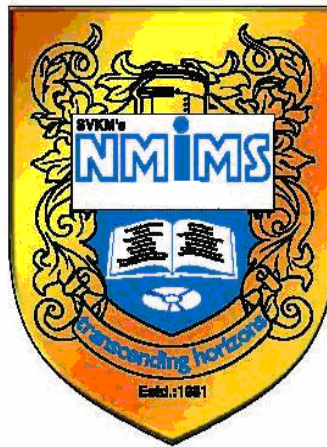


**SVKM's Narsee Monjee Institute of Management Studies (NMIMS)
(Declared as Deemed-to-be University under Section 3 of the UGC Act, 1956 vide Notification
No.F.9-37/2001-U-3 dated 13th January, 2003 of the Government of India)**

School of Business Management



Prospectus – 2010

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

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

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Shri Vile Parle Kelavani Mandal (SVKM)

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

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

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

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

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

- ❖ **1934 - Smt. Gokalibai Punamchand Pitamber High School**
- ❖ **1961 - Mithibai College of Arts, Chauhan Institute Of Science**
- ❖ **1963 - Shri Bhagubhai Mafatlal Polytechnic**
- ❖ **1964 - Narsee Monjee College of Commerce and Economics**
- ❖ **1968 - Gangaprasad Ranchodbhai Jani Hostel**
- ❖ **1968 - Lions Juhu Sports Pavilion**
- ❖ **1973 - Shri Bhaidas Maganlal Sabhagriha**
- ❖ **1974 - Shri Manilal Vadilal Nanavati Prathmik Shala**
- ❖ **1975 - Santokba Sanskar Sadan**

- ❖ **1975 - Jashoda Rang Mandir**
- ❖ **1976 - Chauhan Junior College of Arts and Science**
- ❖ **1976 - Narsee Monjee Junior College of Commerce**
- ❖ **1977 - Jitendra Chauhan College Of Law**
- ❖ **1980 - Amrutaben Jivanlal College of Commerce and Economics**
- ❖ **1981 - Shri Dhirajlal Vrajlal Parekh Shishu Vihar**
- ❖ **1981 - SVKM's NMIMS**
- ❖ **1989 - Parag Vijay Datt Drama Academy**
- ❖ **1990 - Juhu Jagruti Hall**
- ❖ **1990 - Shri Chhotabhai B. Patel Research Centre for Chemistry & Biological Sciences**
- ❖ **1990 - Harkisan Mehta Foundation Institute of Journalism**
- ❖ **1992 - Acharya Ambalal V. Patel Junior College**
- ❖ **1994 - Dwarkadas J. Sanghvi College of Engineering**
- ❖ **1997 - Chatrabhuj Narsee Memorial School & Niranjana D. Parekh Pre-Primary School**
- ❖ **2000 - Kheliyya - A Coffee Corner for Theatre Artistes**
- ❖ **2000 - Babubhai Jagjivandas Hall - an air-conditioned multi purpose hall**
- ❖ **2000 - Institute of Intellectual Property Studies**
- ❖ **2003 - Usha Pravin Gandhi College of Management**

SVKM's NMIMS

A Long Journey

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

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

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

From an Institute to a deemed University

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

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

School of Business Management (SBM)

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

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

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

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

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

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

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

In 2008, SBM revised the course curriculum, which is indicative of its ongoing curriculum innovation and commitment to providing the best-in-class management education. This revised course combines the rigor and content necessary for mastering the core skills of business management, while offering the flexibility that allows students to enhance their skills and experience by opting for courses in certain fields of management.

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

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

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

Resource Centres

Information & Communication Technology Cell

The Cell enables NMIMS to achieve its vision through the uninterrupted deployment of state-of-the-art technology in teaching, learning, research and administrative services, in a secure environment.

Research & Publication Cell

Changing business environment and economic realities necessitate that academia respond to these changes with new knowledge created through innovations and research. Keeping this in view NMIMS has set up Research & Publications Cell to nurture research capabilities and to give a focus to research activities.

Publications

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

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

Consultancy Services Cell

NMIMS offers consulting services covering various aspects of Management. The driving force is a team of distinguished faculty members who have vast experience and expertise in diverse fields. NMIMS is well recognized by the industry (public and private), Government and VSOs as an institution providing quality consulting services to its clients.

Management Development Programme Cell

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

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

Social Enterprise Cell

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

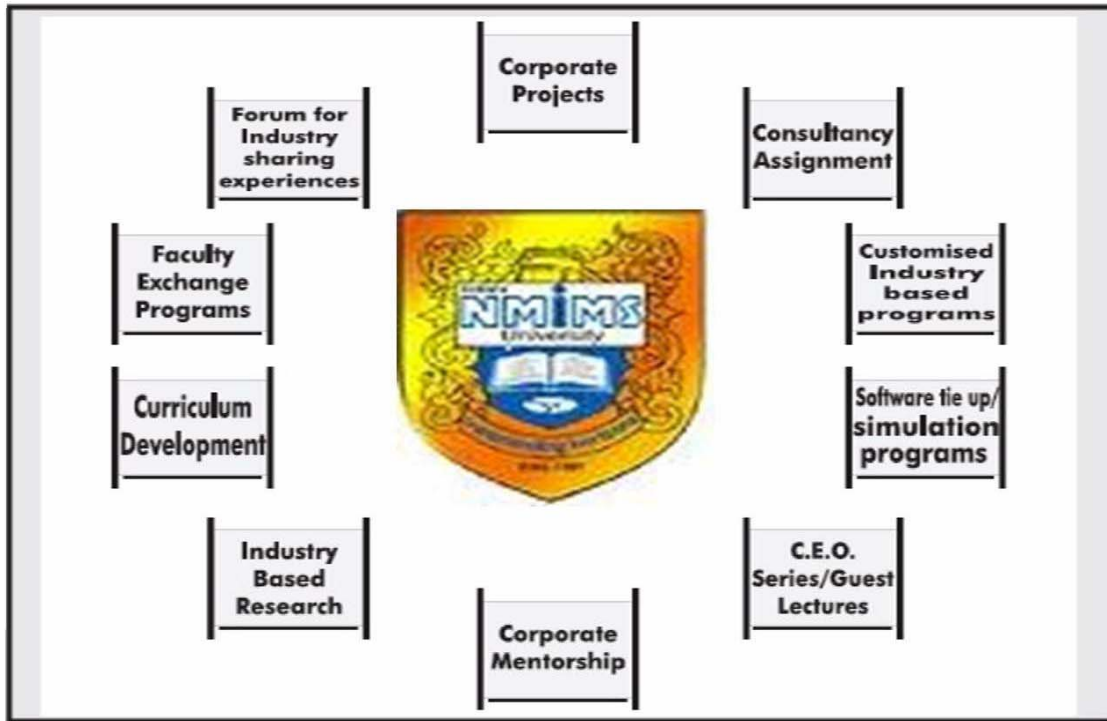
NMIMS also shares its knowledge base in Corporate Social Responsibility with other B-School faculty by providing mentorship support. Industry Associations like Bombay Chamber of Commerce, Indian Merchants Chambers also avail themselves of the benefit of NMIMS's resources in the area of CSR, Disaster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

Some innovative Initiatives/ Linkage programme

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

Industry - Institute Partnership

NMIMS is proactive in Industry Institute partnership, ensuring enhanced networking between academia and industry. The Institute maintains a sustained relationship with companies to expose students to the corporate environment.



Corporate Projects

Students are encouraged to undertake corporate projects simultaneously with their academic pursuits. These projects aim at providing an opportunity for students to put into practice the various aspects of learning and their implications on implementation. In turn, the company also benefits from the insights and education that the student brings to the operations. Over the years, many organizations have teamed up with NMIMS by directly handling or sponsoring such projects.

Guest Lectures - CEO Senior Management Series

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

Colloquium is the Student Industry interface body at NMIMS which endeavors to help students through the knowledge sharing by highly successful people across different industries. Colloquium invites executives and prominent personalities from the business world and from society at large for Guest Lectures. The guest lectures provide students with a refreshing view of the corporate world. Such lectures are a regular feature and a number of dignitaries have so far visited NMIMS Campus and

shared their knowledge and thoughts with students.

Industry based Research

The Changing business environment and economic realities necessitate that academia respond to these changes with new knowledge created through innovations and research. This grappling with the frontiers of knowledge cannot be achieved without nurturing excellent research capabilities. NMIMS has always been pro-active in improving partnership with the industry through research and student driven projects and has regularly undertaken conceptual and applied research. These papers are published in the Institute's "Management Review" and also at national and international conferences.

Faculty Exchange Programme

One of the innovative methods is that NMIMS enters into a tie up with a company that involves exchanging a faculty member with an industrial manager in a unique inter-change of their roles for a period of three months. The manager works on the campus and undertakes academic activities like conducting classes, writing case studies while the faculty member works in the company, designs case studies for the industry on the basis of his experience. This facilitates long standing relationships between our faculty and their peers in the industry, research centers and other agencies. Member companies gain access to research results, meet top students entering the job market and work collaboratively with the NMIMS faculty. The faculty in turn, can apply industry perspective to academic programmes and identify new areas of research.

International Linkages

International assignments for Teaching, Research and Consultancy and for exploring possible Exchange Programmes are regular features at NMIMS. Study Tour Programmes are often held wherein students and faculty members from International Education Institutions visit our campus and interested students and faculty visit the overseas campus. The International linkages of NMIMS have helped in drawing upon the knowledge bank of partner institutions of repute and are of immense help in developing curriculum and working on new programmes.

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

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

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

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

The selection process for NMIMS students starts from the month of August by inviting applications followed by personal interviews conducted by the selection committee. This is also followed by presentation by former participants of the student exchange programme to answer to frequently asked questions by new applicants.

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

Infrastructure

Library

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

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

The Learning Resource provides a number of innovative information services including Journal Content Service, News Clipping Service, Monthly Documents Additions Lists, Library Brochure and Manual, giving step by step guidance to the use of electronic resources, info alerts etc. The Library organizes one seminar every year where Librarians from all over the country come together to discuss on issue of relevance. The library runs a movie club for the NMIMS community, and screens a movie every month. The learning resource has resource sharing facilities with the British Council Library and American Information Resource Centre. NMIMS Library has transformed, from a traditional library with manual transactions to an Electronic library and is now on its way to becoming a Digital Library.

Computer Centre

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

Computer Lab

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

The Audio Interactive Language Lab

NMIMS has pioneered the initiative of scientifically assisting students in preparing for group discussions or job interviews by developing an Audio interactive Language Lab on the campus. This move is mainly directed towards helping the students hone their communication skills and create the desired impact during corporate placement, group discussions or interviews in the campus.

Classrooms

All classrooms in the campus are air conditioned and have ceiling mounted LCDs. Most classrooms have a capacity of 60. In addition, NMIMS has well equipped seminar hall and Conference hall for various programmes.

Accommodation for students

❖ Hostel for Girls:

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

❖ Hostel for Boys :

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

Student Initiatives

On Campus

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

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

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

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

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

Students' Cells at NMIMS

What separates an MBA Graduate of NMIMS from the rest of the world is the exposure to the dynamic environment (corporate and social) of the financial capital of the country and its myriad extra-curricular activities. The institute has various avenues for students to explore fields which they might be interested in and further their knowledge and skills in the areas of interest. There is a wide array of Student Bodies in NMIMS. Following is a brief introduction to each of these cells.

Student Council

The Student Council is the apex student body at NMIMS and represents the full-time students. The Vice-President, General Secretaries, Cultural Secretaries, along with a team of Executive members and course representatives, support the President undertaking responsibility for each student body or activity on campus. The Student Council Representatives (SCRs) and Class Representatives (CRs) are required to co-ordinate with the council.

AlumniNM – The Alumni Cell

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

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

Social Responsibility Forum -Do Your Bit

NMIMS believes that Social Responsibility is a key contributor to progress and hence the Institute has courses designed to sensitize young managers to their social responsibility. As an outcome of this social sensitization process, students in 2003 formed “Social Responsibility Forum” (SRF) a voluntary association of students. SRF is active throughout the year.

Colloquium – Experience the Corporate Quintessence

Colloquium is the Student-Industry interface which endeavors to bring highly successful people to the campus and share their experiences of how they have become top achievers. The cell is responsible for inviting and arranging guest lectures of prominent industry leaders under its flagship program - “CEO Series”. The aim is to ignite the spark in the budding managers of tomorrow to excel in all aspects of life. These lectures broaden the vision of students and provide them with an opportunity to view issues from a strategic perspective.

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

Not Just Marketing (NJM) is one of the most happening cells of the college with activities line up all round the year. The cell works with the prime objective of developing and nurturing the skills of budding managers to enable them to understand the nitty-gritty of marketing. As the name suggests, the cell does not restrict itself to pure marketing events but also devises those unique and creative events that compel students to think out-of-the-box and develop lateral thinking.

Finomenon - Finance Cell of NMIMS

Finomenon, one of the most coveted cell's of NMIMS, with its legacy spanning over a decade, helps build long-standing and mutually beneficial relationship between the corporate and student community.

HRuday – The human side of things

In the three years since its inception HRuday has managed to become one of the most active cells in the college bringing together students interested in pursuing a career in Human Resources & Development field. Not limiting itself to HRD field, HRuday actively organizes games and events in the college's most awaited festival 'Euphoria'.

SUMMIT– Ideas Float Here

SUMMIT involves itself with developments in the fastest changing domains of world business, i.e. Ideation & Information Technology. The members of the club have a penchant for understanding business needs and the potential of IT in changing the way business is conducted around the world. The club members, therefore, regularly bring to campus distinguished people from the IT world & other prominent industry people to interact with students and enable them to get broader perspectives on issues of importance.

Entrepreneurship Cell

The cell was formed with the objective of developing an entrepreneurial spirit among the business leaders of tomorrow. The cell hopes to usher in this spirit by acting as a platform from where future entrepreneurs can showcase their talents and get mentorship to realize their dreams.

Industry Institute Partnership Cell - Grooming Leaders

We believe in the dictum that a true management education goes beyond the classroom and that “Learning by doing” is the best way of learning. A great deal of emphasis is, therefore, placed on experiential learning students are encouraged to work on a number of corporate and academic research projects, without compromising on the curriculum.

Optumiz

Optumiz is an initiative undertaken by the students and the Operations faculty of NMIMS with the aim of becoming an instrument for those who have a flair for operations and want to go beyond the confines of the classroom. The need for such a cell was felt as the number of students opting for Operations Management is increasing with each passing year.

Mantavya

Mantavya conducts debates and quizzes, and various other literary competitions all through the year. It conducts all activities with literary themes on campus & beyond.

Nepathya

The Performing Arts Cell provides a platform for budding artistes on the campus. It includes performances at NMIMS events in the fields of Theatre, Music & Dance.

Ecolibria- The Economics Club

Ecolibria is the Economics Cell at NMIMS. Here, you can get an opportunity to mix your enthusiasm for Finance with a dash of Economic logic; or understand what drives the ‘market’ in marketing. The club promises loads of fun, hard work, and learning all round the year.

Placements at NMIMS: Cornucopia of options

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

Barclays Bank, Intel, E&Y, Sun Microsystems, Oracle, Tata Capital, Vodafone and HT Media were among the prominent recruiters who made their debut on the NMIMS recruiters list. The list had a diverse mix of sectors such as BFSI, Consultancy, FMCG, IT and ITES, Manufacturing, Services and retail. NMIMS lived up to its reputation of being amongst the top B-schools in India with a steady recruiter base comprising leading Corporates like Lehman Brothers, JP Morgan, Goldman Sachs, Asian Paints, HUL, Marico, Bharti, GE, Irvna, Mercer Consulting, Kotak Bank, CRISIL, ICICI, ITC, Britannia, Accenture, IBM, Tata Motors, Mahindra and Mahindra among others.

Placements 2009

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

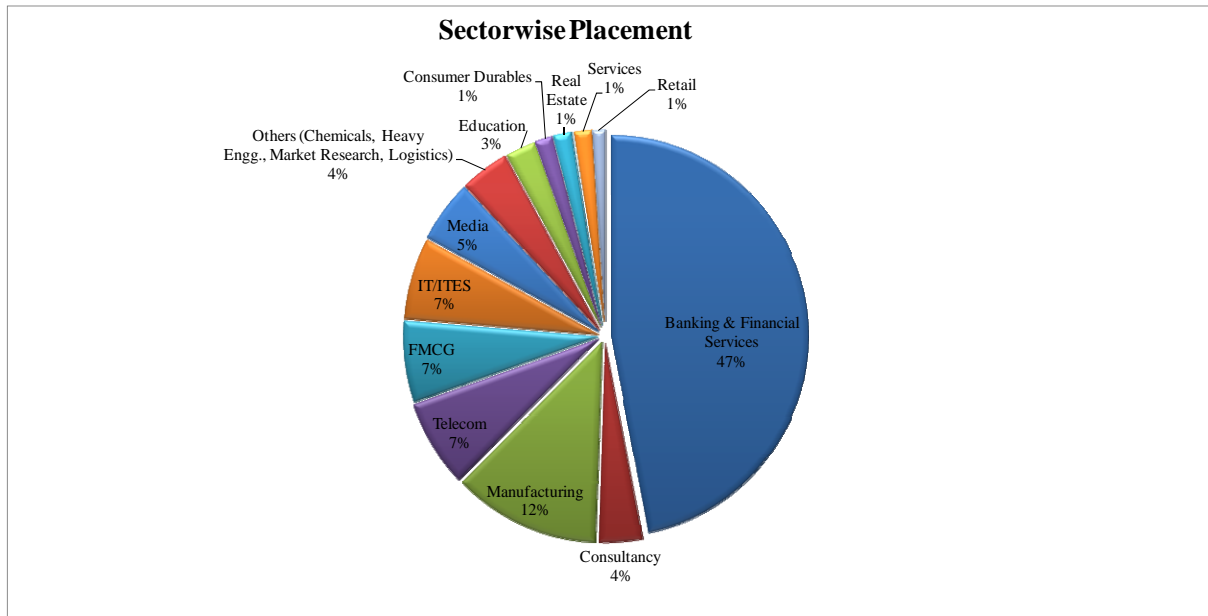
The major recruiters from various sectors were Airtel, Vodafone, Essar, Idea from Telecom; ICICI Bank, Citi Bank, Kotak Mahindra Bank etc from the Banking sector; Irvna, Crisil, IFCI, Bajaj Finance, ICRA, Tata Capital, ICICI Pru Life Insurance, Aviva Life Insurance, Bharti AXA, Darashaw from the Financial sector; 3i Consulting, Nodwin Consulting, Gallup Consulting, CRU International, ACH Consulting from the Consulting domain, Agrotech, A. W. Faber Castell (India) Pvt. Ltd, Wipro Consumer Care Ltd from the FMCG sector; Manufacturing had representations by L & T, Raychem RPG, Saint Gobain, Schindler India Pvt. Ltd., Croda Chemicals India Pvt. Ltd. This apart from the presence of FINO from microfinance; The Leela, Thomas Cook from Travel & Hospitality; Real Estate & Retail by Knight Frank, HDIL, TATA Croma; IT by Mphasis, HCL, KPIT Cummins, Monarch Innovative Technologies and new ventures like Rupee Talk, Directi etc.

The most interesting aspect of this placement season was the presence of PSU's on campus. All major institutions like - IOCL, SEBI, SIDBI, Bank of Baroda, Union Bank of India, Central Bank of India, Bank of Maharashtra; IDBI Capital, Bank of India. Etc, recruited in large numbers. This was in addition to the private sector companies. Among the overseas recruiters were Tesco and Protiviti Consulting. Pre Placement Offers were made by leading companies like Nomura India, ITC, HUL, HCCB, Dabur, Marico, GE Corporate, Asian Paints, Godrej & Boyce, Idea, Titan, Zinnov Consulting, RPG, L'oreal, Milliman Consulting, SAB Miller, etc.

With 55% of the batch opting for finance as a specialization it was a difficult task to scout for relevant profiles, given that the finance sector was severely hit globally. However, the BFSI sector showed faith in the capabilities of students and offered strong support by recruiting in large numbers. The

profiles offered in finance ranged from Project Finance, Loan Syndication, Risk Management, Treasury Operations, International Banking operations, SME Lending to Asset Liability Management.

Placement – MBA 2009



Alumni

Illustrious Alumni

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

Master of Business Administration

Objective

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

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

The learning experience at NMIMS is the outcome of a very potent combination of its strategic location in Mumbai, the financial and commercial capital of India, and the stimulating academic environs of the Institute. The contemporary and complete nature of the curriculum and fine delivery make the learning process truly inspirational.

Pedagogy

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

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

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

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

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

Unique features of the programme

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

Indian ethos in management thought and social sensitivity are two strong pillars of the learning experience. There is a special focus on teamwork. Management gems from Indian literature, their relevance in daily life and application orientation are an integral part of the curriculum.

Course Structure

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

First Year : Building Integrated Perspective of Management for Leadership

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

For a detailed Course Structure please click on the following link

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

Eligibility Criteria

⇒ MBA-Core

Bachelor's Degree (10+2+3) in any discipline from a recognized University with minimum 50% marks in the aggregate. Two years post qualification work experience will be preferred. Candidates appearing for the final year degree examination can also apply.

⇒ Focused MBA Programmes

MBA Actuarial Science

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

- ❖ Bachelor's Degree (10+2+3) in Statistics / Mathematics / Engineering / Economics / Computer Science / Allied Sciences with minimum 50% marks in the aggregate. Two years post qualification work experience will be preferred.
 - Graduate or Post graduate with Mathematical subjects. For this purpose, the following constitute mathematical subjects :
 - Mathematics or any of its branches
 - Statistics or any of its sub classification such as Mathematical Statistics and Applied Statistics
 - Economics
 - Computer Science
 - Any discipline of Engineering
 - Physics or its allied branches
- ❖ Candidate with graduation / post graduation from other disciplines should have passed 10+2 (H.S.C.) or equivalent with at least 85% in Mathematics / Statistics.
- ❖ Fully qualified members of the following professional bodies are also eligible.
 1. The Institute of Chartered Accountants of India (ICAI)
 2. The Institute of Cost and Works Accountants of India (ICWAI)

MBA Banking Management & MBA Capital Market

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

MBA Pharmaceutical Management

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

⇒ **Ph.D. Programme**

❖ Candidates with requisite qualifications may be drawn from any of the streams listed below:

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

❖ 60% marks or equivalent CGPA at PG level.

❖ Work Experience:

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

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

Teaching Assistantship of Rs. 25000/- will be available to students for a period of 4 years. In addition, there would a waiver of the academic fee. Research grants of Rs. 10,000/- per annum for Ph.D. Research will be made available.

⇒ **Eligibility Criteria for Part Time MBA**

Bachelor's Degree (10+2+3) in any discipline from a recognized University or an equivalent educational pattern recognized by the UGC & AIU. Three years post qualification work experience in Supervisory/Executive Cadre as on 31st December 2009 is essential.

⇒ **Eligibility Criteria for Full Time EPGDBM(Bangalore Campus)**

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

The following criteria are common for all programmes

- ❖ The candidate must hold a Bachelor's Degree, with at least 50% marks or equivalent CGPA in aggregate from any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.
- ❖ The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or its equivalent. The percentage of marks obtained by the candidate in the bachelor's degree would be considered on the basis of the practice followed by the university/institution from where the candidate has obtained the degree.
- ❖ In case the candidates are awarded grades/CGPA instead of marks, the equivalence would be based on the equivalence certified by the university / institution from where they have obtained bachelor's degree.
- ❖ Candidates appearing for the final year of bachelor's degree / equivalent qualification examination and those who have completed the degree required and are awaiting results can also apply. Admission will be subject to their fulfilling the eligibility norms as mentioned above.

Eligibility Criteria for International candidates

Bachelor's Degree in any discipline from recognized University by the AIU with minimum 50% marks in aggregate or 'B' Grade / equivalent CGPA. Two years post qualification work experience will be preferred.

Candidates from countries, or Indians working in countries, other than listed test centres, need to have valid GMAT score of 650 and above.

Following documents to be produced at the time of Group Discussion/Personal Interview (for shortlisted candidates only).

- ❖ Statement of Purpose (SOP) : Reason for applying to the proposed programme, study interests, future career plans etc.
- ❖ Letter of Recommendation: Two testimonials are required. Recommendation letter should be from a faculty member/ Professional Associate /Referee at the last school you attended as a full time student or from work associates who can comment on your academic potential for graduate work.
- ❖ English Proficiency: Adequate command of spoken and written English is required for admission. TOEFL (Test of English as a Foreign Language) scores are required of all applicants whose first language is not English.
- ❖ Visas: Student has to maintain an appropriate visa status for their stay in the India.

Note : Group Discussion & Personal Interview will conducted only in Mumbai (except EPGDBM-Bangalore).

Selection Process

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

Stage 1:

- ❖ The first stage consists of NMIMS Management Aptitude Test (NMAT 2010)
 - All eligible candidates will have to appear for the NMAT being conducted from 30th January to 8th February, 2010.
 - NMAT will be conducted in 19 test centres across the country and 11 test centres overseas the details of which have been provided in online application form.

Stage 2:

Selection for second level of shortlist will be done viz. Group Discussion and personal interview based on NMAT performance. Which will be held in third week of March 2010. Shortlisted candidate has to register online for Group Discussion and Personal Interview by paying Rs. 950/- by Demand Draft in favour of SVKM's NMIMS payable at Mumbai. Detailed schedule for Group Discussion & Personal Interview will be available on the website.

Note:Group Discussion & Personal Interview will conducted only in Mumbai (except EPGDBM-Bangalore).

The final selection will be based on the over all academic performance, work experience, scores in the NMAT and performance in the Group Discussion & Personal Interview.

Separate Group Discussion/Personal Interview & Presentation (as applicable) will be conducted for Part Time MBA, MBA Pharmaceutical Management, Ph.D. Programme, EPGDBM (Bangalore Campus).

Structure of the Test:

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

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

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

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

Admission process:

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

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

Test Centres in India:

North	Delhi, Chandigarh, Jaipur, Lucknow
West	Mumbai, Nagpur, Bhopal, Ahmedabad
South	Bangalore, Chennai, Hyderabad, Kochi
Central	Indore, Allahabad, Raipur
East	Kolkatta, Bhubaneswar, Patna, Guwahati.

Test Centres Overseas:

Kuwait: Sharq. Saudi Arabia : Dammam. Eastern Province, Qatar: Doha. South Africa: Cape Town, Midrand. United Arab Emirates : Abu Dhabi, Dubai. Australia: Adelaide, SA, Brisbane, QLD, Melbourne, VIC, Perth, WA, Sydney. Bangladesh: Dhaka. Malaysia: Petaling Jaya, Selangor. Nepal Lalitpur. Singapore :Singapore. Sri Lanka: Colombo.

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

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

- ❖ The final merit list will be prepared on the basis of NMAT Score, Group Discussion, Personal Interview and work experience marks. (Note : 15% seats are reserved for Management Quota in each course out of total intake)
- ❖ The selection criteria will be based on merit. The cut-off for deciding the merit shall lie solely with the NMIMS. In this regard, the decision of the NMIMS will be final and undisputable and shall be binding on all concerned.
- ❖ Those candidates who have applied for multiple programmes namely, MBA Actuarial, Banking & capital, in their application forms, their selection will be based on the merit score obtained by them as well as on the availability of the seats. In this regard, the decision of the NMIMS will be final and undisputable and shall be binding on all concerned.

- ❖ If at any stage, it is found that a candidate does not satisfy the eligibility criteria or the information furnished by him/her in the application form is incorrect, his/her application for admission to the course, even if selected, will stand cancelled.
- ❖ **Canvassing in any form for admission will disqualify the candidate.**
- ❖ All matters of dispute will be subject to the legal jurisdiction of Mumbai only.
- ❖ Candidates are advised to visit the NMIMS website www.nmims.edu to know the details of various steps of selection process.
- ❖ **Refund of fees in case of Withdrawal of Admission:** Withdrawal of admission means voluntary withdrawal by candidate for any reason.

Refund Rules:

The Schedule of refund of fees will be as follows:

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

Ban on ragging in the Institute

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

Disclaimer

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

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

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

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

Please visit www.nmims.edu for online registration.

Contact us:

For Technical Queries:

- **Please call us at +91-44-42272727.**
- www.pearsonvueindia.com/nmat

For General/Program Queries

- **Please call us at +91-22-26183688, 26134577, 42355555.**
- enquiry@nmims.edu
- ftmba@nmims.edu