



sasmira's

Institute of Management
Studies & Research



2 YEARS FULL TIME MASTER OF MANAGEMENT STUDIES PROGRAM

Approved by AICTE (New Delhi)

Affiliated to University of Mumbai

Recognised by DTE
(Govt of Maharashtra)

PROSPECTUS



राष्ट्रीय प्रत्यायन बोर्ड

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



F. No. 28-417-2014-NBA

Date: 26-12-2022

To,

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

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

Sir,

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

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

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

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

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

Tel: +91 11 2436 0620-22, 2436 0654; Telefax: +91 11 4308 4903
Website: <http://www.nbaind.org> | Email: memberssecretary@nbaind.org

President's Message



Shri. Mihir Mehta

In a world where global businesses navigate uncharted waters, SASMIRA's Institute of Management Studies & Research (SIMSR) stands as a beacon, empowering management professionals, ethical leaders, and visionary entrepreneurs. As the corporate landscape evolves with unprecedented complexity, SIMSR recognizes the imperative for B-School graduates to possess a unique blend of skills, innovative thinking, and mental fortitude. Our approach is rooted in simulation-based teaching and research-oriented learning, designed to equip students with the acumen to excel in the corporate arena. We strive to cultivate proactive leaders, primed to tackle the challenges of a rapidly shifting competitive environment. With a team of distinguished faculty members, boasting extensive experience in consulting, corporate, and academic realms, SIMSR leverages modern infrastructure and diverse learning resources to stay ahead of the curve. We don't rest on past laurels; instead, we're driven to address the multifaceted challenges of our time – the aspirations of the ambitious individual, the development of our nation, and the dynamism of a globalized world. At SIMSR, we're committed to shaping leaders who will chart new territories, foster innovation, and inspire positive change. Our mission is to ignite a passion for excellence, fueled by knowledge, creativity, and an unwavering commitment to ethical leadership.

Vice - President's Message



Smt. Smita Yeole

As the landscape of management education continues to evolve, one institution stands out for its unwavering commitment to excellence: SASMIRA's Institute of Management Studies & Research (SIMSR). With a keen focus on building competence and enhancing employability, SIMSR has emerged as a premier destination for aspiring professionals in India. The surge of students flocking to SIMSR is a testament to its growing popularity and trust. Our collaborations with esteemed institutions like the Bombay Stock Exchange (BSE), National Commodity and Derivatives Exchange Limited (NCDEX), and National Stock Exchange (NSE) empower our students with cutting-edge skills and knowledge. Our innovative pedagogy combines hands-on learning experiences, including role-plays, case studies, simulations, and live projects, to foster a pragmatic approach. Industry internships and expert insights further enrich our students' understanding. As SIMSR continues to evolve, we remain committed to shaping exceptional leaders who will excel in the global corporate arena. With a strong foundation in management principles and a keen understanding of industry dynamics, our graduates are poised to make a lasting impact.

Director General's Message



Dr. Ashok Tiwari

True education transcends mere knowledge, cultivating character, fortifying the mind, and expanding the intellect. At SASMIRA's Institute of Management Studies & Research, we embark on a transformative journey, empowering individuals to stand tall with confidence and conviction. Our commitment to holistic development harmoniously blends academic rigor with industry insights, fostering leaders who embody ethics, innovation, and vision. Through live projects, case studies, and expert mentorship, our dynamic curriculum sharpens managerial acumen and ignites a passion for continuous learning. As you embark on this journey, we invite you to join our vibrant community of scholars and practitioners. Our state-of-the-art facilities and guidance from seasoned faculty and industry professionals will nurture your potential, unlocking a future of competence and integrity. Welcome to SASMIRA, where academic excellence knows no bounds, and the pursuit of knowledge is a lifelong quest. Together, let us shape a brighter tomorrow, driven by innovation, leadership, and a commitment to excellence.

Dean's Message



Dr. Rupali More

Dear Students,

Welcome to SASMIRA's Institute of Management Studies and Research, Mumbai, where excellence, creativity, and innovation converge. As Dean, I invite you to embark on a transformative journey with us, one that will shape you into a principled leader, equipped to excel in the global business arena. Our campus is a nurturing ground for dreams, where potential is realized and futures are forged. Guided by our core values and driven by a clear mission, we integrate academic rigor with industry insights, fostering a culture of innovation, ethical leadership, and sustainable growth.

As you join our community, you'll discover a supportive and safe environment that encourages growth, exploration, and hands-on learning. With opportunities aplenty, you'll be empowered to unlock your potential and make your mark on the world. Together, let's build a legacy of excellence, where innovation meets integrity and leadership is born. I wish you all the best on this exciting journey, as you evolve into a great manager and a force for positive change.

About SASMIRA

Established in the nascent years of independent India, The Synthetic & Art Silk Mills' Research Association (SASMIRA) stands as a testament to visionary collaboration and scientific excellence. Born in 1950 as a cooperative endeavour of the Man-Made Textile Industry, SASMIRA was entrusted with a mission both ambitious and essential—to nurture, develop, and elevate the scientific and technological backbone of a rapidly modernizing industry. From its inception, SASMIRA was more than a research institution; it was a crucible where ideas met innovation. Its far-reaching vision and multifaceted capabilities soon earned the recognition of the Council of Scientific and Industrial Research (CSIR) under the Ministry of Science & Technology, and the formal approval of the Ministry of Textiles, Government of India. These endorsements were not mere accolades but affirmations of its pivotal role in shaping the fabric of India's textile prowess.

Beginning with testing services, SASMIRA steadily evolved, aligning itself with the dynamic needs of the man-made textile sector. As global trends shifted and new horizons beckoned, it extended its reach into the burgeoning domain of technical textiles—anticipating change, embracing complexity, and leading with foresight. Over the course of more than seven decades, SASMIRA has not merely witnessed the evolution of India's textile industry—it has actively steered it. Its state-of-the-art facilities and comprehensive services have empowered textile mills, processing houses, garment manufacturers, traders, and exporters alike, enabling them to compete and thrive in both domestic and international arenas. In every thread of fabric tested, every innovation fostered, and every enterprise uplifted, SASMIRA has woven a legacy—resilient, radiant, and ever-relevant.

VISION

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

MISSION

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

PEO Statements

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

About SIMSR

In the heart of Mumbai, SASMIRA's Institute of Management Studies and Research (SIMSR) stands as a testament to excellence. As an esteemed member of the SASMIRA family (approved by the Ministry of Textiles, Government of India) that boasts a legacy of over 75 years, SIMSR weaves a rich tapestry of management education, infused with innovation and tradition.

Within our walls, technology and academia converge in perfect harmony. A sophisticated IT system seamlessly integrates with our modern infrastructure, fostering an environment conducive to creativity, innovation, and research. Our fully air-conditioned classrooms, adorned with sleek interiors, provide the perfect backdrop for intellectual exploration. Our campus hums with activity, Wi-Fi enabled and replete with state-of-the-art facilities. A dedicated Administrative Block, Seminar Hall, Library, Computer Labs, and Cafeteria converge to create a holistic ecosystem, nurturing the diverse needs of our students.

At SIMSR, we strive to craft leaders who will shape the future. Our management program is guided by a vision of transformative education, sustainable research, and ethical leadership. We cultivate a community of lifelong learners, arming them with knowledge, skills, and the right attitude to drive positive change. Our mission is to forge socially responsible leaders, grounded in academic excellence, strategic decision-making, and leadership acumen. As they embark on their journey, our students are equipped to navigate the complexities of the industry, fuelled by creativity, innovation, and a passion for excellence.



Affiliation and Approval

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

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

About Master of Management Studies (MMS)

Embark on a transformative two-year full-time journey with the Master of Management Studies (MMS) program at SIMSR—an institution affiliated with the prestigious University of Mumbai and approved by the All India Council for Technical Education (AICTE). Designed with a global perspective and a local grounding, the MMS program equips students to excel in diverse sectors, from established corporations to emerging enterprises. At its core lies a distinctive pedagogical approach—one that blends academic rigor with real-world relevance. Students immerse themselves in case studies that mirror contemporary business challenges, engage in live projects rooted in ongoing corporate realities, and undertake intensive summer internships that bridge classroom knowledge with practical insight. This approach fosters strategic acumen, creative problem-solving, and the confidence to lead with purpose. What emerges is not just a degree, but an experience—dynamic, immersive, and deeply impactful.

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

Selection Process

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

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

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

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

Specializations Offered:

Finance | Marketing | Human Resource
Systems | Operations

MMS Program Structure Sem I and II

Semester I

Sr. No	Core	Sr. No	Electives (Any 3)
1	Fundamentals of Management Theory and Practice	1	Managerial Communication
		2	Creativity and Design Thinking
2	Business Statistics	3	Legal and Tax Aspects of Business
3	Managerial Economics	4	Bhartiya Management
4	Financial Accounting for Business		
5	Organizational Behaviour		
6	Fundamentals of Marketing		
7	Operations Management		
8	Information Technology for Business		

Semester II

Sr. No	Core	Sr. No	Electives (Any 3)
1	Business Research Methods	1	Entrepreneurship Management
2	Corporate Finance	2	Economic Environment and Policy
3	Human Resource Management	3	Business Analytics
4	Application of Marketing Theory and Practice	4	Cost and Management Accounting
		5	Foundations of Strategy
5	Decision Models in Management		
6	Information Systems and Digital Transformation		
7	OJT/Field Project		

MMS Program Structure Sem III

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

Specialization: Marketing

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

Specialization: Finance

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

Specialization: Human Resource Management

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

Specialization: Systems

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

Specialization: Operations

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

MMS Program Structure of Semester IV

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

Specialization: Marketing

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

Specialization: Finance

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

MMS Program Structure of Semester IV

Specialization: HRM

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

Specialization: Operations

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

Specialization: Systems

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

Syllabus is subject to change as per University of Mumbai norms.



Ph. D Programme

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

Eligibility criteria : The following persons are eligible to seek admission to the Ph.D. programme.

A Candidate who has cleared the course work of M. Phil. with at least 55% marks in aggregate or its equivalent grade 'B' in the UGC 7-point scale (an equivalent grade in a point scale wherever grading system is followed) and successfully completed the M.Phil. Degree shall be eligible to proceed to do research work leading to the Ph.D. Degree in the same institution in an integrated programme. A relaxation of 5% of marks, from 55% to 50%, or an equivalent relaxation of grade, shall be allowed for those belonging to reserved categories/Differently-Abled and other categories of candidates as per policies of the Government of Maharashtra prescribed from time to time.

OR

A person whose M.Phil. dissertation has been evaluated and the viva voce is pending may be admitted to the Ph.D. programme at the same centre.

OR

A candidate possessing a Degree considered equivalent to M.Phil. Degree of an Indian institution, or from a foreign educational institution accredited by an Assessment and Accreditation Agency which is approved, recognized or authorized by an authority, established or incorporated under a law in its home country or any other statutory authority in that country for the purpose of assessing, accrediting or assuring quality and standards of educational institutions.

OR

A candidate possessing PhD: Degree of UoM or any other recognized university, as per the guidelines of the UGC from time to time, in a given subject and wants to pursue Ph.D. in the same or other subject.

7. Duration of the Programme:

- 1) Duration of Ph.D. programme shall be a period from the date of admission to the programme to the date of submission of thesis for the degree.
- 2) Ph.D. programme shall be of a minimum duration of three years and a maximum of six years from the date of admission, including course work.
- 3) Provided that the candidate has spent at least one year after registration

Provided further that the minimum period shall be two years from the date of admission for candidates who have pursued Ph.D. after Master's degree by research and registers for PhD in the same subject;

- 3) Extension up to a maximum period of two semesters/one year for M. Phil. and a maximum period of four semesters/two years for Ph.D. shall be given by the Research and Recognition Committee (RRC) concerned on the recommendation of the Guide and the respective Research Advisory Committee (RAC). The candidate concerned shall submit the application in prescribed format for extension through his/her Research Guide and Head of the Research Centre three months prior to the expiry of the registration period. Further extension to the PhD. tenure, for not more than two years, may be granted only by the Vice-Chancellor on case to case basis.

Provided that no candidate shall be permitted to extend the duration of PhD programme beyond TEN years from the date of admission, and after this period the registration of the candidate shall be deemed to have ceased.

- 4) Women candidates and persons with disability (more than 40% disability) may be allowed an additional relaxation of one year for M.Phil. and two years for Ph.D. in the maximum duration. In addition, women candidates may be provided Maternity Leave once in the entire duration of M. Phil. /Ph.D. for up to 240 days.

Life @ SIMSR & Cultural Events

To begin your academic journey at SASMIRA's Institute of Management Studies and Research (SIMSR) is to step into a world where ambition meets opportunity, and learning transcends the classroom.

At SIMSR, education is more than a pursuit of knowledge—it is an experience designed to ignite potential and shape purpose. With a curriculum that balances academic rigor and industry relevance, alongside a campus pulsating with creativity and camaraderie, students are not merely prepared for the future—they are empowered to lead it.

Whether you're solving complex business problems, leading a student initiative, or unwinding at a cultural celebration, you'll find yourself immersed in a space that nurtures both intellect and imagination. Our signature intercollegiate management fest, EXPLORICA, brings together students from across the city in a spirited celebration of skill, talent, and healthy competition. It's a melting pot of ideas, energy, and youthful exuberance.

Equally impactful is our participation in MAHALAXMI SARAS, a government-led initiative supporting rural entrepreneurs and artisans. This event offers our students a unique, hands-on opportunity to engage with grassroots enterprise—learning firsthand the power of social impact, sustainable business, and inclusive growth.



Co-curricular activities & Industrial Visits

At SASMIRA's Institute of Management Studies and Research (SIMSR), academic brilliance coexists harmoniously with cultural vibrancy. Here, learning is not confined to the classroom—it extends to every corner of campus life. The result is a rich tapestry of intellectual curiosity, spirited camaraderie, and purposeful engagement.

KARTAVYA – Our Call to Conscience

Kartavya is a movement—our annual CSR initiative that brings together NGOs from across Mumbai in a vibrant fair that celebrates enterprise with empathy. The NGO Mela offers a marketplace for grassroots organizations to showcase and sell their products, creating real economic impact and visibility for their causes. Complementing this is the CYCLOTHON—a high-energy awareness drive that pedals a powerful message: love for the environment, commitment to sustainability, and support for social responsibility.

ANVAY – Where Insight Meets Innovation

Anvay is our prestigious Business Case Study competition, drawing participants from top institutes and universities. It is a platform for sharp minds to present real-world business analyses, craft strategic solutions, and engage in meaningful dialogue with peers and industry experts.

INDUSTRIAL VISITS – Bridging Theory and Practice

Our regular industrial visits serve as vital extensions of the classroom—offering students firsthand exposure to diverse industries, operational ecosystems, and organizational cultures. Through direct interaction with corporate leaders and an insider's view of key departments, students gain practical insights into current business practices, technological advancements, and industry expectations.



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



Domestic IV to Udaipur- Pyrotech Electronics Pvt. Ltd.



International Industrial Visit to Team Visual Solutions - Dubai



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



International Industrial Visit to Asia Pacific University, Malaysia



Museum of the Future - Dubai

Eminent Speakers and Celebrities @ SIMSR

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



Mr. Geoffrey Lipman
Chief Guest for Induction Programme

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



Mr. Harshwardan Rane
Chief Guest for Management Fest - Explorica

Mr. Imam Siddique
Blood Donation Camp



Mr. Rajesh Tope
Chief Guest for Finance Conference

Mr. Raza Murad
Donation Drive



Mr. Thomas De Praterre
Dokeos Curricula Solutions

Ms. Christine Amory
Dokeos Curricula Solutions



Ms. Giaa Manek
Blood Donation camp

Ms. Medha Patkar
Chief Guest for KARTAVYA NGO Mela



Smt. Sindhutai Sakpal
Chief Guest for Kartavya NGO Mela



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

Placement

At SASMIRA's Institute of Management Studies and Research (SIMSR), we believe that education must translate into meaningful outcomes. Among these, career readiness stands paramount. Our Placement Process is a thoughtfully designed journey, seamlessly integrated into our academic ethos. Our Placement Committee, works relentlessly throughout the year to connect talent with opportunity—bridging students with some of the most respected organizations in the industry.

Placement readiness at SIMSR is cultivated through rigorous aptitude training, communication development sessions, and career readiness workshops—equipping them with both technical know-how and the soft skills essential to thrive in competitive environments. A defining feature of our placement preparation is the two-month Summer Internship Program. This immerses students in real-time corporate settings, allowing them to apply classroom knowledge to practical challenges, while building valuable networks and industry insights.

WHAT PLACEMENT CELL OFFERS?

Summer Internship:

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

Final Placements:

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

The highest salary offered was Rs. 24 Lakhs per annum and the median salary was Rs. 7 Lakhs per annum.

On-the Job Training : As per the new guidelines prescribed by the University of Mumbai in alignment with NEP 2020, SIMSR has started On-the Job training. This allows students to have pre-cursor exposure to a corporate environment.

Mock Personal Interview by Corporate Experts



Our Esteemed Recruiters



Testimonials of Students (Batch 2022-24)



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

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

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

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

- **Runali Devlekar**



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

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

- **Neha Yelkar**



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

- **Nishant Pandey**

Testimonials of Students (Batch 2023-25)



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

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

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

-Natasha Daruwalla



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

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

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

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

- Saurabh Adhau



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

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

- Isha Sakre

Employability Enhancement Program

In today's ever-evolving business landscape, a successful manager must be more than a domain expert—they must be a versatile professional, equipped with a wide spectrum of competencies. From proficiency in advanced digital tools to effective communication, from refined soft skills to robust administrative acumen, the demands are multifaceted and dynamic.

At SASMIRA's Institute of Management Studies and Research (SIMSR), we recognize these evolving expectations. To ensure our students are not only academically prepared but professionally polished, we have curated the Employability Enhancement Program—a transformative initiative led by seasoned industry experts. This program is designed to bridge the gap between classroom learning and corporate reality. Through interactive sessions, real-world simulations, and personalized mentoring, students gain not just knowledge, but the confidence and clarity to apply it. Whether it is mastering the language of business, navigating the nuances of teamwork, or adapting to cutting-edge technologies, the Employability Enhancement Program ensures our students step into the professional world with competence, composure, and a competitive edge.

“Connect with Work” Program - Improving the employability skills

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

Soft Skills training:

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

Aptitude Training Session



Recruitment process at SAMSARA Shipping Private Limited



Pool campus hosted by SASMIRA for Anarock Real Estate



Ranking

- “AAA” Rating under India’s Best B – School Institutions 2025
- Ranked 11 in Best B-Schools in Mumbai by The Week Best B-Schools 2023 Survey
- Ranked 32 in 'India's Top 50 Non-IIM's B Schools Survey 2024' by Academic Insights
- Ranked 44 in 13th All India Best B-Schools Survey 2023 by Chronicle India
- Ranked 46 in Top 100 B-school Survey Special 2023 by Higher Education Review
- Consecutive 3 term accreditations by National Board of Accreditation (NBA)
- Ranked 64th in the Top 100 B-School category in Times B-School Survey 2022 by Times of India
- National Educational Excellence Awards 2021 – “Leading & Student Choice Management Studies College of the Year 2021”
- National Educational Excellence Awards 2021 - Maharashtra Award under “Quality Education & Placements” Category for the year 2021
- Outstanding Performance in Virtual Knowledge Delivery during Pandemic by National Educational Excellence Awards 2021
- Ranked 9th in Outstanding B-Schools of Excellence category by GHRDC-CSR B-School Survey 2021
- Ranked 23rd in Private category in Maharashtra 2021 by GHRDC-CSR B-School
- Ranked 15th in A+ + category by Silicon India What if not IIMS B-School Survey 2021
- Ranked 9th in Industry Interface category by Silicon India - What if not IIMS B-School Survey 2021
- Ranked 8th in West Zone category by Silicon India - What if not IIMS B-School Survey 2021
- Ranked 84th in Top 100 management Institutes Overall Ranking category by Times B-School Survey 2021



**SIMSR-Ranking Academic Insights
2024**

**SIMSR-Ranking HIGHER EDUCATION
Review 2023**







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Institute of Management
Studies & Research

Sasmira's Institute of Management Studies & Research

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

Contact Us :

Tel No. : 022-69776049 / 022- 69776031

Mobile No. : 9987174424 / 9769765244 / 9769761289

Email ID: simsr@simsr.edu.in, admission@simsr.edu.in

 simsr.edu.in  [sasmira.simsr](https://www.instagram.com/sasmira.simsr)

 Campus - Sasmira Marg, Worli, Mumbai-400030

