



# sasmira's

Institute of Management  
Studies & Research



**2 Years Full Time MMS Program  
Approved by AICTE (New Delhi),  
Affiliated to University of Mumbai  
NBA Accredited Institute  
ISO certified 9001:2015  
Recognised by DTE (Govt of Maharashtra)**

# 2024

## President's Message



**Shri. Mihir Mehta**

Sasmira's Institute of Management Studies & Research is an initiative of SASMIRA to serve skill based requirements of managers in the corporate world. With the complexity of global businesses, B-School recruits are required to be equipped with new skills-sets, innovative ideas and a rigorous mental toughness to sail through the current corporate turbulence. We at SASMIRA realise this and are delivering simulation-based teaching, research-oriented learning to ensure that our students' contribution in the corporate, exceeds their expectations. We ensure that the Management education helps students become more proactive, gearing up to meet the challenges of developing competitive environment.

With the support of our competent and qualified faculty team with years of consulting/ corporate/ academic experience, coupled with modern infrastructure and diverse learning resources, SIMSR does not rest on the past laurels and academic tradition, but tries constantly to address a variety of challenges - the challenges of the ambitious individual, the developing nation and the ever changing world.

## Vice President's Message



**Smt. Smita Yeole**

Sasmira's Institute of Management Studies & Research has been emerging as an exclusive icon of management education in the Western India for various programmes. The cohesive focus of faculty at SIMSR is to build the competence of students through a broad spectrum of teaching aids and professional approach to enhance their employability and the overwhelming patronage of the corporate recruiters. The students community has also shown their overwhelming faith in SIMSR with a flood of students to the institute.

In addition, the training being provided to our students by premier institutes like Bombay Stock Exchange (BSE), All India Management Association (AIMA), National Stock Exchange (NSE) and others have helped our students to take up any challenging corporate profiles and responsibilities.

The activity based teaching involving diverse pedagogical approaches like role plays, business case study analysis, simulation, experiential learning, live research projects, industry reviews, regular presentations and industry internships helps the students to develop pragmatic vision.

We are sure that every student of SIMSR will be an asset for the corporate world, both in India and abroad.

## Senior Director's Message



**Dr. Ashok Tiwari**

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

I wish you the very best, and I look forward to seeing you in our campus.

## Director's Message



**Dr. Prashant Gundawar**

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

## Dean's Message



**Dr. Rupali More**

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

## Approvals and Accreditation



## Ranking

- 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 BSchool Survey 2021



## About College

The Synthetic & Art Silk Mill's Research Association (SASMIRA) is a cooperative venture of the Man-Made Textile Industry of India. Set up in 1950, SASMIRA was responsible for developing and managing the scientific and technological needs of the industry. Gauging SASMIRA's diverse objectives and span of capabilities, it was recognized by the Council of Scientific and Industrial Research, under the ministry of Science & Technology: and approved body of the ministry of Textiles, Government of India.

SASMIRA commenced operations with the testing and then expanded its activities to keep pace with the evolving needs of the man-made textile industry. Over time it further broadened its portfolio to cater to the escalating demands of the emerging technical textiles' industry.

In the over seven decades of its existence, SASMIRA has aptly demonstrated its, credentials, serving the textile industry and accelerating its growth. Textile mills, processing, units, garment manufacturers, traders and exporters have derived multiple benefits from SASMIRA's wide spectrum of services and facilities.

## Vision

To become the premier and leading Management Institute by creating professionals par excellence with comprehensive business education combined with values, social ethics and undertaking research towards National and International issues

## Mission

Our Mission is to create, both at individual and organisational levels, a cutting edge management capability and:

- To contribute towards knowledge generation and dissemination
- To promote ethical and value based learning
- To foster the spirit of national development
- To develop global competencies amongst students
- To nurture creativity and encourage entrepreneurship
- To enhance employability and contribute to human resource development
- To promote health and wellness amongst students, staff and community
- To instill sensitivity amongst the youth towards the community and environment
- To produce thought provoking leaders for the society
- To foster a worldview that promotes diversity, inclusion and ethical participation in the interconnected world of business
- To forge meaningful partnerships with industry, academia, government, and social sectors such that sustainable businesses are built fulfilling the collective needs of various stakeholders and the society.
- To promote a culture of academic excellence benchmarked against the best institutions in its peer value – based education
- To have best global practices
- To undertake action centric research
- To provide value – added consulting
- To disseminate knowledge through a portfolio of educational programs and publications
- To influence practice and to promote value based growth

## About Simsr

Sasmira's Institute of Management Studies and Research (An ISO 9001:2015 certified institute) is located in Worli, Mumbai. Certified for Quality Management Systems by Bureau of Indian Standards (BIS) and accredited by the National Board of Accreditation (NBA), SIMSR belongs to the family of seventy three years old SASMIRA. The Institute courses are approved by AICTE and affiliated to the University of Mumbai. The management programme taught in the Institute is designed with a clear vision of what the future holds for business and industry. Our institute offers programmes that strongly emphasize on the challenges faced by business not only in India but also globally. The interactive learning environment at the institute equips students with rigorous analytical tools for effective managerial decision making. The institute believes in providing quality teaching by experts, skilled at integrating the cutting edge of theoretical knowledge with practical applications. All the class rooms are fully air conditioned having modern interior and furniture. The entire campus is Wi Fi enabled with separate Administrative Block, Library, Computer Labs and Cafeteria.



### Approved by AICTE, DTE, Govt. of Maharashtra and Affiliated to Mumbai University

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

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



Specialisation  
4 5  
Semesters

### Specialisations that we offer (Any One)

- Marketing
- Finance
- Human Resource
- Operations
- Information Technology/ Systems

## Ph. D Programme

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

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





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## Advantages of Simsr

- Workshops, Seminars, Webinars
- Field Work
- Project Work
- Frequent Site Visits
- Regular Assignments
- Guest Lectures
- Display & Cultural Events
- Spacious Campus
- Co-Curricular Activities
- Personality Development Sessions
- Convenient Batch Timings
- Creating New Venture & Entrepreneurship
- Organizing Exhibition
- Local and National Industrial Visit.
- Cafeteria
- Computer Labs
- Library
- AC Classrooms
- Wi-Fi Enabled Campus



## Industry Exposure

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

### National Visits and Local Visits



## Events and Activities

Business Model competition, Business Idea Competition, Debate, Quiz, Alumni Meet, Convocation, NGO Mela, Dance Competition, Singing Competition, Fashion Show, Fresher's Party and many more.



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

**Kartavya (CSR)**- The NGO Mela houses NGOs from across the states and provides them an opportunity to sell their products. SIMSR is not only committed for excellence in professionalism but ensure that students are socially sensitive.

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

**SARAS**- SIMSR proudly partnered and managed the Government of Maharashtra's Exhibition MAHALAXMI SARAS. This event is an effort of government to provide market place to rural entrepreneurs and artisans. This is an excellent learning opportunity for students.





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## Our Recruiters



and many more...

# Employability Enhancement Programme

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

## “Connect with Work” Program - Improving the employability skills

1. Get trained by Corporate Trainers
2. Enhance your Soft skills
3. Improve chance of success in interviews.

### Life Skills training:

1. Organizational Culture
2. Group Discussion
3. Presentation Skills
4. E-mail Etiquettes
5. Grooming
6. Public Speaking
7. Personal Interview
8. Outbound Training



## Infrastructure

Located in Mumbai. The SASMIRA's Institute of Management Studies and research campus is a perfect blend of modern and traditional aspects. The campus is designed not only for the basic learning in terms of classroom, computer labs, library, syndicate rooms, auditorium etc. but also has ample learning place to create unique ambience that stimulates peer and group learning experience.





**Computer Labs**

**Seminar Hall**



**Ac Classrooms**

**Library**



**Cafeteria**

**Wi-Fi Enabled Campus  
Auditorium  
Spacious Campus  
Sports Facilities etc**



## Students' Testimonials



**Takshi Sushil  
Karkera**  
Specialisation –HRM  
Prabhudas Lilladher  
Private Limited MMS  
(Batch 2021-23)

I am Takshi Karkera, completing my MMS course in Sasmira's Institute of Management Studies and Research (SIMSR). As my decision to take admission in SIMSR is the right decision. SIMSR is having qualified and experienced faculty members with very innovative and practical teaching methodologies providing competitive learning environment. I have learned many innovative and strategic ways of performing tasks more efficiently. Change in my personality, growth and development is because of the practical training and knowledge provided by SIMSR. I am placed in Prabhudas Lilladher Private Limited, a registered stock broking company in India, which offers services like Derivatives Broking, Investment Banking, Corporate Advisory and many more. My designation is as a Management Trainee HR; where I contribute to the organization in recruitment and onboarding process. Thanks to SIMSR for helping me in becoming what I am today. Proud to be part of SIMSR.

Attending SIMSR college and completing the M.M.S course was an incredible experience that I will never forget. The professors were knowledgeable and passionate, and they encouraged us to think critically and work hard. The course material was interesting and engaging, and I learned a great deal. I enjoyed making new friends and joining in on extracurricular activities. Overall, college was an amazing experience, and I am so grateful for the opportunity. In my final year, I got placed in L&T finance as a Product Manager. As a Product Manager my roles and responsibilities were completely managerial in nature and I had the privilege to work in the Head office of L&T Finance. I would not have been given the opportunity to receive such a stunning start to my career, had it not been for my experience in Sasmira's Institute of Management Studies and Research. I am truly grateful to my college and my esteemed dean and professors to shape my future in such a beautiful way.



**Jaipal Daswani.**  
Specialisation –  
Finance  
L&T Finance MMS  
(Batch 2021-23).



**Abhishek Kate**  
Specialisation –  
Marketing ITC Limited  
MMS (Batch 2021-23)

I am grateful that I have been selected for the Management Trainee role at ITC, one of the leading conglomerates in India. As a second year MMS Marketing specialization student at Sasimira's Institute of Management and Research, this opportunity has been a dream come true for me. Being selected through the college campus has been a great honor and a testament to the quality of education and training that I have received at my institute. I am grateful for the guidance of our college Dean Dr.Rupali More Ma'am and all the support provided by my professors and mentors, who have helped me develop the necessary skills and knowledge to excel in the corporate world. Happy to be part of SIMSR Family



## Life @Sasmira



# Sasmira's Institute of Management Studies & Research

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



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