector by providing a pool of talented young executives who would be thoroughly trained and ready to shoulder managerial responsibility in the banking and financial sector.

Apart from the regular curriculum, workshops on HRM, Technical analysis are also embedded in various semesters to make students industry ready. The Institute has tied up with Finitatives Learning Pvt Ltd (FLIP) to provide industry relevant certificates related to banking and finance. Students are also encouraged to do other certifications to acquire special knowledge in their areas of interests.

### **Career Prospects**

The BFSI sector will witness requirements of trained manpower in financial markets. It is projected that more than 100,000,00 will be created in financial sector by 2020\* (McKinsey Report created for Gujarat International Finance Tech-city). The growing trend will translate into a large requirement of trained personnel who would be able to support this increase in scale and complexity in existing and new domains. In addition, the other constituents of BFS sector like the NBFC's operating in the Capital market, Consultancy and Research firms, would recruit to meet their growing requirements. The gap for trained and industry-ready manpower continues to be the concern for the BFS sector. The ICRA Management Consulting Services (IMaCS) report for National Skill Development on HR & skill development in the BFS & Insurance Sector (2022) has identified the gap between skills required and skills available for ready employment. This report highlights the need for sector specific education and training that will equip new entrants to hit the road running.

## **Profile of Past students**

### **Placement**

The first three batches have passed out and have joined various organizations in BFSI sector. The recruiters have been public sector banks like State Bank of India, South India Bank, Bank of India, Union Bank of India, Central Bank of India, private banks like ICICI Bank, HDFC Bank Indus Ind Bank, IDBI Bank, City Union Bank, South Indian Bank. The various other organizations were Capgemini, Avista Advisory group, Credit Capital Research technologies, Sahara Mutual Fund, S & P Capital IQ, Care Ratings, Kotak Securities, Transparent Value, Bajaj Allianz General Insurance and XL Dynamics Ltd.

### **Eligibility for Admission (Indian students)**

Graduate with minimum 50% marks for general (open) category and 45% marks for students of SC and ST category.

#### **Note:**

- Students awaiting results of the final year examination of graduation can apply but their admission will be provisional and subject to fulfillment of the minimum percentage criterion. Diploma holders are not eligible.
- It is the responsibility of the candidates to ascertain whether they possess the requisite qualifications/eligibility for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility of admission will be decided by Symbiosis International University.
- Any candidate who has resorted to unfair means to gain admission at any stage of the process will be dismissed as soon as such unfair practices come to light notwithstanding the stage of completion of the programme. The fees paid will not be refunded.

### **Admission (International Students)**

Symbiosis International University admits international students through Symbiosis Centre for International Education. All international students aspiring for admission to the institutes of Symbiosis International University are required to contact this office.

#### **Symbiosis Centre for International Education**

S.B. Road, Pune – 411 004, India. Tel: +91 20 25671905,

Fax: +91 20 25659209 Email: [intadmissions@symbiosis.ac.in](mailto:intadmissions@symbiosis.ac.in); [rupali@symbiosis.ac.in](mailto:rupali@symbiosis.ac.in)

URL: <http://scie.ac.in>

#### **Intake: 50 seats**

**Reservation of seats:** - As per University norms

**Important dates related to Institute.**

<b>Activity</b>	<b>Date</b>
Registration for SSBF begins	3 <sup>rd</sup> September 2014
Registration for SSBF closes	31 <sup>st</sup> December 2014
Last date for payment of registration fees for SSBF	6 <sup>th</sup> January 2015
Announcement of shortlisted candidates for GE-PIWAT	20 <sup>th</sup> January 2015
GE-PIWAT to be conducted for shortlisted candidates	5 <sup>th</sup> - 8 <sup>th</sup> February 2015
Announcement of first list of selected candidates	26 <sup>th</sup> February 2015
Last date of payment of fees for first list of selected candidates	12 <sup>th</sup> March 2015
Commencement of the programme	1 <sup>st</sup> June 2015

**Important telephone numbers-mail ids, and website.**

Symbiosis School of Banking and Finance

Gram Lavale, Taluka Mulshi

Pune 412115

**Email:** [admissions@ssbf.edu.in](mailto:admissions@ssbf.edu.in)

**Telephone:** 91 20 39116284

**Telefax:** 91 20 39116022