



St. Francis Institute of Management & Research

(SFIMAR)

1.2 Number of Programmes offered year wise for the last five years

Academic Year 2015 – 16

Sr. No.	Programme Code	Programme Name
1	MMS	Master of Management Studies (MMS)
2	PGDM	Post Graduate Diploma in Management (PGDM)
3	Three Years Master Degree in Management	Master of Financial Management (MFM)
4	Three Years Master Degree in Management	Master of Marketing Management (MMM)

Dr. D. Henry Babu
Director - SFIMAR





St. Francis Institute of Management & Research

(SFIMAR)

Academic Year 2016 – 17

Sr. No.	Programme Code	Programme Name
1	MMS	Master of Management Studies (MMS)
2	PGDM	Post Graduate Diploma in Management (PGDM)
3	Three Years Master Degree in Management	Master of Financial Management (MFM)
4	Three Years Master Degree in Management	Master of Marketing Management (MMM)

Dr. D. Henry Babu

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St. Francis Institute of Management & Research

(SFIMAR)

Academic Year 2017 – 18

Sr. No.	Programme Code	Programme Name
1	MMS	Master of Management Studies (MMS)
2	PGDM	Post Graduate Diploma in Management (PGDM)
3	Three Years Master Degree in Management	Master of Financial Management (MFM)
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Dr. D. Henry Babu
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St. Francis Institute of Management & Research

(SFIMAR)

Academic Year 2018 – 19

Sr. No.	Programme Code	Programme Name
1	MMS	Master of Management Studies (MMS)
2	PGDM	Post Graduate Diploma in Management (PGDM)
3	Three Years Master Degree in Management	Master of Financial Management (MFM)
4	Three Years Master Degree in Management	Master of Marketing Management (MMM)

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St. Francis Institute of Management & Research

(SFIMAR)

Academic Year 2019 – 20

Sr. No.	Programme Code	Programme Name
1	MMS	Master of Management Studies (MMS)
2	PGDM	Post Graduate Diploma in Management (PGDM)
3	Three Years Master Degree in Management	Master of Financial Management (MFM)
4	Three Years Master Degree in Management	Master of Marketing Management (MMM)
5	Ph.D.	Ph.D. (Commerce and Management) in the Subject of Management Studies

Dr. D. Henry Babu
Director - SFIMAR





ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and affiliated to University of Mumbai
(An ISO 9001:2008 Certified Institute)

Admission Brochure 2015-17

Nurturing Lifelong Success



Masters of Management Studies (MMS)
Two Year full time Post-Graduate Programme in Management

DTE CODE 3119
www.sfimar.org



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Programme Head's Message



It is my privilege to bring to the attention of everyone that we have built up a structure and culture in SFIMAR jointly by Faculty members, Placement, Admin staff and students supported by our Management which is aptly named "Management Education Ecosystem". This system encapsulates various activities such as Academic excellence, Personality grooming, Industry interface, entrepreneurial advantage etc., with the aim of transforming a raw student into a radical participant and making him/her more employable. In order to achieve this, every student participant is subjected to a rigorous regime combining Academic excellence, regular Group Discussions and Mock Personal Interviews, Debates, Compulsory Newspaper reading, adequate counselling and mentoring through a team of brilliant and admirable faculty members and our formidable Career & Placement Center team. This will also be complemented with different training programmes and each training programme has a feedback to assess the performance of the trainer and an assimilation test to measure the performance of the student participants. Every participation by the students in the various activities is measured, recorded and is amalgamated into an innovative Placement Grading System. As every subject has an additional 30 hours of learning, roughly about 240 hours of additional learning is imparted supplementing the class room learning.

We always insist that the two years that each student participant is experiencing, is an excellent platform and opportunity to acquire all the necessary skills and we urge all of them to utilize this to its fullest possibility. While we wish all the participants the very best, we also advise that if one proceeds on the path carved methodically by SFIMAR with care, restraint, understanding of the ground reality and also with a focused goal, the sky is not the limit.

Dr. G Ramesh

About the MMS Programme

MMS is a comprehensive Post Graduate Degree Programme that aims to develop students into innovative thinkers and successful managers by sharpening their skills to meet the exact requirements of the business.

The course structure provides a perfect combination of conceptual framework and practical insights to tackle business challenges. MMS Programme is conducted on semester basis with four semesters spread over two academic years. From the Academic session 2014-15 onwards, specialization in Marketing, Finance, Human Resource Management, IT & Operations is offered in Semester 2, Semester 3 and Semester 4.

Pedagogy

The process of teaching and learning comprises of interactive classroom lectures, discussions, case studies, projects, assignments, presentations, guest lectures, role plays, treasure hunts, field visits and field projects. Each student must spend maximum time on self-study and come thoroughly prepared for classes wherein the faculty members act as guides and facilitators. The main focus in teaching and learning process is teamwork.

Evaluation

The Institute focuses on continuous evaluation process. It follows the University prescribed Credit Based Semester Grading System (CBSGS) which mandates that every student is required to complete 30 hours of learning in order to gain 01 credit point. The total credits attainable by a student in a span of two years are 80 points. It is compulsory for every student to be present at lectures. The parameters for evaluation are attendance, class participation, case study analysis and discussion, online and offline class tests, assignment, projects, presentation and end-term examinations. A student is required to separately pass in internal and end-term examinations. The Institute also applies scaling down process in order to ensure that the difference in the percentage of

marks scored in the internal assessment and the term end examination does not exceed more than 20%.

Attendance

As per University of Mumbai norms a minimum of 75% attendance is mandatory for all classes and 100 % for tutorials, guest lectures and seminars and events. Attendance is an integral part of evaluation criteria for each subject/programme.

Weekly Guest Lecture

In order to supplement the day-to-day learning by students from the in-house faculty members, guest sessions are organized on specific subjects of the semesters on Saturdays. The onus of organizing the guest lecture rests on the subject faculty member who identifies the resource person and also formalizes the entire process such as formulating the topic in consultation with the identified resource person, getting the approval from the authorities and processing it through the administration, organizing the guest lecture on the stipulated Saturday, monitoring students, their attendance, feedback of the resource person and taking students' feedback on the learning outcome of the guest session.



A Debate session during the MMS 2014 admission counseling process



A section of parents and students attending the MMS 2014 admission counseling process



One of the Group Discussion during the MMS 2014 admission counselling process witnessed by parents

Admissions

No of Seats sanctioned for 2015-17			120
Seats available for admission			
a)	General Quota	(29 %)	35
b)	Catholic Minority	(51 %)	61
c)	Institutional Quota	(20 %)	24

Eligibility Criteria

- 1) The candidate should have passed with minimum 50% marks in aggregate or equivalent CGPA (45% in case of candidates of backward class categories and persons with disability belonging to Maharashtra State only) in any Bachelor's degree awarded by a recognized University.
- 2) Candidate should have appeared for MAH-MBA/MMS-CET 2015 or GMAT/CAT/MAT Feb 2015/ATMA/XAT/CMAT 2015.

Note:

Guidelines for admission to be carried out for the Institute Level/Minority seats (as given in the DTE Information Brochure (2015-16)

After admitting the MAH-MBA/MMS-CET 2015 candidates, if the seats still remains vacant then such seats shall be filled from the candidates who have appeared for CAT/CMAT 2015/MAT Feb 2015/GMAT/ATMA/XAT.



Mr. Swapnil Tawde of MMS being awarded the best Summer Project during Summer Xcellence

MMS Programme Fees

Fee Structure for MMS 1 2015-2016

Particulars	Fees (Rs.)
Interim Tuition Fee	1,73,250
Exam fees (College)	7,200
University Share of Exam fees	2,400
P.G. Registration Fees	1,025
Refundable Deposits	12,000
Total Fees	1,95,875
SFIMAR Alumni Fees	11,000

The Programme fee for MMS is as prescribed by Shikshan Shulka Samiti. Students opting for IT as specialization will have to pay additional IT Fees of Rs 8000/- along with the prescribed fees before the start of the next academic year.

Note:

- Fees are payable by DD/ Pay order in favor of "St. Francis Institute of Management & Research"
- Interim tuition fees are subject to Revision/Approval by competent authority appointed by the Government. In the event, the competent authority fixes final higher fee, the same shall be recovered from the students and to this effect the parents are required to give a written undertaking in the prescribed form at the time of admission
- It is Compulsory for all students to possess a laptop (Laptop is not provided by the Institute) Minimum configuration recommended for Laptop: 1 GHz + processor, 512 MB RAM, 40 GB HDD, Optical Drive, MS Office/ Open Office.

d) Refund of Tuition Fees, Development and Other Fees.

Refund of Tuition fees, Development and other fees after cancellation of admission secured through CAP Rounds, Institute Level round(s) and Vacancy Round (s) of admission:

Sr No.	Situation	Refund
1.	Cancellation Request received before cutoff date & if a seat is filled in that course before cutoff date	Entire Fees less Rs. 1000/-
2.	Cancellation request received before cutoff date but 'a seat' could not be filled on that course before cutoff date.	No Refund (Except security Deposit)

Reference:

AICTE Guidelines No- AICTE/ Legal/ 04(01)/ 2007, April 2007 and Circular No.698 dt.24 August 2007 issued by Pravesh Niyrantran Samiti, Mumbai

The candidate who has been provisionally admitted may cancel admission by submitting an online application through candidate's login only. The Candidate shall submit online system generated application duly signed by the candidate for cancellation to the Institute in duplicate. The refund of fees as applicable shall be made in due course. It is made clear that such application for cancellation will be considered if and only if the admission is confirmed by paying the prescribed tuition fee and other fees in full & by submitting the original documents. Refund shall be made after deduction of the cancellation charges as shown below:

Note:

Entire amount of Security/ Caution Money Deposit is refunded to candidate.

At the time of seeking admission, a candidate coming from other University will be provisionally admitted to MBA/MMS programme at an institute subject to the production of Provisional Eligibility Certificate from the University of Mumbai to which the college/ institute is affiliated to and its subsequent confirmation by the University. Each of the candidates is advised to ensure before applying for admission to the MBA/ MMS/ PGDM Programme in a particular University that he/ she is eligible for admission to the programme as per the relevant Eligibility Rules of the University.

Group Insurance:

Our students are covered under the Group Insurance Scheme known as "Yuva Raksha" with The National Insurance Co. Ltd. This is a one year cover (renewable every year) for a sum assured upto Rs. 1,00,000/- Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.



Bro. Alphonse Nesamony, Chairman, addressing the Parents and Students during Counselling Session

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester– I (Core Subjects All Specializations)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Perspective Management	30	2	40 IA	60 IA	100	3	2.5
2.	Business Communication and Management Information Systems	30	2	40 IA	60 IA	100	3	2.5
3.	Organizational Behaviour	30	2	40 IA	60 IA	100	3	2.5
4.	Financial Accounting	30	2	40 IA	60 IA	100	3	2.5
5.	Operations Management	30	2	40 IA	60 IA	100	3	2.5
6.	Marketing Management	30	2	40 IA	60 IA	100	3	2.5
7.	Managerial Economics	30	2	40 IA	60 IA	100	3	2.5
8.	Business Statistics	30	2	40 IA	60 IA	100	3	2.5
Total No. of Credits								20

UA:- University Assessment; IA: - Internal Assessment



Industrial Visit to Autopal Industries, Jaipur

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester II

(6 Core Subjects and 2 Specialization Electives)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Cost & Management Accounting	30	2	40 IA	60 IA	100	3	2.5
2.	Financial Management	30	2	40 IA	60 IA	100	3	2.5
3.	Operations Research	30	2	40 IA	60 IA	100	3	2.5
4.	Human Resources Management	30	2	40 IA	60 IA	100	3	2.5
5.	Legal Aspects of Business & Taxation	30	2	40 IA	60 IA	100	3	2.5
6.	Business Research Methods	30	2	40 IA	60 IA	100	3	2.5
7.	Specialization Elective I	30	2	40 IA	60 IA	100	3	2.5
8.	Specialization Elective II	30	2	40 IA	60 IA	100	3	2.5
Total No. of Credits								20

UA:- University Assessment; IA: - Internal Assessment

Electives (Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester II Marketing Specialisation Electives (Any Two)

- Rural Marketing Event Management
- Retail Management
- Export Documentation & Procedures

Semester II Finance Specialisation Electives (Any Two)

- Financial Markets, Products & Institutions
- Analysis of Financial Statements
- International Finance
- Banking & Insurance

Semester II Human Resource Specialisation Electives (Any Two)

- Indian Ethos in Management
- Human Resource Planning
- Human Resource Information Systems
- Compensation & Benefits

Semester II Operations Specialization Electives (Any Two)

- Total Quality Management
- Supply Chain Risk and Performance Measurement
- Designing Operations Systems
- Technology Management & Manufacturing Strategy

Semester II Information Technology Specialisation Electives (Any Two)

- E – Commerce
- Networking and Communications
- Enterprise Applications
- Software Quality Assurance & Marketing

Semester II Corporate Law Specialisation Electives (Any Two)

- Legal environment of business
- Legal Theories and Documentation
- REALTY
- Regulatory Aspects of Marketing and Advertising

Semester II Education Management Specialisation Electives (Any Two)

- Education as a system
- Technologies for learning
- Historical Issues and Education Policy
- Curriculum Management and Planned Change

Semester II Consulting Specialisation Electives (Any Two)

- Consulting Tools
- International Consulting
- Consulting Solutions
- Consulting and Culture

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester III

Finance Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 IA	60 UA	100	3	2.5
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5
3.	Advanced Financial Management	30	2	40 IA	60 UA	100	3	2.5
4.	Security Analysis & Portfolio Management	30	2	40 IA	60 IA	100	3	2.5
5.	Corporate Valuation	30	2	40 IA	60 IA	100	3	2.5
6.	Corporate Law	30	2	40 IA	60 IA	100	3	2.5
7.	Finance Elective I	30	2	40 IA	60 IA	100	3	2.5
8.	Finance Elective II	30	2	40 IA	60 IA	100	3	2.5
9.	Summer Internship	100						2.5
Total No. of Credits								22.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Finance Specialization Electives (Any Two)

- Commodities Market
- Fixed Income
- Strategic Cost Management
- Derivatives & Risk Management

Semester III Human Resources Specialization Electives (Any Two)

- Global HRM
- Employee Rewards Management
- Human Resource Audit
- Performance Management Systems

"The best way to predict the future is to invent it." by Alan Kay.

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester III

Marketing Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1.	International Business	30	2	40 IA	60 UA	100	3	2.5	
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Product & Brand Management	30	2	40 IA	60 UA	100	3	2.5	
4.	Sales Management & Sales Promotion	30	2	40 IA	60 IA	100	3	2.5	
5.	Consumer & Industrial Buyer Behaviour	30	2	40 IA	60 IA	100	3	2.5	
6.	Financial Aspects of Marketing	30	2	40 IA	60 IA	100	3	2.5	
7.	Marketing Elective– I	30	2	40 IA	60 IA	100	3	2.5	
8.	Marketing Elective– II	30	2	40 IA	60 IA	100	3	2.5	
9.	Summer Internship	100							2.5
Total No. of Credits								22.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Marketing Specialization Electives (Any Two)

- Services Marketing
- Distribution and Supply Chain Management
- Marketing Research & Analytics
- Customer Relationship Management

"The impossible is often the untried." by J. Goodwin.

MMS Curriculum

(Effective from the academic year 2015-2016)

MMS-Semester III

Human Resources Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 IA	60 UA	100	3	2.5
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5
3.	Organizational Theories, Structure and Design	30	2	40 IA	60 UA	100	3	2.5
4.	Competency based HRM	30	2	40 IA	60 IA	100	3	2.5
5.	Employee Relations & Labour Laws	30	2	40 IA	60 IA	100	3	2.5
6.	Training & Development	30	2	40 IA	60 IA	100	3	2.5
7.	Human Resources Elective-I	30	2	40 IA	60 IA	100	3	2.5
8.	Human Resources Elective-II	30	2	40 IA	60 IA	100	3	2.5
9.	Summer Internship	100						2.5
Total No. of Credits								22.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Human Resources Specialization Electives (Any Two)

- Global HRM
- Employee Rewards Management
- Human Resource Audit
- Performance Management Systems

"Small opportunities are often the beginning of great enterprises". by Demosthenes.

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS Semester III

Operations Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1.	International Business	30	2	40 IA	60 UA	100	3	2.5	
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Advanced Supply Chain Management	30	2	40 IA	60 UA	100	3	2.5	
4.	Materials Management & Transportation	30	2	40 IA	60 IA	100	3	2.5	
5.	Business Process Re-engineering and Benchmarking	30	2	40 IA	60 IA	100	3	2.5	
6.	Manufacturing Resource Planning & Control	30	2	40 IA	60 IA	100	3	2.5	
7.	Operations Elective– I	30	2	40 IA	60 IA	100	3	2.5	
8.	Operations Elective– II	30	2	40 IA	60 IA	100	3	2.5	
9.	Summer Internship	100							2.5
Total No. of Credits								22.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Operations Specialization Electives (Any Two)

- Quantitative Methods in Operations
- New Product Development and Concurrent Engineering
- Industrial Engineering Applications and Management
- International Logistics & Supply Chains

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester III

Information Technology Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 IA	60 UA	100	3	2.5
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5
3.	Software Engineering	30	2	40 IA	60 UA	100	3	2.5
4.	Business Intelligence and Analytics	30	2	40 IA	60 IA	100	3	2.5
5.	Enterprise Resource Planning	30	2	40 IA	60 IA	100	3	2.5
6.	Knowledge Management	30	2	40 IA	60 IA	100	3	2.5
7.	Information Technology Elective– I	30	2	40 IA	60 IA	100	3	2.5
8.	Information Technology Elective– II	30	2	40 IA	60 IA	100	3	2.5
9.	Summer Internship	100						2.5
Total No. of Credits								22.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Information Technology Specialization Electives (Any Two)

- Technology Platforms
- Database Management Systems
- Software Testing
- Information Systems Audit

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester IV Finance Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Financial Modeling	30	2	40 IA	60 IA	100	3	2.5
4.	Mergers Acquisitions & Corporate Restructuring	30	2	40 IA	60 IA	100	3	2.5
5.	Finance Elective I	30	2	40 IA	60 IA	100	3	2.5
6.	Finance Elective II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry Oriented Dissertation Project	100						2.5
Total No. of Credits								17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Finance Specialization Electives (Any Two)

- Wealth Management
- Treasury Management
- Behavioural Finance
- Project Finance

"Management is doing things right, leadership is doing the right things". by Peter Drucker

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester IV

Marketing Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Strategic Marketing Management	30	2	40 IA	60 IA	100	3	2.5
4.	Integrated Marketing Communications & Digital Marketing	30	2	40 IA	60 IA	100	3	2.5
5.	Marketing Elective– I	30	2	40 IA	60 IA	100	3	2.5
6.	Marketing Elective– II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry Oriented Dissertation Project	100						2.5
Total No. of Credits								17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Marketing Specialization Electives (Any Two)

- Quantitative Models in Marketing
- Business to Business Marketing
- Media Planning & Strategy
- Emerging Trends in Marketing

“Start with the end in mind.” by Stephen R. Covey

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester IV Human Resources Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Management of Change	30	2	40 IA	60 IA	100	3	2.5
4.	Strategic Human Resource Management	30	2	40 IA	60 IA	100	3	2.5
5.	Human Resources Elective– I	30	2	40 IA	60 IA	100	3	2.5
6.	Human Resources Elective– II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry Oriented Dissertation Project	100						2.5
				Total No. of Credits				17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Human Resources Specialization Electives (Any Two)

- Corporate Governance & Social Responsibility
- Organizational Development
- Building Learning Organizations
- Role of HR in Knowledge Management

“Rejection is an opportunity for your selection.” by Bernard Branson

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester IV

Operations Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5	
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Strategic Operations Management	30	2	40 IA	60 IA	100	3	2.5	
4.	Project Management	30	2	40 IA	60 IA	100	3	2.5	
5.	Operations Elective– I	30	2	40 IA	60 IA	100	3	2.5	
6.	Operations Elective– II	30	2	40 IA	60 IA	100	3	2.5	
7.	Industry Oriented Dissertation Project	100							2.5
Total No. of Credits								17.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Operations Specialization Electives (Any Two)

- Six Sigma
- World Class Manufacturing
- Service Operations Management
- Lean Manufacturing

“What's measured improves” by Peter F Drucker

MMS Curriculum

(Effective from the academic year 2015–2016)

MMS–Semester IV

Information Technology Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				No of Credits	
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper		
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5	
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Project Management	30	2	40 IA	60 IA	100	3	2.5	
4.	IT Infrastructure Management	30	2	40 IA	60 IA	100	3	2.5	
5.	Information Technology Elective– II	30	2	40 IA	60 IA	100	3	2.5	
6.	Information Technology Elective– II	30	2	40 IA	60 IA	100	3	2.5	
7.	Industry Oriented Dissertation Project	100							2.5
Total No. of Credits								17.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Information Technology Specialization Electives (Any Two)

- Technology Competition and Strategy
- Data warehousing & Data Mining
- Managing Technology Business
- Technology Forecasting

Total Credit points	
Semester	Total No of Credits
Semester I	20
Semester II	20
Semester III	22.5
Semester IV	17.5
Total	80

“Management is, above all, a practice where art, science, and craft meet” by Henry Mintzberg

Ordinances, Regulations & Rules of MMS Degree Programme

(Under the Credit Based Semester and Grading System)
Effective from Academic Year 2014 – 15

Ordinances and Regulations relating to the examination of Master of Management Studies (MMS) degree programme of four (04) semesters under the Semester Based Credit & Grading System effective from the academic year 2014 – 15.

O.2068 Eligibility Criteria

A learner for being eligible for admission into the Post Graduate Programme i.e Master of Management Studies shall have passed the Bachelor's degree examination of this university or any other university recognized as equivalent thereto with minimum 50% marks. Besides, the learner should have cleared the prescribed entrance test conducted by the Directorate of Technical Education (DTE) Government of Maharashtra or any other entrance test approved by the regulatory authorities/ University of Mumbai.

The MMS degree programme under the new credit based grading system shall be of two years duration consisting of Four (04) Semesters. The semester examinations for the Master of Management Studies will be held at the end of every semester i.e at the end of Semester I, Semester II, Semester III and Semester IV. The Semester I examination will be held in the Second half of the academic year in which the learner was admitted (i.e November/December), Semester II examination will be held in the first half of the calendar year (April/May), The Semester III examination will be held in the Second half of the academic year (i.e November/December), Semester IV examination will be held in the first half of the calendar year (April/May) respectively.

R.8754 Standard of Passing & ATKT

- 1) Under the newly introduced credit based grading system of MMS programme, a learner in order to pass has to obtain minimum 50% marks in aggregate consisting of minimum 50% marks in each set of the examinations separately i.e. internal examination and external examination, as per the standard of passing.
- 2) Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) either in the internal assessment or in the external examination or both, shall be declared as "Fail" as per the standard of passing of examination.
- 3) A learner failing in not more than two subjects/papers/courses in the Semester I exam shall be allowed to keep terms in Semester II of the MMS programme.
- 4) A learner who has failed in more than two subjects/papers/courses in the Semester I exam, shall not be permitted to proceed to Semester II of his/her first year MMS programme. He/ She will, however, be eligible to re – appear for the subjects in which he /she has failed in the first semester by re – registering himself/herself in the supplementary examination to be conducted by the institute.
- 5) A learner who has passed in both the semester examinations conducted by the institute i.e.: Semester I and Semester II examinations shall be eligible for admission into Semester III of the MMS programme.
- 6) A learner failing in not more than two subjects/papers/courses in the Semester III

examination shall be allowed to keep terms in Semester IV of the MMS programme.

- 7) A learner, who has failed in more than two subjects/papers/courses in Semester III, shall not be permitted to proceed to Semester IV of his/her second year MMS programme. He/She will, however, be eligible to re – appear in the subjects in which he /she has failed in the third semester by re – registering himself/herself in the supplementary examination to be conducted by the institute/university or both.
- 8) A learner who has passed in all of the semester examinations of MMS i.e Semester I, Semester II, Semester III, Semester IV examinations shall not be allowed to re – register himself/herself for improvement of his/her semester examination results.
- 9) A learner who has not appeared in the internal examinations conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/course(s)/paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.

R.8755 Standard of Passing Examination (Semester wise)

Semester I Examination

- 1) A learner will be declared to have passed the Semester I examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 2) For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester End examination separately.

- 3) For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester End examination separately.
- 4) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.

Semester II Examination

- 5) A learner who has passed in all the paper(s)/subject(s)/course(s) of his semester I examination shall proceed to semester II of the MMS programme.
- 6) A learner failing in two or less than two subjects/papers/courses in Semester I examination shall be allowed to keep terms into Semester II of the MMS programme. He/She will however be required to pass in those respective subjects/papers/courses (two or less) in the supplementary examinations, to be held by the Institute. Such supplementary examination for Semester I shall be held before first week of April, as per the schedule of the individual institution.
- 7) A learner who has failed in more than two subjects/papers/courses in Semester I, shall not be permitted to proceed to Semester II of the course. He/She will, however be eligible to re – appear in the subjects in which he/she has failed, in the supplementary examination of Semester I to be conducted by the Institute. Such supplementary examination of Semester I can be held as per the Institute's schedule before April of the academic year.
- 8) A learner will be declared to have passed the Semester II examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal

Examination & Semester End Examination as per the standard of passing.

- 9) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination.
- 10) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 11) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/ paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.

Semester III Examination

- 12) A learner for being eligible for admission to Semester III must have passed both the Semester I and Semester II examinations.
- 13) A learner failing in two or less than two subjects in Semester I or Semester II or both (Semester I and Semester II taken together), shall be required to re appear in the supplementary examination and pass, failing which he/she will not be permitted to proceed to semester III (second year of the MMS degree course). Such supplementary examinations can be held for Semester I and for Semester II, as per individual institution's schedule before April/May and upon passing of which, the learner(s) becomes eligible to enroll for the Semester III MMS Programme.
- 14) A learner who has failed in more than two subjects/papers/courses in Semester II or Semester I and Semester II taken together, shall not be permitted to proceed to Semester III of the course. He/She will, however be eligible to re – appear in the subjects in which he/she has failed, in the

supplementary examination of Semester I and/or Semester II to be conducted by the Institute. Such supplementary examinations can be held as per the Institute's schedule before April/May for Semester I and before November/December for Semester II of the academic year.

- 15) A learner will be declared to have passed the Semester III examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 16) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination.
- 17) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 18) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute/university.

Semester IV Examination

- 19) A learner who has passed in all the paper(s)/subject(s)/course(s) of his Semester III examination shall proceed to Semester IV of the MMS programme.
- 20) A learner failing in not more than two subjects/papers/courses in his/her Semester III examination shall be allowed to keep terms in Semester IV of the programme.. He/She will however be required to pass in those respective subject(s)/paper(s)/course(s) (two or less) in the supplementary examinations of

Semester III conducted to be by the Institute/ University.

- 21) A learner, who has failed in more than two subjects/papers/courses in Semester III, shall not be permitted to proceed to Semester IV of the course. He/She will however be eligible to re - appear in those subjects in which he / she has failed by re - registering himself/ herself in the supplementary examinations to be conducted by the institute/ university.
- 22) A learner failing in any subject(s) / paper(s)/ course(s) in his/her Semester IV examination and shall be required to re-appear in the supplementary examinations conducted by the Institute/university to pass in those subjects/papers/courses.
- 23) A learner will be declared to have passed the Semester IV examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 24) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50%marks in the Internal examination i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination separately as per the standard of passing.
- 25) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal examination i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination separately.
- 26) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/ course(s) in the subsequent examinations to be conducted by the Institute/ university.
- 27) To facilitate the convenience of students, who are employed on completion of their IVth Semester, but have failed in their Semester III and/or Semester IV University examinations, the University shall hold such examinations twice a year in the subjects/ papers/ courses that are assessed by the university. I.e. Semester III university examination shall be held in May along with Semester IV examination and Semester IV university examination shall be held in November/ December along with Semester III examination.
- 28) A learner shall be declared to have passed his MMS degree course if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in Internal examination & 50% marks in External examination separately in Semester I, Semester II, Semester III and Semester IV examinations as per the standard of passing.
- 29) A learner who has passed in all the semester examinations of MMS degree shall not be allowed to reregister himself/herself for improvement of his/her earlier semester results.
- 30) A Successful learner who has passed in all the courses of each Semesters i.e Semester I, Semester II, Semester III and Semester IV shall be awarded grades as shown in the table given below:

R.8756 Grade and Grade Point

7 Point Scale For POST GRADUATE Course

Range of Scores	Grade	Grade Point	CGPA Range
75 & above	O	7	6.5 - 7
70 - 74.99	A	6	5.5 - 6.49
65 - 69.99	B	5	4.5 - 5.49
60 - 64.99	C	4	3.5 - 4.49
55 - 59.99	D	3	2.5 - 3.49
50 - 54.99	E	2	2 - 2.49
< = 49.99	F (Fail)	1	<2

Academic Calendar

St Francis Institute Of Management And Research

Academic Calendar 2015 – 2016 (Tentative)

MMS Programme

Sr. No	Details	Start Date	Finish Date	Remark
Semester I MMS –I (01 Aug 2015 – 22 Dec 2015)				
1.	Remedial sessions on MS Excel / Language training/Mathematics	Second/Third week Jul 2015		
2.	Induction of MMS I 2015-2017 Batch	First week/second week Aug 2015		As per DTE announcement
3.	Commencement of Classes	Next day of Induction	08 Dec 2015	18 Weeks
4.	Mid Term Examination – Objective Model	12 Oct 2015	20 Oct 2015	As per the convenience of Subject Faculty members
5.	Local Industry Visit	4th week of Sept 2015		1-3 days
6.	Semester End Term Exam	15 Dec 2015	23 Dec 2015	8 days
Semester II MMS –I (02 Jan 2016 – 30 Apr 2016)				
1.	Commencement of Classes	02 Jan 2016	15 Apr 2016	15 Weeks
2.	Placement week (Brochure Distribution)	18 Jan 2016	22 Jan 2016	05 days
3.	Mid Term Examination - Objective Model	3rd week Feb		6 days
4.	Semester End Term Exam	21 Apr 2016	29 Apr 2016	8 days.

PS.1At the time of Induction, it is to be ensured that each student participant needs to have a clear vision of what they want to be over the next 2 years.

PS.2It is proposed to have an Open Meeting of Institute-Students-Parents interaction at the end of each Semester



Visit to Assumption University, Bangkok

Academic Calendar

St Francis Institute of Management and Research

Academic Calendar 2015 – 2016 (Tentative)

MMS Programme

Sr. No	Details	Start Date	Finish Date	Remark
Semester III MMS –II (01 Jul 2015 – 06 Dec 2015)				
1.	Basic and Advanced Excel Training (Specialization wise)	01 Jul 2015	04 Jul 2015	
2.	Commencement of MMS II Classes	06 Jul 2015	27 Oct 2015	16 Weeks
3.	Commencement of MMS II Summer Internship Presentation	09 Jul 2015	11 Jul 2015	03 days
4.	Summer Excellence Summer Internship Presentation	Aug/Sep 2015		
5.	International Education Tour	Sept 2015	Sept 2015	
6.	Winter Project Assignment For Semester IV	01 Oct 2015	15 Dec 2015	Includes Area Identification, Synopsis Submission and Development plan.
7.	Semester Term End Exam (Subject to University exam dates)	02 Nov 2015	10 Nov 2015	8 days
8.	University Exam (Two subjects anytime during the scheduled dates as per University notification)	30 Nov 2015	25 Nov 2015	2 days
Semester IV MMS – II (07 Dec 2015 – 30 Apr 2016)				
1.	Commencement of MMS II Classes	07 Dec 2015	05 Apr 2016	15 Weeks
2.	MMS II Winter Presentation	02 Mar 2016	05 Mar 2016	04 days
3.	Semester IV Term End Exam (Subject to University exam dates)	11 Apr 2016	16 Apr 2016	06 days
4.	University Exam (One subject anytime during the scheduled dates)	28 Apr 2016	03 May 2016	1 day

List of Documents to be Submitted: MMS Admissions

Copies of Documents to be submitted alongwith the MMS Application Form

- a) Baptism Certificate (For Minority Candidates)
- b) Graduation Mark sheet
- c) Entrance Test Score Card

Original Documents to be submitted on securing MMS Admission (With 2 Copies Each Duly Attested)

1. Entrance Test Score Card.
2. Baptism Certificate (For Minority Candidates)
3. Domicile Certificate (Compulsory for all students)
4. Statement of Marks of Std. X Examination. (S.S.C)
5. Statement of Marks of Std. XII Examination.(H.S.C)
6. Statement of Marks for the Bachelor's Degree Examination (i.e. The Qualifying Degree Examination).
7. a) Convocation Degree Certificate. b) Passing Certificate (If graduated in current year)
8. College Leaving /Transference Certificate from the college last attended by the student to be submitted within 15 days.
9. Gap Certificate (Affidavit on Rs. 50/- stamp paper duly notarised), if graduated prior to the current year.
10. Certificate of Work Experience / Achievement / Award etc (2 copies only)
11. Physical Fitness Certificate from a Registered Medical Practitioner (original copy only)
12. Latest Colour Photograph: 5 Nos (3.5cm x 2.5cm)
13. Students passing qualifying examination from other than Mumbai University will also have to submit the following within 15 days (with 4 attested copies)
 - a) Eligibility Certificate from University of Mumbai to be submitted at the time of admission.
 - b) Migration Certificate.
 - c) Validity/Verification Report from their University.
14. Students belonging to the Reserved Category will have to submit the following (with 4 attested copies)
 - a) Caste Certificate
 - b) Caste Validity
 - c) Non Creamy Layer Certificate (In case of NT2/NT3/OBC)- Certificate should be valid upto 31st March 2016.

Testimonials From Alumni



Prakruti Bhatia
Research Executive
Ipsos Marketing

Many times you need an environment to introspect and reflect on your own strengths and capabilities so that you align yourself to your interests, build on your abilities and invoke forward looking concepts. SFIMAR provides this environment with a well-structured programme, pedagogy, diverse culture and team of faculty bringing rich experience from varied fields.



Cassius Colaco
Sr. Tour Manager –
Leisure Travel (Outbound)
Thomas Cook (I) Ltd

It's been 6 years now that I have passed out of SFIMAR and I have been living literally out of a suitcase.....

But nothing seems to have faded all my memories and life at SFIMAR is very much fresh and intact.....

From the canteen to classroom my life from the lectures to life has been AMAZINGGGG.....

It was really a memorable time I spent on campus from the fresher's to farewell.....

All I learnt is what I apply now to my life.....

All enjoyed is what I cherish till date....and I will continue to....

Thanks for walking me along.....I owe a part of my life to you.....



Alvito Cabral
Senior Research Analyst
Neilson BASES

The two year MMS programme at SFIMAR gave me an overall understanding of industry and the talent to think like a multinational consultant in the global marketplace.

SFIMAR instils the character of acting differently while thinking big. The ideals learnt from the faculty, and the strength of our research projects during my programme helped me proficiently and professionally, to think "outside the box".

I am grateful for the need that SFIMAR fulfilled in my life.

Testimonials From Alumni



Abhit Pereira
Assistant Manager,
Accounts
Lingo India Pvt. Ltd

We chose to study at St. Francis Institute of Management and Research because the environment of the college was very friendly starting from teachers to students. We can't ignore the highly cooperative administration and the Director of the college.

SFIMAR is a beautiful blend of unity, discipline, hardwork & support. We would also appreciate the teaching methodology which was quite professional, in terms of multimedia and PowerPoint presentations on all topics and provisions of hard copies of helpful notes from reference books in required assignments task along with complete research work on fruitful websites.

The aspects of SFIMAR that we appreciate here is the sense of belongingness that the college system offers.

Our experience has been splendid and we don't hesitate to recommend SFIMAR to any prospective student looking to fulfill a lifetime ambition.



Ansley Farro
Research Analyst
Nielsen

SFIMAR was an awesome learning experience. It was great learning from and interacting with an always helpful faculty. The institution played a key role in launching my career. It helped me discover my hidden talents and skills and made me ready to face the challenging business world."

Corporate Speaks.....

The students of St Francis Institute of Management and Research are bright, disciplined and rigorously trained to lead businesses in the time to come. I am amazed by the energy of the students' attending classes, meeting professors in and outside the classroom, doing so many projects and the various extracurricular activities organized by the Institute.

Rajiv Kumar,
Global Head HR,
TCS Financial Solutions

The students of SFIMAR exemplify the right attitude - an attitude of wanting to learn and grow in this competitive environment. Their analytical ability, logical thinking and presentation skills are note worthy. They embody what an M.B.A degree encompasses and I am confident that they will definitely be an asset to the organizations that they are associated with".

Ms. Beena Mathen Jacob
Head - Learning & Talent Management at
DHL Supply Chain

Students of SFIMAR are very dedicated, sincere and they have the genuine quest for knowledge and creativity. They display a fine balance of academics as well as orientation towards other aspects of life. They have huge potential to become leaders as they are most importantly good human beings.

Ms. Abhilasha
Visiting Faculty

I appreciate down to earth approach, simplicity of students and faculty members of from Saint Francis Institute of Management & Research. Institute is really giving strong foundation of both theoretical as well as practical knowledge to the students which will help corporate world in long run.

Prasad Joshi
HR Manager
National Stock Exchange

It was a privilege for me to attend and judge the finance topics at 'SummerXcellence09'. Students had a high depth of understanding of technical topics and commendable presentation skills. Wish you all the best for your future endeavours."

Sushrut Chitale
Partner
Mukund M Chitale & Co.

It has been a great honour and a delightful experience being a part of the Institute's Final summer projects presentations. I found students have great potential to achieve greater heights in corporate world.

Alok Kumar Dwivedi
Former Cluster Head
Reliance Money Limited

Institute Discipline

Code of Conduct

We emphasize the importance of ethical behavior and moral living in keeping with the high standards of our campus environment. SFIMAR's campus is strictly a no smoking zone. Use of tobacco and tobacco based products etc. are strictly prohibited. Ragging or indecent behavior of any kind and dishonesty will attract disciplinary action including termination of admission.

We follow a dress code i.e. uniform approved by the Institute at the time of admission. Students are expected to wear the uniform along with ID cards everyday while on the campus. Indecent dressing and not abiding with the rules of the Institute will lead to disciplinary action.

Anti-Ragging

Students are advised that ragging in any form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted

and also be dismissed from the Institution. An anti-ragging Committee consisting of 10 members has been constituted by SFIMAR.

Grievance Committee

Students Grievance Committee for grievance redressal of student related issues has been constituted. They are as follows:

Anti-Capitation Committee

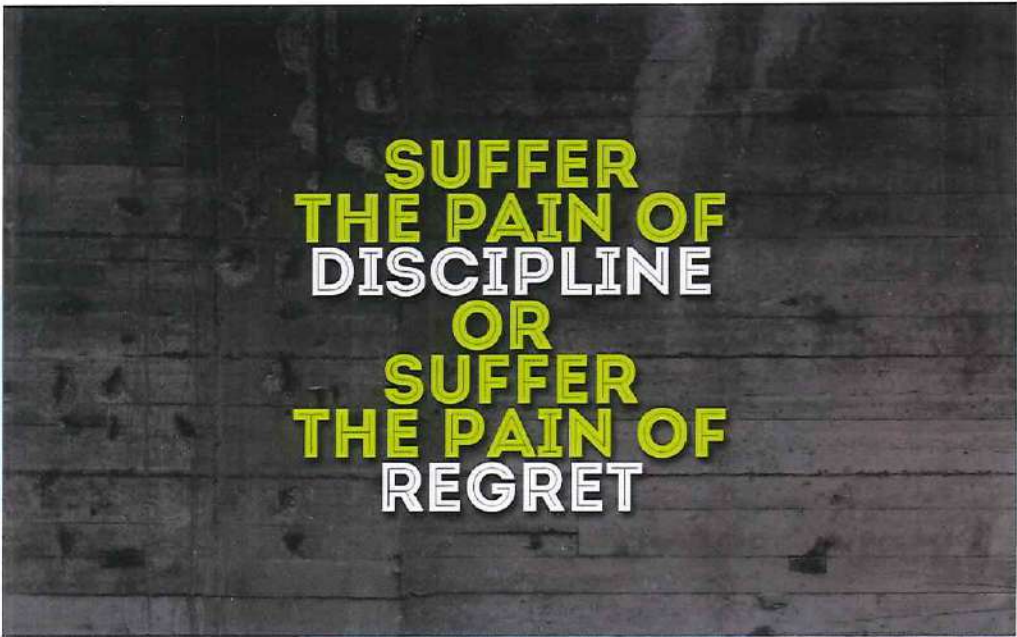
Anti-Capitation Committee is functional at the Institute.

Sexual Harassment

Rules and regulations have been passed prohibiting sexual harassment in the campus. Strict disciplinary action will be taken against anyone indulging in sexual harassment of women in the campus.

Handicap facility/Govt. Scholarship

The required facilities have been provided for handicapped students. The Institute provides assistance to students in obtaining Govt. scholarships.



**SUFFER
THE PAIN OF
DISCIPLINE
OR
SUFFER
THE PAIN OF
REGRET**

SFIMAR



Group of MMS students 2013-15 batch



Group Photo of faculty members with Chairman Director and Registrar



For more details please contact to:

ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and affiliated to University of Mumbai

(An ISO 9001:2008 Certified Institute)

Gate No 5, SVP Road, Mount Painsur, Borivli West, Mumbai 400103.

Tel.: 2891 7089 / 2895 8403

E-mail: info@sfimar.org

Web: www.sfimar.org



St. Francis Institute of Management And Research

Approved by AICTE and Affiliated to the University of Mumbai
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ADMISSION BROCHURE 2016-18

Master of Management Studies

2-YEAR FULL-TIME POST-GRADUATE
PROGRAMME IN MANAGEMENT

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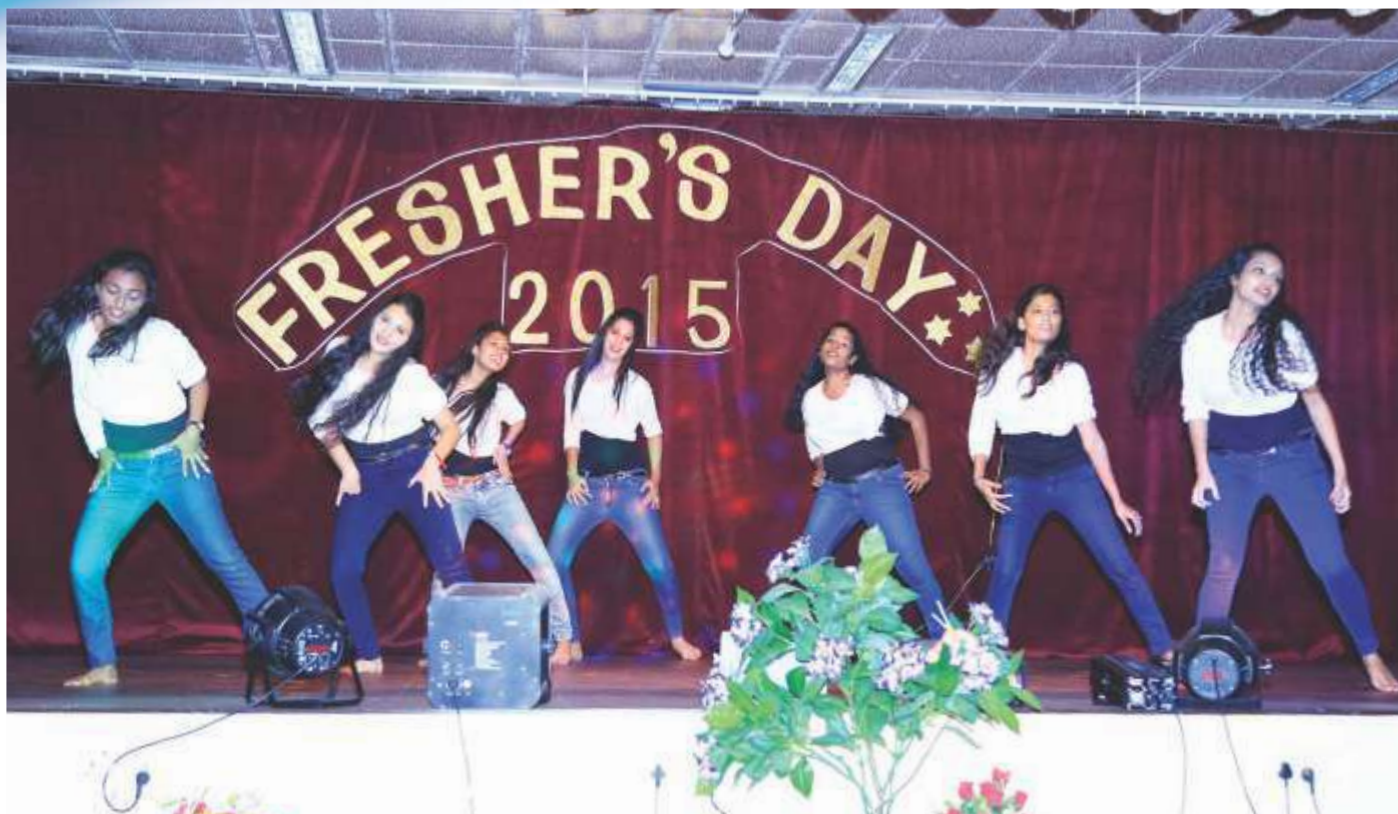


...To create Global Leaders

Nurturing Lifelong Success...



SFIMAR



A performance sequence by a group of MMS students during Freshers party 2015



A performance sequence by a group of MMS students during Freshers party 2015



Scintillating UV act by one of the MMS students during the Freshers party 2015

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PROGRAMME HEAD'S MESSAGE



It is indeed my privilege to bring to the attention of everyone that a structure and culture in SFIMAR has been built up jointly by all stakeholders of the Institution, which is aptly named “Management Education Ecosystem”. This system encapsulates various activities such as Academic Excellence, Personality Grooming, Industry Interface, entrepreneurial advantage etc., with the aim of transforming a raw student into an involved participant and making him/her more employable. In order to achieve this, every student is subjected to a rigorous regime combining the core curriculum with regular group discussions and mock personal interviews, debates, adequate counselling and mentoring through a team of brilliant and admirable faculty members and a formidable Career & Placement Center team.

This is also complemented with different training and learning programmes and each programme has a feedback to assess the performance of the trainer and an assimilation test to measure the

performance of the students. Every participation by a student in the various activities is measured, recorded and amalgamated into an innovative Placement Grading System. As every subject has an additional 30 hours of learning, roughly about 240 hours of additional learning is imparted, supplementing the class room learning.

We always emphasize that the two years that each student spends at our Institute, is an excellent platform and opportunity to acquire and demonstrate all the necessary skills required to assume a managerial role. We urge all of them to utilize this to its fullest possibility. While we wish all the participants the very best, we also advise that if one proceeds on the path carved methodically by SFIMAR with care, restraint, understanding of the ground reality and also with a focussed goal, the sky is not the limit.

Dr. G. Ramesh

“ Education is the most powerful weapon which you can use to change the world.”

- Nelson Mandela

ABOUT MMS

MMS is a comprehensive Post Graduate Degree Programme that aims to develop students into innovative thinkers and successful managers by sharpening their skills to meet the growing but specific requirements of various business.

The course structure provides a perfect combination of conceptual framework and practical insights to tackle business challenges. MMS Programme is conducted on semester basis with four semesters spread over two academic years. In the second year the students have the choice of specialization among the five areas i.e., Finance, Marketing, HR, Operations and IT.

Pedagogy

The process of teaching and learning comprises interactive classroom lectures, discussions, case studies, projects, assignments, presentations, guest lectures, role plays, treasure hunts, field visits and field projects. Each student must spend maximum time on self-study and come thoroughly prepared for classes wherein the faculty members act as guides and facilitators. Among others, the teaching and learning process inculcates leadership and teamwork.

Evaluation

The Institute focusses on continuous evaluation process. It follows the University prescribed Credit Based Semester Grading System (CBSGS) which mandates that every student is required to complete 30 hours of learning in order to gain 01 credit point. The total credits attainable by a student in a span of two years are 80 points. It is compulsory for every student to be present at lectures. The parameters for evaluation are attendance, class participation, case study analysis and discussion, online and offline class tests, assignments, projects, presentation and end-term examinations. The student is required to separately pass in internal and end-term examinations. The Institute also applies scaling down process in order

to ensure that the difference in the percentage of marks scored in the internal assessment and the term end examination does not exceed more than 20%.

Attendance

As per the University of Mumbai norms, a minimum of 75% attendance is mandatory for all classes and 100% for tutorials, guest lectures and seminars and events. Attendance is an integral part of evaluation criteria for each subject/programme.

Weekly Guest Lecture

In order to supplement the day-to-day learning by students from the in-house faculty members, guest sessions are organized on specific subjects of the semesters, on Saturdays. The onus of organizing the guest lecture rests on the subject faculty member who identifies the resource person and also formalizes the entire process such as formulating the topic in consultation with the identified resource person, getting the approval from the authorities and processing it through the administration, organizing the guest lecture on the stipulated Saturday, monitoring students, their attendance, feedback of the resource person and taking students' feedback on the learning outcome of the guest session.



Guest Lecture sessions are in progress

ADMISSIONS

No. of Seats sanctioned for 2016-18	120	
Seats available for admission		
a) General Quota	(29%)	35
b) Roman Catholic Minority	(51 %)	61
c) Institutional Quota	(20%)	24

Eligibility Criteria

- 1) The candidate should have passed with minimum 50% marks in aggregate or equivalent CGPA (45% in case of candidates of backward class categories and persons with disability belonging to Maharashtra State only) in any Bachelor's degree awarded by a recognized University.
- 2) Candidate should have appeared for MAH - MBA / MMS - CET 2016 or GMAT / CAT / MAT Feb 2016 / ATMA / XAT / CMAT 2016.

Note:

Guidelines for admission to be carried out for the Institute Level/Minority seats (as given in the DTE Information Brochure (2016-17)

After admitting the MAH-MBA/MMS-CET 2016 candidates, if the seats still remain vacant then such seats shall be filled from the candidates who have appeared for CAT/CMAT 2016/MAT Feb 2016/GMAT/ATMA/XAT.



SFIMAR Chairman Bro. Alphonse Nesamony felicitating Dr. Baboo M Nair, Professor Emeritus, Lund University, Sweden.

MMS PROGRAMME FEES

Fee Structure for MMS 1 2016-2017

Particulars	Fees (Rs.)
Interim Tuition Fee	1,82,700
Exam fees (College)	7,200
University Share of Exam fees	2,400
P.G. Registration Fees	1,025
Refundable Deposits	12,000
Total Fees	2,05,325

This fee will be paid through a separate cheque. The Programme fee for MMS is as prescribed by the fee regulatory authority.

Note:

- a) Fees are payable by DD/Pay Order in favor of "St. Francis Institute of Management & Research".
- b) Students opting for IT as specialization will have to pay additional IT Fees of Rs. 8000/- along with the prescribed fees before the start of the next academic year.
- c) Interim tuition fees are subject to Revision/ Approval by competent authority appointed by the Government. In the event, the competent authority fixes final higher fee, the same shall be recovered from the students and to this effect the parents are required to give a written undertaking in the prescribed format at the time of admission.
- d) It is Compulsory for all students to possess a laptop (Laptop is not provided by the Institute).
- e) Life membership of Alumni Association is Rs. 11,000 and the students shall make this contribution by DD/Payorder in favour "SFIMAR Alumni Association" at the time of Admission.
- f) Refund of Tuition Fees, Development and Other Fees.

Refund of Tuition fees, Development and other fees after cancellation of admission secured through CAP Rounds, Institute Level round(s) and Vacancy Round (s) of admission:

Sr. No.	Situation	Refund
1	Cancellation Request received before cut-off date & if seat is filled in before cut-off date	Entire Fees less Rs. 1000/-
2	Cancellation request received before cut-off date but 'a seat' could not be filled in before cut-off date.	No Refund (Except security Deposit)

Reference:

AICTE Guidelines No - AICTE/Legal/04(01)/2007, April 2007 and Circular No. 698 dt. 24 August 2007 issued by Pravesh Niyantaran Samiti, Mumbai

The candidate who has been provisionally admitted may cancel admission by submitting an online application through candidate's login only. The Candidate shall submit online system generated application duly signed by the candidate for cancellation, to the Institute in duplicate. The refund of fees as applicable shall be made in due course. It is made clear that such application for cancellation will be considered if and only if the admission is confirmed by paying the prescribed tuition fee and other fees in full & by submitting the original documents. Refund shall be made after deduction of the cancellation charges as shown below:

Note:

Entire amount of Security/Caution Money Deposit is refunded to candidate.

At the time of seeking admission, a candidate coming from other University will be provisionally admitted to MBA/MMS programme at an institute subject to the production of Provisional Eligibility Certificate from the University of Mumbai to which the college/institute is affiliated to its subsequent confirmation by the University. Each of the candidates is advised to ensure before applying for admission to the MBA/MMS/PGDM Programme in a particular University that he/she is eligible for admission to the programme as per the relevant Eligibility Rules of the University.

Group Insurance:

Our students are covered under the Group Insurance Scheme known as "Yuva Raksha" with The National Insurance Co. Ltd. This is a one year cover (renewal every year) for a sum assured upto Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.



Bro. T. V. George addressing the Parents and Students during MMS Admission Counselling Session

MMS CURRICULUM

MMS Semester I (Core Subjects for All Specializations)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits
1.	Perspective Management	30	2	40 IA	60 IA	100	3	2.5
2.	Business Communication and Management Information Systems	30	2	40 IA	60 IA	100	3	2.5
3.	Organizational Behaviour	30	2	40 IA	60 IA	100	3	2.5
4.	Financial Accounting	30	2	40 IA	60 IA	100	3	2.5
5.	Operations Management	30	2	40 IA	60 IA	100	3	2.5
6.	Marketing Management	30	2	40 IA	60 IA	100	3	2.5
7.	Managerial Economics	30	2	40 IA	60 IA	100	3	2.5
8.	Business Statistics	30	2	40 IA	60 IA	100	3	2.5
Total No. of Credits								20

UA:- University Assessment; IA: - Internal Assessment



A session of Group Discussion is in progress

MMS CURRICULUM

MMS Semester II (6 Core Subjects and 2 Electives)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits
1.	Cost & Management Accounting	30	2	40 IA	60 IA	100	3	2.5
2.	Financial Management	30	2	40 IA	60 IA	100	3	2.5
3.	Operations Research	30	2	40 IA	60 IA	100	3	2.5
4.	Human Resources Management	30	2	40 IA	60 IA	100	3	2.5
5.	Legal Aspects of Business & Taxation	30	2	40 IA	60 IA	100	3	2.5
6.	Business Research Methods	30	2	40 IA	60 IA	100	3	2.5
7.	Elective I	30	2	40 IA	60 IA	100	3	2.5
8.	Elective II	30	2	40 IA	60 IA	100	3	2.5
Total No. of Credits								20

UA:- University Assessment; IA: - Internal Assessment



External Participants being awarded with certificate of participation during the session of Mr. Mihai Ivanof in the speaker series

MMS CURRICULUM

MMS Semester III (Finance Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits	
1.	International Business	30	2	40 IA	60 UA	100	3	2.5	
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Advanced Financial Management	30	2	40 IA	60 UA	100	3	2.5	
4.	Security Analysis & Portfolio Management	30	2	40 IA	60 IA	100	3	2.5	
5.	Corporate Valuation	30	2	40 IA	60 IA	100	3	2.5	
6.	Corporate Law	30	2	40 IA	60 IA	100	3	2.5	
7.	Finance Elective I	30	2	40 IA	60 IA	100	3	2.5	
8.	Finance Elective II	30	2	40 IA	60 IA	100	3	2.5	
9.	Summer Internship	100							2.5
Total No. of Credits								22.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Finance Specialization Electives (Any Two)

- a) Commodities Market
- b) Fixed Income
- c) Strategic Cost Management
- d) Derivatives & Risk Management

(Note: Specialization Electives are subject to change as per University direction)

MMS CURRICULUM

MMS Semester III (Marketing Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits	
1.	International Business	30	2	40 IA	60 UA	100	3	2.5	
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Product & Brand Management	30	2	40 IA	60 UA	100	3	2.5	
4.	Sales Management & Sales Promotion	30	2	40 IA	60 IA	100	3	2.5	
5.	Consumer & Industrial Buyer Behaviour	30	2	40 IA	60 IA	100	3	2.5	
6.	Financial Aspects of Marketing	30	2	40 IA	60 IA	100	3	2.5	
7.	Marketing Elective I	30	2	40 IA	60 IA	100	3	2.5	
8.	Marketing Elective II	30	2	40 IA	60 IA	100	3	2.5	
9.	Summer Internship	100							2.5
Total No. of Credits								22.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Marketing Specialization Electives (Any Two)

- a) Services Marketing
- b) Distribution and Supply Chain Management
- c) Marketing Research & Analytics
- d) Customer Relationship Management

(Note: Specialization Electives are subject to change as per University direction)

MMS CURRICULUM

MMS Semester III (Human Resources Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits	
1.	International Business	30	2	40 IA	60 UA	100	3	2.5	
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Organizational Theories, Structure and Design	30	2	40 IA	60 UA	100	3	2.5	
4.	Competency based HRM	30	2	40 IA	60 IA	100	3	2.5	
5.	Employee Relations & Labour Laws	30	2	40 IA	60 IA	100	3	2.5	
6.	Training & Development	30	2	40 IA	60 IA	100	3	2.5	
7.	Human Resources Elective I	30	2	40 IA	60 IA	100	3	2.5	
8.	Human Resources Elective II	30	2	40 IA	60 IA	100	3	2.5	
9.	Summer Internship	100							2.5
Total No. of Credits								22.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Human Resources Specialization Electives (Any Two)

- a) Global HRM
- b) Employee Rewards Management
- c) Human Resource Audit
- d) Performance Management Systems

(Note: Specialization Electives are subject to change as per University direction)

MMS CURRICULUM

MMS Semester III (Operations Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits	
1.	International Business	30	2	40 IA	60 UA	100	3	2.5	
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Advance Supply Chain Management	30	2	40 IA	60 UA	100	3	2.5	
4.	Materials Management & Transportation	30	2	40 IA	60 IA	100	3	2.5	
5.	Business Process Re-engineering and Benchmarking	30	2	40 IA	60 IA	100	3	2.5	
6.	Manufacturing Resource Planning & Control	30	2	40 IA	60 IA	100	3	2.5	
7.	Operations Elective I	30	2	40 IA	60 IA	100	3	2.5	
8.	Operations Elective II	30	2	40 IA	60 IA	100	3	2.5	
9.	Summer Internship	100							2.5
Total No. of Credits								22.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Operations Specialization Electives (Any Two)

- a) Quantitative Methods in Operations
- b) New Product Development and Concurrent Engineering
- c) Industrial Engineering Applications and Management
- d) International Logistics & Supply Chains

(Note: Specialization Electives are subject to change as per University direction)

MMS CURRICULUM

MMS Semester III (Information Technology Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits	
1.	International Business	30	2	40 IA	60 UA	100	3	2.5	
2.	Strategic Management	30	2	40 IA	60 IA	100	3	2.5	
3.	Software Engineering	30	2	40 IA	60 UA	100	3	2.5	
4.	Business Intelligence and Analytics	30	2	40 IA	60 IA	100	3	2.5	
5.	Enterprise Resource Planning	30	2	40 IA	60 IA	100	3	2.5	
6.	Knowledge Management	30	2	40 IA	60 IA	100	3	2.5	
7.	Information Technology Elective I	30	2	40 IA	60 IA	100	3	2.5	
8.	Information Technology Elective II	30	2	40 IA	60 IA	100	3	2.5	
9.	Summer Internship	100							2.5
Total No. of Credits								22.5	

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester III Information Technology Specialization Electives (Any Two)

- a) Technology Platforms
- b) Database Management Systems
- c) Software Testing
- d) Information Systems Audit

(Note: Specialization Electives are subject to change as per University direction)

MMS CURRICULUM

MMS Semester IV (Finance Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Financial Modelling	30	2	40 IA	60 UA	100	3	2.5
4.	Mergers Acquisitions & Corporate Restructuring	30	2	40 IA	60 IA	100	3	2.5
5.	Finance Elective I	30	2	40 IA	60 IA	100	3	2.5
6.	Finance Elective II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry-Oriented Dissertation Project			100				2.5
Total No. of Credits								17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Finance Specialization Electives (Any Two)

- a) Wealth Management
- b) Treasury Management
- c) Behavioural Finance
- d) Project Finance

(Note: Specialization Electives are subject to change as per University direction)

“ Teach Me and I will forget, Show Me and I will learn, Involve Me and I will understand.”

- Unknown

MMS CURRICULUM

MMS Semester IV (Marketing Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Strategic Marketing Management	30	2	40 IA	60 UA	100	3	2.5
4.	Integrated Marketing Communications & Digital Marketing	30	2	40 IA	60 IA	100	3	2.5
5.	Marketing Elective I	30	2	40 IA	60 IA	100	3	2.5
6.	Marketing Elective II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry-Oriented Dissertation Project			100				2.5
Total No. of Credits								17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Marketing Specialization Electives (Any Two)

- a) Quantitative Models in Marketing
- b) Business to Business Marketing
- c) Media Planning & Strategy
- d) Emerging Trends in Marketing

(Note: Specialization Electives are subject to change as per University direction)

“If You judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

- Albert Einstein

MMS CURRICULUM

MMS Semester IV (Human Resource Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Management of Change	30	2	40 IA	60 UA	100	3	2.5
4.	Strategic Human Resource Management	30	2	40 IA	60 IA	100	3	2.5
5.	Human Resources Elective I	30	2	40 IA	60 IA	100	3	2.5
6.	Human Resources Elective II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry-Oriented Dissertation Project			100				2.5
Total No. of Credits								17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Human Resources Specialization Electives (Any Two)

- a) Corporate Governance & Social Responsibility
- b) Organizational Development
- c) Building Learning Organizations
- d) Role of HR in Knowledge Management

(Note: Specialization Electives are subject to change as per University direction)

“ Reading is to Mind what exercise is to body.”

– Sir Richard Steele

MMS CURRICULUM

MMS Semester IV (Operations Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Strategic Operations Management	30	2	40 IA	60 UA	100	3	2.5
4.	Project Management	30	2	40 IA	60 IA	100	3	2.5
5.	Operations Elective I	30	2	40 IA	60 IA	100	3	2.5
6.	Operations Elective II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry-Oriented Dissertation Project			100				2.5
Total No. of Credits								17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Operations Specialization Electives (Any Two)

- a) Six Sigma
- b) World Class Manufacturing
- c) Service Operations Management
- d) Lean Manufacturing

(Note: Specialization Electives are subject to change as per University direction)

“The roots of education are bitter, but the fruit is sweet.”

- Aristotle

MMS CURRICULUM

MMS Semester IV (Information Technology Specialization)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Assessment	Total Marks	Duration of Theory Paper	No. of Credits
1.	Management Control Systems	30	2	40 IA	60 UA	100	3	2.5
2.	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5
3.	Project Management	30	2	40 IA	60 UA	100	3	2.5
4.	IT Infrastructure Management	30	2	40 IA	60 IA	100	3	2.5
5.	Information Technology Elective I	30	2	40 IA	60 IA	100	3	2.5
6.	Information Technology Elective II	30	2	40 IA	60 IA	100	3	2.5
7.	Industry-Oriented Dissertation Project			100				2.5
Total No. of Credits								17.5

UA:- University Assessment; IA: - Internal Assessment

Electives

(Students are supposed to choose any two of the following specialization Electives as per their area of specialization)

Semester IV Human Resources Specialization Electives (Any Two)

- Technology Competition and Strategy
- Data warehousing & Data Mining
- Managing Technology Business
- Technology Forecasting

Total Credit points	
Semester	Total No of Credits
Semester I	20
Semester II	20
Semester III	22.5
Semester IV	17.5
Total	80

(Note: Specialization Electives are subject to change as per University direction)

ORDINANCES, REGULATIONS & RULES OF MMS DEGREE PROGRAMME

(Under the Credit Based Semester & Grading System)
Effective from Academic Year 2014 - 15

Ordinances and Regulations relating to the examination of Master of Management Studies (MMS) degree programme of four (04) semesters under the Semester Based Credit & Grading System effective from the academic year 2014 - 15.

O.2068 Eligibility Criteria

A learner for being eligible for admission into the Post Graduate Programme i.e Master of Management Studies shall have passed the Bachelor's degree examination of this university or any other university recognized as equivalent thereto with minimum 50% marks. Besides, the learner should have cleared the prescribed entrance test conducted by the Directorate of Technical Education (DTE) Government of Maharashtra or any other entrance test approved by the regulatory authorities/ University of Mumbai.

The MMS degree programme under the new credit based grading system shall be of two years duration consisting of Four (04) Semesters. The semester examinations for the Master of Management Studies will be held at the end of every semester i.e at the end of Semester I, Semester II, Semester III and Semester IV. The Semester I examination will be held in the Second half of the academic year in which the learner was admitted (i.e November/December), Semester II examination will be held in the first half of the calendar year (April/May), The Semester III examination will be held in the Second half of the academic year (i.e November/December), Semester IV examination will be held in the first half of the calendar year (April/May) respectively.

R.8754 Standard of Passing & ATKT

1) Under the newly introduced credit based grading system of MMS programme, a learner

in order to pass has to obtain minimum 50% marks in aggregate consisting of minimum 50% marks in each set of the examinations separately i.e. internal examination and external examination, as per the standard of passing.

- 2) Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) either in the internal assessment or in the external examination or both, shall be declared as "Fail" as per the standard of passing of examination.
- 3) A learner failing in not more than two subjects/papers/courses in the Semester I exam shall be allowed to keep terms in Semester II of the MMS programme.
- 4) A learner who has failed in more than two subjects/papers/courses in the Semester I exam, shall not be permitted to proceed to Semester II of his/her first year MMS programme. He/ She will, however, be eligible to re-appear for the subjects in which he /she has failed in the first semester by re-registering himself/herself in the supplementary examination to be conducted by the institute.
- 5) A learner who has passed in both the semester examinations conducted by the institute i.e.: Semester I and Semester II examinations shall be eligible for admission into Semester III of the MMS programme.
- 6) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MMS programme.

- 7) A learner, who has failed in more than two subjects/papers/courses in Semester III shall not be permitted to proceed to Semester IV of his/her second year MMS programme. He/She will, however, be eligible to re-appear in the subjects in which he/she has failed in the third semester by re-registering himself/herself in the supplementary examination to be conducted by the institute /university or both.
 - 8) A learner who has passed in all of the examinations of MMS i.e Semester I, Semester II, Semester III, Semester IV examinations shall not be allowed to re-register himself/herself for improvement of his/her semester examination results.
 - 9) A learner who has not appeared in the internal examinations conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/course (s)/paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.
- 4) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course (s) in the subsequent examinations to be conducted by the Institute.

Semester II Examination

R.8755 Standard of Passing Examination (Semester wise)

Semester I Examination

- 1) A learner will be declared to have passed the Semester I examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
 - 2) For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester End examination separately.
 - 3) For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e. 10 out of 20
- 5) A learner who has passed in all the paper (s) /subject (s) / course (s) of his semester I examination shall proceed to semester II of the MMS programme.
 - 6) A learner failing in two or less than two subjects/papers/courses in Semester I examination shall be allowed to keep terms into Semester II of the MMS programme. He/She will however be required to pass in those respective subjects/papers/courses (two or less) in the supplementary examinations, to be held by the Institute. Such supplementary examination for Semester I shall be held before first week of April, as per the schedule of the individual institution.
 - 7) A learner who has failed in more than two subjects/papers/courses in Semester I, shall not be permitted to proceed to Semester II of the course. He/She will, however be eligible to re-appear in the subjects in which he/she has failed, in the supplementary examination of Semester I to be conducted by the Institute. Such supplementary examination of Semester I can be held as per the Institute's schedule before April of the academic year.
 - 8) A learner will be declared to have passed the Semester II examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
 - 9) For a course of 100 marks i.e (60+40), the

learners shall obtain minimum of 50% marks in the Internal Assessment i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination.

- 10) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 11) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.

Semester III Examination

- 12) A learner for being eligible for admission to Semester III must have passed both the Semester I and Semester II examinations.
- 13) A learner failing in two or less than two subjects in Semester I or Semester II or both (Semester I and Semester II taken together), shall be required to re appear in the supplementary examination and pass, failing which he/she will not be permitted to proceed to semester III (second year of the MMS degree course). Such supplementary examinations can be held for Semester I and for Semester II, as per individual institution's schedule before April/May and upon passing of which, the learner(s) becomes eligible to enroll for the Semester III MMS Programme.
- 14) A learner who has failed in more than two subjects/papers/courses in Semester II or Semester I and Semester II taken together, shall not be permitted to proceed to Semester III of the course. He/She will, however be eligible to re-appear in the subjects in which he/she has failed, in the supplementary examination of Semester I and/or Semester II to be conducted by the Institute. Such supplementary examinations can be held as per the Institute's schedule before April/May for Semester I and

before November/December for Semester II of the academic year.

- 15) A learner will be declared to have passed the Semester III examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 16) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination.
- 17) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 18) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute /University.

Semester IV Examination

- 19) A learner who has passed in all the paper(s)/subject(s)/course(s) of his Semester III examination shall proceed to Semester IV of the MMS programme.
- 20) A learner failing in not more than two subjects/papers/courses in his/her Semester III examination shall be allowed to keep terms in Semester IV of the programme. He/She will however be required to pass in those respective subject(s)/paper(s)/course(s) (two or less) in the supplementary examinations of Semester III conducted to be by the Institute/University.
- 21) A learner, who has failed in more than two subjects/papers/courses in Semester III, shall

not be permitted to proceed to Semester IV of the course. He/She will however be eligible to re-appear in those subjects in which he/she has failed by re-registering himself/herself in the supplementary examinations to be conducted by the institute/university.

- 22) A learner failing in any subject(s)/paper(s)/course(s) in his/her Semester IV examination shall be required to re-appear in the supplementary examinations conducted by the Institute/university to pass in those subjects/papers/courses.
- 23) A learner will be declared to have passed the Semester IV examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 24) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the internal examination i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination separately as per the standard of passing.
- 25) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal examination i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination separately.
- 26) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute/ university.
- 27) To facilitate the convenience of students, who are employed on completion of their IVth Semester, but have failed in their Semester III and/or Semester IV University examinations, the University shall hold such examinations twice a year in the subjects/papers/courses

that are assessed by the university. i.e. Semester III university examination shall be held in May along with Semester IV examination and Semester IV university examination shall be held in November/December along with Semester III examination.

- 28) A learner shall be declared to have passed his MMS degree course if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in Internal examination & 50% marks in External examination separately in Semester I, Semester II, Semester III and Semester IV examinations as per the standard of passing.
- 29) A learner who has passed in all the semester examinations of MMS degree shall not be allowed to reregister himself/herself for improvement of his/her earlier semester results.
- 30) A Successful learner who has passed in all the courses of each Semesters i.e Semester I, Semester II, Semester III and Semester IV shall be awarded grades as shown in the table given below:

R.8756 Grade and Grade Point

7 Point Scale for POST GRADUATE Course

Range of Scores	Grade	Grade Point	CGPA Range
75 & above	0	7	6.5 - 7
70 - 74.99	A	6	5.5 - 6.49
65 - 69.99	B	5	4.5 - 5.49
60 - 64.99	C	4	3.5 - 4.49
55 - 59.99	D	3	2.5 - 3.49
50 - 54.99	E	2	2 - 2.49
<= 49.99	F (Fail)	1	<2

ACADEMIC CALENDAR

St Francis Institute of Management and Research
Academic Calendar July 2016 - Dec 2016

MMS Programme Semester I & II

Semester I MMS –I (01 Aug 2016 – 22 Dec 2016)				
Sr. No.	Details	Start Date	Finish Date	Remark
1.	Orientation sessions on MS Excel/ Language training/Mathematics	Second/Third week Jul 2016		
2.	Induction of MMS I 2015-2017 Batch	First week/second week Aug 2016		As per DTE announcement
3.	Commencement of Classes	Next day of Induction	03 Dec 2016	18 Weeks
4.	Mid Term Examination – Objective pattern	17 Oct 2016	22 Oct 2016	As per the convenience of Subject Faculty members
5.	Local Industry Visit	4th week of Oct 2015		1-3 days
6.	Semester End Term Exam	15 Dec 2016	23 Dec 2016	8 days

Semester II MMS –I (02 Jan 2017 – 30 Apr 2017)				
1.	Commencement of Classes	02 Jan 2017	14 Apr 2017	15 Weeks
2.	Placement week (Brochure Distribution)	16 Jan 2017	20 Jan 2017	05 days
3.	Mid Term Examination - Objective Model	3rd week Feb		6 days
4.	Semester End Term Exam	21 Apr 2017	29 Apr 2017	8 days

P.S. At the time of Induction, it is to be ensured that each student participant needs to have a clear vision of what they want to be over the next 2 years.



Visit to Janata Bank by MMS Students

ACADEMIC CALENDAR

St Francis Institute of Management and Research
Academic Calendar Nov 2016 - Apr 2017

MMS Programme Semester III & Semester IV

Semester III MMS –II (04 Jul 2016 – 12 Nov 2016)				
Sr. No.	Details	Start Date	Finish Date	Remark
1.	Commencement of MMS II Classes	04 Jul 2016	15 Oct 2016	15 Weeks
2.	Commencement of MMS II Summer Internship Presentation	19 Jul 2016	21 Jul 2016	03 days
3.	International Study Tour	September 2016	September 2016	05 days
4.	Summer Excellence Summer Internship Presentation	Aug/Sep 2016		As per the convenience of Subject Faculty members
5.	Winter Project Assignment For Semester IV	01 Oct 2016	31 Mar 2017	Includes Area Identification, Synopsis Submission and Development plan.
6.	Semester Term End Exam (Subject to University exam dates)	22 Oct 2016	31 Oct 2016	08 days
7.	University Exam (Two subjects anytime during the scheduled dates as per University notification)	Second week of November 2016		02 days

Semester IV MMS –II (21 Nov 2016 – 30 Apr 2017)				
Sr. No.	Details	Start Date	Finish Date	Remark
1.	Commencement of MMS II Classes	21 Nov 2016	18 Mar 2016	16 Weeks
2.	MMS II Winter Presentation	28 Mar 2017	31 Mar 2017	04 days
3.	Local Industrial Visit	2nd week Feb		1-3 days (Tentative)
4.	Semester IV Term End Exam (Subject to University exam dates)	03 Apr 2017	08 Apr 2017	06 days
5.	University Exam (One subject anytime during the scheduled dates)	28 Apr 2017	03 May 2017	01 day

P.S. At the time of Induction, it is to be ensured that each student participant needs to have a clear vision of what they want to be over the next 2 years.

“ You learn something every day if you pay attention.”

– Ray Le Blond



Ms. Jesal Vaidya, MMS II Marketing receiving Best Summer Xcellence 2015 Award



Industrial Visit by MMS Students to V.I.P.

LIST OF DOCUMENTS TO BE SUBMITTED

Copies of Documents to be submitted along with the MMS Application Form

- a) Baptism Certificate (For Minority Candidates)
- b) Graduation Mark sheet
- c) Entrance Test Score Card

Original Documents to be submitted on securing MMS Admission (With 2 copies each, duly attested)

1. Entrance Test Score Card.
2. Baptism Certificate (For Minority Candidates)
3. Domicile Certificate (Compulsory for all students)
4. Statement of Marks of Std. X Examination. (S.S.C)
5. Statement of Marks of Std. XII Examination.(H.S.C)
6. Statement of Marks for the Bachelor's Degree Examination (i.e. The Qualifying Degree Examination).
7. a) Convocation Degree Certificate. b) Passing Certificate (If graduated in current year)
8. College Leaving / Transference Certificate from the college last attended by the student to be submitted within 15 days.
9. Gap Certificate (Affidavit on Rs. 50/- stamp paper duly notarized), if graduated prior to the current year.
10. Certificate of Work Experience / Achievement / Award etc (2 copies only)
11. Physical Fitness Certificate from a Registered Medical Practitioner (original copy only)
12. Latest Colour Photograph: 5 Nos (3.5cm x 2.5cm)
13. Students passing qualifying examination from other than Mumbai University will also have to submit the following within 15 days (with 4 attested copies)
 - a) Eligibility Certificate from University of Mumbai to be submitted at the time of admission.
 - b) Migration Certificate.
 - c) Validity / Verification Report from their University.
14. Students belonging to the Reserved Category will have to submit the following (with 4 attested copies)
 - a) Caste Certificate
 - b) Caste Validity
 - c) Non Creamy Layer Certificate (In case of NT2/NT3/OBC)- Certificate should be valid up to 31st March 2016.
15. Affidavits by parents / students on anti-ragging.
16. Undertaking from parents / students on final fees fixed by SSS.
17. Acknowledgment of receipt of Rules & Regulations of the Institute.

ALUMNI SPEAKS



I received the quality education and the exposure through practical experience called internship. In addition we had various renowned guest speakers from industry who groomed us to face the corporate world more confidently. Apart from industry training, we were always encouraged to participate in intercollegiate fest and various other in-house activities that helped us groom even more. SFIMAR has not only helped me understand business dynamics but has also imparted the skills to execute in a rapidly changing business environment.

Engelbert Gonsalves
SAP Consultant - L&T InfoTech

It was a great learning in SFIMAR, where the foundation of my career was laid. I had a great time with the well-read professors who moulded me to think from a holistic point of view on any issue related to finance and management. Now from the job profile of an equity research analyst when I look back I would like to thank SFIMAR many a times for granting me with a top class education and knowledge. All the best for the 'Next-Gen' from SFIMAR... proud to be a SFIMARIAN...



Ashwin Patil,
Research Analyst,
LKP Securities



SFIMAR has helped me gain a broader perspective of overall business features and supplementary subtlety to my personality. I will be grateful to the faculty at SFIMAR for all their teachings. It was not just a stride in the right direction but a leap towards my professional goals. I landed my dream job through SFIMAR, and it has been a wonderful career journey so far.

Anand A. Vayda
Manager - Programme Management (R&D),
Portescap India Pvt. Ltd.

Today as I stand successful and stable in life, I look back and reflect where it all started. SFIMAR is the name which comes to my mind instantaneously played the most important role in shaping my pathway from a college student to the money man as they call me today (for managing others' valuable funds). The management education imparted by the professors in SFIMAR has helped me build up my confidence to deal with the corporate challenges. I will always be grateful towards everyone at SFIMAR, who has helped me to take my career ahead.



Ameya Jadhav,
Analyst Nomura

ALUMNI SPEAKS



"SFIMAR is amongst few institutions in western India which can boast of rigorous on-campus training for management graduates as well as emphasis on research-based projects that develop entrepreneurial skills necessary to survive, grow and perform in corporate world. State-of-the-art facilities such as voluminous library and a hostel with all modern amenities help students to access information and develop their skills any time at ease. All round development through various intra and inter collegiate events, transforms students to professionals ready to be lapped up by corporate world. I am proud to be a SFIMARITE"

Aditya Koul,
Associate General Manager - Investment Product
Team, Lodha Group

"Seven years on from completing my MMS and I still credit my successes to the excellent skills and education I received at SFIMAR. In my years here I had the greatest time ever and made some of the best friends a person could have made. SFIMAR has so many opportunities for the students to get the help they need. A special thank you to the entire Faculty for taking an extra mile in being coaches and mentors to us students... I am extremely grateful for the guidance, support and results I received and am delighted to read about the institute's ongoing success and expansion."



Marissa Fernandes
Corporate HR & HR Business Partner,
CMC Limited - a TATA Enterprise



Looking back 5 years from the time when I completed my MMS Finance in a difficult economic environment, and looking at where I stand now, a lot of credit goes to the thought processes and management concepts learned at SFIMAR. I am proud to say that our batch did very well and most of the students are at an elevated path of their career. I would like to thank my professors, placement team and specially my colleagues who kept on challenging each other to get the best out of everyone. Learning at SFIMAR gave a different dimension to the management studies which has always helped me in building my career. I thank the Institute for preparing me to meet the corporate challenges efficiently

Ritesh Gulrajani,
Senior Manager (Finance & Projects),
Kuoni Travel Group

CORPORATE SPEAKS

The students of St Francis Institute of Management and Research are bright, disciplined and rigorously trained to lead businesses in the time to come. I am amazed by the energy of the students, attending classes, meeting professors in-- and outside the classroom, doing so many projects and the various extracurricular activities organized by the Institute.

Rajiv Kumar, Global Head HR,
TCS Financial Solutions

Students of SFIMAR are very dedicated, sincere and they have the genuine quest for knowledge and creativity. They display a fine balance of academics as well as orientation towards other aspects of life. They have huge potential to become leaders as they are most importantly good human beings.

Ms. Abhilasha
Visiting Faculty

It was a privilege for me to attend and judge the finance topics at 'SummerXcellence09'. Students had a high depth of understanding of technical topics and commendable presentation skills. Wish you all the best for your future endeavours."

Sushrut Chitale
Partner
Mukund M. Chitale & Co.

The students of SFIMAR exemplify the right attitude - an attitude of wanting to learn and grow in this competitive environment. Their analytical ability,

Logical thinking and presentation skills are noteworthy. They embody what an M.B.A degree encompasses and I am confident that they will definitely be an asset to the organizations that they are associated with.

Ms. Beena Mathen Jacob
Head - Learning & Talent Management at
DHL Supply Chain

Appreciate down-to-earth approach & simplicity of students and & faculty members from Saint Francis Institute of Management & Research. Institute is really giving strong foundation of both

theoretical as well as practical knowledge to the students which will help corporate world in long run.

Prasad Joshi
HR Manager
National Stock Exchange

It has been a great honour and a delightful experience being a part of the Institute's IFinal summer projects presentations. I found students have great potential to achieve greater heights in corporate world.

Alok Kumar Dwivedi
Former Cluster Head
Reliance Money Limited

INSTITUTE DISCIPLINE

ANTI-RAGGING

Students are advised that ragging in any form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted and also be dismissed from the institution. The following are the relevant provisions of the act:

- (a) Ragging in any form within or outside the educational institution is prohibited.
- (b) Whoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall on conviction, be punished with imprisonment for a term up to two years and/or penalty which may extend to ten thousand rupees.
- (c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- (d) Whenever any student or as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing of ragging to the Head of the educational institution, the Head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institute is situated. For further action. Where, on enquiry by the Head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he / she shall intimate the fact, in writing, to the complainant. The decision of the Head of the educational institution shall be final.
- (e) If the Head of the educational institution fails or neglects to act in the manner specified in section (d) above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall on conviction, be punished as provided for in point (b) above.
- (f) Students are therefore advised in their own interest to refrain from any form of ragging.

CODE OF CONDUCT

- (1) To maintain our value system, we emphasis on ethical behavior and maintaining moral standards within our campus environment.
- (2) Use of tobacco or any other recreational drugs within the campus premises is strictly prohibited
- (3) Ragging is strictly prohibited.
- (4) Non-compliance or violation of any rules and regulations of the Institute shall attract disciplinary action against the erring student.
- (5) Students should maintain the prescribed dress code of the Institute.

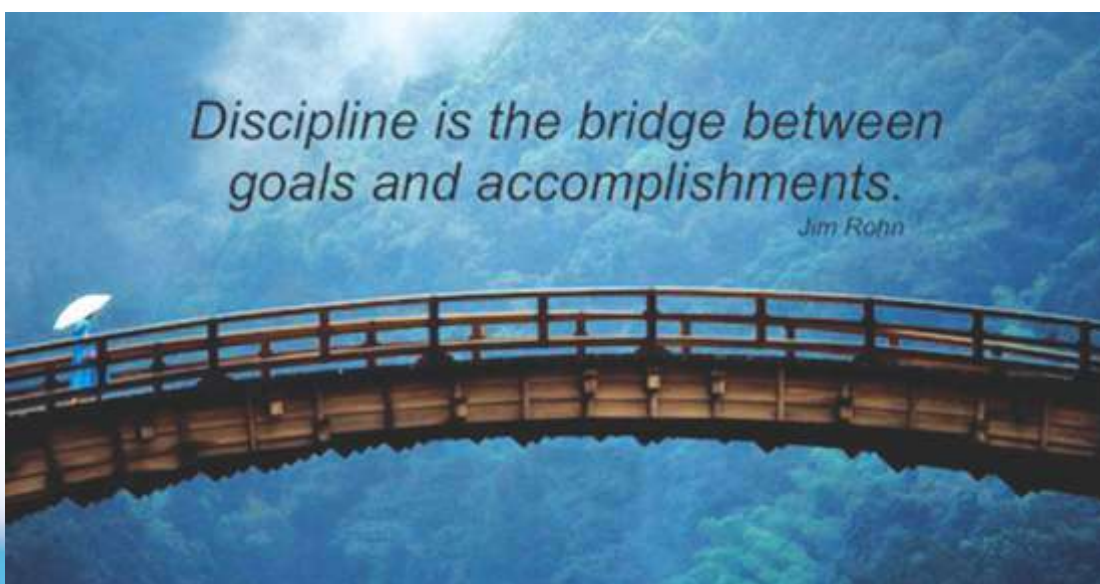
COMMITTEES FUNCTIONAL AT INSTITUTE AS REQUIRED BY AICTE & DTE

- (1) Students Grievances Redressal Committee
- (2) Anti-Ragging Committee
- (3) Anti-Capitation Committee
- (4) Sexual Harassment Redressal Committee

Details of these committees are available on the Institute's website.

HANDICAP FACILITY / GOVT. SCHOLARSHIP

The required facilities have been provided for handicapped students. The Institute provides assistance to students in obtaining Govt. scholarships.



HALL OF FAME (ACADEMIC TOPPERS) MMS 2013-15



Swapnil Tawde, CGPA 6.60, Grade-O
Research Consultant, Capgemini



Anila Ajaykumar, CGPA 6.41, Grade-A
Associate - SS&C GlobeOp Financial
Services (India) Private Limited.



Russel Menezes, CGPA 6.21, Grade-A
Asst. Manager – Operations Process – CampHire

AWARDS



Collection of trophies awarded to SFIMAR

ASSOCHAM AWARD
National Excellence in Education for
“The Most Upcoming B-school” 2015

Best Educational Quality Enhancement Team
(BEQET) Award 2014 from
The National Council of Quality Management
(NCQM) for
“Enhancing the Employability of Students.”

“An investment in knowledge pays the best interest.”

– Benjamin Franklin



Glimpse of Graduation ceremony 2015



Group photo of SFIMAR MMS pass out batch during one of the convocation ceremony

For more details please contact to:

ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and affiliated to University of Mumbai
(An ISO 9001:2008 Certified Institute)

SVP Road, Mount Painsur, Borivli West, Mumbai 400103

Tel.: 022 - 2892 9156, 2891 7089

Email : info@sfimar.org

Website : www.sfimar.org



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and affiliated to University of Mumbai
An ISO: 9001-2015 Certified and NAAC Grade 'A' Accredited Institute

'Enlightening minds, defining leaders'



Nurturing life-long success

To create global leaders

ADMISSION BROCHURE

2017 – 19

MASTER OF MANAGEMENT STUDIES

(MMS)

2 YEAR FULL-TIME POST-GRADUATE PROGRAMME IN MANAGEMENT

DTE CODE 3119

www.sfimar.org

SFIMAR the path to a brighter future.



SFIMAR Director and Programme Head, MMS with Aditya Warang and group of students during the BMA's Best Management Student of 2016 Award.



SFIMAR Chairman Bro. Alphonse Nesamony felicitating Mr. Pavan Desai, BNP Paribas at Eminent Speaker Series held in September 2016.

The Tagline for SFIMAR

"Enlightening Minds, Defining Leaders"

Conceptualized by MMS II Marketing Student **Dalston Nazareth** and was selected as the best tagline for the Institute



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Programme Head's Message



Stimulating minds...Transforming lives

Dr. G Ramesh Ph.D

It is indeed my honour to bring to the attention of everyone that a structure and culture in SFIMAR has been built up jointly by all stakeholders of the Institution, which is aptly named "Management Education Ecosystem". This system encapsulates various activities such as Academic Excellence, Personality Grooming, Industry Interface, Entrepreneurial advantage etc., with the aim of transforming a fresh student into an involved participant and making him/her better employable. In order to achieve this, every student is subjected to a rigorous system combining the core curriculum with regular activities such as Group discussions, Viva, Mock personal interviews, Debates, adequate counselling and mentoring through a team of brilliant and admirable faculty members and a strong Career & Placement Centre team.

This is also complemented with different training and learning activities and each activity has a feedback process to assess the

performance of the trainer and an assimilation test to measure the performance of the student participants. Every participation by the students in the various activities is measured, recorded and amalgamated into a Placement Grading System. Also, every subject has an exclusive Viva which will not only supplement the classroom learning, but also ensure that absorption happens to the core.

We always emphasize that the two years that each student spends at our Institute, is an excellent platform and opportunity to acquire and demonstrate all the necessary skills required to assume a managerial role. We urge all of them to utilize this to its fullest possibility. While we wish all the participants the very best, we also advise that if one proceeds on the path carved methodically by SFIMAR with care, restraint and understanding of the ground reality with a focussed goal, one can reach beyond boundaries.





A group of cheerful MMS students

About MMS Programme

MMS is a comprehensive Post Graduate Degree Programme that aims to develop students into innovative thinkers and successful managers by sharpening their skills to meet the exact requirements of the business.

The course structure provides a perfect combination of conceptual framework and practical insights to tackle business challenges. MMS Programme is conducted on semester basis with four semesters spread over two academic years. In the second year the students have the choice of specialization among the five areas that is **Finance, Marketing, HR, Operations and IT.**

Pedagogy

The process of teaching and learning comprises interactive classroom lectures, discussions, case studies, projects, assignments, presentations, guest lectures, role plays, treasure hunts, field visits and field projects. Each student must spend maximum time on self-study and come thoroughly prepared for classes wherein the faculty members act as guides and facilitators. The main focus in the teaching and learning process is teamwork.

“An Investment in knowledge pays the best interest” - Benjamin Franklin



Evaluation

The Institute focusses on continuous evaluation process. It follows the University prescribed Credit Based Semester Grading System (CBSGS) which mandates that every student is required to complete 30 hours of learning in order to gain 01 credit point. The total credits attainable by a student in a span of two years are 80 points. It is compulsory for every student to be present at lectures. The parameters for evaluation are attendance, class participation, case study analysis and discussion, online and offline class tests, assignments, projects, presentation and end-term examinations. The student is required to separately pass in internal and end-term examinations. The Institute also applies scaling down process in order to ensure that the difference in the percentage of marks scored in the internal assessment and the term end examination does not exceed more than 20%.

Attendance

As per the University of Mumbai norms, a minimum of 75% attendance is mandatory for all classes and 100% for tutorials, guest lectures and seminars and events.

Attendance is an integral part of evaluation criteria for each subject/programme.

Weekly Guest Lecture

In order to supplement the day-to-day learning by students from the in-house faculty members, guest sessions are organized on specific subjects of the semesters, on Saturdays



A Guest Lecture in Progress

The onus of organizing the guest lecture rests on the subject faculty member who identifies the resource person and also formalizes the entire process such as formulating the topic in consultation with the identified resource person, getting the approval from the authorities and processing it through the administration, organizing the guest lecture on the stipulated Saturday, monitoring students, their attendance, feedback of the resource person and taking students' feedback on the learning outcome of the guest session.

Subject-wise Viva

With a view to sharpen the understanding of the subject knowledge and strengthening the concepts, every subject faculty member conducts a viva either twice or three times in a semester and the performance of viva is evaluated and integrated into the internal assessment of the subject..

Success in Management requires learning as fast as the world is changing - Warren Bennis



MMS Admission

No of Seats sanctioned for 2017-19			120
Distribution of 120 seats:			
1	Admission through CAP		
	a) General Quota	(29%)	35
	b) Christian Minority (Incl. Roman Catholic & other denominations)	(51%)	61
2.	Admission by Institute		
	a) Institutional Quota	(20%)	24

Eligibility Criteria

- 1) The candidate should have passed with minimum 50% marks in aggregate or equivalent CGPA (45% in case of candidates of backward class categories and persons with disability belonging to Maharashtra State only) in any Bachelor's degree awarded by a recognized University.
- 2) Candidate should have appeared for MAH- MBA/MMS-CET 2017 or GMAT/CAT/MAT Feb 2017/ATMA/XAT/CMAT 2017.

New MMS Admission Process

(With effect from 2016)

Steps	Process
Step 1	(Registration Online & Verification Offline) : Announcement of dates for Registration of CAP Rounds & Document Verification at Facilitation Centres
Step 2	Display of Provisional Merit List on DTE website
Step 3	Display of Final Merit List on DTE website and available Category-wise Seats (Seat Matrix) for CAP Rounds I, II and III.
Step 4	Submission and confirmation of online option form for CAP (Round I, II, and III)
Step 5	Allotment of Seats for CAP I, II and III
Step 6	CAP round IV- (Counselling Round)- Online Seat allotment as per seat availability and Merit.
Step 7	Reporting and confirming admission at the Institute



MMS Programme Fees

Fee Structure for MMS I (2017-18)

Particulars	Fees (Rs.)
Tuition Fee	1,90,000
Exam fees (College)	7,200
University Dues	2,775
P. G. Registration Fees	1,025
Refundable Deposits	12,000
Total Fees	2,13,000

Note:

- a) Fees are payable by DD/ Pay order drawn in favour of “St. Francis Institute of Management & Research”
- b) Students opting for IT as specialization will have to pay additional IT Fees of Rs. 8000/- along with the prescribed fees before the start of the next academic year.
- c) It is Compulsory for all students to possess a laptop (Laptop is not provided by the Institute)
- d) Life membership of Alumni Association is Rs.11,000 and the students shall make this contribution by DD/Payorder in favour “SFIMAR Alumni Association” at the time of Admission.



A Group of Inspired MMS Students

Cancellation of Admissions : The refund of fees before cut-off date of admission shall be made within 2 days i.e. total fee minus processing charges of Rs. 1000/- or refund rule shall be as per the guidelines of the appropriate authorities or the State Govt. as the case may be. If the admission is cancelled after the cut off date of admission declared by the Competent Authority, there shall be no refund except the Refundable Deposit.



Eligibility Guidelines for Students from Other than Mumbai University:

At the time of seeking admission to the MMS programme, a candidate is advised to ensure that he/she is eligible for admission to the programme as per the Eligibility Rules of Mumbai University. The candidate should produce his Migration Certificate and Verification Report from his University from which he has graduated (which should be a UGC granted University). The candidate can then apply online to Mumbai University for his Eligibility Certificate.



A group photo of faculty and staff members during an event

Group Insurance ;

Our students are covered under the Group Insurance Scheme known as “Yuva Raksha” with The National Insurance Co. Ltd. This is a one year cover (renewal every year) for a sum assured up to Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.



Mr. Pawan Desai of BNP Paribas and Mr. Xavier Paul - an alumnus, giving away the certificate for Digital Marketing workshop to Ms. Seles Paul of MMS.



MMS Curriculum

MMS–Semester I

(Core Subjects for All Specialization)

S. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions. 90 Min.	No. Of Sessions. 90 Min	Continuous Assesment s	Semester End Examination	Total Marks	Duration of Theory Paper	No. of Credits
1.	Perspective Management	27	2	40 IA	60 IA	100	3	4
2.	IT for Management	27	2	40 IA	60 UA	100	3	4
3.	Organizational Behaviour	27	2	40 IA	60 IA	100	3	4
4.	Financial Accounting	27	2	40 IA	60 IA	100	3	4
5.	Operations Management	27	2	40 IA	60 IA	100	3	4
6.	Negotiation & Selling Skills	27	2	40 IA	60 IA	100	3	4
7.	Managerial Economics	27	2	40 IA	60 IA	100	3	4
8.	Business Statistics	27	2	40 IA	60 IA	100	3	4
Total No. of Credits								32

IA: - Internal Assessment

“Start with the end in mind” - Stephen R. Covey



MMS–Semester II

(6 Core Subjects and 2 Specialization Electives)

S. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions. 90 Min.	No. Of Sessions. 90 Min	Continuous Assesments	Semester End Examination	Total Marks	Duration of Theory Paper	No. of Credits
1.	Marketing Management	27	2	40 IA	60 IA	100	3	4
2.	Financial Management	27	2	40 IA	60 UA	100	3	4
3.	Operations Research	27	2	40 IA	60 IA	100	3	4
4.	Human Resources Management	27	2	40 IA	60 IA	100	3	4
5.	Legal Aspects of Business & Taxation	27	2	40 IA	60 IA	100	3	4
6.	Business Research Methods	27	2	40 IA	60 IA	100	3	4
7.	Elective I	27	2	40 IA	60 IA	100	3	4
8.	Elective II	27	1	40 IA	60 IA	100	3	4
Total No. of Credits								32

IA: - Internal Assessment



**MMS I Students visit to Sahakari Bank,
Borivali, Mumbai**



MMS-Semester III

S. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions. 180 Min.	No. Of Sessions. 90 Min	Continuous Assesment s	Semester End Examination	Total Marks	Duration of Theory Paper	No. of Credits
1.	International Business	13	1	40 IA	60 IA	100	3	4
2.	Strategic Management	13	1	40 IA	60 UA	100	3	4
3.	Specialization Core I	13	1	40 IA	60 IA	100	3	4
4.	Specialization Core II	13	1	40 IA	60 IA	100	3	4
5.	Specialization Core III	13	1	40 IA	60 IA	100	3	4
6.	Specialization Core IV	13	1	40 IA	60 IA	100	3	4
7.	Specialization Core V	13	1	40 IA	60 IA	100	3	4
8.	Specialization Elective -	13	1	40 IA	60 IA	100	3	4
9.	Summer Internship	100						4
Total No. of Credits								36

UA:- University Assessment; IA: - Internal Assessment

(Note: The above curriculum is awaiting approval from University)

“Small opportunities are often the beginning of great enterprises” - Demosthenes



MMS–Semester IV

S. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions. 90 Min.	No. Of Sessions. 90 Min	Continuous Assesments	Semester End Examination	Total Marks	Duration of Theory Paper	No. of Credits	
1.	Project Management	13	1	40 IA	60 IA	100	3	4	
2.	Specialization Elective	13	1	40 IA	60 IA	100	3	4	
7.	Final Project	300							12
Total No. of Credits								20	

IA: - Internal Assessment

(Note: The above curriculum is awaiting approval from University)



Swapnil Tawde of MMS, receiving the Gold Medal from Brother Dominic P. on Achieving the Overall First Position in Academics

Total Credit Points	
Semester	Total no of Credits
Semester I	32
Semester II	32
Semester III	36
Semester IV	20
Total	120



Ordinances, Regulations & Rules of MMS Degree Programme

(Under the Semester Based Credit & Grading System)
Effective from Academic Year 2014 - 15

Ordinances and Regulations relating to the examination of Master of Management Studies (MMS) degree programme of four (04) semesters under the Semester Based Credit & Grading System effective from the academic year 2014 - 15.

O.2068 Eligibility Criteria

A learner for being eligible for admission into the Post Graduate Programme i.e Master of Management Studies shall have passed the Bachelor's degree examination of this university or any other university recognized as equivalent thereto with minimum 50% marks. Besides, the learner should have cleared the prescribed entrance test conducted by the Directorate of Technical Education (DTE) Government of Maharashtra or any other entrance test approved by the regulatory authorities/ University of Mumbai.

The MMS degree programme under the new credit based grading system shall be of two years duration consisting of Four (04) Semesters. The semester examinations for the Master of Management Studies will be held at the end of every semester i.e at the end of Semester I, Semester II, Semester III and Semester IV. The Semester I examination will be held in the Second half of the academic year in which the learner was admitted (i.e November/December), Semester II examination will be held in the first half of the calendar year (April/May), The Semester III examination will be held in the Second half of the academic year (i.e November/December), Semester IV examination will be held in the first half of the calendar year (April/May) respectively.

R.8754 Standard of Passing & ATKT

- 1) Under the newly introduced credit based grading system of MMS programme, a learner in order to pass has to obtain minimum 50% marks In aggregate consisting of minimum 50% mark in each set of the examinations separately i.e. internal examination and external examination, as per the standard of passing.
- 2) Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) either in the internal assessment or in the external examination or both, shall be declared as "Fail" as per the standard of passing of examination.
- 3) A learner failing in not more than two subjects/papers/courses in the Semester I exam shall be allowed to keep terms in Semester II of the MMS programme.
- 4) A learner who has failed in more than two subjects/papers/courses in the Semester I exam, shall not be permitted to proceed to Semester II of his/her first year MMS programme. He/ She will, however, be eligible to re-appear for the subjects in which he / she has failed in the first semester by re-registering himself / herself in the supplementary examination to be conducted by the institute.
- 5) A learner who has passed in both the semester examinations conducted by the institute i.e.: Semester I and Semester II examinations shall be eligible for admission into Semester III of the MMS programme.
- 6) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MMS programme.
- 7) A learner, who has failed in more than two subjects/papers/courses in Semester III shall not be permitted to proceed to Semester IV of his/her second year MMS programme. He/She will, however, be eligible to re-appear in the subjects in which he /she has failed in the third semester by re-registering himself/herself in the supplementary examination to be conducted by the



institute/university or both.

- 8) A learner who has passed in all of the semester examinations of MMS i.e Semester I, Semester II, Semester III, Semester IV examinations shall not be allowed to re-register himself/herself for improvement of his/her semester examination results.
- 9) A learner who has not appeared in the internal examinations conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s) / course(s) / paper(s) In the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.
- 5) A learner who has passed in all the papers (s) / subject (s) / course (s) of his semester I examination shall proceed to semester II of the MMS programme.
- 6) A learner failing in two or less than two subjects/papers/courses in Semester I examination shall be allowed to keep terms into Semester II of the MMS programme. He/She will however be required to pass in those respective subjects/papers/courses (two or less) in the supplementary examinations, to be held by the Institute. Such supplementary examination for Semester I shall be held before first week of April, as per the schedule of the individual institution.
- 7) A learner who has failed in more than two subjects/papers/courses in Semester I, shall not be permitted to proceed to Semester II of the course. He/She will, however be eligible to re-appear in the subjects in which he/she has failed, in the supplementary examination of Semester I to be conducted by the Institute. Such supplementary examination of Semester I can be held as per the Institute's schedule before April of the academic year.

R.8755 Standard of Passing Examination

(Semester wise) Semester I Examination

- 1) A learner will be declared to have passed the Semester I examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 2) For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester End examination separately.
- 3) For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e. 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester End examination separately.
- 4) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s)/ paper(s) /course(s) in the subsequent examinations to be conducted by the Institute.
- 8) A learner will be declared to have passed the Semester II examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 9) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 20 out of 40

SFIMAR

- 10) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 11) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some

Semester II Examination



subject(s)/paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s)/ paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.

Semester III Examination

- 12) A learner for being eligible for admission to Semester III must have passed both the Semester I and Semester II examinations.
- 13) A learner failing in two or less than two subjects in Semester I or Semester II or both (Semester I and Semester II taken together), shall be required to re appear in the supplementary examination and pass, failing which he/she will not be permitted to proceed to semester III (second year of the MMS degree course). Such supplementary examinations can be held for Semester I and for Semester II, as per individual institution's schedule before April/May and upon passing of which, the learner(s) becomes eligible to enroll for the Semester III MMS Programme.
- 14) A learner who has failed in more than two subjects/papers/courses in Semester II or Semester I and Semester II taken together, shall not be permitted to proceed to Semester III of the course. He/She will, however be eligible to re-appear in the subjects in which he/she has failed, in the supplementary examination of Semester I and/or Semester II to be conducted by the Institute. Such supplementary examinations can be held as per the Institute's schedule before April/May for Semester I and before November /December for Semester II of the academic year.
- 15) A learner will be declared to have passed the Semester III examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 16) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50%

marks in the Internal Assessment i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination.

- 17) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 18) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s) / paper(s) / course(s) in the subsequent examinations to be conducted by the Institute/university.

Semester IV Examination

- 19) A learner who has passed in all the paper(s) / subject (s) / course (s) of his Semester III examination shall proceed to Semester IV of the MMS programme.
- 20) A learner failing in not more than two subjects / papers /courses in his/her Semester III examination shall be allowed to keep terms in Semester IV of the programme.. He/She will however be required to pass in those respective subject(s)/paper(s)/course(s) (two or less) in the supplementary examinations of Semester III conducted to be by the Institute/ University.
- 21) A learner, who has failed in more than two subjects/papers/courses in Semester III, shall not be permitted to proceed to Semester IV of the course. He/She will however be eligible to re – appear in those subjects in which he /she has failed by re – registering himself / herself in the supplementary examinations to be conducted by the institute/university.
- 22) A learner failing in any subject(s)/paper(s) /course(s) in his/her Semester IV examination and shall be required to re-appear in the supplementary examinations conducted by the Institute/university to pass in those subjects/papers/courses.



- 23) A learner will be declared to have passed the Semester IV examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 24) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the internal examination i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination separately as per the standard of passing.
- 25) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal examination i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination separately.
- 26) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/ course(s) in the subsequent examinations to be conducted by the Institute/ university.
- 27) To facilitate the convenience of students, who are employed on completion of their IVth Semester, but have failed in their Semester III and/ or Semester IV University examinations, the University shall hold such examinations twice a year in the subjects/ papers/ courses that are assessed by the university. i.e. Semester III university examination shall be held in May along with Semester IV examination and Semester IV university examination shall be held in November/ December along with Semester III examination.
- 28) A learner shall be declared to have passed his MMS degree course if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in Internal examination & 50% marks in External examination separately in Semester I, Semester II, Semester III and Semester IV examinations as per the standard of passing.

- 29) A learner who has passed in all the semester examinations of MMS degree shall not be allowed to re-register himself/herself for improvement of his/her earlier semester results.
- 30) A Successful learner who has passed in all the courses of each Semesters i.e Semester I, Semester II, Semester III and Semester IV shall be awarded grades as shown in the table given below:

R.8756 Grade and Grade Point

Letter grades and their equivalent grade point				
Percentage of Marks Obtained	Letter Grade	Grade Point	Performance	SGPA/ CGPA Range
80 and above	O	10	Outstanding	9.51-10
75-79.99	A+	9	Excellent	8.51-9.50
70-74.99	A	8	Very Good	7.51-8.50
65-69.99	B+	7	Good	6.51-7.50
60-64.99	B	6	Fair	5.51-6.50
55-59.99	C	5	Average	4.51-5.50
50-54.99	P	4	Pass	4.00-4.50
Below 50	F	0	Fail	< 4
Absent	AB	0	Fail	

“Management is doing things right; Leadership is doing the right things” - Peter F. Drucker



MMS - I Programme Semester I & Semester II

Academic Calender Aug, 2017 - Dec, 2017

Semester I MMS - I (01 Aug 2017 - 22 Dec 2017)

Sr. No.	Details	Start Date	Finish Date	Remarks
1.	Orientation sessions on MS Excel / Language training/ Mathematics	Second/ Third Week Jul, 2017		
2.	Induction of MMS-I, 2017-19 Batch	First / Second week Aug, 2017		As per DTE announcemet
3.	Commencement of Classes	Next day of Induction	05 Dec, 2017	18 Weeks
4.	Mid Term Examination - Objective pattern	17 Oct, 2017	20 Oct, 2017	As decided by the Institute
5.	Local Industry Visit	4th Week of Oct, 2017		1-3 Days
6.	Semester Term End Exam (Subject to University Exam Dates)	13 Dec, 2017	21 Dec, 2017	08 Days

Semester II MMS - I (02 Jan, 2018 - 30 Apr, 2018)

Sr. No.	Details	Start Date	Finish Date	Remarks
1.	Commencement of MMS-I Semester II Classes	02 Jan, 2017	14 Apr, 2018	15 Weeks
2.	Placement Week (Brochure Distribution)	16 Jan, 2018	20 Jan,2018	05 Days
3.	Mid Term Examination - Objective/ Subject	Third Week of Feb, 2018		06 Days
4.	Semester Term End Exam	20 Apr 2018	28 Apr, 2018	08 Days

* The Calender is subject to change under unavoidable circumstances



MMS - Programme Semester III & Semester IV

Academic Calender Jul, 2017 - Apr, 2018

Semester III MMS - II (03 Jul 2017 - 30 Nov 2017)

Sr. No.	Details	Start Date	Finish Date	Remarks
1.	Commencement of MMS II Classes	03 Jul 2017	14 Oct, 2017	15 Weeks
2.	Commencement of MMS II Summer Internship	19 Jul, 2017	21 Jul, 2017	03 Days
3.	International Study Tour	Sep, 2017	Sep, 2017	05 Days
4.	Summer Excellence Summer Internship Presentation	Aug / Sep, 2017		
5.	Winter Project Assignment for Semester IV	01 Oct, 2017	31 Mar, 2018	Includes Area Identification, Synopsis , Submission and Developmet
6.	Semester Term End Exam (Subject to University Exam Dates)	24 Oct, 2017	01 Nov, 2017	08 Days
7.	University Exam.(Two Subjects anytime during the scheduled dates as per University notification	Last Week of Nov, 2017		02 Days

Semester IV MMS - II (04 Dec, 2017 - 30 Apr, 2018)

Sr. No.	Details	Start Date	Finish Date	Remarks
1.	Commencement of MMS II Classes	04 Dec, 2017	24 Mar, 2018	16 Weeks
2.	MMS II Winter Presentation	27 Mar, 2018	30 Mar, 2018	04 Days
3.	Local Industrial Visit	2nd Week of Feb, 2018		1-3 Days (Tentative)
4.	Semester IV Term End Exam (Subject to University exam dates)	02 Apr 2018	07 Apr, 2018	06 Days

* The Calender is subject to change under unavoidable circumstances



HALL OF FAME (ACADEMIC TOPPERS) MMS 2014 - 2016 BATCH



Sharon D'souza,
CGPA 6.89, Grade O



Kirk Quadros
CGPA 6.83, Grade O



Nikitha Rai,
CGPA 6.66, Grade O



**A Section of MMS Graduating Students
during Graduation Ceremony 2017**



MMS Students: Achievers and Achievements in 2016



S. No.	Name of the Student	Programme	Achievement	Event	Organized by
1	Aditya Warang	MMS II	Won 1st Prize	Best Summer Project	NITIE
2	Aditya Warang	MMS II	Won 3rd Prize	Branding Competition	NMIMS
3	Dalston Nazareth	MMS II	Won 3rd Prize	Branding Competition	NMIMS
4	Ashwin Patel	MMS II	Won 1st Prize	Social Business Plan	IIM A
5	Aditya Warang	MMS II	Won 1st Prize	Social Business Plan	IIM A
6	Aditya Warang	MMS II	Won 1st Prize	Case Study Competition	IIM Indore
7	Dalston Nazareth	MMS II	Won 3rd Prize	Case Study Competition	IIM Indore
8	Joel Fermino Correia	MMS I	Won 1st Prize	Entrepreneurship Competition	Thakur College
9	Joel Fermino Correia	MMS I	Won 1st Prize	Entrepreneurship Social Plan	Don Bosco
10	Joel Fermino Correia	MMS I	Won 1st Prize	Business Plan Competition	VIMS
11	Shraddha Poojary	MMS I	Won 2nd Prize	Face Painting	Aditya
12	Denny Davis	MMS I	Won 2nd Prize	Face Painting	Aditya
13	Shraddha Poojary	MMS I	Won 2nd Prize	Shoe Painting	Aditya
14	Tanvi Choudhary	MMS I	Won 2nd Prize	Ad Mad	TIMSR
15	Shailee Vaidya	MMS I	Won 2nd Prize	Ad Mad	TIMSR



MMS Students: Awards and Accolades in 2016



Aditya Warang of MMS II receiving the Best Management Student Award from BMA



Joel Corria of MMS I with the Certificate for Winning the 1st Prize in the Entrepreneurship Competition at Don Bosco



Aditya Warang & Dalston Nazarath of MMS II receiving 3rd prize in the Branding Competition at NMIMS



Aditya Warang of MMS II receiving the Best Summer Project Award at NITIE, Mumbai



Tanvi Choudhary, Shailee Vaidya and Sheeba Francis with their certificates in various competition held at TIMSR



Various Awards bagged by the MMS students during 2016



*MMS Student Winners of the Summer Internship Project in the Summer Excellence 2016
Left to Right: Ms. Gauri Vartak, Ms. Natasha Corda , Ms. Vidhi Rathod, Ms. Stephina Thomas*



*MMS I Student, Ms. Shailee Vaidya getting the “Zero to One Crore” guide book as
gift from Mr. Ishwar Jha, Entrepreneur*



*MMS II Marketing students Aditya Warang and Ashwin Patel winning the first prize in the Social
Business Plan competition held at IIM Ahmedabad in Dec 2016*

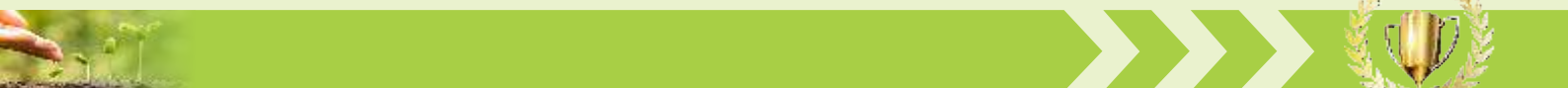
LIST OF DOCUMENTS TO BE SUBMITTED - MMS ADMISSIONS

For applying to Institutional Quota seats the following documents have to be submitted along with the MMS Application Form:

- a) Graduation Mark sheet
- b) Entrance Test Score Card

Original Documents to be submitted on securing MMS Admission along with 2 copies each, duly attested

1. Students who have secured admission through the CAP rounds should submit DTE Allotment letter and FC letter.
2. Entrance Test Score Card.
3. Baptism Certificate (For Minority Candidates)
4. Domicile Certificate (Compulsory for all students)
5. Statement of Marks of Std. X Examination. (S.S.C.)
6. Statement of Marks of Std. XII Examination.(H.S.C.)
7. Statement of Marks for the Bachelor's Degree Examination (i.e. The Qualifying Degree Examination).
8. a) Convocation Degree Certificate. b) Passing Certificate. (If graduated in current year)
9. College Leaving /Transference Certificate from the college last attended by the student to be submitted within 15 days.
10. Gap Certificate (Affidavit on Rs. 50/- stamp paper duly notarized), if graduated prior to the current year.
11. Certificate of Work Experience / Achievement / Award etc (2 copies only)
12. Physical Fitness Certificate from a Registered Medical Practitioner (original copy only)
13. Latest Colour Photograph: 5 Nos (3.5cm x 2.5cm)
14. Students passing qualifying examination from other than Mumbai University will also have to submit the following within 15 days (with 4 attested copies)
 - a) Eligibility Certificate from University of Mumbai to be submitted at the time of admission.
 - b) Migration Certificate.
 - c) Validity/Verification Report from their University.
15. Students belonging to the Reserved Category will have to submit the following (with 4 attested copies)
 - a) Caste Certificate
 - b) Caste Validity
 - c) Non Creamy Layer Certificate (In case of NT2/NT3/OBC) - Certificate should be valid up to 31st March 2017.
16. Affidavits by parents/students on anti-ragging.
17. Undertaking from parents / students on final fees fixed by FRA
18. Acknowledgment of receipt of Rules & Regulations of the Institute.





The teaching pedagogy at SFIMAR backed by practical skills and industry interface helped me gain valuable insights into the business world. The institute's professors had been very supportive and their constant guidance and mentoring made me realize my true potential. The lush green campus with a world class infrastructure also adds to the overall learning experience at SFIMAR.

Xavier Paul

**Manager-Digital & Social Media, Corporate Marketing & Communications
Knight Frank (India) Pvt. Ltd**

It gives me immense pleasure to share that the MMS course imparted by St. Francis Institute of Management has helped me develop as a person as well as a professional. There is so much more you achieve when you are doing this course from St. Francis Institute of Management than just a certificate. The faculty here is very helpful and carry out the duty of overall grooming of students very well. I have gained knowledge, confidence and for me the best part was finally realizing what I want to achieve with my career. I highly recommend this course to anyone whether you have experience or not, this course is great for everybody. I would like to thank everyone from institute, who have helped me so much and I cannot thank you enough!

Sneha Carvalho

Entrepreneur

SFIMAR provides a very friendly environment with best infrastructure and faculties. We get practical learning by showing videos, presentations and case studies. We do have events taking place which gives good knowledge and fun. And various conclaves of all domains, sports event, international immersion and rural immersion take place. Apart from this we have MIM (Managers in Making) lectures which makes us corporate ready. I would recommend my college as it provides balanced life.

Krishna Suchak

**Client Servicing
B4U Music**

"SFIMAR" the name which brings back memories in my mind and unavoidable smile and laughter on my nface. The "Green Gurukul" where i got to learn the basics as well as advanced level knowledge of the finance world. Looking back from here, when I stepped into the world of stocks, commodities, currencies, bonds and economics, I was a newbie to this so called boring "jargons" from student mentality. But with the help of SFIMAR's MMS curriculum as well as constant grilling by the professors made me touch new heights in life and explore the hidden talent in myself. I am thankful to the Professors, Directors and Staff who helped shape my life in such a fantastic way.

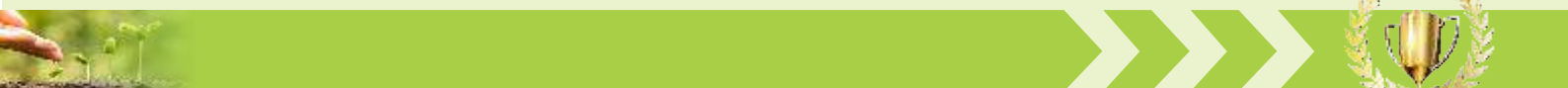
Anish Vyas

**Senior Research Analyst,
Choice Merchandise Pvt. Ltd**

SFIMAR has changed my attitude and approach towards my career. I am happy to see my SFIMAR friends growing on a success ladder. Indeed, SFIMAR was a great learning ground for me and my batch mates.

Abhijit Khatav

**Zonal Manager,
Reliance Jio Infocom Pvt. Ltd.**



The two years I spent in SFIMAR played a key role in shaping my career. From understanding the nuances of finance to developing soft skills, SFIMAR provided a holistic learning experience which has helped me immensely in doing well in my current role. I am thankful to everyone in SFIMAR for their support and guidance.

Farhan Kazi,
Business Analyst,
Estee Lauder – India

Looking back 5 years from the time when I completed my MMS Finance in a difficult economic environment, and looking at where I stand now, a lot of credit goes to the thought processes and management concepts learned at SFIMAR. I am proud to say that our batch did very well and most of the students are at an elevated path of their career. I would like to thank my professors, placement team and specially my colleagues who kept on challenging each other to get the best out of everyone. Learning at SFIMAR gave a different dimension to the management studies which has always helped me in building my career. I thank the Institute for preparing me to meet the corporate challenges efficiently

Ritesh Gulrajani,
Senior Manager (Finance & Projects),
Kuoni Travel Group

"Seven years on from completing my MMS and I still credit my successes to the excellent skills and education I received at SFIMAR. In my years here I had the greatest time ever and made some of the best friends a person could have made. SFIMAR has so many opportunities for the students to get the help they need. A special thank you to the entire Faculty for taking an extra mile in being coaches and mentors to us students... I am extremely grateful for the guidance, support and results I received and am delighted to read about the institute's ongoing success and expansion."

Marissa Fernandes
Corporate HR & HR Business Partner,
CMC Limited – a TATA Enterprise

I received the quality education and the exposure through practical experience called internship. In addition we had various renowned guest speakers from industry who groomed us to face the corporate world more confidently. Apart from industry training, we were always encouraged to participate in intercollegiate fest and various other in-house activities that helped us groom even more. SFIMAR has not only helped me understand business dynamics but has also imparted the skills to execute in a rapidly changing business environment.

Engelbert Gonsalves
SAP Consultant,
L&T InfoTech

Rejection is an opportunity for your selection - Bernard Branson



Corporate Speak



The students of St Francis Institute of Management and Research are bright, disciplined and rigorously trained to lead businesses in the time to come. I am amazed by the energy of the students, attending classes, meeting professors in- and outside the classroom, doing so many projects and the various extracurricular activities organized by the Institute.

**Rajiv Kumar,
Global Head HR,
TCS Financial Solutions**

Students of SFIMAR are very dedicated, sincere and they have the genuine quest for knowledge and creativity. They display a fine balance of academics as well as orientation towards other aspects of life. They have huge potential to become leaders as they are most importantly good human beings.

**Ms. Abhilasha
Visiting Faculty**

It was a privilege for me to attend and judge the finance topics at 'Summer Xcellence 09'. Students had a high depth of understanding of technical topics and commendable presentation skills. Wish you all the best for your future endeavours."

**Sushrut Chitale
Partner
Mukund MChitale & Co.**

The students of SFIMAR exemplify the right attitude - an attitude of wanting to learn and grow in this competitive environment. Their analytical ability, logical thinking and presentation skills are noteworthy. They embody what an M.B.A degree encompasses and I am confident that they will definitely be an asset to the organizations that they are associated with.

**Ms. Beena Mathen Jacob
Head - Learning & Talent Management at
DHL Supply Chain**

I appreciate down- to-earth approach & simplicity of students and & faculty members of Saint Francis Institute of Management & Research. Institute is really giving strong foundation of both theoretical as well as practical knowledge to the students which will help corporate world in long run.

**Prasad Joshi
HR Manager
National Stock Exchange**

It has been a great honour and a delightful experience being a part of the Institute's Final summer projects presentations. I found students have great potential to achieve greater heights in corporate world.

**Alok Kumar Dwivedi
Former Cluster Head
Reliance Money Limited**





Glimpses of some activities held during 2015-16



A group of graduated MMS students of 2014 -16 batch

For more details please contact to:
ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH
 Approved by AICTE and affiliated to University of Mumbai
 (A NAAC Grade 'A' accredited and an ISO 9001:2015 Certified Institute)

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St. Francis Institute of Management and Research

Approved by AICTE, DTE and affiliated to the University of Mumbai
An ISO 9001: 2015 Certified and NAAC Grade 'A' Accredited Institute

'Enlightening minds, defining leaders'

Learn to Lead and Succeed in a Fast Changing World

Admission Brochure 2018 - 2020

Master of Management Studies (MMS)

Two-Year Full-Time Post Graduate Programme in Management

DTE CODE 3119
www.sfimar.org

Vision

To flourish as a seat of learning of international standards for developing an entrepreneurial class of value-based industrial leaders empowered with techno-managerial competence to sustain innovation for building global business of the future.

Mission

To enter the realm of globally successful B-schools by imparting value-based education for creating responsible and thoughtful citizens who would lead the world by example and excel through innovation, an entrepreneurial spirit and a humanitarian attitude.



MoU exchange ceremony between SFIMAR and TISS



Mock stock training session attended by MMS students

"The roots of education are bitter, but the fruit is sweet." – Aristotle



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Programme Head's Message



Stimulating minds... Transforming lives

- Prof. Dr. G Ramesh

Dear Students,

Greetings !

Welcome to St Francis Institute of Management and Research (SFIMAR), especially to its flagship programme, Master of Management Studies (MMS).

We are proud to say that SFIMAR is one of the premier and prominent B School conducting MMS programme. Here, management education is a journey through an ecosystem which encapsulates multiple activities such as weekly guest lectures, viva voce to enhance conceptual domain, regular group discussions and other extra/co-curricular activities. The main focus is on stimulating minds of the student participants and problem solving.

The programme aims to transform the student into an excellent human being and a good corporate citizen.

Innovative pedagogies are adopted by the talented pool of faculty members. It aims at delivering the best to the students and deriving the best from them. Project based pedagogy and Simulation games adopted by our faculty members that provide experiential learning to our students, are some of the landmark methods

The MMS programme is currently in its 17th year. Over the years, the MMS programme has carved a mark in the mind of the student community. Apart from the conventional degree, the MMS programme also equips the students with various skills. It helps them to take up challenges and accomplish success in their career. Various Certification Programs provided by SFIMAR are Youth Leadership and People Skills (YLPS) in association with Tata Institute of Social Science (TISS), Securities Management in association with NISM, Digital Marketing skills in association with DMC, and many more. These add-on skill programs, fetch the student covetable jobs. It also brings in a sense of self achievement and self-esteem. The students also get an opportunity to start entrepreneurial ventures and pursue higher studies abroad.

We, at SFIMAR, assure you that your journey, although studded with rigor, is certainly going to be more than worth.

Come, join us to reach great heights. We give you the wings, you explore, as the sky is your limit.

Prof. Dr. G Ramesh

About the MMS Programme

The MMS is a comprehensive Post-Graduate Degree Programme that aims to develop students into innovative thinkers and successful managers. It sharpens their skills to meet the requirements of the Industry.

The course structure provides a perfect combination of conceptual framework and practical insights to tackle business challenges. The MMS Programme is conducted on a semester basis with four semesters spread over two academic years. In the second year, the students have the choice of specialization in five areas, namely, **Finance, Marketing, HR, Operations and IT.**

Pedagogy

The process of teaching and learning comprises of interactive classroom lectures, discussions, case studies, projects, assignments, presentations, guest

lectures, role plays, treasure hunts, field visits and field projects. Each student must spend maximum time on self-study and come thoroughly prepared for classes wherein the faculty members act as guides and facilitators. The focus in the teaching and learning process is teamwork.

Attendance

As per the University of Mumbai norms, a minimum of 75% attendance is mandatory for all classes and 100% for tutorials, guest lectures and seminars and events. Attendance is an integral part of evaluation criteria for each subject/ programme.

Evaluation

The Institute focusses on continuous evaluation process. It follows the University prescribed Credit Based Semester Grading System (CBSGS)



Group Activity by MMS students

which mandates that every student is required to complete 10 hours of learning in order to gain 01 credit point. Each subject has 4 credit points and the total credits attainable by a student in a span of two years are 120 credit points. The parameters for evaluation are attendance, class participation, live project study, case study analysis and discussion, online and offline class tests, assignments, projects, presentation and end-term examinations. The student is required to separately pass in internal and end-term examinations. The Institute also applies scaling down process in order to ensure that the difference in the percentage of marks scored in the internal assessment and the term-end examination does not exceed more than 20%.

Weekly Guest Lecture

In order to supplement the day-to-day learning, guest sessions by Industry experts are organized on specific subjects of the semester on Saturdays. The onus of organizing the guest lecture rests on the subject faculty member who identifies the resource person and the topic of discussion.

Subject-wise Viva

With a view to sharpen the understanding of the subject knowledge and strengthening the concepts, every subject faculty member conducts a viva twice in a semester. The performance of viva is evaluated and integrated into the internal assessment of the subject.



Weekly Guest Lectures at SFIMAR



Weekly Guest Lectures at SFIMAR

MMS Admissions

No of Seats sanctioned for 2018-20	120
Distribution of 120 seats:	
1. Admission through CAP:	
a) General Quota (29%)	35
b) Religious Minority - Christian (51%)	61
2. Admission by Institute	
a) Institutional Quota (20%)	24

Eligibility Criteria

- 1) The candidate possesses minimum 50% marks in aggregate or equivalent CGPA (45% in case of candidates of backward class categories and persons with disability belonging to Maharashtra State only) in any Bachelor's degree awarded by a recognized University.
- 2) Candidate should have appeared for MAH- MBA/MMS-CET 2018 or GMAT/CAT/MAT Feb 2018/ATMA/XAT/CMAT 2018.

Note: Please refer to DTE Information Brochure 2018-19 for details on Admission process. (www.dtemaharashtra.gov.in)

- 3) For Institutional quota, registration online and verification offline have to be done at the facilitation centre.

MMS Admission Process (General & Religious Minority - Christian Quota)	
Step 1	(Registration Online & Verification Offline): Announcement of dates for Registration of CAP Rounds & Document Verification at Facilitation Centres
Step 2	Display of Provisional Merit List on DTE website
Step 3	Display of Final Merit List on DTE website and available Category-wise Seats (Seat Matrix) for CAP Round I, II and III
Step 4	Submission and confirmation of online option form for CAP (Round I, II and III)
Step 5	Allotment of Seats for CAP I, II and III
Step 6	CAP round IV - (Counselling Round) - Online Seat allotment as per seat available and Merit
Step 7	Reporting and confirming admission at the Institute

"Intelligence plus Character – that is the goal of true education." – Martin Luther King Jr.

MMS Programme Fees

Fee Structure for MMS I, 2018-19

Particulars	Fees (Rs.)
Tuition Fee	1,90,000
Exam Fees (College)	7,200
University Dues	2,600
P.G. Registration Fees	1,025
Refundable Deposits	12,000
Total Fees	2,12,825

Note:

- Fees are payable by DD/ Pay order drawn in favor of “St. Francis Institute of Management & Research”
- Students opting for IT as specialization will have to pay additional IT Fees of Rs. 8000/- along with the prescribed fees before the start of the next academic year.
- It is compulsory for all students to possess a laptop (Laptop is not provided by the Institute)
- Life membership of Alumni Association is Rs. 11,000 and the students shall make this contribution by DD/Pay order in favor “SFIMAR Alumni Association” at the time of Admission.
- Cancellation of admission: The refund of fees before cut-off date of admission shall be made within 2 days i.e. total fee minus processing charges of Rs. 1000/- or refund rule shall be as per the guidelines of the appropriate authorities or the State Govt. as the case may be. If the admission is cancelled after the cut off date of admission declare by the Competent Authority, there shall be no refund except the refundable deposit.



MMS Students in a Research Seminar - Anveshi organized by SFIMAR



Group of cheerful MMS students during an out of classroom activity

Eligibility Guidelines for Students from other than Mumbai University

At the time of seeking admission to the MMS programme, a candidate is advised to ensure that he/she is eligible for admission to the programme as per the Eligibility Rules of Mumbai University. The candidate should produce his/her Migration Certificate and verification report from the University from which he/she graduated (which should be UGC approved University). The candidate can then apply online to Mumbai University for his/her Eligibility Certificate.

Group Insurance:

Our students are covered under the Group Insurance Scheme known as “Yuva Raksha” with The National Insurance Co. Ltd. This is a one year cover (renewed every year) for a sum assured maximum upto Rs.1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.



Chairman Bro. Alphonse Nesamony felicitating MMS student Onkar Patole

Ordinances, Regulations & Rules of MMS Degree Programme

(Under the Semester Based Credit & Grading System) Effective from Academic Year 2014 – 15

Ordinances and Regulations relating to the examination of Master of Management Studies (MMS) degree programme of four (04) semesters under the Semester Based Credit & Grading System effective from the academic year 2014 – 15.

0.2068 Eligibility Criteria

A learner for being eligible for admission into the Post Graduate Programme i.e Master of Management Studies shall have passed the Bachelor's degree examination of this university or any other university recognized as equivalent thereto with minimum 50% marks. Besides, the learner should have cleared the prescribed entrance test conducted by the Directorate of Technical Education (DTE) Government of Maharashtra or any other entrance test approved by the regulatory authorities/ University of Mumbai.

The MMS degree programme under the new credit based grading system shall be of two years duration consisting of Four (04) Semesters. The semester examinations for the Master of Management Studies will be held at the end of every semester i.e at the end of Semester I, Semester II, Semester III and Semester IV. The Semester I examination will be held in the Second half of the academic year in which the learner was admitted (i.e November/ December), Semester II examination will be held in the first half of the calendar year (April/May), The Semester III examination will be held in the Second half of the academic year (i.e November/December), Semester IV examination will be held in the first half of the calendar year (April/ May) respectively.

R.8754 Standard of Passing & ATKT

- 1) Under the newly introduced credit based grading system of MMS programme, a learner in order to pass has to obtain minimum 50% marks in aggregate consisting of minimum 50% marks in each set of the examinations separately i.e. internal examination and external examination, as per the standard of passing.
- 2) Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) either in the internal assessment or in the external examination or both, shall be declared as "Fail" as per the standard of passing of examination.
- 3) A learner failing in not more than two subjects/papers/courses in the Semester I exam shall be allowed to keep terms in Semester II of the MMS programme.
- 4) A learner who has failed in more than two subjects/papers/courses in the Semester I exam, shall not be permitted to proceed to Semester II of his/her first year MMS programme. He/ She will, however, be eligible to re-appear for the subjects in which he /she has failed in the first semester by re-registering himself/herself in the supplementary examination to be conducted by the institute.
- 5) A learner who has passed in both the semester examinations conducted by the institute i.e.: Semester I and Semester II examinations shall be eligible for admission into Semester III of the MMS programme.
- 6) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MMS programme.
- 7) A learner, who has failed in more than two subjects/papers/courses in Semester III shall not be permitted to proceed to Semester IV of his/her second year MMS programme. He/She will, however, be eligible to re-appear in the subjects in which he /she has failed in the third semester by re-registering himself/herself in the supplementary examination to be conducted by the institute/university or both.
- 8) A learner who has passed in all of the semester examinations of MMS i.e Semester I, Semester II, Semester III, Semester IV examinations shall not be allowed to re-register himself/herself for improvement of his/her semester examination results.
- 9) A learner who has not appeared in the internal examinations conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject (s) /course

(s) / paper (s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/ Director of the Institute.

R.8755 Standard of Passing Examination

(Semester wise) Semester I Examination

- 1) A learner will be declared to have passed the Semester I examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 2) For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester End examination separately.
- 3) For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e. 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester End examination separately.
- 4) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject (s) / paper (s) / course (s) in the subsequent examinations to be conducted by the Institute.

Semester II Examination

- 5) A learner who has passed in all the paper (s) / subject (s) / course (s) of his semester I examination shall proceed to semester II of the MMS programme.
- 6) A learner failing in two or less than two subjects/papers/courses in Semester I examination shall be allowed to keep terms into Semester II of the MMS programme. He/She will however be required to pass in those respective subjects/papers/courses (two or less) in the supplementary examinations, to be held by the Institute. Such supplementary examination for Semester I shall be held before first week of April, as per the schedule of the individual institution.

7) A learner who has failed in more than two subjects/ papers/courses in Semester I, shall not be permitted to proceed to Semester II of the course. He/She will, however be eligible to re-appear in the subjects in which he/she has failed, in the supplementary examination of Semester I to be conducted by the Institute. Such supplementary examination of Semester I can be held as per the Institute's schedule before April of the academic year.

- 8) A learner will be declared to have passed the Semester II examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 9) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination.
- 10) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 11) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s)/ paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.

Semester III Examination

- 12) A learner for being eligible for admission to Semester III must have passed both the Semester I and Semester II examinations.
- 13) A learner failing in two or less than two subjects in Semester I or Semester II or both (Semester I and Semester II taken together), shall be required to re appear in the supplementary examination and pass, failing which he/she will not be permitted to proceed to semester III (second year of the MMS degree course). Such supplementary examinations can be held for Semester I and for Semester II, as per individual institution's schedule before April/ May and upon passing of which, the learner(s) becomes eligible to enroll for the Semester III MMS Programme.

- 14) A learner who has failed in more than two subjects/papers/courses in Semester II or Semester I and Semester II taken together, shall not be permitted to proceed to Semester III of the course. He/she will, however be eligible to re-appear in the subjects in which he/she has failed, in the supplementary examination of Semester I and/or Semester II to be conducted by the Institute. Such supplementary examinations can be held as per the Institute's schedule before April/May for Semester I and before November/December for Semester II of the academic year.
- 15) A learner will be declared to have passed the Semester III examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 16) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination.
- 17) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal Assessment i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination.
- 18) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject (s) / paper (s) / course (s) in the subsequent examinations to be conducted by the Institute/university.
- 21) A learner, who has failed in more than two subjects/papers/courses in Semester III, shall not be permitted to proceed to Semester IV of the course. He/She will however be eligible to re-appear in those subjects in which he /she has failed by re-registering himself/herself in the supplementary examinations to be conducted by the institute/university.
- 22) A learner failing in any subject(s)/paper(s)/ course(s) in his/her Semester IV examination shall be required to re-appear in the supplementary examinations conducted by the Institute/ university to pass in those subjects/papers/ courses.
- 23) A learner will be declared to have passed the Semester IV examination if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in each of the examinations separately i.e Internal Examination & Semester End Examination as per the standard of passing.
- 24) For a course of 100 marks i.e (60+40), the learners shall obtain minimum of 50%marks in the internal examination i.e 20 out of 40 marks and 30 out of 60 marks in the Semester End examination separately as per the standard of passing.
- 25) For a course of 50 marks i.e (30+20), the learners shall obtain minimum of 50% marks in the Internal examination i.e 10 out of 20 marks and 15 out of 30 marks in the Semester End examination separately.
- 26) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/ course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/ course(s) in the subsequent examinations to be conducted by the Institute/ university.

Semester IV Examination

- 19) A learner who has passed in all the paper(s)/ subject(s)/course(s) of his Semester III examination shall proceed to Semester IV of the MMS programme.
- 20) A learner failing in not more than two subjects / papers/ courses in his/her Semester III examination shall be allowed to keep terms in Semester IV of the programme.. He/She will however be required to pass in those respective subject(s)/paper(s)/ course(s) (two or less) in the supplementary examinations of Semester III conducted to be by the Institute/ University.
- 27) To facilitate the convenience of students, who are employed on completion of their IVth Semester, but have failed in their Semester III and/or Semester IV University examinations, the University shall hold such examinations twice a year in the subjects/ papers/ courses that are assessed by the university. i.e. Semester III university examination shall be held in May along with Semester IV examination and Semester IV

university examination shall be held in November/ December along with Semester III examination.

- 28) A learner shall be declared to have passed his MMS degree course if he/she has secured minimum 50% marks in aggregate consisting of minimum 50% marks in Internal examination & 50% marks in External examination separately in Semester I, Semester II, Semester III and Semester IV examinations as per the standard of passing.
- 29) A learner who has passed in all the semester examinations of MMS degree shall not be allowed to re-register himself/herself for improvement of his/her earlier semester results.
- 30) A successful learner who has passed in all the courses of each Semesters i.e Semester I, Semester II, Semester III and Semester IV shall be awarded grades as shown in the table given below:

R.8756 Grade and Grade Point

Letter grades and their equivalent grade point				
Percentage of Marks Obtained	Letter Grade	Grade Point	Performance	SGPA/ CGPA Range
80 and above	O	10	Outstanding	9.51-10
75-79.99	A+	9	Excellent	8.51-9.50
70-74.99	A	8	Very Good	7.51-8.50
65-69.99	B+	7	Good	6.51-7.50
60-64.99	B	6	Fair	5.51-6.50
55-59.99	C	5	Average	4.51-5.50
50-54.99	P	4	Pass	4.00-4.50
Below 50	F	0	Fail	< 4
Absent	AB	0	Fail	



View of examination hall



Video Conferencing with Dr Mike Ivanof, Associate Professor, University of Fraser Valley, Canada on International Placement

MMS Curriculum

MMS–Semester– I

(5 Core Subjects and 3 Electives)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Perspective Management	27	2	40 IA	60 IA	100	3	4
2.	Financial Accounting	27	2	40 IA	60 IA	100	3	4
3.	Operations Management	27	2	40 IA	60 IA	100	3	4
4.	Managerial Economics	27	2	40 IA	60 IA	100	3	4
5.	Business Statistics	27	2	40 IA	60 IA	100	3	4
6.	Elective 1	27	2	40 IA	60 IA	100	3	4
7.	Elective 2	27	2	40 IA	60 IA	100	3	4
8.	Elective 2	27	2	40 IA	60 IA	100	3	4
Total No. of Credits								32

List of Electives in Semester I

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper (hours)	No of Credits
1	Effective and Management Communication	27	2	40 IA	60 IA	100	3	4
2	Business Ethics	27	2	40 IA	60 IA	100	3	4
3	E-commerce	27	2	40 IA	60 IA	100	3	4
4	Organizational Behaviour	27	2	40 IA	60 IA	100	3	4
5	Introduction to Creativity and Innovation Management	27	2	40 IA	60 IA	100	3	4
6	Foreign language (Other than English)	27	2	40 IA	60 IA	100	3	4
7	Negotiation and Selling Skills	27	2	40 IA	60 IA	100	3	4
8	IT Skills for Management and Technology Platform	27	2	40 IA	60 IA	100	3	4
9	Information Technology for Management	27	2	40 IA	60 IA	100	3	4
10	Personal Grooming/Personal Effectiveness	27	2	40 IA	60 IA	100	3	4

IA: - Internal Assessment

MMS–Semester II

(5 Core Subjects and 3 Electives)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Marketing Management	27	2	40 IA	60 IA	100	3	4
2.	Financial Management	27	2	40 IA	60 IA	100	3	4
3.	Operations Research	27	2	40 IA	60 IA	100	3	4
4.	Human Resources Management	27	2	40 IA	60 IA	100	3	4
5.	Business Research Methods	27	2	40 IA	60 IA	100	3	4
6.	Elective 1	27	2	40 IA	60 IA	100	3	4
7.	Elective 2	27	2	40 IA	60 IA	100	3	4
8.	Elective 3	27	2	40 IA	60 IA	100	3	4
Total No. of Credits								32

List of Electives in Semester II

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1	Legal & Tax Aspects of Business	27	2	40 IA	60 IA	100	3	4
2	Cost & Management Accounting	27	2	40 IA	60 IA	100	3	4
3	Business Environment	27	2	40 IA	60 IA	100	3	4
4	Ethos in Indian Management	27	2	40 IA	60 IA	100	3	4
5	Corporate Social Responsibility	27	2	40 IA	60 IA	100	3	4
6	Analysis of Financial Management	27	2	40 IA	60 IA	100	3	4
7	Entrepreneurship Management	27	2	40 IA	60 IA	100	3	4
8	Management Information Systems	27	2	40 IA	60 IA	100	3	4
9	Developing Teams & Effective Leadership	27	2	40 IA	60 IA	100	3	4
10	Intellectual Capital and Patenting	27	2	40 IA	60 IA	100	3	4

IA: - Internal Assessment

"The task of the Modern Educator is not to cut down jungles, but to irrigate deserts".-C S Lewis

MMS-Semester III

Finance Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits	
1.	International Business	27	2	40 IA	60 IA	100	3	4	
2.	Strategic Management	27	2	40 IA	60 UA	100	3	4	
3.	Security Analysis & Portfolio Management	27	2	40 IA	60 IA	100	3	4	
4.	Financial Markets and Institutions	27	2	40 IA	60 IA	100	3	4	
5.	Corporate Valuation and Mergers & Acquisition	27	2	40 IA	60 IA	100	3	4	
6.	Financial Regulations	27	2	40 IA	60 IA	100	3	4	
7.	Derivatives and Risk Management	27	2	40 IA	60 IA	100	3	4	
8.	Finance Elective I	27	2	40 IA	60 IA	100	3	4	
9.	Summer Internship	100							4
Total No. of Credits								36	

List of Electives under Finance Specialization in Semester III

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1	Banking & Financial Services Institutions	27	2	40 IA	60 IA	100	3	4
2	Investment Banking	27	2	40 IA	60 IA	100	3	4
3	Wealth Management	27	2	40 IA	60 IA	100	3	4
4	Infrastructure & Project Finance	27	2	40 IA	60 IA	100	3	4
5	Strategic Cost Management	27	2	40 IA	60 IA	100	3	4
6	Commodities Markets	27	2	40 IA	60 IA	100	3	4
7	Mutual Fund	27	2	40 IA	60 IA	100	3	4
8	Financial Modelling	27	2	40 IA	60 IA	100	3	4
9	International Finance	27	2	40 IA	60 IA	100	3	4

Note: Those who wish to opt for a particular specialization will be assisted by the subject specialization faculty member, CMC staff and Programme Head to make right choice of the career-oriented stream. An aptitude test will also be conducted to help the students to choose the optional specialization.

IA - Internal Assessment

UA - University Assessment

MMS–Semester III

Marketing Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits	
1.	International Business	27	2	40 IA	60 IA	100	3	4	
2.	Strategic Management	27	2	40 IA	60 UA	100	3	4	
3.	Product & Brand Management	27	2	40 IA	60 IA	100	3	4	
4.	Sales Management	27	2	40 IA	60 IA	100	3	4	
5.	Consumer Behaviour	27	2	40 IA	60 IA	100	3	4	
6.	Marketing Strategy	27	2	40 IA	60 IA	100	3	4	
7.	Services Marketing	27	2	40 IA	60 IA	100	3	4	
8.	Marketing Elective– I	27	2	40 IA	60 IA	100	3	4	
9.	Summer Internship	100							4
Total No. of Credits								36	

List of Electives under Marketing Specialization in Semester III

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1	Retail Management	27	2	40 IA	60 IA	100	3	4
2	Rural Marketing	27	2	40 IA	60 IA	100	3	4
3	Marketing Analytics	27	2	40 IA	60 IA	100	3	4
4	Digital Marketing	27	2	40 IA	60 IA	100	3	4
5	Customer Relationship Management	27	2	40 IA	60 IA	100	3	4
6	Marketing Research & Analysis	27	2	40 IA	60 IA	100	3	4
7	Event Management	27	2	40 IA	60 IA	100	3	4
8	Health Care Marketing	27	2	40 IA	60 IA	100	3	4
9	Distribution & SCM	27	2	40 IA	60 IA	100	3	4
10	Tourism Marketing	27	2	40 IA	60 IA	100	3	4
11	Marketing of Banking & Financial Services	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment
 UA - University Assessment

MMS–Semester III Human Resources Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits	
1.	International Business	27	2	40 IA	60 IA	100	3	4	
2.	Strategic Management	27	2	40 IA	60 UA	100	3	4	
3.	Training & Development	27	2	40 IA	60 IA	100	3	4	
4.	Competency based HRM& Perf. Mgt	27	2	40 IA	60 IA	100	3	4	
5.	Compensation and Benefits	27	2	40 IA	60 IA	100	3	4	
6.	Labour laws and implications on industrial Relations	27	2	40 IA	60 IA	100	3	4	
7.	HR Planning and Application of Technology in HR	27	2	40 IA	60 IA	100	3	4	
8.	Human Resources Elective-I	27	2	40 IA	60 IA	100	3	4	
9.	Summer Internship	100							4
Total No. of Credits								36	

List of Electives under HR Specialization in Semester III

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1	Personal Growth Laboratory	27	2	40 IA	60 IA	100	3	4
2	Global HRM	27	2	40 IA	60 IA	100	3	4
3	Employee Branding and Employer Value Proposition	27	2	40 IA	60 IA	100	3	4
4	HR Analytics	27	2	40 IA	60 IA	100	3	4
5	O.S.T.D	27	2	40 IA	60 IA	100	3	4
6	HR Audit	27	2	40 IA	60 IA	100	3	4
7	Employee Relations, Labour Laws and Alternate Dispute Resolution	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment
UA - University Assessment

"Wisdom begins with Wonder". - Socrates

MMS Semester III

Operations Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits	
1.	International Business	27	2	40 IA	60 IA	100	3	4	
2.	Strategic Management	27	2	40 IA	60 UA	100	3	4	
3.	Supply Chain Management	27	2	40 IA	60 IA	100	3	4	
4.	Materials Management	27	2	40 IA	60 IA	100	3	4	
5.	Operations Analytics	27	2	40 IA	60 IA	100	3	4	
6.	Manufacturing Resource Planning & Control	27	2	40 IA	60 IA	100	3	4	
7.	Service operations Management	27	2	40 IA	60 IA	100	3	4	
8.	Operations Elective– I	27	2	40 IA	60 IA	100	3	4	
9.	Summer Internship	100							4
Total No. of Credits								36	

List of Electives under Operations Specialization in Semester III

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1	World Class Manufacturing	27	2	40 IA	60 IA	100	3	4
2	Business Process Re-engineering and Benchmarking	27	2	40 IA	60 IA	100	3	4
3	Technology Management & Manufacturing Strategy	27	2	40 IA	60 IA	100	3	4
4	Strategic Operations Management	27	2	40 IA	60 IA	100	3	4
5	Industrial Engineering Applications & Management	27	2	40 IA	60 IA	100	3	4
6	TQM	27	2	40 IA	60 IA	100	3	4
7	International Logistics	27	2	40 IA	60 IA	100	3	4
8	Quantitative Models in Operations	27	2	40 IA	60 IA	100	3	4
9	Productivity Management	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment
 UA - University Assessment

MMS–Semester III Information Technology Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits	
1.	International Business	27	2	40 IA	60 IA	100	3	4	
2.	Strategic Management	27	2	40 IA	60 UA	100	3	4	
3.	Software Engineering	27	2	40 IA	60 IA	100	3	4	
4.	Database Management System & Data Warehousing	27	2	40 IA	60 IA	100	3	4	
5.	Enterprise Management System	27	2	40 IA	60 IA	100	3	4	
6.	Big Data and Business Analytics	27	2	40 IA	60 IA	100	3	4	
7.	Knowledge Management	27	2	40 IA	60 IA	100	3	4	
8.	Information Technology Elective– I	27	2	40 IA	60 IA	100	3	4	
9.	Summer Internship	100							4
Total No. of Credits								36	

List of Electives under IT Specialization in Semester III

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1	Cloud Computing & Virtualization	27	2	40 IA	60 IA	100	3	4
2	Information System Security and Audit	27	2	40 IA	60 IA	100	3	4
3	Data Mining and Business Intelligence	27	2	40 IA	60 IA	100	3	4
4	IT Consulting	27	2	40 IA	60 IA	100	3	4
5	Digital Business	27	2	40 IA	60 IA	100	3	4
6	Software Project management	27	2	40 IA	60 IA	100	3	4
7	Governance of Enterprise IT & Compliance	27	2	40 IA	60 IA	100	3	4
8	Cyber Laws & Managing Enterprise IT Risk	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment
UA - University Assessment

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning, stays young." - Henry Ford

MMS–Semester IV Finance Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Project Management	27	2	40 IA	60 UA	100	3	4
2.	Finance Elective I	27	2	40 IA	60 IA	100	3	4
3.	Winter Project Functional Specialization	27	2	40 IA	60 IA	100	NA	4
4.	Winter Project General Management	27	2	40 IA	60 IA	100	NA	4
5.	Winter Project Social Relevance	27	2	40 IA	60 IA	100	NA	4
Total No. of Credits								20

List of Electives under Finance Specialization in Semester IV

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Commercial Banking	27	2	40 IA	60 IA	100	3	4
2.	Business Analytics	27	2	40 IA	60 IA	100	3	4
3.	Venture Capital and Private Equity	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment

UA - University Assessment



Industrial Visit to Blue Star, Silvassa

MMS–Semester IV Marketing Specialization

Sr. No.	Subject	Teaching Hours		Continu-ous Assess-ment	Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Project Management	27	2	40 IA	60 UA	100	3	4
2.	Marketing Elective I	27	2	40 IA	60 IA	100	3	4
3.	Winter Project Functional Specialization	27	2	40 IA	60 IA	100	NA	4
4.	Winter Project General Management	27	2	40 IA	60 IA	100	NA	4
5.	Winter Project Social Relevance	27	2	40 IA	60 IA	100	NA	4
Total No. of Credits								20

List of Electives under Marketing Specialization in Semester IV

Sr. No.	Subject	Teaching Hours		Continu-ous Assess-ment	Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Integrated Marketing Communication	27	2	40 IA	60 IA	100	3	4
2.	Business to Business Marketing	27	2	40 IA	60 IA	100	3	4
3.	International Marketing	27	2	40 IA	60 IA	100	3	4
4.	Trends in Marketing	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment

UA - University Assessment



Induction programme of MMS of 2017 -19 Batch

MMS–Semester IV

HR Specialization

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Project Management	27	2	40 IA	60 UA	100	3	4
2.	HR Elective	27	2	40 IA	60 IA	100	3	4
3.	Winter Project Functional Specialization	27	2	40 IA	60 IA	100	NA	4
4.	Winter Project General Management	27	2	40 IA	60 IA	100	NA	4
5.	Winter Project Social Relevance	27	20	40 IA	60 IA	100	NA	4
Total No. of Credits								20

List of Electives under HR Specialization in Semester IV

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	OD & Change Management	27	2	40 IA	60 IA	100	3	4
2.	Strategic HRM	27	2	40 IA	60 IA	100	3	4
3.	Management of CSR in Oraganizations	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment
 UA - University Assessment



Field visit by MMS I students to Model Cooperative bank

MMS–Semester IV

Operations Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Project Management	27	2	40 IA	60 UA	100	3	4
2.	Operations Elective	27	2	40 IA	60 IA	100	3	4
3.	Winter Project Functional Specialization	27	2	40 IA	60 IA	100	NA	4
4.	Winter Project General Management	27	2	40 IA	60 IA	100	NA	4
5.	Winter Project Social Relevance	27	2	40 IA	60 IA	100	NA	4
Total No. of Credits								20

List of Electives under Operations Specialization in Semester IV

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assess-ment	Semester End Examina-tion	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Operations Applications & Cases	27	2	40 IA	60 IA	100	3	4
2.	Strategic Sourcing in Supply Management	27	2	40 IA	60 IA	100	3	4
3.	Operations Outsourcing & Offshoring	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment

UA - University Assessment



Session by TISS faculty member on Youth Leadership and People Skill

MMS–Semester IV IT Specialization

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Project Management	27	2	40 IA	60 UA	100	3	4
2.	IT Elective	27	2	40 IA	60 IA	100	3	4
3.	Winter Project Functional Specialization	27	2	40 IA	60 IA	100	NA	4
4.	Winter Project General Management	27	2	40 IA	60 IA	100	NA	4
5.	Winter Project Social Relevance	27	2	40 IA	60 IA	100	NA	4
Total No. of Credits								20

List of Electives under IT Specialization in Semester IV

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continu-ous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper (hours)	No of Credits
1.	Strategic Information Technology Management	27	2	40 IA	60 IA	100	3	4
2.	System Applications and Case Study	27	2	40 IA	60 IA	100	3	4
3.	Managing Technology Business and IT Resource Management	27	2	40 IA	60 IA	100	3	4

IA - Internal Assessment

UA - University Assessment



Group of Students with Dr Mike Ivanof, Associate Professor, University of Fraser Valley, Canada during the Eminent Speaker Series.

Academic Calendar Aug 2018 - Apr 2019

MMS Programme Semester I & II

Semester I MMS I (From 01 Aug 2018 to 22 Dec 2018)

Sr. No	Details	Start Date	Finish Date	Remarks
1.	Orientation sessions on MS Excel / Language training/Mathematics	Second/ Third week Jul 2018		
2.	Induction of MMS I Batch 2018-2020	First week/second week Aug 2018		As per DTE announcement
3.	Commencement of Classes	Next day of Induction	05 Dec 2018	18 Weeks
4.	Mid Term Examination – Objective pattern	15 Oct 2018	19 Oct 2018	
5.	Local Industry Visit	2nd week of Nov 2018		1-3 days
6.	Semester End Term Exam	12 Dec 2018	22 Dec 2018	

Semester II MMS –I (From 02 Jan 2019 to 30 Apr 2019)

Sr. No	Details	Start Date	Finish Date	Remarks
1	Commencement of Classes	02 Jan 2019	13 Apr 2019	15 Weeks
2	Placement week (Brochure Distribution)	14 Jan 2019	18 Jan 2019	05 days
3	Mid Term Examination – Objective Model	3rd week of Feb		
4	Semester End Term Exam	20 Apr 2019	30 Apr 2019	

Note: The Calendar is subject to change under unavoidable circumstances.



Guest session by Ms Nirjala Mehendale, ex-President of Bombay Management Association

Academic Calendar May 2019 - Apr 2020

MMS Programme Semester III & Semester IV

Semester III MMS –II (03 Jul 2019 – 30 Nov 2019)

Sr. No	Details	Start Date	Finish Date	Remarks
1.	Summer Internship	02 May 2019	30 June 2019	8 Weeks
2.	Commencement of MMS II Classes	02 Jul 2019	13 Oct 2019	15 Weeks
3.	Commencement of MMS II Summer Internship Presentation	16 Jul 2019	18 Jul 2019	03 days
4.	International Study Tour	Sept 2019	Sept 2019	05 days
5.	Summer Excellence	Aug/Sep 2019		Summer Internship Presentation
6.	Winter Project Assignment For Semester IV	03 Oct 2019	31 Mar 2019	Includes Area Identification, Synopsis Submission and Development plan.
7.	Semester Term End Exam (Subject to University exam dates)	22 Oct 2019	31 Oct 2019	09 days
8.	University Exam		Last week of November 2019	As scheduled by University of Mumbai

Semester IV MMS –II (03 Dec 2019 – 30 Apr 2020)

Sr. No	Details	Start Date	Finish Date	Remarks
1	Commencement of MMS II Classes	03 Dec 2019	24 Mar 2020	16 Weeks
2	MMS II Winter Presentation	27 Mar 2020	30 Mar 2020	04 days
3	Semester IV Term End Exam (Subject to University exam dates)	05 Apr 2020	06 Apr 2020	02 days
4	University Exam (One subject)	As per University Schedule		

"The best way to predict your future is to create it." - Abraham Lincoln

MMS Students: Achievers & Achievements in 2017-18

Name	Programme	Event	Organized by	Achievement
Sagar Mehta Suraj Hanmantrao Pawar	MMS I	Business strategy simulation	Indian Institute of Management, (IIM), Shillong	2nd
Sagar Mehta Ashwini Kavali	MMS I	Think out of the box	Thakur Institute of Management Studies and Research (TIMSR)	1st
Sagar Mehta	MMS I	Bombay Management Association - Group Discussion	Indian Education Society (IES)	Finalist
Onkar Patole Smitesh Paralkar Neeraja Shrikant Surve Ashwini Kavali Sagar Mehta	MMS I	Ballathon	Thakur Institute of Management Studies and Research (TIMSR)	1st
Suraj Hanmantrao Pawar Sagar Mehta Pratik Pratap Pagare	MMS I	Smart City, Smart Idea Business Plan	Vivekanand Education Society's Institute of Management Studies and Research	2nd
Sharon Cyril D'silva	MMS I	Solo singing	St. Francis Institute of Technology (SFIT)	1st
Sagar Mehta Pratik Pratap Pagare Suraj Hanmantrao Pawar	MMS I	Business plan competition	SVKM's Narsee Monjee Institute of Management Studies (NMIMS)	2nd
Juelee Suresh Dalvi Annet Arokiaswamy Mudaliar Jagruti Balkrishna Bhoir Carolyn Mathew	MMS I	Ad Zilla	St. Francis Institute of Management and Research (SFIMAR)	1st
Sagar Mehta Neeraja Shrikant Surve	MMS I	Anveshi	St. Francis Institute of Management and Research (SFIMAR)	2nd
Daniel Pereira Joel Fermino Correia	MMS II	NAARM B-Plan Conquest Paricharcha Group Discussion Business Leader India 2018	Hyderabad Brand Oceania IMI-Bhubaneshwar St. Francis Institute of Management and Research (SFIMAR) Bombay Management Association (BMA) Dare2Compete	1st 2nd 1st 2nd 3rd
Joel Fermino Correia Daniel Pereira	MMS II	Brand Oceania	Indian Council of Agricultural Research (ICAR), Hyderabad	1st
Joel Fermino Correia Daniel Pereira	MMS II	Business Plan Competition	Indian Institute of Management (IIM), Indore	2nd
Joel Fermino Correia Daniel Pereira	MMS II	Business Simulation	Indian Institute of Management (IIM), Shillong	2nd
Joel Fermino Correia	MMS II	Innovation Project Award	PUMBA	top 5

Various Awards bagged by the MMS students during 2017



Hall of Fame (Academic Toppers) MMS 2015-17



An MMS student receiving certificate of participation in a workshop conducted at Binary University, Malaysia



Students participating in a programme organized by Bombay Management Association (BMA)



MMS graduated students of 2015-17 Batch in the Graduation Ceremony

Alumni Speak

It has been a very enriching journey with SFIMAR.

The support and motivation from the faculty members of SFIMAR kindled the spark among many “students to envision their dreams” in a more vivid manner.

The core “faculty members having deep and diverse knowledge” of their subjects helped us excel not just in our academics, but in our “overall development” as well.

Team work among the fellow mates helped us improvise/build our “interpersonal and technical skills” which paved the way for our “success into the corporate world”

-Rachel Pinto

HR Specialist - JP Morgan Chase



“The pursuit of an MBA has always been an important goal in life and I must say SFIMAR was the right decision to fulfill that dream. It has played an integral part in my self-development. The time spent being a part of this Institution, has left memories which I would cherish a lifetime.

As a student, I have gained immense knowledge and experience. All due credit going to SFIMAR family. The faculty members have always assisted and groomed. They have given us a superb first-hand experience making us stand apart from the rest.

-Shernell Concessio

Times Network Limited
Manager - Ad Sales



“Life at SFIMAR has been a roller-coaster ride right from the beginning in terms of the rigorous curriculum and exposure it provides. From friends I made, to the group assignments, to the internal committee work, all of it has influenced me to be a better person. While committee work not only put me through the rigour of a corporate life, but also was a live space to explore the concepts learnt in classroom.

The course curriculum is well designed so that students can get the basics right before getting into deep technicalities.

SFIMAR offers a wide variety of seminars and guest lectures on different topics on a monthly basis. Personally, college life is all about your peers that you select to be with and how you associate with your faculty members.

Best wishes to all the applicants for future endeavours “

-Sean Rodrigues

McDonald's



Corporate Speak



Avibrant & energetic campus. Appropriate facilities for new talent to shape their future with highly customised industry-led development programs.

Looking forward to hire this year too some fresh talent for our organisation. I must mention that the recruitment cell runs a perfect campus program for their learners.

Mr. Dhwani Mehta
Director, Opportune Technologies Pvt Ltd



It has been an honour to be closely associated with the St. Francis Institute of Management over the years. The state-of-the-art infrastructure and facilities provided to students is in line with international standards, catering to a cohesive environment for learnings. SFIMAR students are provided programmes as per the industry requirements leading to excellent placement standards under the guidance of well qualified faculty members. Kudos to the Management & Staff for their diligence in providing excellent results along with an exposure to a plethora of programmes for a holistic, well-prepared candidate to put their best foot forward successfully in the real world.

Anita Newton Engineer (VP)
Wasan Knowledge Hub & The English Manner
U.K.



We have been recruiting students from St. Francis Institute of Management and Research from past five years. Our overall experience with the SFIMAR students has been very good. The students of SFIMAR are found to be highly dedicated. We also share a very cordial relationship with the placement team of SFIMAR which provides us excellent support to meet our recruitment needs.

Ms. Neha Chitnis
HR Manager, InSync Analytics (India) Pvt. Ltd



SFIMAR has a distinct culture, and we've received some great talent from the Institute. That's the reason why we keep coming back every year.

Mr. Nirav Mehta
StoreApps Technologies LLP

List of Documents to be Submitted - MMS Admissions

Students have to submit the following documents along with the MMS Application Form for applying to Institutional Quota seats:

- a) Graduation Mark sheet
- b) Entrance Test Score Card

Original Documents to be submitted on securing MMS Admission alongwith 2 copies each, duly attested

1. Students who have secured admission through the Centralized Admission Process (CAP) rounds should submit Directorate of Technical Education (DTE) Allotment letter and Facilitation Center (FC) letter.
2. Entrance Test Score Card.
3. Baptism Certificate/ Affidavit/PROFORMA-O (For Minority Candidates)
4. Domicile Certificate (Compulsory for all students)
5. Statement of Marks of Std. X Examination. (S.S.C)
6. Statement of Marks of Std. XII Examination.(H.S.C)
7. Statement of Marks for the Bachelor's Degree Examination (i.e. The Qualifying Degree Examination).
8. a) Convocation Degree Certificate. b) Passing Certificate (If graduated in current year).
9. College Leaving /Transference Certificate from the college last attended by the student to be submitted within 15 days.
10. Gap Certificate (Affidavit on Rs. 50/- stamp paper duly notarized), if graduated prior to the current year.
11. Aadhar Card Copy(mandatory)
12. Certificate of Work Experience / Achievement / Award etc (2 copies only)
13. Physical Fitness Certificate from a Registered Medical Practitioner (original copy only)
14. Latest Colour Photograph: 5 Nos (3.5cm x 2.5cm)
15. Students passing qualifying examination from other than Mumbai University will also have to submit the following within 15 days (with 4 attested copies)
 - a) Eligibility Certificate from University of Mumbai
 - b) Migration Certificate.
 - c) Validity/Verification Report from their University.
16. Students belonging to the Reserved Category will have to submit the following (with 4 attested copies)
 - a) Caste Certificate b) Caste Validity
 - c) Non Creamy Layer Certificate (In case of NT2/NT3/OBC)-Certificate should be valid up to 31st March 2019.
17. Affidavits by parents/students on anti-ragging.
18. Acknowledgement of receipt of Rules & Regulations of the Institute.

"I hear, and I forget. I see, and I remember. I do, and I understand." - Chinese Proverb

Participation of MMS students during Annual Day, 2017 function



Group Photograph of participants during Annual Day, 2017 function

Glimpses of MMS students International Visit - 2017



Visit to Universal Studio, Singapore



Visit to Twin Tower, Malaysia



Visit to National University of Singapore (NUS), Singapore



Visit to Beryl's Chocolate Factory, Malaysia



Visit to Binary University, Malaysia



Glimpses of some activities by our students



MMS students winning 1st Runner up in Dandekar Trophy, Bombay Management Association



A group of graduated MMS students of 2015 - 17 batch



For more details please contact to:

ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE, DTE and affiliated to the University of Mumbai

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'Enlightening Minds, Defining Leaders'

Admission Brochure 2019 - 2021



Learn to Lead and Succeed in a fast changing World

Master of Management Studies (MMS)

Two Year Full-Time Post Graduate Programme in Management

DTE Code 3119
www.sfimar.org

Vision & Mission



The SFIMARites

Vision

To flourish as a seat of learning of international standards for developing an entrepreneurial class of value-based industrial leaders empowered with techno-managerial competence to sustain innovation for building global business of the future.

Mission

To enter the realm of globally successful B-schools by imparting value-based education for creating responsible and thoughtful citizens who would lead the world by example and excel through innovation, an entrepreneurial spirit and a humanitarian attitude



Confidence and hard work is the medicine to kill the disease called failure.
It will make you a successful person.

– A P J ABDUL KALAM.

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Programme Head's Message



Prof. Dr. G. Ramesh, Programme Head

Welcome to St Francis Institute of Management and Research (SFIMAR), and to the flagship programme, Master of Management Studies (MMS).

We are proud to say that SFIMAR is one of the premier B School in Mumbai conducting MMS programme. Here, Management education is a journey through an ecosystem which encapsulates multiple academic and non-academic activities. The academic activities apart from the regular sessions, include other activities such as weekly guest lectures, viva voce to enhance conceptual domain, group discussions and Thought Leadership programmes. The non-academic activities include organizing/coordinating events/club activities and various extra/co-curricular activities through forums. The primary aim of these activities is to stimulate the young minds of the student participants in order to embark into a problem solving mode rather than just concentrating on the conventional mode of learning.

The MMS programme at SFIMAR also aims to transform the student participant into an excellent human being and a good corporate citizen through their involvement in various CSR/ISR activities.

Innovative pedagogies are adopted by the talented pool of faculty members. It aims at delivering the best to the students and deriving the best from them. Project based learning (PBL) pedagogy and Simulation games provide experiential learning to our students. These are some of the breakthrough methods of learning.

The MMS programme is currently in its 18th year. Over the years, the MMS programme has carved a mark in the mind of the student's community. Apart from the conventional degree, the MMS programme also equips the students with various skills. It helps them to take up challenges and accomplish success in their career. Various Certification Programs provided by SFIMAR are Youth Leadership and People Skills (YLPS) in association with Tata Institute of Social Science (TISS), Securities Management in association with NISM, Digital Marketing skills and many more. These add-on skill programs enable the students to become employable and also fetch a coveted job. It also brings in a sense of self achievement and self-esteem. The students also get an opportunity to start entrepreneurial ventures and pursue higher studies abroad. A 2 months internship programme abroad is also in the curriculum basket which the interested students can choose. This program will give the students the necessary global exposure and expose them to some of the best practices in business areas.

We, at SFIMAR, assure you that your journey, although studded with rigor, is certainly going to be more than worth.

Come, join us to reach great heights. We give you the wings, you explore, as the sky is your limit.

About the MMS Programme

MMS is a comprehensive Post-Graduate Degree Programme that aims to develop students into innovative thinkers and successful managers. It refines their skills to meet the requirements of the Industry.

The course structure provides a perfect combination of conceptual framework and practical insights to tackle business challenges. This programme is conducted on a semester-wise with four semesters spread over two academic years. In the second year, the students have the choice of five specialization areas, namely, **Finance, Marketing, HR, Operations and IT.**

Pedagogy

The process of teaching and learning comprises of interactive classroom lectures, group discussions, case studies, academic projects, assignments, presentations, role plays, viva, field visits & projects, management games, peer-to-peer tutoring, business simulation and film/documentary screening. Each student must spend maximum time on project-based learning wherein the faculty members act as guides and facilitators.

Attendance

As per the University of Mumbai norm, a minimum of 75% attendance is mandatory for all classes and 100% for tutorials, guest lectures, seminars and events.

Evaluation

The Institute focusses on a continuous evaluation process. It follows the University prescribed Choice Based Credit System (CBCS) which mandates that every student is required to complete 10 hours of learning in order to gain one credit point. The parameters for evaluation are live project study, case study analysis and discussion, online and offline class tests, assignments, projects, presentation, attendance, class participation, viva, group discussion and end-term examinations. A student is required to separately pass in internal assessment and end-term examinations.

Industry- Institute Interaction

In order to supplement the day-to-day learning, guest sessions by Industry experts (local as well as international) are organized on Saturdays. Local industrial visits as well as international industrial visits provide an insight of internal working of companies and their work culture. Two months Summer internship provide the students with industry exposure while pursuing their MMS studies. Corporate On-boarding helps to disseminate information and apply theory to work. Speaker Series lecture bring expert opinions on current issues in the world.

Co-curricular activities

Many specialization oriented clubs like Finatics (Finance club), Nirmity (Marketing club), and Renaissance (HR club) conduct programmes that deliver advanced subject knowledge to students. Every student is encouraged to participate in various intercollegiate competitions. Outbound trainings are scheduled for students that develop leadership and team-work skills. Green Club, Abhimaan Club (CSR), Malay Club (Art & Creativity), Adventure Club, Prerna Club (Entrepreneurship development), Mindfulness Club (Values, Ethics and Mind training), Film Screening Club, CWD Club (Women development) etc. help in the holistic development of the students.

Personality grooming activities

Students undergo personality grooming workshops like power dressing, business etiquettes, mock personal interviews, group discussions, aptitude tests and language training.

Alumni

The strong alumni connections of SFIMAR contribute in preparing the students to enter the corporate world. They sponsor the 'Budding Entrepreneur' award for the most potential future entrepreneur. SFIMAR also support entrepreneur efforts of its students through its "Incubation Centre".

About the MMS Programme

Support Services

Mentoring session and Counselling sessions for Well-being and enhance performance of the students are conducted regularly. Remedial coaching is provided to strengthen the weak areas of students. Mindfulness talks help to create mental strength.

Student Development Committee

MMS programme believes in enabling the students to become good decision makers. Students' participation is encouraged in Student Development Committee (SDC). It facilitates the MMS programme in defining holistic education experience.

Students' Research Seminar

'Anveshi – The Researcher' is a National level research seminar where the best research paper is awarded. This helps the students to inculcate research oriented thinking and decision making.

Group Insurance:

Our students are covered under the Group Insurance Scheme of The Oriental Insurance Company. This is a one year cover (renewed every year) for a sum assured maximum up to Rs.1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability or hospitalization arising out of accidents.

Corporate Speak

The campus is filled with positive energy and exuberance. It is full of limitless opportunities if an MBA aspirant want to discover himself. As an employer, I get right blend of students at SFIMAR – variety in academic background, desired aptitude and soft skills. I have been recruiting MBA candidates from SFIMAR from past couple of years and some of their students have performed excellently well at my organization. The management has maintained good mix of faculties as well – academic excellence and vast industry experience. Kudos to the team and keep the noble work on!

Suyog Keluskar

Manager Operations - Avalon Global Research



I found the students very confident and up-to-date with industry practices. They are very sincere, intelligent and focussed. The quality of faculty members is also of high. It is encouraging to see that Institute is taking interest in understanding the industry requirements and grooming the students accordingly. SFIMAR has been successful in doing the same.

Priya Nair

*Sr. Manager – Learning and Development
First Advantage*

I would rate SFIMARites high on the discipline, enthusiasm, inquisitiveness, drive for knowledge, analytical skills and data conversion and deriving at conclusion on the basis of observations and data. It was a great experience interacting with them. I could experience good organization skills.

Vaishali Manohar

Head HR – Arihant Industrial Corporation Ltd



National & International Collaborations



Collaboration with Binary University, Malaysia for students exchange and faculty members exchange programmes as well as joint research and courses.



Collaboration with Tata Institute of Social Sciences for implementation of its National University Students' Skill Development (NUSSD) Programme



Collaboration with SS&C GlobeOp for training in Alternative investment



Collaboration with IDF for conducting social activities for the needy people

Certification Courses & Workshops

Internet of Things (IoT)

"INTERNET OF THINGS (IoT)" is organized for MMS Students in Semester III. IoT is a new revolution of the Internet. A world where the real, digital and the virtual are converging to create smart environments that make energy, transport, cities and many other areas more intelligent. The workshop focuses on developing various IoT applications using Arduino and Raspberry Pi circuits. Some of the application developed by the students are Electronic Voting Machine, Water Irrigation System, Soil sensor System, Fire Alarm Systems, Traffic LED Systems etc.

Data Analytics

SFIMAR imparts in-depth training in the concepts and techniques of data analytics which helps in building a foundation in the area of business intelligence. Special focus is given on predictive analytics like regression, clustering, and smoothening techniques.

Data Visualization

Data Visualization Workshop for MMS Students is conducted regularly during Semester III. The workshop focuses on providing hands –on experience on tools like Tableau, Orange and MS-Excel widely used for Data Visualization.

R Programming

R Programming Workshop is conducted for MMS students in Semester III. The workshop covers the whole data life cycle ranging from Data Acquisition and Data Storage using R Studio. It also helps students in applying data modelling through R programming using various algorithms.

Foundation of Equity and stock trading in association with ICICIdirect.com and NISM

The training is based on NISM-Series-XII: Securities Markets Foundation. The training covered the basics of the Indian Securities Market, Derivatives Markets, Mutual Fund Industry and processes in the primary and secondary markets.

Youth Leadership Programme (YLPS) in association with TISS

The 45 hours certification program is organized by SFIMAR in association with TISS. It helps students gain sustainable and relevant skills to make them employable. The programme enhance students' personality through many interactive sessions on values, ethics, business etiquette, counselling and leadership.

Financial Modelling in association with ForeVision

It is a case study based and hands – on experience course for Finance specialization students in Semester III. The various modules consist of introduction to financial modelling and equity research, financial statement analysis, financial projections, valuation techniques and modelling dashboard. The course uses smart sheets for quick learning and the trainers are certified industry experts.

Financial Statement Analysis

The course comprehends the tools used in financial statement analysis to analysis the performance of the company. It develops proficiency in freshers to get hands-on experience before joining the industry.

Project Management

The course validates student's competence to perform in the role of a project manager, leading and directing projects and teams. It encompasses all aspect of managing a project with live case-study.

Human Resource Management System & Process Automation

The course teaches an HR software that combines systems and processes that connect human resource management and information technology. Its usage helps the students to understand the role of HR in the industry.

Certification Courses & Workshops

Advanced MS–Excel

With increasing use of technology in work life, students need to possess skills of operating various application software. One of the most widely used tool is MS Office. Advanced Excel training is provided to MMS students to help them work efficiently at their workplace.

Human Resource Written Correspondence

The course teaches HR students to script Job Offer Letters, Candidate Rejection Letters, Preparing Job Descriptions, Employee Recognition Letters, Letters

of Reprimand, Termination Letters, Job Performance Warning Letter, Letter of Recommendation, Promotion Letters, Appraisal Letters, Show Cause Letters and Charge Sheet Letters.

Digital Marketing

Digital marketing certificate course is conducted for Marketing specialization students. The topics covered are Search Engine Marketing, E-commerce marketing, social media planning and Google Analytics.



MS-Excel Training



Finance Club Mock-Stock



Summer Excellence



Admission Seats & Eligibility Criteria

No of Seats sanctioned for 2019-21		120
Distribution of 120 seats:		
1. Admission through CAP:		
a)	General Quota	(29%) 35
b)	Religious Minority - Christian	(51%) 61
2. Admission by Institute		
a)	Institutional Quota	(20%) 24

Eligibility Criteria

- 1) The candidate should possess min. 50% marks in aggregate or equivalent CGPA (45% in case of candidates of backward class categories and persons with disability belonging to Maharashtra State only) in any Bachelor's degree awarded by a recognized University.
- 2) Candidate should have appeared for **MAH- MBA/MMS-CET 2019** (first preference) or GMAT/CAT/MAT Feb 2019/ATMA/XAT/CMAT 2019.
Note: Please refer to *DTE Information Brochure 2019-20* for details on Admission process. (www.dtemaharashtra.gov.in)
- 3) For Institutional quota admission, online registration and offline verification should be done at the facilitation centre.

Eligibility Guidelines for Students from other than Mumbai University

At the time of seeking admission to the MMS programme, a candidate is advised to ensure that he/she is eligible for admission to the programme as per the Eligibility Rules of Mumbai University. The candidate should produce his/her Migration Certificate and verification report from the University from which he/she graduated (which should be UGC approved University). The candidate can then apply online to University of Mumbai for his/her Eligibility Certificate.



Inter-Collegiate Event - Exuberance

Admission Process & Fees

MMS Admission Process (General & Religious Minority - Christian Quota)

Step 1	(Online Registration & Offline Verification): Announcement of dates for registration of CAP rounds & document verification at facilitation centres
Step 2	Display of Provisional Merit List on DTE website
Step 3	Display of Final Merit List on DTE website and available Category-wise Seats (Seat Matrix) for CAP Round I, II and III
Step 4	Submission and confirmation of online option form for CAP (Round I, II and III)
Step 5	Allotment of Seats for CAP I, II and III
Step 6	CAP round IV - (Counseling Round) - Online seat allotment as per seat availability and merit
Step 7	Reporting and confirming admission at the Institute

Fee Structure for MMS I, 2019-21

Particulars	Fees (Rs.)
Tuition	195000
Exam Fees (College)	7200
University Dues	2655
P.G. Registration Fees	1025
Refundable Deposits	12000
Total Fees	217880

- a) Fees are payable by DD/ Pay order drawn in favor of "St. Francis Institute of Management & Research"
- b) Students opting for IT as specialization will have to pay additional IT Fees of Rs. 8000/- along with the prescribed fees before the start of the next academic year.
- c) Local & International Industrial Visits, Outbound Training Charges, etc. will be additional to the above mentioned fees.
- d) Students should pay for Life membership of Alumni Association of Rs. 11,000 by DD/Pay order in favor "SFIMAR Alumni Association" at the time of Admission.
- e) Cancellation of admission: The refund of fees before cut-off date of admission shall be made within 2 days i.e. total fee minus processing charges of Rs. 1000/- or refund rule shall be as per the guidelines of the appropriate authorities or the State Govt. as the case may be. If the admission is cancelled after the cut-off date of admission declare by the Competent Authority, there shall be no refund except the refundable deposit.

*You have to go wholeheartedly into anything in order to achieve anything worth having.
-Frank Lloyd Wright*

List of documents to be submitted for Admission

Students have to submit the following documents along with the MMS Application Form for applying to Institutional Quota seats:

- a) Graduation Mark sheet
- b) Entrance Test Score Card

Original Documents to be submitted on securing MMS Admission along with 2 photocopies each, duly attested

1. Students who have secured admission through the Centralized Admission Process (CAP) rounds should submit Directorate of Technical Education (DTE) Allotment letter and Facilitation Centre (FC) letter.
2. Entrance Test Score Card.
3. Baptism Certificate/ Affidavit/PROFORMA-O (For Minority Candidates)
4. Domicile Certificate (Compulsory for all students)
5. Statement of Marks of Std. X Examination. (S.S.C)
6. Statement of Marks of Std. XII Examination.(H.S.C)
7. Statement of Marks for the Bachelor's Degree Examination (i.e. The Qualifying Degree Examination)
8. a) Convocation Degree Certificate. b) Passing Certificate (If graduated in current year)
9. College Leaving /Transference Certificate from the college last attended by the student to be submitted within 15 days
10. Gap Certificate (Affidavit on Rs. 50/- stamp paper duly notarized), if graduated prior to the current year.
11. Aadhar Card Copy (mandatory)
12. Certificate of Work Experience / Achievement / Award etc. (2 photocopies only)
13. Physical Fitness Certificate from a Registered Medical Practitioner (original copy only)
14. Latest Colour Photograph: 5 Nos (3.5cm x 2.5cm)
15. *Additional document for candidates from other than University of Mumbai:*
Students passing qualifying examination from other than Mumbai University will also have to submit the following within 15 days (with 4 attested copies)
 - i Eligibility Certificate from University of Mumbai
 - ii Migration Certificate.
 - iii Validity/Verification Report from their University.
16. Students belonging to the Reserved Category will have to submit the following (with 4 attested copies)
 - a) Caste Certificate
 - b) Caste Validity
 - c) Non Creamy Layer Certificate (In case of NT2/NT3/OBC)-Certificate should be valid up to 31st March 2021.
17. Affidavits by parents/students on anti-ragging.
18. Acknowledgement of receipt of Rules & Regulations of the Institute.
19. Income Proof of parents for scholarship/ fee exemption application, if any

Education is not preparation for life, education is life itself.
– John Dewey

Ordinances, Regulations & Rules of MMS Degree Programme

(Under the Semester Based Credit & Grading System)
Effective from Academic Year 2014 – 15)

- 1) Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) in the internal assessment and in the semester-end examination, shall be declared as "Fail" as per the standard of passing of the examination. For a course of 100 marks, the learners should obtain minimum 50% marks i.e 20 out of 40 in the Internal Assessment and 30 out of 60 in the semester-end examination separately.
- 2) A learner failing in two or less than two subjects/papers/courses in Semester I examination shall be allowed to keep terms into Semester II. He/She will however be required to pass in those respective subjects/papers/courses (two or less) in the supplementary examinations, to be held by the Institute along with Semester II examination.
- 3) A learner who has failed in more than two subjects/ papers/courses in Semester I, shall not be permitted to proceed to Semester II of the course. He/She will, however be eligible to re-appear in the subjects in which he/she has failed, in the supplementary examination of Semester I to be conducted by the Institute. Such supplementary examination of Semester I will be held as per the Institute's schedule.
- 4) A learner who has failed in any of the semester examination but has obtained Grade E (50% Marks) in some subject(s)/ paper(s)/ course(s) shall, at his option, be granted exemption from appearing in those subject (s) / paper (s) / course (s) in the subsequent examinations to be conducted by the Institute.
- 5) A learner who has passed in both the semester examinations conducted by the Institute i.e.: Semester I and Semester II examinations shall be eligible for admission into Semester III of the MMS programme.
- 6) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MMS programme. He/She will however be required to pass in those respective subjects/papers/courses (two or less) in the supplementary examinations, to be held by the Institute along with Semester IV examination.
- 7) A learner, who has failed in more than two subjects/papers/courses in Semester III shall not be permitted to proceed to Semester IV of his/her second year MMS programme. He/She will, however, be eligible to re-appear in the subjects in which he /she has failed in Semester III by re-registering himself/herself in the supplementary examination to be conducted by the institute/university or both.
- 8) A learner who has passed in all of the semester examinations of MMS i.e Semester I, Semester II, Semester III, Semester IV examinations shall not be allowed to re-register himself/herself for improvement of his/her semester examination results.
- 9) A learner who has not appeared in the internal examinations conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject (s) /course (s) / paper (s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.
- 10) To facilitate the convenience of students, who are employed on completion of their Semester IV, but have failed in their Semester III and/or Semester IV University examinations, the University shall hold such examinations twice a year in the subjects/ papers/ courses that are assessed by the university. i.e. Semester III university examination shall be held in May along with Semester IV examination and Semester IV university examination shall be held in November/ December along with Semester III examination.

Ordinances, Regulations & Rules of MMS Degree Programme

11) A successful learner who has passed in all the courses of each Semesters i.e Semester I, Semester II, Semester III and Semester IV shall be awarded grades as shown in the table below:

Grade and Grade Point

Letter grades and their equivalent grade point				
Percentage of Marks obtained	Letter Grade	Grade Point	Performance	SGPA / CGPA Range
80 and above	O	10	Outstanding	9.51-10
75-79.99	A+	9	Excellent	8.51-9.50
70-74.99	A	8	Very Good	7.51-8.50
65-69.99	B+	7	Good	6.51-7.50
60-64.99	B	6	Fair	5.51-6.50
55-59.99	C	5	Average	4.51-5.50
50-54.99	P	4	Pass	4.00-4.50
Below 50	F	0	Fail	< 4
Absent	AB	0	Fail	



Outbound Training for development of Leadership and Team work skills

MMS Curriculum

Semester– I

Core Subjects	Electives
<ul style="list-style-type: none"> • Perspective Management • Financial Accounting • Operations Management • Managerial Economics • Business Statistics • Three Electives 	<ul style="list-style-type: none"> • Effective and Management Communication • Business Ethics • E-commerce • Organizational Behaviour • Introduction to Creativity and Innovation Management • Foreign language (Other than English) • Negotiation and Selling Skills • IT Skills for Management and Technology Platform • Information Technology for Management • Personal Grooming/Personal Effectiveness

Semester– II

Core Subjects	Electives
<ul style="list-style-type: none"> • Marketing Management • Financial Management • Operations Research • Human Resource Management • Business Research Methods • Three Electives 	<ul style="list-style-type: none"> • Legal & Tax Aspects of Business • Cost & Management Accounting • Business Environment • Ethos in Indian Management • Corporate Social Responsibility • Analysis of Financial Management • Entrepreneurship Management • Management Information Systems • Developing Teams & Effective Leadership • Intellectual Capital and Patenting

Note: Those who wish to opt for a particular specialization will be assisted by the subject specialization faculty member, CMC staff and Programme Head to make right choice of the career-oriented stream. An aptitude test will also be conducted to help the students to choose the optional specialization.



Winners of Inter-Collegiate Competition

MMS Curriculum

Semester– III

Core Subjects		
<ul style="list-style-type: none"> • International Business • Strategic Management (UA) • Summer Internship 		
Specializations		
Finance	Marketing	Human Resource
<ul style="list-style-type: none"> • Security Analysis & Portfolio Management • Financial Markets and Institutions • Corporate Valuation and Mergers & Acquisition • Financial Regulations • Derivatives and Risk Management • Elective I 	<ul style="list-style-type: none"> • Product & Brand Management • Sales Management • Consumer Behaviour • Marketing Strategy • Services Marketing • Elective I 	<ul style="list-style-type: none"> • Training & Development • Compensation and Benefits • Labour laws and implications on industrial Relations • HR Planning and Application of Technology in HR • Elective I
Electives		
<ul style="list-style-type: none"> • Banking & Financial Service Institutions • Investment Banking • Wealth Management • Infrastructure & Project Finance • Strategic Cost Management • Commodities Markets • Mutual Fund • Financial Modelling • International Finance 	<ul style="list-style-type: none"> • Retail Management • Rural Marketing • Marketing Analytics • Digital Marketing • Customer Relationship Management • Marketing Research & Analysis • Event Management • Health Care Marketing Distribution & SCM • Tourism Marketing • Marketing of Banking & Financial Services 	<ul style="list-style-type: none"> • Personal Growth Laboratory • Global Human Resource Management • Employee Branding and Employer Value Proposition • Human Resource Analytics • Organization Structure Theory & Design • HR Audit • Employee Relations, Labour Laws & Alternate Dispute Resolution

Education is our passport to the future, for tomorrow belongs to the people who prepare for it today.
– Malcom X

MMS Curriculum

Semester– III

Core Subjects	
<ul style="list-style-type: none"> • International Business • Strategic Management (UA) • Summer Internship 	
Specializations	
Information Technology	Operations
<ul style="list-style-type: none"> • Software Engineering • Database Management • System & Data Warehousing • Enterprise Management System • Big Data and Business Analytics • Knowledge Management • Elective – I 	<ul style="list-style-type: none"> • Supply Chain Management • Operations Analytics • Operations Management • Manufacturing Resource Planning & Control Service • Elective – I
Electives	
<ul style="list-style-type: none"> • Cloud Computing & Virtualization • Information System Security and Audit • Data Mining and Business Intelligence • IT Consulting • Digital Business • Software Project management • Governance of Enterprise IT & Compliance • Cyber Laws & Managing Enterprise IT Risk 	<ul style="list-style-type: none"> • World Class Manufacturing • Business Process Re-engineering and Benchmarking • Technology Management & Manufacturing Strategy • Strategic Operations Management • Industrial Engineering Applications & Management • Total Quality Management • International Logistics • Quantitative Models in Operations • Productivity Management



Anveshi – National Level Research Paper Presentation Competition

MMS Curriculum

Semester– IV

Core Subjects				
<ul style="list-style-type: none"> • Project Management (UA) • Winter Project Functional Specialization • Winter Project General Management • Winter Project Social Relevance • Elective I 				
Specializations - Electives				
Finance	Marketing	Human Resource	IT	Operations
<ul style="list-style-type: none"> • Commercial Banking • Business Analytics • Venture Capital & Private Equity 	<ul style="list-style-type: none"> • Integrated Marketing Communication • Business to Business Marketing • International Marketing • Trends in Marketing 	<ul style="list-style-type: none"> • Organisation Development & Change Management • Strategic Human Resource Management • Management of Corporate Social Responsibility in Organizations 	<ul style="list-style-type: none"> • Strategic Information • Technology Management • System Applications and Case Study • Managing Technology Business and IT Resource Management 	<ul style="list-style-type: none"> • Operations Applications & Cases • Strategic Sourcing in Supply Management • Operations & Outsourcing Off-shoring

Note:

- All subjects other than marked UA (University Assessment) will be assessed internally
- There will be 27 sessions of 90 minutes each. Each subject will have 2 sessions per week.
- Continuous Internal Assessment will be of 40 marks and semester end internal examination will be of 60 marks for a subject of 100 mark.
- Duration of the theory paper will be 3 hours for a subject of 100 marks.
- 4 credits points per 100 marks evaluation



International Industrial Visit to Dubai

Academic Calendar Aug 2019 - Apr 2020

MMS Programme Semester I & II

Semester I (From 01 Aug 2019 to 21 Dec 2019)				
Sr. No.	Details	Start Date	Finish Date	Remarks
1	Orientation sessions on MS Excel / Language training/Mathematics	2nd / 3rd week of Jul-2019		
2	Induction of MMS I Batch 2019-2021	1st/2nd week of Aug-2019		As per DTE announcement
3	Commencement of Classes	Next day of Induction	07-Dec-2019	18 weeks
4	Mid Term Examination – Objective pattern	14-Oct-2019	18-Oct-2019	
5	Local Industry Visit	2nd week of Nov-2019		1-3 days
6	Semester End Term Exam	13-Dec-2019	21-Dec-2019	

Semester II (From 02 Jan 2020 to 30 Apr 2020)				
Sr. No.	Details	Start Date	Finish Date	Remarks
1	Commencement of Classes	02-Jan-2020	11 Apr 2020	15 Weeks
2	Placement week (Brochure Distribution)	13-Jan-2020	17-Jan-2020	5 Days
3	Mid Term Examination – Objective Model	24-Feb-2020	27-Feb-2020	4 Days
4	Semester End Term Exam	20-Apr-2020	30-Apr-2020	

Note: The Calendar is subject to change under unavoidable circumstances.



Industrial Visit to Nashik

Academic Calendar May 2020 - Apr 2021

MMS Programme Semester III & Semester IV				
Semester III (From 06 Jul 2020 to 30 Nov 2020)				
Sr. No.	Details	Start Date	Finish Date	Remarks
1	Summer Internship	02-May-2020	30-Jun-2020	8 Weeks
2	Commencement of MMS II Classes	06-Jul-2020	10-Oct-2020	15 Weeks
3	Summer Internship Presentation	15-Jul-2020	18-Jul-2020	04 days
4	Summer Excellence	Aug/Sep-2020		
5	International Study Tour	Nov-2020		05 days
6	Mid Term Examination	03-Sept-2020	10-Sept-2020	
7	Semester Term End Exam (Subject to University exam dates)	17-Oct 2020	26-Oct-2020	
8	University Exam		Last week of Nov-2020	As scheduled by University of Mumbai

Semester IV (From 07 Dec 2020 to 30 Apr 2021)				
Sr. No.	Details	Start Date	Finish Date	Remarks
1	Winter Project Allocation	01-Oct-2020	31-Mar-2021	Includes Area Identification
2	Commencement of MMS II Classes	07-Dec 2020	03-Apr-2021	15 weeks
3	Winter Presentation & Submission	27-Mar-2021	31-Mar-2021	04 days
4	Semester IV Term End Exam (Subject to University exam dates)	09-Apr 2021	10-Apr2021	02 days
5	University Exam (One subject)	As per University Schedule		

Note: The Calendar is subject to change under unavoidable circumstances.



Institute Social Responsibility - WALK - A - THON for Organ Donation Awareness

Hall of Fame (Academic Toppers) MMS 2016-18



Various Awards bagged by the MMS students in 2018-19

Name	Dates	Event	Organized by	Achievement
Shubam Padroo Movil Mathias	11-09-2018	BOLT	Thakur Institute of Management Studies and Research	1st prize
Sanmay Upadhyay Kalpesh Vedkar Denoy Devid	11-09-2018	Cash flow	Thakur Institute of Management Studies and Research	3rd prize
Shahen Shah Saurabh Singh	12-09-2018	B Wars	Thakur Institute of Management Studies and Research	2nd prize
Shubam Padroo Movil Mathias	12-09-2018	B Wars	Thakur Institute of Management Studies and Research	3rd prize
Dheeraj Chirale Prince Leuis	12-09-2018	Brand Blitzter	Thakur Institute of Management Studies and Research	2 nd runner-up
Movil Mathias	12-01-2019	Extempore	Rohidas Patil Institute of Management Studies	2nd Prize
Movil Mathias Mitesh Patil	13-01-2019	Finance Quiz	KES Shroff College	1st Prize
Vrushali Bhogate	12-01-2019	Salad dressing	KES Shroff College	2nd Prize
Gayatri Naik	12-01-2019	Elocution Competition	KES Shroff College	1st Prize
Sanmay Tribhuvan Kenali Shah	21-01-2019	Mock Stock	Commerce & Economics M.M.K College of	3rd Prize
Shrutika Jadhav Tittu Thankachan	24-01-2019	Street Play	Thakur Institute of Management Studies and Research	2nd Prize
Jason D'souza	28-01-2019		KES Shroff College	1st Prize
Amey Rane	15-02-2019		DLLE University of Mumbai	3rd Prize
Dhruvil Kapadia	12-01-2019		Rohidas Patil Institute of Management Studies	3rd Prize
Viraj Shah	13-01-2019		KES Shroff College	3rd Prize
Shubam Padroo Movil Mathias Nikita Koli	06-10-2018		Lala Lajpat Rai Institute of Management	1st Prize
Kenali Shah Nirali Madani Renal Nunes Ferina	08-02-2019	Mock Stock	IES Management College	1st Prize 2nd Prize
Alisha Lopes	01-02-2019	Research Paper	SFIMAR	Runner-up

Alumni Speak

SFIMAR proved a great decision. The faculty & staff here are helpful & approachable. They guided me at every step in boosting my core competencies at management. The distinguished speakers bolstered my knowledge by presenting the current industry scenario which helped me a lot to attain corporate knowledge. While there is a lot that reality teaches you, only a good Institution like SFIMAR can prepare you to handle those experiences. SFIMAR broadened my perspectives on personal qualities like being a good listener, ethical conduct & most importantly, being rational & logical.



Avinash Rathod
Alumni Batch 2016-2018



SFIMAR gave me the right infrastructure and opportunity to explore my areas of interests not just in the field of Education but also Art and Culture. The Faculty and Staff were approachable and guided us to choose the right stream of specialization. They also ensured that we received industry exposure by arranging guest lectures from various industry experts. The lush green campus just adds to the experience of living your life through SFIMAR. I definitely recommend the hostel which is disciplined and well maintained. To me, SFIMAR is no less than a Gurukul where I've lived the most memorable time of my life."

Sudarshan Tare
Alumni Batch 2011-2013

SFIMAR has been a great place for me. It helped me connect with realms of management. It has truly enhanced my learning curve owing professional faculty members ready to guide any time of the day. It has good infrastructure. SFIMAR helped to narrow the gap between theory and practical.



Kelvin Quadros
Alumni Batch 2016-2018



Life at SFIMAR has nurtured in me qualities of leadership and the spirit of a team player that I will cherish throughout my life. These qualities have instilled in me confidence that helps me to grow in my professional career. My professors and mentors at SFIMAR have been very supportive and welcoming and at times pushed me to achieve my potential, be it academics, extracurricular activities or intercollegiate competitions. SFIMAR emphasizes a holistic growth of students, wherein co-curricular and extracurricular activities are given equal prominence along with academics. I am happy to have been part of this Institute and its culture.

Aditya Warang
Alumni Batch 2015-2017

SFIMAR is one among those unique Institutions which helped me in not only building my career but also enhancing distinctive competencies and skill sets. This helped me grow in my professional career at an exponential pace. I had countless opportunities to develop analytical skills, leadership and proactive thinking through various programs and events. The amazing and highly qualified faculty members helped me get in-depth knowledge about all subjects that are most needed to become a key person in a dynamic corporate.



Anthea Pereira
Alumni Batch 2015-2017

Value Addition activities conducted for MMS



Outbound Seminar



Speaker Series



Cultural & Art Club Event



International Visit, Dubai



Cultural Celebration



Field Visit to Catholic Syrian Bank



Green Club Initiative



Winners of Inter Collegiate fest



St. Francis Institute of Management And Research

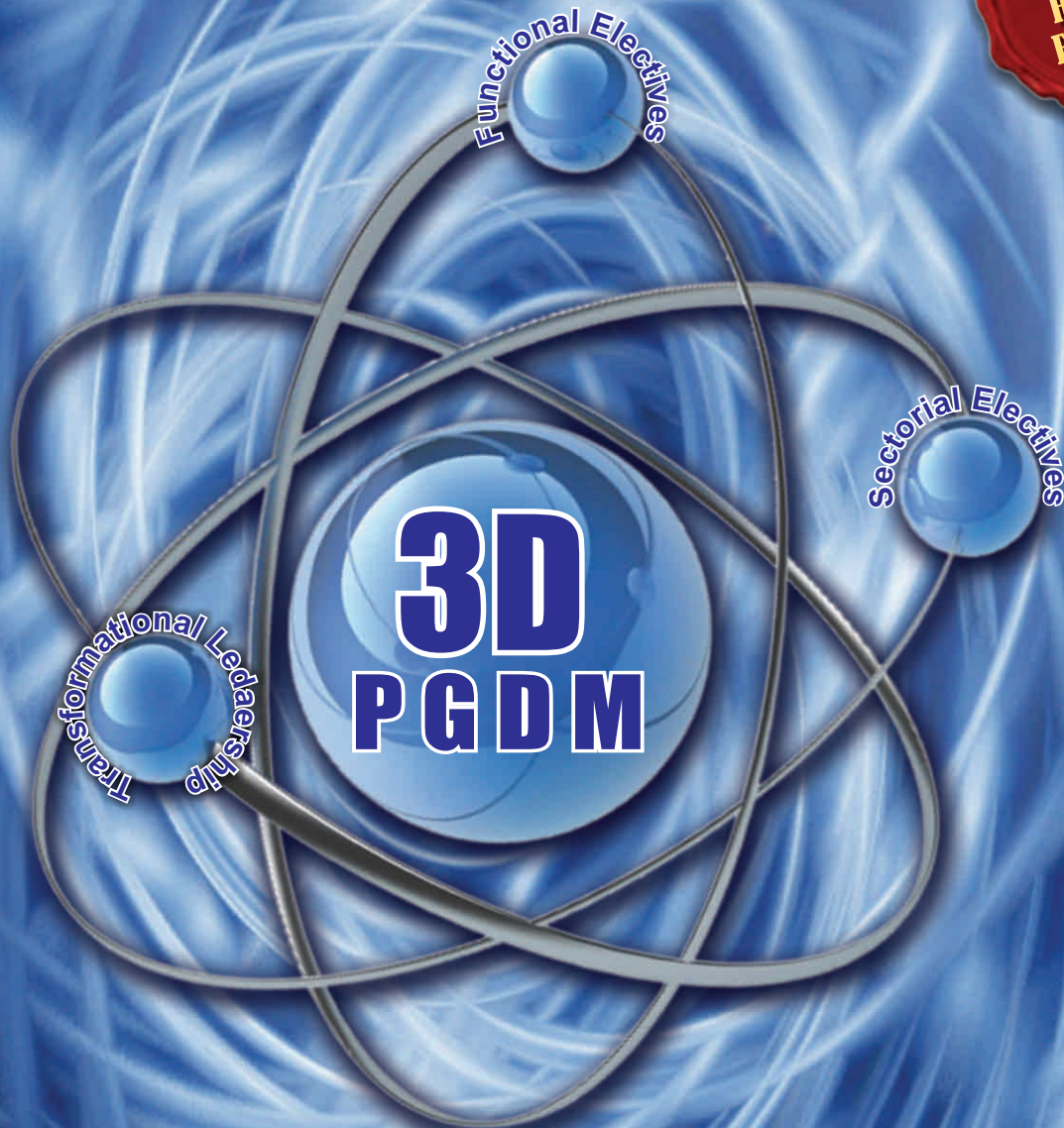
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Post Graduate Diploma in Management

Two Years Full Time AICTE & DTE Approved Programme

ADMISSION BROCHURE

2015 - 2017



St. Francis Institute of Management & Research (SFIMAR)

Affiliated to University of Mumbai. Approved by AICTE, New Delhi & DTE, Maharashtra.
(An ISO 9001:2008 Certified Institute)

Our Motto: "Service Through Enterprise"



Intellectual Capital of the Institute

**Knowing to Doing
and
from Doing to Being**

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St. Francis Institute of Management & Research (SFIMAR)

MESSAGE FROM PROGRAMME HEAD

Dear Students,

Welcome to SFIMAR Family.

Our two-year full time Post-Graduate Diploma in Management (PGDM), duly approved by AICTE New Delhi and DTE - Government of Maharashtra, is an innovative THREE DIMENSIONAL Programme incorporating 'Functional Electives', 'Sectoral Electives' and 'Transformational Leadership' spread across Six Trimesters.



CA. Dr. S P Das

The Functional Electives on offer are Finance, Marketing, HRM, Operations and Systems. Sectoral Electives currently on offer are Financial Markets, Banking, Retail Management, Advertising & Public Relations, Global Business, Entrepreneurship and Urban Infrastructure Management. These three dimensions are most contemporary, developed jointly by industry and academic think tanks.

The Programme adopts more of "Andragogy" and less of "Pedagogy" in its delivery. Pedagogy emphasizes transmitting the content, whereas Andragogy facilitates the acquisition of content. The Programme is Learner-Centric, encouraging learner to identify their learning needs and we help them achieve those needs.

Learning is more inductive rather than deductive. Inductive learning is in the form of Problem Solving through Case Studies, Business Modeling and Analytics, Simulation Labs, Movies/Films, etc.

The learning is Performance-Centric organized around real life application. The learners of our PGDM Programme interact with companies for about 100 hours in each year of the Programme in the form of industry lecture series, field / company visits, etc. which helps learners to understand the industry ecosystem.

Experiential Learning through Summer Internship of 6 to 8 weeks and Extended Industry Immersion in the form of industry-based Project Work is a unique feature of our PGDM Programme. In the Final Trimester, learners invest around 8 to 12 weeks comprising 200 hours in the company, learning in a real life work environment.

Our PGDM Programme transforms learners into Corporate and Social Leaders. It is a journey from Knowing to Doing and from Doing to Being, offering growth opportunities in every sphere of life.

WELCOME ABOARD..... CHASE YOUR DREAMS!

PGDM (GENERAL MANAGEMENT)

PGDM (General Management) is a two year full-time Programme approved & recognized by AICTE, New Delhi and DTE, Government of Maharashtra. The PGDM (General Management) at SFIMAR is a unique "Three Dimensional" Programme offering 'Functional Specialization', 'Sectoral Specialization' coupled with emphasis on transformational leadership. The PGDM Programme at SFIMAR emphasizes on practice-based and experiential learning.

The Functional Electives* proposed are:

- Finance
- Marketing
- Human Resources
- Operations
- Systems

The Sectoral Electives* proposed are:

- Financial Markets
- Banking
- Retail Management
- Advertising & Public Relations
- Global Business
- Entrepreneurship
- Urban Infrastructure Management

** Note: Proposed Functional & Sectoral Electives will be offered subject to minimum number of 10 students opting for particular elective.*

ELIGIBILITY CRITERIA

1) Any graduation of minimum three years duration from UGC Recognized university with minimum 50% marks or equivalent grade in aggregate (45% in case of students of reserved category from Maharashtra State Only)

AND

2) Appeared & Passed in CMAT/CAT/XAT/ATMA/MAT (Feb 2015) and GD & PI conducted by competent authority of Maharashtra State or by Management of the Institute.



PROGRAMME STRUCTURE

The PGDM (General Management) shall consist of 6 Trimesters spread over a period of two academic years. The broad indicative theme of the Trimesters and number of courses are:

TRIMESTER	THEME	NO. of COURSES	MARKS	No. of Hours
1	BUILDING BLOCKS OF MANAGEMENT	8	700	460
2	PRIMER TO SPECIALIZATIONS	7	700	460
3	NURTURING FUNCTIONAL SPECIALIZATIONS	9	900	560
4	INSIGHTS INTO SECTORIAL SPECIALIZATION	8	800	520
5	TRANSFORMATIONAL LEADERSHIP	4	400	240
6	INDUSTRY INTEGRATED	4	400	240
Total		40	3900	2480

Note:

The number of courses, marks and hours are indicative and subject to change as and when circumstances demand, so as to make the Programme more contemporary.

FINANCE

Trimester 1 Building Blocks	Foundation Subjects
Trimester 2 Primer to Specialization	Introduction to Specialization
Trimester 3 Functional Specialization	Finance
Trimester 4 Sectoral Specialization	Financial Markets Banking International Business Entrepreneurship
Trimester 5 Leadership	General Management General Management
Trimester 6 Industry Integrated	Industry Based Project Industry Based Project Industry Based Project General Management Industry Based Project

MARKETING

Trimester 1 Building Blocks	Foundation Subjects
Trimester 2 Primer to Specialization	Introduction to Specialization
Trimester 3 Functional Specialization	Marketing
Trimester 4 Sectoral Specialization	Retail Management Advertising & Public Relations International Business Entrepreneurship
Trimester 5 Leadership	General Management General Management
Trimester 6 Industry Integrated	Industry Based Project Industry Based Project Industry Based Project General Management Industry Based Project



HRM

Trimester 1 Building Blocks	Foundation Subjects
Trimester 2 Primer to Specialization	Introduction to Specialization
Trimester 3 Functional Specialization	Human Resources Management
Trimester 4 Sectoral Specialization	International Business Entrepreneurship
Trimester 5 Leadership	General Management General Management
Trimester 6 Industry Integrated	Industry Based Project Industry Based Project

OPERATIONS

Trimester 1 Building Blocks	Foundation Subjects
Trimester 2 Primer to Specialization	Introduction to Specialization
Trimester 3 Functional Specialization	Marketing
Trimester 4 Sectoral Specialization	Retail Management Entrepreneurship Urban Infrastructure Management
Trimester 5 Leadership	General Management General Management
Trimester 6 Industry Integrated	Industry Based Project Industry Based Project Industry Based Project

SYSTEMS

Trimester 1 Building Blocks	Foundation Subjects
Trimester 2 Primer to Specialization	Introduction to Specialization
Trimester 3 Functional Specialization	Systems
Trimester 4 Sectoral Specialization	Financial Markets Banking International Business Entrepreneurship Urban Infrastructure Management
Trimester 5 Leadership	General Management General Management General Management
Trimester 6 Industry Integrated	Industry Based Project Industry Based Project Industry Based Project Industry Based Project Industry Based Project



TRIMESTER 1: BUILDING BLOCKS OF MANAGEMENT

A skyscraper cannot stand tall and withstand the turbulent weather if its foundation is weak. Thus, just as building a strong foundation is a pre-requisite for a skyscraper, so is the case with managers too. Every manager has to have a strong foundation in the art and science of management. The courses offered in this trimester are core courses focused on building strong foundations of management. After completion of these foundation courses, students shall be better equipped in achieving higher sophisticated skills in later trimesters. A total of eight foundation courses mentioned below are the pre-requisite to proceed to subsequent trimester.

Code	Title	Credits	Marks
1.1	Organizational Behavior	6	100
1.2	Managerial Accounting & Standards	6	100
1.3	Managerial Economics - I (Micro Economics)	6	100
1.4	Managerial Economics - II (Macro Economics)	6	100
1.5	Quantitative Methods	6	100
1.6	Business Laws	6	100
1.7	IT for Management	3	50
1.8	Communication Skills and Personality Development	3	50
1.9	*Open Audit Course		
Total		42	700

Note:

One Credit is equivalent to 10 hours of Learning (Including both In-classroom as well as Off-Classroom)

** Open Audit courses are non credit courses, hence are not considered for calculating grades.*

TRIMESTER 2: PRIMER TO SPECIALIZATIONS

The five main functional areas that exist in any organization are Finance, Marketing, Human Resources Management, Operations and Systems. A manager is expected to function in any of these areas. The courses are introductory courses relating to each of the functional areas. These courses enable students in judiciously selecting the functional area in which they have acumen to develop those skills. A total of eight courses are offered as listed below, which gives a flavor of each functional area.

Code	Title	Credits	Marks
2.1	Human Resource Management	6	100
2.2	Marketing Management	6	100
2.3	Financial Management	6	100
2.4	Managerial Costing & Control	6	100
2.5	Operations Management	6	100
2.6	Strategic Management	6	100
2.7	Research Methodology	6	100
2.8	*Open Audit Course		
Total		42	700

Note:

** Open Audit courses are non credit courses, hence are not considered for calculating grades.*



TRIMESTER 3: FUNCTIONAL SPECIALIZATIONS

FINANCE

Finance is considered to be the life blood of any organization. The raising and deployment of funds in most judicious manner so as to earn maximum returns for the contributors of funds is one of the prime functions of any organization. A business is an activity, which is carried out with the intention of earning profits. Production, marketing and finance are the key operational areas in case of any manufacturing / services activity out of which the finance is the most crucial area. It is so because the function of production and marketing cannot be carried out without finance. The decisions regarding money / funds may make or destroy the organization. The students undergoing finance specialization would be learning about all the financial decisions being taken in any organization. The courses proposed for learning and enabling such decisions are as under:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Strategic Financial Management	6	100
3.3	Strategic Cost Management	6	100
3.4	Derivatives & Risk Management	6	100
3.5	Management of Financial Services	6	100
3.6	Valuation and Mergers & Acquisition	6	100
3.7	Security Analysis & Portfolio Management	6	100
3.8	Management Control Systems	6	100
3.9	International Finance	6	100
		54	900

*“An Investment in knowledge pays the best interest”
– Benjamin Franklin*

MARKETING

Understanding of markets is a key requirement for any business organization to be successful in achieving its organizational goals. In a free market economy the number of sellers and buyers are unlimited and competition is intense. Hence, customer retention and loyalty is the key to success. The competitive nature of markets calls for profound skills in marketing the products of the organization and also for product development and product innovation. There is a wide range of opportunities in marketing, including marketing management, purchasing manager/buyer, market research, market analysis, product manager, retailing, sales promotion, international marketing etc. The students learn cutting edge concepts and application of these concepts through diverse courses offered in marketing specialization. The marketing specialization of the PGDM Programme gives a solid foundation in marketing strategy, consumer behaviour and research, international marketing, etc. The proposed courses in marketing specialization are as under:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Marketing Strategy & Practices	6	100
3.3	Integrated Market Communications	6	100
3.4	Consumer Behavior & Market Research	6	100
3.5	Personal Selling & Sales Management	6	100
3.6	New Age Marketing & Distribution Management	6	100
3.7	Product & Brand Management	6	100
3.8	International Marketing	6	100
3.9	Rural Marketing & B2B Marketing	6	100
		54	900

*“Sell the Problem you solve, not the product”
– Seth Godin*



HUMAN RESOURCES

Human behavior is dynamic in nature. Managing people resources requires a high degree of socio-psychological skills which can be acquired by undergoing appropriate training. The HR specialization focuses on managing people, the human resource of the organization and their training and development. The courses under this specialization train students not just in developing good interpersonal skills but also in the nuances of recruitment, employee training, evaluation and compensation of employees. The performance and productivity of employees get influenced due to changes in the government regulations, global competition, technological development and organizational transformations. The range of courses in this specialization provides students with technical knowledge and practical skills for dealing with change and the multi-cultural workforce. The innovative nature of courses in this specialization prepares students in developing new ideas on leadership and effective human resource management tools. The courses proposed under this specialization are:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Organization Theories, Structure & Design	6	100
3.3	Training & Development	6	100
3.4	Competency & Performance Management	6	100
3.5	HR Planning & HR Audit	6	100
3.6	Compensation & Benefits	6	100
3.7	Industrial Relations & Labor Welfare	6	100
3.8	Organization Effectiveness & Change Management	6	100
3.9	Building a Learning Organization & Cross Cultural Management	6	100
		54	900

“Choose a job you love and you will never have to work a day in your life”
– Confucius

OPERATIONS

Efficient production of goods, their distribution or development of services and their delivery is a key aspect of a business. The complex nature of markets and organization structure requires a high degree of coordination and facilitation in product or service delivery mechanism. Ensuring smooth operations is a complex task involving coordination of employees, machines and information across various levels in the organization. In today's fast changing business environment, operations management has become more information and technology driven. The Operations Management specialization endeavors to provide students the analytical and problem solving abilities required to handle such evolving business issues. The courses in this specialization deliberate on wide ranging tasks in operations management with focus on supply chain management, production planning and control, project management, quality management, etc. The courses proposed to be offered in this specialization are:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Operations Planning & Control	6	100
3.3	Business Process Re-engineering	6	100
3.4	Materials Management	6	100
3.5	Logistics & Supply Chain Management	6	100
3.6	Technology Management	6	100
3.7	New Product Development & Concurrent Engineering	6	100
3.8	Industrial Engineering Applications & Management	6	100
3.9	Management of R & D and Innovation	6	100
		54	900

*“Quality means doing it right when no one is looking”
– Henry Ford*



SYSTEMS

Managing data and information is critical to all areas of operations and management decisions in a business. The rapid advancement of information technology calls for contemporary skills that present day managers should possess for the decision making. The emphasis of this specialization is on theory of information systems and the modelling of the decision making process. The courses in this specialization balance theory with applications in the form of case studies, simulation lab sessions, live projects, field studies, etc. The range of courses in this specialization will help students to garner necessary skills to leverage Information Technology to create efficient organizations characterized by standardized business processes and integrated data. The courses would also prepare students for increasingly compliance and security intensive environments due to heavy integration of all business activities, such as trade secrets, production methods, product innovation, marketing strategy, financial details and so on with the help of Information Technology. Additionally, students will also learn how to innovate and create top-line growth and differentiation opportunities based on data-driven business intelligence, harnessing social media to understand customer preferences and by optimally leveraging sourcing of IT and IT enabled business processes. The courses proposed to be offered in Systems specialization are as under:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Software Engineering	6	100
3.3	Technology Platforms & E-Commerce	6	100
3.4	Enterprise Applications & Solutions	6	100
3.5	Networking Technologies	6	100
3.6	Relational Database Management System	6	100
3.7	Software Quality Assurance & Marketing	6	100
3.8	Information Security & Risk Management	6	100
3.9	Managing IT Business & IT Laws	6	100
		54	900

“Technology offers us a unique opportunity though rarely welcome,
to practice patience”

– *Allan Lokos*

TRIMESTER 4: SECTOR SPECIALIZATION

FINANCIAL MARKETS

The history of Indian financial markets can be traced back to the 18th century which is almost more than 200 years. The financial markets in India have gone through a sea change from the moment India has moved to open door policy in 1991. The open door policy has led to development of exotic financial products. Further, the advancement in information technology has transformed the practices and processes in the Indian financial markets. Over these years, globalization has also brought in best practices into the Indian financial markets. The sophisticated nature of present day financial markets and various structured financial products, as well as use of advanced technology for the development, trading, evaluation and processing of financial transactions call for professional skills which need to be cutting edge. The sector specialization on Financial Markets shall equip the students in acquiring these required cutting edge skill sets. The proposed courses for sector specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Commodities Markets & Depositories Operations	6	100
4.3	Treasury & Risk Management	6	100
4.4 A	Financial Planning & Wealth Management	3	50
B	Mutual Fund & Venture Capital Management	3	50
4.5	Fixed Income Securities & Structured Finance	6	100
4.6 A	Behavioral Finance	3	50
B	Global Financial Markets	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
		48	800

“The Stock Market is a device for transferring money from the impatient to the patient”

– Warren Buffett



BANKING

The banking industry in India, though dating back to the 18th century, over the past decade or so has got transformed typically from Brick & Mortar type to more of technology-driven. The growing integration of the Indian economy with the world economy has brought in international best practices in Indian banking systems. While the product mix and services offered by banks have seen complete transformation, the traditional services of providing advances and seeking deposits have also multiplied manifold. The growing variety of product offerings by banks and usage of advanced technology in the processes and delivery of the products demands a high degree of sophisticated skills amongst banking personnel. This sector specialization in Banking shall equip banking personnel with the much needed advanced skills. The proposed courses to achieve these advanced skill sets are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Banking Operations & Corporate Banking	6	100
4.3	Treasury & Risk Management	6	100
4.4 A	Financial Planning & Wealth Management	3	50
B	Mutual Fund & Venture Capital Management	3	50
4.5	Fixed Income Securities & Structured Finance	6	100
4.6 A	Behavioral Finance	3	50
B	Co-op Banking, Rural Banking & NBFC	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
		48	800

“Financial inclusion is one of the levers with the greatest potential for economic and social progress in the 21st Century”

– *Anonymous*

RETAIL MANAGEMENT

Retail sector plays a very important role in the Indian economy. Lately the retail sector in India is growing exponentially, especially online retailing. The Indian retail sector is highly dynamic and with the entry of international retail players like Marks & Spencers, Ikea, etc, the retail marketplace is burgeoning. Government of India's liberal policy on FDI in retail segment will further accelerate retail businesses in India. More and more career opportunities are getting created in this sector. However, adequately skilled workforce for retail segment is not readily available. International retail players with deep pockets and sophisticated business practices and systems demand highly skilled managers who can efficiently deal with the nuances of retail management. This specialization endeavours to produce strategic global managers for retail operations in close tie-up with the industry players. The courses in this specialization combines, theory and techniques that students can readily apply in global retail markets. The proposed courses in this specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Retail Concepts & Environment	6	100
4.3	E-Tailing6100		
4.4	Retail Branding & Retail Strategy	6	100
4.5	Retail SCM & Retail CRM	6	100
4.6	A Mall Management	3	50
	B Digital Communications	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
		48	800

“There is only one boss, the customer and he can fire everybody in the company from the Chairman on down, simply by spending his money somewhere else”

– Sam Walton



ADVERTISING & PUBLIC RELATIONS

What do Pepsi, Samsung, Audi, and Vodafone all have in common? They all have immensely strong brands that are highly recognized throughout the globe. Brand promotion through effective advertising is the most fundamental methods of increasing brand awareness, creating customer loyalty and increasing sales. Further, the rapid growth of integrated market communication has created unprecedented demand for professionals possessing high-end skills in advertising and public relations. Effective brand promotion through strategic advertising is what is needed in competitive marketplaces. The specialization in Advertising & Public Relations is a journey in which students learn the fundamentals of visual form, color theories and basic design principles through classroom sessions and projects. Then they move on to study various successful and unsuccessful advertising campaigns and thereafter plan, research and implement advertising campaign from scratch, encompassing different media, reach target audience and analyze the impact. The range of courses encompasses account management, advertising research, media planning, creative and art direction, copywriting, and workplace literacy skills in applicable multimedia technologies and professionally-oriented computer programmes. The courses proposed for the specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Advertising Management	6	100
4.3	Public Relations: Principles & Practice	6	100
4.4	Media Design & Planning	6	100
4.5	Graphics & Production	6	100
4.6 A	Account Management	3	50
B	Digital Communications	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
		48	800

“Many a small thing has been made large by the right kind of advertising”

– Mark Twain

INTERNATIONAL BUSINESS

India moved from closed economy to open door policy in 1991. Since then the cross border trade and flow of capital has been increasing both inward as well as outward. In the last two decades many foreign companies have entered India as well as Indian companies have acquired foreign companies abroad. This calls for a professional approach and knowledge of international business environment. The sector specialization on International Business shall equip students in understanding the nuances of international management. It aims to provide a comprehensive coverage of all the important areas and disciplines relevant to international business activities. The broad courses proposed are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Foreign Trade Financing & Documentations	6	100
4.3	International HRM	6	100
4.4	International Logistics Management	6	100
4.5	Legal Aspects of International Trade	6	100
4.6	A Global Business Strategy	3	50
	B International Economics	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
		48	800

“Profit is the most global aspect of a business and it is cross functional”

– Carlos Ghosn



ENTREPRENEURSHIP

Entrepreneurship is an important engine of economic growth. The opening up of Indian economy has amplified the scope for young minds to turn their ideas into business opportunities. Where, when, how do these opportunities arise? Is it the instinct that enables one in identifying these opportunities, or is it the idea that needs to be translated into action? A structured training is required to create an enterprise. In order to turn ideas into business opportunity a great deal of leadership skills too are necessary. The Entrepreneurship specialization empowers students in building business ventures by providing them theoretical background and necessary skills through projects- to lead, finance, deploy, develop, market and transform such business ideas into reality. The courses also emphasize on pursuit of business ideas that are socially responsible, innovative and sustainable. The proposed courses in this specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Entrepreneurship Theory & Practice	6	100
4.3	New Enterprise Creation & Financing	6	100
4.4	Social Entrepreneurship	6	100
4.5	Family Business Management	6	100
4.6	MSME Management	6	100
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
		48	800

*“The hardest part about being an entrepreneur is that
you'll fail ten times for every success”*

– Adam Howritz

URBAN INFRASTRUCTURE MANAGEMENT

Over the last couple of years, India is witnessing rapid urbanisation. The present Government in its Vision document has proposed to set up 100 smart cities. The UN report on Urban Habitat of 2007 has estimated that more than fifty percent of the world's population would be living in cities in future. Urbanization is vital for the socio-economic development of a nation. However, unplanned urbanization has its pitfalls. Urbanization leads to large scale migration from villages and smaller towns to cities, which in turn may lead to deterioration in physical environment in the form of inadequate infrastructure, thus affecting the quality of life in cities. It may also lead to inequities amongst different sections of society, threat to heritage sites, unemployment, etc. An integrated approach is needed to resolve the pitfalls of urbanization. A professional and planned urban infrastructure management is required for sustainable development of the cities and a nation at large. The students of sector elective – Urban Infrastructure Management, would develop professional capabilities for sustainable Urban Infrastructure management by studying under-mentioned courses:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Urban Infrastructure Planning & Execution	6	100
4.3	Urban Development Management	6	100
4.4	Infrastructure Investments & Public Private Partnership Models	6	100
4.5 A	Environment & Disaster Management	3	50
B	Urban Governance	3	50
4.6 A	Energy & Health Infrastructure Management	3	50
B	Transport Infrastructure & Transport Economics	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
		48	800

“A city is not an accident, but the result of coherent visions and aims”

– Leon Krier



TRIMESTER 5: TRANSFORMATIONAL LEADERSHIP

A manager's role in the Generation “Y” era is not just of managing the resources, but also leading an organization and its people towards the organizational and societal goals. The scope of managers thus covers both managing as well as leading. Additionally, business houses need to take care of the economy, society and the environment in which they operate, in order to remain sustainable. Organizations have to adopt value-based approach in their pursuit to achieve such goals. The aim of transformational leadership as an elective of this PGDM Programme is to create value-based managers and responsible corporate citizens. The courses proposed are as under:

Code	Title	Credits	Marks
5.1	Comparative Studies on Leadership	6	100
5.2	Leadership for Social Development & Change	6	100
5.3	Leading & Managing Projects	6	100
5.4	High Performance Leadership	6	100
		24	400

TRIMESTER 6: INDUSTRY INTEGRATION

The objective of this trimester is to expose the students to real life environment and offer them an opportunity to apply skills acquired in classrooms, in the real world. A student is expected to work on industry-based project and submit a report thereon.

Code	Title	Credits	Marks
6.1	Ethics & Corporate Governance	6	100
6.2	Personal & Corporate Image Building	6	100
6.3	Industry Based Capstone Project Work	12	200
Total		24	400

EVALUATION SYSTEM

The evaluation of courses shall be done on the basis of Continuous Internal Evaluation in the form of assignments, presentations, field study reports, etc carrying 50% weightage and Trimester End Theory examinations carrying weightage of 50%.

Sanctioned intake: 60 Seats

Admissions

Admission forms are available at Institute office. Contact: 28917089 / 28958403 Extn. No. 147

Alternatively, Forms can also be downloaded from our Institute's website, www.sfimar.org

PF test, GD & PI dates will be intimated on submission of application.

Fee Structure

The Fees for the Programme shall be as fixed and prescribed by the Competent Authority, Govt. of Maharashtra.

Refund of Tuition, Development and other fees

Refund of Tuition, Development and other fees after cancellation of admission secured, are as per the below mentioned Guidelines

AICTE Guidelines No- AICTE/Legal/04(01)/2007 and Circular no.698 dt. 24th August 2007 issued by Pravesh Niyantaran Samiti, Mumbai.

The candidate who has been provisionally admitted may cancel admission by submitting an application in duplicate, in the prescribed Proforma and may request for refund of fees. The refund of fees as applicable shall be made in due course. It is made clear that such application for cancellation will be considered if and only if the admission is confirmed by paying the prescribed tuition fee and other fees in full and by submitting the original documents. Refund shall be made after deduction of the cancellation charges as shown below:

S. No.	Situation	Refund
1.	Request Received before date of start of academic session & seat could be filled by the Institute before the cutoff date	Entire fee less Rs. 1000/-
2.	Request received before/after start of academic session & seat could not be filled by the Institute	No Refund (except security deposit)

Note: Entire amount of Security/Caution Money Deposit is refundable to candidate.



PGDM ACADEMIC CALENDAR 2015-2016
First Half

Trimester I – (01 Aug 2015 to 21 Oct 2015)				Trimester IV – (01 July 2015 to 30 Sept 2015)					
SN	Particulars	From	To	Remarks	SN	Particulars	From	To	Remarks
1	Remedial sessions on MS Excel /Language/training/Mathematics	Jul 2 nd / 3 rd week 2015		01 Week	1	Basic and Advanced Excel Training	01 Jul 2015	04 Jul 2015	04 Days
2	Induction of PGDM I 2015-2017 Batch	1 st /2 nd week, Aug 2015		As per DTE announcement	2	Commencement of Classes	06 Jul 2015	19 Sept 2015	11 Weeks
3	Commencement of Classes	Next day of Induction	10 Oct 2015	09 Weeks	3	Summer Internship Project (SIP) Presentation	09 Jul 2015	11 Jul 2015	03 days
4	Mid Term Class Test	2 nd Week, Sept 2015		As per Schedule by Faculty	4	International Study Tour	20 Jul 2015	24 Jul 2015	05 days
5	Trimester I End Exam	13 Oct 2015	21 Oct 2015	08 days	5	Summer Excellence , SIP Competition	A ug/Sep 2015		01 day
					6	Mid Term Class Test	Mid Aug 2015		As per Schedule by Faculty
					7	Trimester End Exam	21 Sep 2015	30 Sep 2015	08 days
Trimester II – (23 Oct 2015 to 12 Jan 2016)				Trimester V – (01 Oct 2015 to 23 Dec 2015)					
SN	Particulars	From	To	Remarks	SN	Particulars	From	To	Remarks
1	Commencement of Classes	23 Oct 2015	23 Dec 2015	09 Weeks	1	Commencement of Classes	05 Oct 2015	12 Dec 2015	09 Weeks
2	Local Industry Visit	4 th week, Oct 2015		1-3 days	2	Trimester VI “Special Studies Capstone Project” (Area Selection & Guide Assignment)	01 Oct 2015	15 Dec 2015	Synopsis Submission & Development Plan.
3	Mid Term Class Test	3 rd Week of Nov. 2015		As per Schedule by Faculty	3	Mid Term Class Test	1 st Week, Nov 2015		As per Schedule by Faculty
4	Trimester II End Exam	04 Jan 2016	12 Jan 2016	08 Days	4	Trimester End Exam	17 Dec 2015	22 Dec 2015	5 days

Note: The Academic Calendar is tentative and is subject to change under unavoidable circumstances.

PGDM ACADEMIC CALENDAR 2015-2016
Second Half

Trimester III – (14 Jan 2016 to 29 Apr 2016)				Trimester VI – (02 Jan 2016 to 16 April 2016)					
SN	Particulars	From	To	Remarks	SN	Particulars	From	To	Remarks
1	Commencement of Classes	14 Jan 2016	15 Apr 2016	12 Weeks	1	Commencement of Classes	02 Jan 2016	05 Apr 2016	12 Weeks
2	Placement week (Brochure Distribution)	18 Jan 2016	22 Jan 2016	05 days	2	Mid Term Class Test	4 th Week, Feb 2016		As per Schedule by Faculty
3	Mid Term Class Test	4 th Week, Feb 2016		As per Schedule by Faculty	3	Special Studies Capstone Project Presentation	02 Mar 2016	05 Mar 2016	04 days
4	Trimester III End Exam	21 Apr 2016	29 Apr 2016	8 days.	4	Local Industrial Visit	2 nd week, Feb 2016		1-3 days (Tentative)
					5	Trimester VI End Exam	09 Apr 2016	16 Apr 2016	02 days

Note: The Academic Calendar is tentative and is subject to change under unavoidable circumstances.



St. Francis Institute of Management & Research (SFIMAR)

STUDENTS TESTIMONIALS

SFIMAR has got all the resources required to satisfy a student's learning needs and overall development, three Dimensional Programme, good teaching faculty, nice campus, supportive staff, beautiful scenery, a healthy academic and a competitive environment.

- Vaibhav V Shah, Batch 2012-14, Associate
- SS&C Globeop.



While the Programme is rigorous and the assignments never ending, I never felt tired. Each day at SFIMAR bring along a new platform to participate and perform. Amidst the business events and festivals. I became more focused and my new self is a pleasant surprise to me as well, I am so glad to choose SFIMAR, PGDM.

- Racheet Neema, Business Development Executive
- Lubrizol India Ltd., Batch 2012-14.



The policies and planning of SFIMAR for the course is its success. One thing that I liked most about my college is that the design and redesign of the course curriculum as per the required scenario and situation. Students' interest is never neglected while managing day to day affairs of the institution.

- Marshal Nadar, Area Head
- Janalakshmi Financial Services Pvt. Ltd., Batch 2012-14.





Being at SFIMAR I gained a lot and learnt to think creatively. It is the place that believes in delivering excellence with focus on overall development. I am proud to be a part of SFIMAR Family.

*- Abhishek Dixit, Batch 2013-15, Business Development Executive
- Family Joyz Pvt. Ltd.*

Here, PGDM a very practical and logical course, which instills confidence in a person to see things in a broader perspective and take decisions with comprehensive evaluation of all the real and hidden dimensions.

*- Munish Vazirani, Batch 2013-15, Management Trainee (Secretarial Department)
- Century Enka Ltd.*





Institute Discipline

ANTI-RAGGING

Students are advised that ragging in any Form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted and also be dismissed from the institution. The following are the relevant provisions of the act:

- (a) Ragging in any form within or outside the educational institution is prohibited.
- (b) Whoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall on conviction, be punished with imprisonment for a term up to two years and/or penalty which may extend to ten thousand rupees.
- © Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- (d) Whenever any student or as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing of ragging to the head of the educational institution, the head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institute is situated. For further action. Where, on enquiry by the head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he / she shall intimate the fact, in writing, to the complainant. The decision of the head of the educational institution shall be final.
- (e) If the Head of the educational institution fails or neglects to act in the manner specified in section (d) above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall on conviction, be punished as provided for in point (b) above.
- (f) Students are therefore advised (in their own interest to refrain from any form of ragging.

CODE OF CONDUCT

- (1) To maintain our value system, we emphasis on ethical behavior and maintaining moral standards within our campus environment.
- (2) Use of tobacco or any other recreational drugs within the campus premises is strictly prohibited
- (3) Ragging is strictly prohibited.
- (4) Noncompliance or violation of any rules and regulations of the institute shall attract disciplinary action against the erring student.
- (5) Students should maintain the prescribed dress code of the institute.

Committees Functional at Institute As Required by AICTE & DTE

- (1) Students Grievances Redressal Committee
- (2) Anti-Ragging Committee
- (3) Anti-Capitation Committee
- (4) Sexual Harassment Redressal Committee.

Details of these committees are available on institute website



National Anti-Ragging Helpline 1800-180-5522 (24x7 Toll free)



St. Francis Institute of Management & Research (SFIMAR)

Affiliated to University of Mumbai.

Approved by AICTE, New Delhi & DTE, Maharashtra. (An ISO 9001:2008 Certified Institute)

Mt. Painsur, SVP Road, Borivli West, Mumbai - 400103.

Email: pgdm@sfimar.org

Website : www.sfimar.org

Cell: 9022317717 / 9819829728

Post Graduate Diploma in Management

Two-Year Full Time AICTE & DTE Approved Programme

ADMISSION BROCHURE

2016 - 2018

In Campus
Hostel
Facility



DEFINING GLOBAL LEADERSHIP



St. Francis Institute of Management & Research (SFIMAR)

Affiliated to the University of Mumbai. Approved by AICTE, New Delhi & DTE, Maharashtra.
(An ISO 9001:2008 Certified Institute)

Our Motto: "Service Through Enterprise"

**From Knowing to Doing
and from Doing to Being**



Intellectual Capital of the Institute



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MESSAGE FROM PROGRAMME HEAD

Dear Students,

Welcome to SFIMAR Family.

Our two-year Post-Graduate Diploma in Management (PGDM), is an innovative management programme consisting of 6 Trimesters. It is duly approved by AICTE New Delhi and DTE - Government of Maharashtra. It is a THREE DIMENSIONAL Programme incorporating 'Functional Electives', 'Sectorial Electives' and 'Transformational Leadership'.



Dr. Sulbha Raorane

The Functional Electives on offer are Finance, Marketing, HRM, Operations and Systems. Sectorial Electives currently on offer are Financial Markets, Banking, Retail Management, Advertising & Public Relations, Global Business, Entrepreneurship and Urban Infrastructure Management. These three dimensions are most contemporary, developed jointly by industry and academic think tanks.

The Programme adopts more of "Andragogy" and less of "Pedagogy" in its delivery. Pedagogy emphasizes transmitting the content, whereas Andragogy facilitates the acquisition of content. The Programme is Learner-Centric, encouraging learners to identify their learning needs and we help them achieve those needs. Learning is more inductive rather than deductive. Inductive learning is in the form of Problem Solving through Case Studies, Business Modeling and Analytics, Simulation Labs, Movies/Films, etc. The learning is Performance-Centric organized around real life application. The learners of our PGDM Programme interact with companies for about 100 hours in each year of the Programme in the form of industry lecture series, field/company visits, etc. which helps learners to understand the industry ecosystem.

Experiential Learning through Summer Internship of 6 to 8 weeks and Extended Industry Immersion in the form of industry-based Project Work is a unique feature of our PGDM Programme. In the Final Trimester, learners invest around 8 to 12 weeks comprising 200 hours in the company, learning in a real life work environment.

Our PGDM Programme transforms learners into Corporate and Social Leaders. It is a journey from Knowing to Doing and from Doing to Being, offering growth opportunities in every sphere of life.

WELCOME ABOARD..... CHASE YOUR DREAMS!

"All of us do not have equal talent, but all of us have an equal opportunity to develop our talent."

– Dr. A.P.J. Abdul Kalam

PGDM (GENERAL MANAGEMENT)

PGDM (General Management) is a two year full-time Programme approved & recognized by AICTE, New Delhi and DTE, Government of Maharashtra. The PGDM (General Management) at SFIMAR is a unique "Three Dimensional" Programme offering 'Functional Specialization', 'Sectorial Specialization' coupled with emphasis on transformational leadership. The PGDM Programme at SFIMAR emphasizes on practice-based and experiential learning.

The Programme provides the following functional and sectorial electives.

Functional Electives*:

- Finance
- Marketing
- Human Resources
- Operations
- Systems

Sectorial Electives*:

- Financial Markets
- Banking
- Retail Management
- Advertising & Public Relations
- Global Business
- Entrepreneurship
- Urban Infrastructure Management



* Note: Proposed Functional & Sectorial Electives will be offered subject to minimum number of 10 students opting for particular elective.

ELIGIBILITY CRITERIA

1) Any graduation of minimum three years duration from UGC Recognized university with minimum 50% marks or equivalent grade in aggregate (45% in case of students of reserved category from Maharashtra State Only)

AND

2) Appeared & Passed in MAH-MBA/MMS-CET 2016/CMAT 2016/CAT/MAT (FEB 2016)/XAT/ATMA (2015/16) and GD & PI conducted by competent authority of Maharashtra State or by Management of the Institute.

PROGRAMME STRUCTURE

The PGDM (General Management) shall consist of 6 Trimesters spread over a period of two academic years. The broad indicative theme of the Trimesters and number of courses are:

TRIMESTER	THEME	NO. of COURSES	MARKS	No. of Hours
1	BUILDING BLOCKS OF MANAGEMENT	6	600	360
2	PRIMER TO SPECIALIZATIONS	8	800	480
3	NURTURING FUNCTIONAL SPECIALIZATIONS	9	900	540
4	INSIGHTS INTO SECTORIAL SPECIALIZATION	8	800	480
5	TRANSFORMATIONAL LEADERSHIP	5	500	300
6	INDUSTRY INTEGRATED	4	400	240
Total		40	4000	2400

Note:

The number of courses, marks and hours are indicative and subject to change as and when circumstances demand, so as to make the Programme more contemporary.



FUNCTIONAL & SECTORIAL MAPPING FINANCE

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Finance			
Trimester 4 Sectoral Specialization	Financial Markets	Banking	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project

MARKETING

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Marketing			
Trimester 4 Sectoral Specialization	Retail Management	Advertising & Public Relations	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project



HUMAN RESOURCE

Trimester 1 Building Blocks	Foundation Subjects	
Trimester 2 Primer to Specialization	Introduction to Specialization	
Trimester 3 Functional Specialization	Human Resources Management	
Trimester 4 Sectoral Specialization	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project

OPERATIONAL

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Marketing			
Trimester 4 Sectoral Specialization	Retail Management	International Business	Entrepreneurship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project

SYSTEMS

Trimester 1 Building Blocks	Foundation Subjects				
Trimester 2 Primer to Specialization	Introduction to Specialization				
Trimester 3 Functional Specialization	Systems				
Trimester 4 Sectoral Specialization	Financial Markets	Banking	International Business	Entreprene- urship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project





TRIMESTER 1: BUILDING BLOCKS OF MANAGEMENT

A skyscraper cannot stand tall and withstand the turbulent weather if its foundation is weak. Thus, just as building a strong foundation is a pre-requisite for a skyscraper, so is the case with managers too. Every manager has to have a strong foundation in the art and science of management. The courses offered in this trimester are core courses focused on building strong foundations of management. After completion of these foundation courses, students shall be better equipped in achieving higher sophisticated skills in later trimesters. A total of eight foundation courses mentioned below are the pre-requisite to proceed to subsequent trimester.

Code	Title	Credits	Marks
1.1	Organizational Behavior	6	100
1.2	Managerial Accounting & Standards	6	100
1.3	Managerial Economics - I (Micro Economics)	6	100
1.4	Quantitative Methods	6	100
1.5	Business Laws	6	100
1.6	IT for Management	3	50
1.7	Communication Skills and Personality Development	3	50
1.8	*Open Audit Course		
Total		36	600

Note:

One Credit is equivalent to 10 hours of Learning (Including both In-classroom as well as Off-Classroom)

* Open Audit courses are non credit courses, hence are not considered for calculating grades.

“Don't take rest after your first victory because if you fail in second, more lips are waiting to say that your first victory was luck.”
– Dr. A. P. J. Abdul Kalam

TRIMESTER 2: PRIMER TO SPECIALIZATIONS

The five main functional areas that exist in any organization are Finance, Marketing, Human Resources Management, Operations and Systems. A manager is expected to function in any of these areas. The courses are introductory courses relating to each of the functional areas. These courses enable students in judiciously selecting the functional area in which they have acumen to develop those skills. A total of eight courses are offered as listed below, which gives a flavor of each functional area.

Code	Title	Credits	Marks
2.1	Human Resources Management	6	100
2.2	Marketing Management	6	100
2.3	Financial Management	6	100
2.4	Managerial Costing & Control	6	100
2.5	Operations Management	6	100
2.6	Managerial Economics - II (Macro Economics)	6	100
2.7	Strategic Management	6	100
2.8	Research Methodology	6	100
2.9	*Open Audit Course		
Total		48	800

Note:

* Open Audit courses are non credit courses, hence are not considered for calculating grades.

"A creative man is motivated by the desire to achieve, not by the desire to beat others."

– Ayn Rand



TRIMESTER 3: FUNCTIONAL SPECIALIZATIONS

FINANCE

Finance is considered to be the life blood of any organization. The raising and deployment of funds in a judicious manner so as to earn maximum returns for the contributors of funds is one of the prime functions of any organization. A business is an activity, which is carried out with the intention of earning profits. Production, marketing and finance are the key operational areas in case of any manufacturing / services activity out of which finance is the most crucial area. It is so because the function of production and marketing cannot be carried out without finance. The decisions regarding money / funds may make or destroy the organization. The students undergoing finance specialization would be learning about all the financial decisions being taken in any organization. The courses proposed for learning and enabling such decisions are as under:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Strategic Financial Management	6	100
3.3	Strategic Cost Management	6	100
3.4	Derivatives & Risk Management	6	100
3.5	Management of Financial Services	6	100
3.6	Valuation and Mergers & Acquisition	6	100
3.7	Security Analysis & Portfolio Management	6	100
3.8	Management Control Systems	6	100
3.9	International Finance	6	100
Total		54	900

“The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence.”
– Confucius

MARKETING

Understanding of markets is a key requirement for any business organization to be successful in achieving its organizational goals. In a free market economy the number of sellers and buyers are unlimited and competition is intense. Hence, customer retention and loyalty is the key to success. The competitive nature of markets calls for profound skills in marketing the products of the organization and also for product development and product innovation. There is a wide range of opportunities in marketing, including marketing management, purchasing manager/buyer, market research, market analysis, product manager, retailing, sales promotion, international marketing etc. The students learn cutting-edge concepts and application of these concepts through diverse courses offered in marketing specialization. The marketing specialization of the PGDM Programme gives a solid foundation in marketing strategy, consumer behaviour and research, international marketing, etc. The proposed courses in marketing specialization are as under:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Marketing Strategy & Practices	6	100
3.3	Integrated Market Communications	6	100
3.4	Consumer Behavior & Market Research	6	100
3.5	Personal Selling & Sales Management	6	100
3.6	New Age Marketing & Distribution Management	6	100
3.7	Product & Brand Management	6	100
3.8	International Marketing	6	100
3.9	Rural Marketing & B2B Marketing	6	100
Total		54	900

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.”

– Thomas A. Edison



HUMAN RESOURCES

Human behavior is dynamic in nature. Managing people resources requires a high degree of socio-psychological skills which can be acquired by undergoing appropriate training. The HR specialization focuses on managing people, the human resource of the organization and their training and development. The courses under this specialization train students not just in developing good interpersonal skills but also in the nuances of recruitment, employee training, evaluation and compensation of employees. The performance and productivity of employees get influenced due to changes in the government regulations, global competition, technological development and organizational transformations. The range of courses in this specialization provides students with technical knowledge and practical skills for dealing with change and the multi-cultural workforce. The innovative nature of courses in this specialization prepares students in developing new ideas on leadership and effective human resource management tools. The courses proposed under this specialization are:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Organization Theories, Structure & Design	6	100
3.3	Training & Development	6	100
3.4	Competency & Performance Management	6	100
3.5	HR Planning & HR Audit	6	100
3.6	Compensation & Benefits	6	100
3.7	Industrial Relations & Labor Welfare	6	100
3.8	Organization Effectiveness & Change Management	6	100
3.9	Building a Learning Organization & Cross Cultural Management	6	100
Total		54	900

“Excellence is a continuous process and not an accident.”

– Dr. A. P. J. Abdul Kalam

OPERATIONS

Efficient production of goods, their distribution or development of services and their delivery is a key aspect of a business. The complex nature of markets and organization structure requires a high degree of coordination and facilitation in product or service delivery mechanism. Ensuring smooth operations is a complex task involving coordination of employees, machines and information across various levels in the organization. In today's fast changing business environment, operations management has become more information and technology driven. The Operations Management specialization endeavors to provide students the analytical and problem-solving abilities required to handle such evolving business issues. The courses in this specialization deliberate on wide-ranging tasks in operations management with focus on supply chain management, production planning and control, project management, quality management, etc. The courses proposed to be offered in this specialization are:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Operations Planning & Control	6	100
3.3	Business Process Re-engineering	6	100
3.4	Materials Management	6	100
3.5	Logistics & Supply Chain Management	6	100
3.6	Technology Management	6	100
3.7	New Product Development & Concurrent Engineering	6	100
3.8	Industrial Engineering Applications & Management	6	100
3.9	Management of R & D and Innovation	6	100
Total		54	900

“It does not matter how slowly you go as long as you do not stop.”
 – Confucius



SYSTEMS

Managing data and information is critical to all areas of operations and management decisions in a business. The rapid advancement of information technology calls for contemporary skills that present day managers should possess for the decision making. The emphasis of this specialization is on theory of information systems and the modelling of the decision making process. The courses in this specialization balance theory with applications in the form of case studies, simulation lab sessions, live projects, field studies, etc. The range of courses in this specialization will help students to garner necessary skills to leverage Information Technology to create efficient organizations characterized by standardized business processes and integrated data. The courses will also prepare students for high level of compliance and security-intensive environments due to heavy integration of all business activities, such as trade secrets, production methods, product innovation, marketing strategy, financial details and so on with the help of Information Technology. Additionally, students will also learn how to innovate and create top-line growth and differentiation opportunities based on data-driven business intelligence, harnessing social media to understand customer preferences and by optimally leveraging sourcing of IT and IT-enabled business processes. The courses proposed to be offered in Systems specialization are as under:

Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Software Engineering	6	100
3.3	Technology Platforms & E-Commerce	6	100
3.4	Enterprise Applications & Solutions	6	100
3.5	Networking Technologies	6	100
3.6	Relational Database Management System	6	100
3.7	Software Quality Assurance & Marketing	6	100
3.8	Information Security & Risk Management	6	100
3.9	Managing IT Business & IT Laws	6	100
Total		54	900

“With the new day comes new strength and new thoughts.”
– Eleanor Roosevelt

TRIMESTER 4: SECTORIAL SPECIALIZATION

FINANCIAL MARKETS

The history of Indian financial markets can be traced back to the 18th century which is almost more than 200 years. The financial markets in India have gone through a sea change from the time India moved to open-door policy in 1991. The open-door policy has led to development of exotic financial products. Further, the advancement in information technology has transformed the practices and processes in the Indian financial markets. Over these years, globalization has also brought in best practices into the Indian financial markets. The sophisticated nature of present day financial markets and various structured financial products, as well as use of advanced technology for the development, trading, evaluation and processing of financial transactions call for professional skills which need to be cutting-edge. The sector specialization on Financial Markets shall equip the students in acquiring these required cutting-edge skill sets. The proposed courses for sector specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Commodities Markets & Depositories Operations	6	100
4.3	Treasury & Risk Management	6	100
4.4	A Financial Planning & Wealth Management	3	50
	B Mutual Fund & Venture Capital Management	3	50
4.5	Fixed Income Securities & Structured Finance	6	100
4.6	A Behavioral Finance	3	50
	B Global Financial Markets	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
Total		48	800

“All birds find shelter during rain. But the eagle avoids the rain by flying above the clouds.”

– Dr. A. P. J. Abdul Kalam



BANKING

The banking industry in India, though dating back to the 18th century, over the past decade or so has got transformed typically from Brick & Mortar type to more of technology-driven. The growing integration of the Indian economy with the world economy has brought in international best practices in Indian banking systems. While the product-mix and services offered by banks have seen complete transformation, the traditional services of providing advances and seeking deposits have also multiplied manifold. The growing variety of product offerings by banks and usage of advanced technology in the processes and delivery of the products demands a high degree of sophisticated skills amongst banking personnel. This sector specialization in Banking shall equip banking personnel with the much needed advanced skills. The proposed courses to achieve these advanced skill sets are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Banking Operations & Corporate Banking	6	100
4.3	Treasury & Risk Management	6	100
4.4	A Financial Planning & Wealth Management	3	50
	B Mutual Fund & Venture Capital Management	3	50
4.5	Fixed Income Securities & Structured Finance	6	100
4.6	A Behaviourial Finance	3	50
	B Co-op Banking, Rural Banking & NBFC	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
Total		48	800

“Aim for the moon. If you miss, you may hit a star.”

– W. Clement Stone

RETAIL MANAGEMENT

Retail sector plays a very important role in the Indian economy. Lately the retail sector in India is growing exponentially, especially online retailing. The Indian retail sector is highly dynamic and with the entry of international retail players like Marks & Spencers, Ikea, etc, the retail marketplace is burgeoning. The Government of India's liberal policy on FDI in the retail segment will further accelerate retail businesses in India. More and more career opportunities are getting created in this sector. However, adequately skilled workforce for retail segment is not readily available. International retail players with deep pockets and sophisticated business practices and systems demand highly skilled managers who can efficiently deal with the nuances of retail management. This specialization endeavours to produce strategic global managers for retail operations in close tie-up with the industry players. The courses in this specialization combine, theory and techniques that students can readily apply in global retail markets. The proposed courses in this specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Retail Concepts & Environment	6	100
4.3	Non-Store Retailing	6	100
4.4	Retail Branding & Retail Strategy	6	100
4.5	A Franchise Operation System in India	3	50
	B FDI in Retail	3	50
4.6	Mall Management & Retail Store Management	6	100
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
Total		48	800

“Imagination is more important than knowledge. Knowledge is limited, imagination encircles the world”

– Albert Einstein



ADVERTISING & PUBLIC RELATIONS

What do Pepsi, Samsung, Audi, and Vodafone all have in common? They all have immensely strong brands that are highly recognized throughout the globe. Brand promotion through effective advertising is the most fundamental method of increasing brand awareness, creating customer loyalty and increasing sales. Further, the rapid growth of integrated market communication has created unprecedented demand for professionals possessing high-end skills in advertising and public relations. Effective brand promotion through strategic advertising is what is needed in competitive marketplaces. The specialization in Advertising & Public Relations is a journey in which students learn the fundamentals of visual form, color theories and basic design principles through classroom sessions and projects. Then they move on to study various successful and unsuccessful advertising campaigns and thereafter plan, research and implement advertising campaign from scratch, encompassing different media, reach target audience and analyze the impact. The range of courses encompasses account management, advertising research, media planning, creative and art direction, copywriting, and workplace literacy skills in applicable multimedia technologies and professionally-oriented computer programmes. The courses proposed for the specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Advertising Management	6	100
4.3	Public Relations: Principles & Practice	6	100
4.4	Media Design & Planning	6	100
4.5	Graphics & Production	6	100
4.6 A	Account Management	3	50
B	Digital Communications	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
Total		48	800

"If you can dream it, you can do it."

- Walt Disney

INTERNATIONAL BUSINESS

India moved from closed economy to open-door policy in 1991. Since then the cross border trade and flow of capital has been increasing both inward as well as outward. In the last two decades many foreign companies have entered India as well as Indian companies have acquired foreign companies abroad. This calls for a professional approach and knowledge of international business environment. The sector specialization on International Business shall equip students in understanding the nuances of international management. It aims to provide a comprehensive coverage of all the important areas and disciplines relevant to international business activities. The broad courses proposed are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Foreign Trade Financing & Documentations	6	100
4.3	International HRM	6	100
4.4	International Logistics Management	6	100
4.5	Legal Aspects of International Trade	6	100
4.6	A Global Business Strategy	3	50
	B International Economics	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
Total		48	800

“What you do today can improve all your tomorrows.”

– Ralph Marston



ENTREPRENEURSHIP

Entrepreneurship is an important engine of economic growth. The opening up of Indian economy has amplified the scope for young minds to turn their ideas into business opportunities. Where, when, how do these opportunities arise? Is it the instinct that enables one in identifying these opportunities, or is it the idea that needs to be translated into action? A structured training is required to create an enterprise. In order to turn ideas into business opportunity a great deal of leadership skills too are necessary. The Entrepreneurship specialization empowers students in building business ventures by providing them theoretical background and necessary skills through projects- to lead, finance, deploy, develop, market and transform such business ideas into reality. The courses also emphasize on pursuit of business ideas that are socially responsible, innovative and sustainable. The proposed courses in this specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Entrepreneurship Theory & Practice	6	100
4.3	New Enterprise Creation & Financing	6	100
4.4	Social Entrepreneurship	6	100
4.5	Family Business Management	6	100
4.6	MSME Management	6	100
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
Total		48	800

“Always do your best. What you plant now, you will harvest later.”

– Og Mandino

URBAN INFRASTRUCTURE MANAGEMENT

Over the last couple of years, India is witnessing rapid urbanisation. The present Government in its Vision document has proposed to set up 100 smart cities. The UN report on Urban Habitat of 2007 has estimated that more than fifty percent of the world's population would be living in cities in future. Urbanization is vital for the socio-economic development of a nation. However, unplanned urbanization has its pitfalls. Urbanization leads to large scale migration from villages and smaller towns to cities, which in turn may lead to deterioration in physical environment in the form of inadequate infrastructure, thus affecting the quality of life in cities. It may also lead to inequities amongst different sections of society, threat to heritage sites, unemployment, etc. An integrated approach is needed to resolve the pitfalls of urbanization. A professional and planned urban infrastructure management is required for sustainable development of the cities and a nation at large. The students of sector elective – Urban Infrastructure Management, would develop professional capabilities for sustainable Urban Infrastructure management by studying under-mentioned courses:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Urban Infrastructure Planning & Execution	6	100
4.3	Urban Development Management	6	100
4.4	Infrastructure Investments & Public Private Partnership Models	6	100
4.5	A Environment & Disaster Management	3	50
	B Urban Governance	3	50
4.6	A Energy & Health Infrastructure Management	3	50
	B Transport Infrastructure & Transport Economics	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
Total		48	800

“Thinking should become your capital asset, no matter whatever ups and downs you come across in your life.”

– Dr. A. P. J. Abdul Kalam



TRIMESTER 5: TRANSFORMATIONAL LEADERSHIP

A manager's role in the Generation “Y” era is not just of managing the resources, but also leading an organization and its people towards the organizational and societal goals. The scope of managers thus covers both managing as well as leading. Additionally, business houses need to take care of the economy, society and the environment in which they operate, in order to remain sustainable. Organizations have to adopt value-based approach in their pursuit to achieve such goals. The aim of transformational leadership as an elective of this PGDM Programme is to create value-based managers and responsible corporate citizens. The courses proposed are as under:

Code	Title	Credits	Marks
5.1	Strategic Leadership & Ethics	6	100
5.2	Leadership for Social Development & Change	6	100
5.3	Leading & Managing Projects	6	100
5.4	High Performance Leadership	6	100
5.5	Corporate Law	6	100
Total		30	500

TRIMESTER 6: INDUSTRY INTEGRATION

The objective of this trimester is to expose the students to real-life environment and offer them an opportunity to apply skills acquired in classrooms, in the real world. A student is expected to work on industry-based project and submit a report thereon.

Code	Title	Credits	Marks
6.1	Ethics & Corporate Governance	6	100
6.2	Personal & Corporate Image Building	6	100
6.3	Industry-Based Capstone Project Work	12	200
Total		24	400

EVALUATION SYSTEM

The evaluation of courses shall be done on the basis of Continuous Internal Evaluation in the form of assignments, presentations, field study reports, etc carrying 50% weightage and Trimester End Theory examinations carrying weightage of 50%.

Evaluation Plan:			
	Particulars	Marks	Marks
1	Semester End Examination		50/25
2	Internal Assessment Indicative		
	(a) Class Test	10/5	
	(b) Active Participation in Class Assignments	10/5	
	(c) Completion of Home Assignments & Library reading	10/5	
	(d) Active Participation in Discussion & Class Etiquettes	10/5	
	(e) Attendance	10/5	50/25
			100/50

Sanctioned intake: 60 Seats

ADMISSION

Admission forms are available at Institute office. Contact: 022 - 28917096 / 28917089, Ext. No.: 147, 146, 145
Alternatively, forms can also be downloaded from our Institute's website, www.sfimar.org
PF test, GD & PI dates will be intimated on submission of application.

Fee Structure

The Fees for the Programme shall be as fixed and prescribed by the Competent Authority, Govt. of Maharashtra.

Refund of Tuition, Development and other fees

Refund of Tuition, Development and other fees after cancellation of admission secured, are as per the below mentioned Guidelines

AICTE Guidelines No- AICTE/Legal/04(01)/2007 and Circular no.698 dt. 24th August 2007 issued by Pravesh Niyanttran Samiti, Mumbai.

The candidate who has been provisionally admitted may cancel admission by submitting an application in duplicate, in the prescribed Proforma and may request for refund of fees. The refund of fees as applicable shall be made in due course. It is made clear that such application for cancellation will be considered if and only if the admission is confirmed by paying the prescribed tuition fee and other fees in full and by submitting the original documents. Refund shall be made after deduction of the cancellation charges as shown below:

S. No.	Situation	Refund
1.	Request Received before date of start of academic session & seat could be filled by the Institute before the cutoff date	Entire fee less Rs. 1000/-
2.	Request received before/after start of academic session & seat could not be filled by the Institute	No Refund (except security deposit)

Note: Entire amount of Security/Caution Money Deposit is refundable to candidate.



PGDM ACADEMIC CALENDAR FOR BATCH 2016 - 18

Trimester I – (01 Aug 2016 to 21 Oct 2016)

SN	Particulars	From	To	Remarks
1	Remedial sessions on MS Excel /Language/training/Mathematics	Jul 2 nd / 3 rd week 2016		01 Week
2	Induction of PGDM I 2016-2017 Batch	1 st /2 nd week, Aug 2016		As per DTE announcement
3	Commencement of Classes	Next day of Induction	10 Oct 2016	09/10 Weeks
4	Mid Term Class Test	2 nd Week, Sept 2016		As per Schedule by Faculty
5	Trimester I End Exam	13 Oct 2016	21 Oct 2016	08 days

Trimester II – (24 Oct 2016 to 12 Jan 2017)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	24 Oct 2016	23 Dec 2016	09 Weeks
2	Local Industry Visit	4 th week, Oct 2016		1-3 days
3	Mid Term Class Test	3 rd Week of Nov. 2016		As per Schedule by Faculty
4	Trimester II End Exam	04 Jan 2017	12 Jan 2017	08 Days

Trimester III – (16 Jan 2017 to 29 Apr 2017)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	16 Jan 2017	15 Apr 2017	12 Weeks
2	Placement week (Brochure Distribution)	18 Jan 2017	22 Jan 2017	05 days
3	Mid Term Class Test	4th Week, Feb 2017		As per Schedule by Faculty
4	Trimester III End Exam	20 Apr 2017	28 Apr 2017	8 days.

Note: The Academic Calendar is tentative and is subject to change under unavoidable circumstances

PGDM ACADEMIC CALENDAR FOR BATCH 2016 - 18

Trimester IV – (01 July 2017 to 30 Sept 2017)

SN	Particulars	From	To	Remarks
1	Basic and Advanced Excel Training	03 Jul 2017	08 Jul 2017	06 Days
2	Commencement of Classes	10 Jul 2017	15 Sept 2017	11 Weeks
3	Summer Internship Project (SIP) Presentation	10 Jul 2017	12 Jul 2017	03 day
4	International Study Tour	20 Jul 2017	25 Jul 2017	05 day Tentative
5	Summer Excellence, SIP Competition	Aug/Sep 2017		01 day
6	Mid Term Class Test	Mid Aug 2017		As per Schedule by Faculty
7	Trimester End Exam	20 Sep 2017	29 Sep 2017	08 days

Trimester V – (01 Oct 2017 to 23 Dec 2017)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	03 Oct 2017	09 Dec 2017	10 Weeks
2	Trimester VI “Special Studies Capstone Project” (Area Selection & Guide Assignment)	01 Oct 2017	09 Dec 2017	Synopsis Submission & Development Plan.
3	Mid Term Class Test	1 st Week, Nov 2017		As per Schedule by Faculty
4	Trimester End Exam	14 Dec 2017	20 Dec 2017	5 days

Trimester VI – (02 Jan 2018 to 08 April 2018)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	02 Jan 2018	24 Mar 2018	12 Weeks
2	Mid Term Class Test	4 th Week, Feb 2018		As per Schedule by Faculty
3	Special Studies Capstone Project Presentation	05 Mar 2018	08 Mar 2018	04 days
4	Trimester VI End Exam	31 Mar 2018	07 Apr 2018	02 days

Note: The Academic Calendar is tentative and is subject to change under unavoidable circumstances



STUDENTS TESTIMONIALS



SFIMAR was a great journey being a combination of experimental learning and Practical thinking along with industrial exposure which helped me to enhance my knowledge, skills and gain expertise.

– **Mr. Shankul Deshmukh,**
Batch 2014-16

HR Executive - Capgemini India Ltd.

St. Francis is a great institution! The professors and staff are always helpful and looking out for you. The atmosphere is great. I thoroughly enjoyed every moment. The PGDM program is very flexible and upto date with the current corporate scenario. Also, there are many activities and programmes for students too which will help groom them for the corporate life. I have made friends who are like family to me and will always be close to me forever.

– **Ms. Megan D'Sa,**
Batch 2014-16

HR Executive - Capgemini India Ltd.



2014-2016 will always be the most exciting and memorable phase of my life. Being a SFIMARite, I was lucky enough to be blessed with amazing friends and faculty. The knowledge acquired and the creativity nurtured within me will surely help me grow in my future endeavours. SFIMAR gave me immense opportunities to showcase my talent and achieve for more. I believe after completion these two years of my PGDM course, I feel myself more confident, upright, and positive and a focused person.

– **Ms. Ashima S. Thakur,**
Batch 2014-16

Axis Adprint Media India Ltd.

SFIMAR has got all the required resources for all the student's to excel and overall development. Three Dimensional Programme, with super specialization (Financial Markets and Banking), good teaching faculty, nice campus, supportive staff, a healthy academic and an excellent platform to launch our career.

– **Mr. Vaibhav V Shah,**
Batch 2012-14,
Analyst, BNP Paribas.



AWARDS



- 1 ASSOCHAM AWARD National Excellence in Education for **"The Most Upcoming B-school" 2015**

- 2 Best Educational Quality Enhancement Team (BEQET) Award 2014 from the National Council of Quality Management (NCQM) **For "Enhancing the Employability of Students".**

ACTIVITIES AT SFIMAR



**ALUMNI CONNECT –
THE GROOMING PROCESS
BY SENIOR
ALUMNI MEMBERS**



**INTERNATIONAL
INDUSTRIAL
VISIT A. Y. 2014-2015**



INDUSTRY VISIT TO JAIPUR



ANNUAL SPORTS DAY

OVERALL DEVELOPMENT



SPIRITUAL DEVELOPMENT



PERSONALITY DEVELOPMENT

ACTIVITIES AT SFIMAR

CSR ACTIVITIES



BLOOD DONATION DRIVE



TRAINING TO SR. CITIZENS



CLEANLINESS DRIVE

TRAINING & SEMINARS



EXCEL TRAINING



SPEAKER SERIES



INTERNATIONAL RESEARCH SEMINAR

EVENTS & CELEBRATIONS



INDEPENDENCE DAY



ONAM FESTIVAL



A TRIBUTE TO TEACHERS



RECRUITERS – FINAL PLACEMENT A.Y. 14-15



and many more...

RECRUITERS – SUMMER PLACEMENT A.Y. 14-15



and many more...



Institute Discipline

ANTI-RAGGING

Students are advised that ragging in any Form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted and also be dismissed from the institution. The following are the relevant provisions of the act:

- (a) Ragging in any form within or outside the educational institution is prohibited.
- (b) Whoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall on conviction, be punished with imprisonment for a term up to two years and/or penalty which may extend to ten thousand rupees.
- (c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- (d) Whenever any student or as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing of ragging to the Head of the educational institution, the Head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institute is situated. For further action. Where, on enquiry by the Head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he / she shall intimate the fact, in writing, to the complainant. The decision of the Head of the educational institution shall be final.
- (e) If the Head of the educational institution fails or neglects to act in the manner specified in section (d) above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall on conviction, be punished as provided for in point (b) above.
- (f) Students are therefore advised in their own interest to refrain from any form of ragging.

CODE OF CONDUCT

- (1) To maintain our value system, we emphasis on ethical behavior and maintaining moral standards within our campus environment.
- (2) Use of tobacco or any other recreational drugs within the campus premises is strictly prohibited
- (3) Ragging is strictly prohibited.
- (4) Non-compliance or violation of any rules and regulations of the Institute shall attract disciplinary action against the erring student.
- (5) Students should maintain the prescribed dress code of the Institute.

COMMITTEES FUNCTIONAL AT INSTITUTE AS REQUIRED BY AICTE & DTE

- (1) Students Grievances Redressal Committee
- (2) Anti-Ragging Committee
- (3) Anti-Capitation Committee
- (4) Sexual Harassment Redressal Committee

Details of these committees are available on the Institute's website.



National Anti-Ragging Helpline 1800-180-5522 (24x7 Toll free)



St. Francis Institute of Management & Research (SFIMAR)

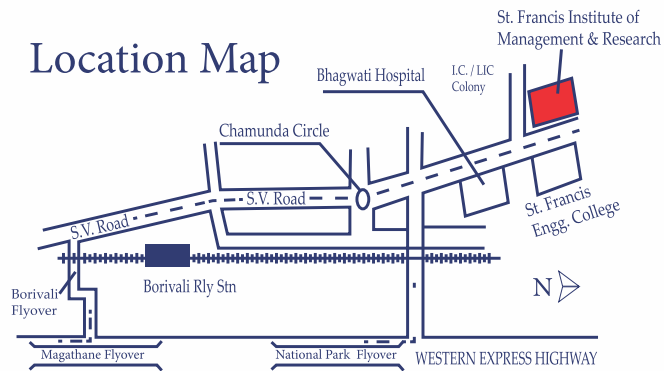
Affiliated to the University of Mumbai.
Approved by AICTE, New Delhi & DTE, Maharashtra. (An ISO 9001:2008 Certified Institute)

Mt. Painsur, SVP Road, Borivli West, Mumbai - 400103.
Call: 022 - 2891 7096 / 2891 7089, Ext. No. 147, 146, 145
96195 51840, 84080 73486
Email: pgdm@sfimar.org Website : www.sfimar.org



SFIMAR

Location Map



Admission Brochure
2017 - 2019

Post Graduate Diploma in Management

Two Year Full-Time AICTE & DTE Approved Programme

Functional Electives
Sectorial Electives
Transformational Leadership



Enlightening Minds, Defining Leaders



St. Francis Institute of Management & Research (SFIMAR)

Affiliated to the University of Mumbai.

Approved by AICTE, New Delhi & DTE, Maharashtra.

(An ISO 9001:2015 Certified Institute)



In-Campus Hostel Facility

From Knowing to Doing and from Doing to Being



Dr. Sulbha Raorane
Program Head - PGDM

PGDM Faculty Support



Prof. Kiran Rodrigues



Dr. Tushar Panigrahi



Prof. Paul Alukal



Prof. Jestin Johny

PGDM Admin Support



Mr. Nilesh Mahadeshwar



Ms Chhaya Salian



Ms Sunmerry Wanniang

PGDM Batch of 2016-18



Admission Brochure
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Message From Programme Head

Dear Students,

Welcome to SFIMAR Family.

If you are looking for a career where you can make a difference, you have come to the right place.

Our two-year Post-Graduate Diploma in Management (PGDM), is an innovative management programme consisting of 6 Trimesters. It is duly approved by AICTE New Delhi and DTE - Government of Maharashtra. It is a THREE DIMENSIONAL Programme incorporating 'Functional Electives', 'Sectorial Electives' and 'Transformational Leadership'.

The Functional Electives on offer are Finance, Marketing, HRM, Operations and Systems. Sectorial Electives currently on offer are Financial Markets, Banking, Retail Management, Advertising & Public Relations, Global Business, Entrepreneurship and Urban Infrastructure Management. These three dimensions are most contemporary, developed jointly by industry and academic think-tanks.

The Programme adopts more of "Andragogy" and less of "Pedagogy" in its delivery. Pedagogy emphasizes transmitting the content, whereas Andragogy facilitates the acquisition of content. The Programme is Learner-Centric, encouraging learners to identify their learning needs and we help them achieve those needs. Learning is more inductive rather than deductive. Inductive learning is in the form of Problem Solving through Case Studies, Business Modelling and Analytics, Simulation Labs, Movies/Films, etc.

The learning is Performance-Centric organized around real life application. The learners of our PGDM Programme interact with companies for about 100 hours in each year of the Programme in the form of industry lecture series, field/company visits, etc. which helps learners to understand the industry ecosystem.

Experiential Learning through Summer Internship of 6 to 8 weeks and Extended Industry Immersion in the form of industry-based Project Work is a unique feature of our PGDM Programme. In the Final Trimester, learners invest around 8 to 12 weeks comprising 200 hours in the company, learning in a real-life work environment.

I invite you to explore our website to learn more about our values and commitments, get a preview of the exciting activities that engage our faculty, staff and students, and gain a sense of how you would thrive in our programs. Then, please visit our beautiful campus, where you can meet a wide variety of people, experience classes, and engage in conversations, so that you can truly understand the power of our work in the School of Education and its potential to be a transformative experience for you. Education today requires passion, new knowledge, and innovative approaches, all of which you will find in our PGDM Programme. We invite you to join us in our vibrant work.

Dr. Sulbha Raorane



Dr. Sulbha Raorane

"Choose a Course that matches your personal interests"

– Dr. Sulbha Raorane

(At TV Chanel live Interview Programe - "Baravi Nantar Kay ? – What after 12th Standard" -Jai Maharashtra News Channel)

If you want to enjoy and succeed in your course or career, choose it based on your own interest. A course or career choice made on the basis of 'my parents want this' or 'my friends are opting for this' does not work. For your own good, you are far better off choosing a career in tune with your individual interests. For that, so many tests are available online or students can also come for counselling to St. Francis Institute of Management and Research for guidance. These tests help to understand various personality factors like Intellect, Emotional Stability, Sensitivity, Anxiety, Open-mindedness, Social Assertiveness of student, and our dedicated team of faculty works with them for personality development.



WELCOME ABOARD..... CHASE YOUR DREAMS!

PGDM (General Management)

PGDM (General Management) is a two year full-time Programme approved & recognized by AICTE, New Delhi and DTE, Government of Maharashtra. The PGDM (General Management) at SFIMAR is a unique "Three Dimensional" Programme offering 'Functional Specialization', 'Sectorial Specialization' coupled with emphasis on transformational leadership. The PGDM Programme at SFIMAR emphasizes on practice-based and experiential learning.

The Programme provides the following functional and sectorial electives.

Functional Electives*:

- Finance
- Marketing
- Human Resources
- Operations
- Systems

Sectorial Electives*:

- Financial Markets
- Banking
- Retail Management
- Advertising & Public Relations
- Global Business
- Entrepreneurship
- Urban Infrastructure Management



* Note: Proposed Functional & Sectorial Electives will be offered subject to minimum number of 10 students opting for particular elective.

ELIGIBILITY CRITERIA

- 1) Any graduation of minimum three years duration from UGC Recognized university with minimum 50% marks or equivalent grade in aggregate (45% in case of students of reserved category from Maharashtra State Only)
AND
- 2) Appeared & Passed in MAH-CET 2017/CMAT 2017/CAT/MAT/XAT/ATMA and GD & PI conducted by competent authority of Maharashtra State or by Management of the Institute.





Programme Structure

The PGDM (General Management) shall consist of 6 Trimesters spread over a period of two academic years. The broad indicative theme of the Trimesters and number of courses are:

Trimester	Theme	No. of Courses	Marks	No. of Hours
1	Building Blocks of Management	6	600	360
2	Primer to Specializations	8	800	480
3	Nurturing Functional Specializations	9	900	540
4	Insights Into Sectorial Specialization	8	800	480
5	Transformational Leadership	6	600	360
6	Industry Integrated	3	300	180
	Total	40	4000	2400

Note:

The number of courses, marks and hours are indicative and subject to change as and when circumstances demand, so as to make the Programme more contemporary.



Functional & Sectorial Mapping

FINANCE

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Finance			
Trimester 4 Sectorial Specialization	Financial Markets	Banking	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project

MARKETING

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Marketing			
Trimester 4 Sectorial Specialization	Retail Management	Advertising & Public Relations	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project



HUMAN RESOURCES

Trimester 1 Building Blocks	Foundation Subjects	
Trimester 2 Primer to Specialization	Introduction to Specialization	
Trimester 3 Functional Specialization	Human Resources Management	
Trimester 4 Sectorial Specialization	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project

OPERATIONS

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Operations			
Trimester 4 Sectorial Specialization	Retail Management	International Business	Entrepreneurship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project

SYSTEMS

Trimester 1 Building Blocks	Foundation Subjects				
Trimester 2 Primer to Specialization	Introduction to Specialization				
Trimester 3 Functional Specialization	Systems				
Trimester 4 Sectorial Specialization	Financial Markets	Banking	International Business	Entrepreneurship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project	Industry Based Project





TRIMESTER 1: BUILDING BLOCKS OF MANAGEMENT

A skyscraper cannot stand tall and withstand the turbulent weather if its foundation is weak. Thus, just as building a strong foundation is a prerequisite for a skyscraper, so is the case with managers too. Every manager has to have a strong foundation in the art and science of management. The courses offered in this trimester are core courses focused on building strong foundations of management. After completion of these foundation courses, students shall be better equipped in achieving higher sophisticated skills in later trimesters. A total of eight foundation courses mentioned below are the prerequisite to proceed to subsequent trimester.



Code	Title	Credits	Marks
1.1	Organizational Behavior	6	100
1.2	Managerial Accounting & Standards	6	100
1.3	Managerial Economics - I (Micro Economics)	6	100
1.4	Quantitative Methods	6	100
1.5	Legal Aspects of Business Laws & Taxation	6	100
1.6	IT for Management	3	50
1.7	Communication Skills and Personality Development	3	50
1.8	*Open Audit Course		
	Total	36	600

Note:

One Credit is equivalent to 10 hours of Learning (Including both In-classroom as well as Off-Classroom)

* Open Audit courses are non credit courses, hence are not considered for calculating grades.

TRIMESTER 2: PRIMER TO SPECIALIZATIONS

The five main functional areas that exist in any organization are Finance, Marketing, Human Resources Management, Operations and Systems. A manager is expected to function in any of these areas. The courses are introductory courses relating to each of the functional areas. These courses enable students in judiciously selecting the functional area in which they have acumen to develop those skills. A total of eight courses are offered as listed below, which gives a flavor of each functional area.



Code	Title	Credits	Marks
2.1	Human Resources Management	6	100
2.2	Marketing Management	6	100
2.3	Financial Management	6	100
2.4	Managerial Costing & Control	6	100
2.5	Operations Management	6	100
2.6	Managerial Economics - II (Macro Economics)	6	100
2.7	Strategic Management	6	100
2.8	Research Methodology	6	100
2.9	*Open Audit Course		
Total		48	800

Note:

* Open Audit courses are non credit courses, hence are not considered for calculating grades.



TRIMESTER 3: FUNCTIONAL SPECIALIZATIONS

FINANCE

Finance is considered to be the life blood of any organization. The raising and deployment of funds in a judicious manner so as to earn maximum returns for the contributors of funds is one of the prime functions of any organization. A business is an activity, which is carried out with the intention of earning profits. Production, marketing and finance are the key operational areas in case of any manufacturing / services activity out of which finance is the most crucial area. It is so because the function of production and marketing cannot be carried out without finance. The decisions regarding money / funds may make or destroy the organization. The students undergoing finance specialization would be learning about all the financial decisions being taken in any organization. The courses proposed for learning and enabling such decisions are as under:



Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Strategic Financial Management	6	100
3.3	Strategic Cost Management	6	100
3.4	Derivatives & Risk Management	6	100
3.5	Management of Financial Services	6	100
3.6	Valuation and Mergers & Acquisition	6	100
3.7	Security Analysis & Portfolio Management	6	100
3.8	Management Control Systems	6	100
3.9	International Finance	6	100
	Total	54	900

MARKETING

Understanding of markets is a key requirement for any business organization to be successful in achieving its organizational goals. In a free market economy the number of sellers and buyers are unlimited and competition is intense. Hence, customer retention and loyalty is the key to success. The competitive nature of markets calls for profound skills in marketing the products of the organization and also for product development and product innovation. There is a wide range of opportunities in marketing, including marketing management, purchasing manager/buyer, market research, market analysis, product manager, retailing, sales promotion, international marketing etc. The students learn cutting-edge concepts and application of these concepts through diverse courses offered in

marketing specialization. The marketing specialization of the PGDM Programme gives a solid foundation in marketing strategy, consumer behaviour and research, international marketing, etc. The proposed courses in marketing specialization are as under:



Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Marketing Strategy & Practices	6	100
3.3	Integrated Market Communications	6	100
3.4	Consumer Behavior & Market Research	6	100
3.5	Personal Selling & Sales Management	6	100
3.6	SCM & Distribution Management	6	100
3.7	Product & Brand Management	6	100
3.8	International Marketing	6	100
3.9	Rural Marketing & B2B Marketing	6	100
	Total	54	900



HUMAN RESOURCES

Human behavior is dynamic in nature. Managing people resources requires a high degree of socio-psychological skills which can be acquired by undergoing appropriate training. The HR specialization focuses on managing people, the human resource of the organization and their training and development. The courses under this specialization train students not just in developing good

interpersonal skills but also in the nuances of recruitment, employee training, evaluation and compensation of employees. The performance and productivity of employees get influenced due to changes in the government regulations, global competition, technological development and organizational transformations. The range of courses in this specialization

provides students with technical knowledge and practical skills for dealing with change and the multi-cultural workforce. The innovative nature of courses in this specialization prepares students in developing new ideas on leadership and effective human resource management tools. The courses proposed under this specialization are:



Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Organization Theories, Structure & Design	6	100
3.3	Training & Development	6	100
3.4	Competency & Performance Management	6	100
3.5	HR Planning & HR Audit	6	100
3.6	Compensation & Benefits	6	100
3.7	Industrial Relations & Labor Welfare	6	100
3.8	Organization Development & Change Management	6	100
3.9	Building a Learning Organization & Cross Cultural Management	6	100
Total		54	900

OPERATIONS

Efficient production of goods, their distribution or development of services and their delivery is a key aspect of a business. The complex nature of markets and organization structure requires a high degree of coordination and facilitation in product or service delivery mechanism. Ensuring smooth operations is a complex task involving coordination of employees, machines and information across various levels in the organization. In today's fast changing business environment, operations management has become more information and technology driven. The Operations Management specialization endeavors to provide students the analytical and problem-solving abilities required to handle such evolving business issues. The courses in this specialization deliberate on wide-ranging tasks in

operations management with focus on supply chain management, production planning and control, project management, quality management, etc. The courses proposed to be offered in this specialization are:



Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Operations Planning & Control	6	100
3.3	Business Process Re-engineering	6	100
3.4	Materials Management	6	100
3.5	Logistics & Supply Chain Management	6	100
3.6	Technology Management	6	100
3.7	New Product Development & Concurrent Engineering	6	100
3.8	Industrial Engineering Applications & Management	6	100
3.9	Management of R & D and Innovation	6	100
Total		54	900



SYSTEMS

Managing data and information is critical to all areas of operations and management decisions in a business. The rapid advancement of information technology calls for contemporary skills that present day managers should possess for the decision making. The emphasis of this specialization is on theory of information systems and the modelling of the decision making process. The courses in this specialization balance theory with applications in the form of case studies, simulation lab sessions, live projects, field studies, etc. The range of courses in this specialization will help students to garner necessary skills to leverage Information Technology to create efficient organizations characterized by standardized business processes and integrated data. The courses will also prepare students for high level of

compliance and security-intensive environments due to heavy integration of all business activities, such as trade secrets, production methods, product innovation, marketing strategy, financial details and so on with the help of Information Technology. Additionally, students will also learn how to innovate and create

top-line growth and differentiation opportunities based on data-driven business intelligence, harnessing social media to understand customer preferences and by optimally leveraging sourcing of IT and IT-enabled business processes. The courses proposed to be offered in Systems specialization are as under:



Code	Title	Credits	Marks
3.1	Operations Research	6	100
3.2	Software Engineering	6	100
3.3	Technology Platforms & E-Commerce	6	100
3.4	Enterprise Applications & Solutions	6	100
3.5	Networking Technologies	6	100
3.6	Relational Database Management System	6	100
3.7	Software Quality Assurance & Marketing	6	100
3.8	Information Security & Risk Management	6	100
3.9	Managing IT Business & IT Laws	6	100
	Total	54	900

TRIMESTER 4: SECTORIAL SPECIALIZATION

FINANCIAL MARKETS

The history of Indian financial markets can be traced back to the 18th century which is almost more than 200 years. The financial markets in India have gone through a sea change from the time India moved to open-door policy in 1991. The open-door policy has led to development of exotic financial products. Further, the advancement in information technology has transformed the practices and processes in the Indian financial markets. Over these years, globalization has also brought in best practices into the Indian financial markets. The sophisticated nature of present day financial markets and various structured financial products, as well as use of advanced technology for the development, trading, evaluation and processing of

financial transactions call for professional skills which need to be cutting-edge. The sector specialization on Financial Markets

shall equip the students in acquiring these required cutting-edge skill sets. The proposed courses for sector specialization are as under:



Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Commodities Markets & Depositories Operations	6	100
4.3	Treasury & Risk Management	6	100
4.4	A Financial Planning & Wealth Management	3	50
	B Mutual Fund & Venture Capital Management	3	50
4.5	Fixed Income Securities & Structured Finance	6	100
4.6	A Behavioral Finance	3	50
	B Global Financial Markets	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
	Total	48	800



BANKING

The banking industry in India, though dating back to the 18th century, over the past decade or so has got transformed typically from Brick & Mortar type to more of technology-driven. The growing integration of the Indian economy with the world economy has brought in international best practices in Indian banking systems. While the product-mix and services offered by banks have seen complete transformation, the traditional services of providing advances and seeking deposits have also multiplied manifold. The growing variety of product offerings by banks and usage of advanced technology in the processes and delivery of the products demands a high degree of sophisticated skills amongst banking personnel. This sector specialization in Banking shall equip banking



personnel with the much needed advanced skills. The proposed courses to achieve these advanced skill sets are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Banking Operations & Corporate Banking	6	100
4.3	Treasury & Risk Management	6	100
4.4	A Financial Planning & Wealth Management	3	50
	B Mutual Fund & Venture Capital Management	3	50
4.5	Fixed Income Securities & Structured Finance	6	100
4.6	A Behaviourial Finance	3	50
	B Co-op Banking, Rural Banking & NBFC	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
	Total	48	800

RETAIL MANAGEMENT

Retail sector plays a very important role in the Indian economy. Lately the retail sector in India is growing exponentially, especially online retailing. The Indian retail sector is highly dynamic and with the entry of international retail players like Marks & Spencers, Ikea, etc, the retail marketplace is burgeoning. The Government of India's liberal policy on FDI in the retail segment will further accelerate retail businesses in India. More and more career opportunities are getting created in this sector. However, adequately skilled workforce for retail segment is not readily available. International retail players with deep pockets and sophisticated business practices and systems demand highly skilled managers who can efficiently deal with the nuances of retail management. This specialization



endeavours to produce strategic global managers for retail operations in close tie-up with the industry players. The courses in this

specialization combine, theory and techniques that students can readily apply in global retail markets. The proposed courses in this specialization are as under:

Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Retail Concepts & Environment	6	100
4.3	Non-Store Retailing	6	100
4.4	Retail Branding & Retail Strategy	6	100
4.5	A Franchise Operation System in India	3	50
	B Advertising & Public Relations	3	50
4.6	Mall Management & Retail Store Management	6	100
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
	Total	48	800



ADVERTISING & PUBLIC RELATIONS

What do Pepsi, Audi, and Vodafone all have in common? They all have immensely strong brands that are highly recognized throughout the globe. Brand promotion through effective advertising is the most fundamental method of increasing brand awareness, creating customer loyalty and increasing sales. Further, the rapid growth of integrated market communication has created unprecedented demand for professionals possessing high-end skills in advertising and public relations. Effective brand promotion through strategic advertising is what is needed in competitive marketplaces. The specialization in Advertising & Public Relations is a journey in which students learn the fundamentals of visual form, color theories and basic design principles through classroom sessions and projects. Then they move on to study various successful and unsuccessful

advertising campaigns and thereafter plan, research and implement advertising campaign from scratch, encompassing different media, reach target audience and analyze the impact. The range of courses encompasses account management, advertising research,

media planning, creative and art direction, copywriting, and workplace literacy skills in applicable multimedia technologies and professionally-oriented computer programmes. The courses proposed for the specialization are as under:



Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Advertising Management	6	100
4.3	Public Relations: Principles & Practice	6	100
4.4	Media Design & Planning	6	100
4.5	Graphics & Production	6	100
4.6	A Account Management	3	50
	B Digital Communications	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
	Total	48	800

INTERNATIONAL BUSINESS

India moved from closed economy to open-door policy in 1991. Since then the cross border trade and flow of capital has been increasing both inward as well as outward. In the last two decades many foreign companies have entered India as well

as Indian companies have acquired foreign companies abroad. This calls for a professional approach and knowledge of international business environment. The sector specialization on International Business shall equip students in

understanding the nuances of international management. It aims to provide a comprehensive coverage of all the important areas and disciplines relevant to international business activities. The broad courses proposed are as under:



Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Foreign Trade Financing & Documentations	6	100
4.3	International HRM	6	100
4.4	International Logistics Management	6	100
4.5	Legal Aspects of International Trade	6	100
4.6	A Global Business Strategy	3	50
	B International Economics	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
	Total	48	800



ENTREPRENEURSHIP

Entrepreneurship is an important engine of economic growth. The opening up of Indian economy has amplified the scope for young minds to turn their ideas into business opportunities. Where, when, how do these opportunities arise? Is it the instinct that enables one in identifying these opportunities, or is it the idea that needs to be translated into

action? A structured training is required to create an enterprise. In order to turn ideas into business opportunity a great deal of leadership skills too are necessary. The Entrepreneurship specialization empowers students in building business ventures by providing them theoretical background and necessary skills through projects- to

lead, finance, deploy, develop, market and transform such business ideas into reality. The courses also emphasize on pursuit of business ideas that are socially responsible, innovative and sustainable. The proposed courses in this specialization are as under:



Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Entrepreneurship Theory & Practice	6	100
4.3	New Enterprise Creation & Financing	6	100
4.4	Social Entrepreneurship	6	100
4.5	Family Business Management	6	100
4.6	MSME Management	6	100
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
	Total	48	800

URBAN INFRASTRUCTURE MANAGEMENT

Over the last couple of years, India is witnessing rapid urbanisation. The present Government in its Vision document has proposed to set up 100 smart cities. The UN report on Urban Habitat of 2007 has estimated that more than fifty percent of the world's population would be living in cities in future. Urbanization is vital for the socio-economic development of a nation. However, unplanned urbanization has its pitfalls. Urbanization leads to large scale migration from villages and smaller towns to cities, which in turn may lead to deterioration in physical environment in the form of inadequate infrastructure, thus affecting the quality of life in cities. It may also lead to inequities amongst different sections of society, threat to heritage

sites, unemployment, etc. An integrated approach is needed to resolve the pitfalls of urbanization. A professional and planned urban infrastructure management is required for sustainable development of the cities and a

nation at large. The students of sector elective – Urban Infrastructure Management, would develop professional capabilities for sustainable Urban Infrastructure management by studying under-mentioned courses:



Code	Title	Credits	Marks
4.1	International Business	6	100
4.2	Urban Infrastructure Planning & Execution	6	100
4.3	Urban Development Management	6	100
4.4	Infrastructure Investments & Public Private Partnership Models	6	100
4.5	A Environment & Disaster Management	3	50
	B Urban Governance	3	50
4.6	A Energy & Health Infrastructure Management	3	50
	B Transport Infrastructure & Transport Economics	3	50
4.7	Open Elective	6	100
4.8	Summer Internship	6	100
	Total	48	800



TRIMESTER 5: TRANSFORMATIONAL LEADERSHIP

A manager's role in the era of Millennial is not just of managing the resources, but also leading an organization and its people towards the organizational and societal goals. The scope of managers thus covers both managing as well as leading. Additionally, business houses need to take care of the economy, society and the environment in which they operate, in order to remain sustainable. Organizations have to adopt value-based approach in their pursuit to achieve such goals. The aim of transformational leadership as

an elective of this PGDM Programme is to create value-based managers

and responsible corporate citizens. The courses proposed are as under:

Code	Title	Credits	Marks
5.1	Strategic Leadership & Ethics	6	100
5.2	Global Business Leadership	6	100
5.3	Leading & Managing Projects	6	100
5.4	High Performance Leadership	6	100
5.5	Corporate Law	6	100
5.6	Business Analytics	6	100
Total		36	600

TRIMESTER 6: INDUSTRY INTEGRATION

The objective of this trimester is to expose the students to real-life environment and offer them an opportunity to apply skills acquired in classrooms, in the real world. A student is expected to work on industry-based project and submit a report thereon.

Code	Title	Credits	Marks
6.1	Business Ethics & Corporate Governance	6	100
6.2	Personal & Corporate Image Building	6	100
6.3	Industry-Based Capstone Project Work	6	100
Total		18	300

EVALUATION SYSTEM

The evaluation of courses shall be done on the basis of Continuous Internal Evaluation in the form of

assignments, presentations, field study reports, etc carrying 50% weightage and Trimester End Theory

examinations carrying weightage of 50%.

Evaluation Plan:			
	Particulars	Marks	Marks
1	Semester End Examination		50/25
2	Internal Assessment Indicative		
	(a) Class Test	10/5	
	(b) Active Participation in Class Assignments	10/5	
	(c) Completion of Home Assignments & Library reading	10/5	
	(d) Active Participation in Discussion, Viva & Class Etiquettes	10/5	
	(e) Project/ field work any other activity	10/5	50/25
			100/50

Sanctioned intake: 60 Seats

Admission details / schedule

Admission forms are available at Institute office. Contact: 022 - 28917096 / 28917089, Ext. No.: 147, 146, 145, 168.

Alternatively, forms can also be downloaded from our Institute's website, www.sfimar.org PF test, GD & PI dates will be intimated on submission of application.

Admission Schedule

Detailed admission schedule for the academic year for the batch of 2017-19 is available on www.sfimar.org and also on admission notice board of the institute.

Fee Structure

The Fees for the Programme shall be as fixed and prescribed by the Competent Authority, Govt. of Maharashtra.

Refund of Tuition, Development and other fees

Refund of Tuition, Development and other fees after cancellation of admission secured, are as per the below mentioned Guidelines

AICTE Guidelines No- AICTE/ Legal/ 04(01)/2007 and Circular no.698 dt. 24th August 2007 issued by Pravesh Niyrantran Samiti, Mumbai.

The candidate who has been provisionally admitted may cancel admission by submitting an application in duplicate, in the prescribed Proforma and may request for refund of fees. The refund of fees as applicable shall be made in due course. It is made clear that such application for cancellation will be considered if and only if the admission is confirmed by paying the prescribed tuition fee and other fees in full and by submitting the original documents. Refund shall be made after deduction of the cancellation charges as shown below:

S. No.	Situation	Refund
1.	Request Received before date of start of academic session & seat could be filled by the Institute before the cutoff date	Entire fee less Rs. 1000/-
2.	Request received before/after start of academic session & seat could not be filled by the Institute	No Refund (except security deposit)

Note: Entire amount of Security/Caution Money Deposit is refundable to candidate.

PGDM ADMISSION CRITERIA

Sr. No.	Particulars	Out of Marks
1.	Academic Marks (SSC, HSC, Graduation)	50
2.	MBA Entrance Test Marks	50
3.	Personal Interview	25
4.	Group Discussion Or Essay Writing	25
5.	PF 16 Test	25
6.	Other Criteria :	
	1. Leadership (5) :	
	2. Knowledge of current affairs (5) :	
	3. Body Language (5) :	
	4. Communication Skills (5) :	
	5. Etiquette (5) :	
	Total (25) :	25
		200



PGDM Academic Calendar For Batch 2017-19

Trimester I – (01st July 2017 to 30th Sept 2017)

SN	Particulars	From	To	Remarks
1	Preparatory sessions on MS Excel/ Language/training/Mathematics	Jul 1st/2nd week 2017		01 Week
2	Induction of PGDM I 2017-2018 Batch	Jul 1st/2nd week 2017		
3	Commencement of Classes	Next day of Induction	16th Sept 2017	09/10 Weeks
4	Mid Term Class Test	2nd Week, Aug 2017		As per Schedule by Faculty
5	Trimester I End Exam	19th Sept 2017	26th Sept 2017	08 days

Trimester II – (1st Oct 2017 to 23rd Dec 2017)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	3rd Oct 2017	9th Dec 2017	09/10 Weeks
2	Local Industry Visit	4th week of Oct 2017		01/03 days (Tentative)
3	Mid Term Class Test	3rd week of Nov 2017		As per Schedule by Faculty
4	Trimester II End Exam	13th Dec 2017	22nd Dec 2017	08 Days

Trimester III – (2nd Jan 2018 to 31st Mar 2018)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	02nd Jan 2018	10th Mar 2018	09/10 Weeks
2	Placement week (Brochure Distribution)	18th Jan 2018	20th Jan 2018	03 days
3	Mid Term Class Test	4th week of Feb 2018		As per Schedule by Faculty
4	Trimester III End Exam	19th Mar 2018	28th Mar 2018	09 days.

Note: The Academic Calendar is tentative and is subject to change under unavoidable circumstances

PGDM Academic Calendar For Batch 2017 - 19

Trimester IV – (01st July 2018 to 30th Sept 2018)

SN	Particulars	From	To	Remarks
1	Basic and Advanced Excel Training	2nd Jul 2018	07th Jul 2018	06 Days
2	Commencement of Classes	09th Jul 2018	15th Sept 2018	09/10 Weeks
3	Summer Internship Project (SIP) Presentation	10th Jul 2018	12th Jul 2018	03 days
4	International Study Tour	20th Jul 2018	25th Jul 2018	05 days Tentative
5	Summer Excellence, SIP Competition	Aug/Sep 2018		01 day
6	Mid Term Class Test	Mid Aug 2018		As per Schedule by Faculty
7	Trimester End Exam	20th Sep 2018	28th Sep 2018	08 days

Trimester V – (01st Oct 2018 to 22nd Dec 2018)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	03rd Oct 2018	08th Dec 2018	09/10 Weeks
2	Local Industrial Visit	2nd week Oct 2018		01/03 days (Tentative)
3	Trimester VI “Special Studies Capstone Project” (Area Selection & Guide Assignment)	01st Oct 2018	08th Dec 2018	Synopsis Submission & Development Plan
4	Mid Term Class Test	1st week of Nov 2018		As per Schedule by Faculty
5	Trimester End Exam	14th Dec 2018	20th Dec 2018	05/06 days

Trimester VI – (02nd Jan 2019 to 31st March 2019)

SN	Particulars	From	To	Remarks
1	Commencement of Classes	02nd Jan 2019	09th Mar 2019	09/10 Weeks
2	Mid Term Class Test	4th week, of Feb 2019		As per Schedule by Faculty
3	Special Studies Capstone Project Presentation	04th Mar 2019	07th Mar 2019	04 days
4	Trimester VI End Exam	23rd Mar 2019	30th Mar 2019	02/03 days

Note: The Academic Calendar is tentative and is subject to change under unavoidable circumstances



SFIMAR Activities

MOCK CET 2016

Institute has conducted Mock MH-CET 2016 and Seminar on How to crack CET/Aptitude test. Mr. Sanjay Agarwal – Branch Manager from Jamboori Education guided student about paper pattern, various tips-tricks and methods of CET and Aptitude Test. This seminar built confidence of students to face the MH-CET exams.



PRE-COMMENCEMENT ACTIVITIES:

- Workshop on Personality Development - Know Yourself.
- Effective Communication.
 - Time Management & Goal Setting.
 - Creative Problem Solving.
- Management Visualization
- Case Study on 'Chak de India' Movie.
- Mindfulness
- Being effective in studies and career through meditation



ORIENTATION OF PGDM PROGRAM

Mr. Augustine Kurias
– (Chief speaker at Orientation of PGDM Programme for the batch 2016-18.)



Guest Lectures

BSE Institute limited has conducted seminar on How to '**Manage Money and Smart Investor**'. Portfolio Management and Tips for young investor were discussed in this seminar. Smart, disciplined, regular investment in a portfolio of diverse holdings, can yield good long-term returns for retirement and provide additional income throughout an investor's working life was the message of this seminar.



Lecture on awareness of consumer rights and "The Consumer Protection Act". The Speaker guided students that the act is intended to provide simple, speedy and inexpensive redressal to the consumers' grievances, award relief and compensation wherever appropriate to the consumer. There are many cases which have been resolved by approaching the consumer forums also the "Jago Grahak Jago".

Image Building Workshop - Ms. Juthika Dacruz - Chief Consultant at White Canvas Image Management guided students on Image Management. She guided students that the inner image is as important as the outer appearance for a successful career and life.



Mindfulness :

A lecture on Mindfulness by **Mr. Augustine Kurias** Mr. Augustine Kurias guided students on the subject 'Transformation and Completion through Meditation'. A copy of the book 'Living now and here sans worry and fear' was also distributed to the students.



Students Counselling by Aditi Nandkarni

Aditi Nandkarni completed her BA (Hon) in Psychology from Mithibai College, followed by an MSc in Clinical Psychology from Bangor University, Wales (UK). During her graduation, she also completed 5 levels of Clinical Hypnotherapy from the California Institute of Hypnosis, India.

Counselling facilitates the emotional & psychological growth of individuals and helps them live their life more effectively. In Individual Counselling, the focus is on the Individual who seeks counselling. We help the individual to understand oneself, to share all his feelings and concerns that he has in his daily life. In this fast growing world, we sometimes put ourselves in an autopilot mode. We are unable to understand our own emotions and get caught up in the varied external pressures. By counselling such problems can be solve easily.



After such counselling students become relax, open-minded, positive in attitude and able to focus on their management studies.



Counsellor Ms Aditi Nandkarni with Director Dr S.S. Mohanty

French Language for PGDM Students

French Teacher – Ms. Garima Rander

Let's Learn French.. Coz Its Frentastic..!

Bonjour..! Hi, I am Garima Jhawar Rander, the french professor for the first year of PGDM students. This was the first time that SFIMAR introduced an international language in the curriculum and the students were elated to learn the new words. Soon we started hearing 'Merci', 'Coucou' and 'Au Revoir' in the corridors.

Not everyone knows this, but French is the second most widely spoken language in the world. We listened to French rhymes and learnt French accents through audio and video clips. Grammar is a little different than our English grammar so at times it's a little difficult to comprehend but with the many examples that we solve and the sentences that the students come up with, it was easy and interesting.

In our lectures, we don't focus only on the theoretical part, even the French way of life, customs and rituals, table manners and conversation styles are taught and discussed about. It was overall a great session in which the

students also whole heartedly tried and learnt the language with full enthusiasm. We completed the basic course in the stipulated time and it was overall a great experience.



Education Loan Tie - Ups

Institute has tie ups with various Banks for Education loan facility.

Ms. Raksha Raichura (Sr. Branch Manager – UCO Bank) guiding student for Education loan and formalities and also tax benefits from education loan.



ERP

Institute has implemented ERP software facility. All students have their personal ERP portal access through which they can check their attendance, documentation, fees and other details. Even ERP web portal access has been given to Parents to monitor attendance of the students.



Industry Visit to Alok Industry and Parle Industry at Silvassa

On 21st October, 2016 students visited factories of Alok Industries and Parle Industries. This help student's to gain first hand information about functioning of these Industries. It also

provided an insight into the real working environment of the Industry. HR Manager from the industry handled all queries of students from the management point of view.

Along with this industry visit students also visited famous 'Butterfly Park' in Silvassa.

Second year Students had gone to GOA for industrial visit.





Recruiters – Summer Placements A.Y. 2015-2016



IndianOil



Relationships beyond banking.



a relationship beyond broking



Nurturing Profitable Partnerships



Enriching lives through innovation



"good price & good advice"

and many more...

Recruiters – Final Placements A.Y. 2015-2016



and many more...



Students Testimonials



“ Joining SFIMAR is one of the best decision I have made. SFIMAR has enriched my learning experience, providing me with ample opportunities for personal growth. Regular guest lectures, mentoring programmes and various events are organised throughout the year. SFIMAR has moulded me into an industrial professional and has instilled leadership skills in me ”

Ms. Shraddha Chhaya
(PGDM Batch of 2016-2018)



“ SFIMAR gives lot of opportunity to its students to showcase their academic and extracurricular skills. This place has completely changed me as a person and has taught me value of being a thorough professional and a great manager.

This helped me to get my placement in Just Dial ”

Mr. Sharvan Dubey
(PGDM Batch of 2015-2017)



“ SFIMAR keeps us engaged through various clubs like Abhiman Club, Entrepreneurship Club, Prerna Club, HR Club, Finance Club. These clubs gives us the opportunity to gain knowledge by managing Institute's ISR events, conducting cultural, social and managerial programmes that equip us with skills and the experience required to performance well in the industries. Taking part in events helped me to build my leadership, managerial and decision making abilities. It's great to be a part of SFIMAR family ”

Ms. Chandni Parikh
(PGDM Batch of 2016-18)



“ I can positively say SFIMAR has made me a better person. It has helped me develop a positive attitude towards my studies and discover more about myself. Teachers are very caring and interested in students' well-being. They make sure every class is fun, educational and interactive. This helped me to get my placement in CROSSWORD BOOKSTORE LIMITED ”

Mr. Brahat Shetty
PGDM (Batch of 2015-17)

Students Testimonials



“ St. Francis Institute is accredited 'A' grade by NAAC and also is an ISO 9001:2015 certified Institute. All faculties are experienced and experts in their subjects and very co-operative. Institute's mentoring and counselling activities help us to build our confidence and handling stress and day to day hurdle in life and guide us how to focus on study for better academic performance. ”

– **Ms. Zehra Unawala**
(PGDM Batch of 2016-18)



“ SFIMAR journey will always be a memorable journey of my life which has taught me a lot through the 2 years of PGDM practical and theoretical learning. The professors are very helpful and the corporate grooming has proved to be a really good experience for a corporate life. It has made me a more confident person and sharpened my interpersonal skills” This helped me to get my placement in direction ”

Roydon Pinto
(PGDM Batch of 2015-17)



“ SFIMAR is an Institute which makes learning easy with the help of various state-of-the-art facilities. It makes studying easier. SFIMAR is an institute with the best facilities in Library, Computer Lab, huge activity room, study room and all required resources that makes us ready for the corporate world ”

– **Mr. Hardik Dave**
(PGDM Batch of 2016-18)



“ I like the friendly atmosphere here and the fact that teachers are really close to the students. They are very supportive in our studies. Teachers are really kind and their way of teaching is really interesting & also very motivational. Faculty members spend a lot of time on each student. Because of which I was able to secure placement in an esteemed organisation like HT Media ”

Mr. Swaral Raut
(PGDM Batch of 2015-17)



Parents Feedback

“ There is lot of improvement in Technical knowledge and communication skills after the admission to SFIMAR in my son. Also Discipline maintained by the college is excellent. ”

– Mr. Arun Kuvar
(Father of Mr. Akshay Kuvar)

“ This B-school is perfect for my son. He has improved dramatically not only in his studies, but also in his overall approach toward life, Career. He is more outgoing and more motivated. Fee is also very economic of this B-School. ”

– Mr. Bechuprasad Sahani
(Father of Mr. Sajan Sahani)

“ I like the fact that the teachers and staff are very caring. They give student more individualized attention than he had before. ”

– Ms. Surekha Sankhe
(Mother of Mr. Ninad Sankhe)

“ She was very sensitive before joining this course. But regular counselling from Ms. Aditi Nadkari has made her a different person. Also her emotional stability and open mindness is improved. ”

– Mr. Mohan Pagar
(Father of Ms. Dhanashree Pagar)

“ My son was interested in doing sectorial specialization in Financial Market even before joining this course. Due to Sectorial Specialization in PGDM Program of SFIAMR. He is more focus on the academic as well as towards his career in Financial Market ”

– Mr. Kamlesh Mishra
(Father of Mr. Anand Mishra)

“ My Son was a little reserved before joining the course, but the way in which the college has groomed him in Public Speaking, Management skills I am sure this would help him to survive well in the corporate culture. Also the placement of my son had been completed without any hassle, because of the correct guidance of the CMC (Sangeeta Verma). ”

— Janet Pinto
(Mother Roydon Pinto)

“ There is dramatically change in the personality of my son. He became more mature and responsible than ever. He took a lot of effort by spending his time in Institute's library, using all professional software's from digital library and even took initiative in social activities done by the institute. ”

– Mr. Nadar
(Father of Mr. Arul Nadar)



Institute Discipline

ANTI-RAGGING

Students are advised that ragging in any Form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted and also be dismissed from the institution. The following are the relevant provisions of the act:

- (a) Ragging in any form within or outside the educational institution is prohibited.
- (b) Whoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall on conviction, be punished with imprisonment for a term up to two years and/or penalty which may extend to ten thousand rupees.
- (c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- (d) Whenever any student or as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing of ragging to the Head of the educational institution, the Head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institute is situated. For further action. Where, on enquiry by the Head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he / she shall intimate the fact, in writing, to the complainant. The decision of the Head of the educational institution shall be final.
- (e) If the Head of the educational institution fails or neglects to act in the manner specified in section (d) above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall on conviction, be punished as provided for in point (b) above.
- (f) Students are therefore advised in their own interest to refrain from any form of ragging.

CODE OF CONDUCT

- (1) To maintain our value system, we emphasis on ethical behavior and maintaining moral standards within our campus environment.
- (2) Use of tobacco or any other recreational drugs within the campus premises is strictly prohibited
- (3) Ragging is strictly prohibited.
- (4) Non-compliance or violation of any rules and regulations of the Institute shall attract disciplinary action against the erring student.
- (5) Students should maintain the prescribed dress code of the Institute.

Committees Functional at Institute As Required by AICTE & DTE

- (1) Students Grievances Redressal Committee
- (2) Anti-Ragging Committee
- (3) Anti-Capitation Committee
- (4) Sexual Harassment Redressal Committee

Details of these committees are available on the Institute's website.



**National Anti-Ragging Helpline
1800-180-5522 (24x7 Toll Free)**



Convocation



Life At SFIMAR





SFIMAR



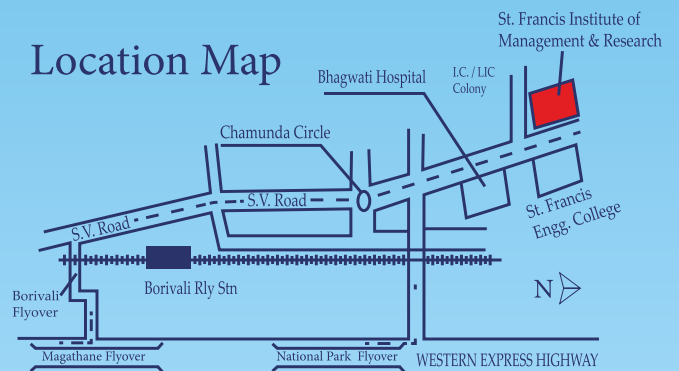
St. Francis Institute of Management & Research (SFIMAR)

Affiliated to the University of Mumbai.

Approved by AICTE, New Delhi & DTE, Maharashtra.
(An ISO 9001:2015 Certified Institute)

Mt. Painsur, SVP Road, Borivli West, Mumbai 400103.
Tel: 022 - 2891 7096 / 2891 7089, Ext. No. 147, 146, 145
Cell: 96195 51840, 84080 73486
Email: pgdm@sfimar.org Website : www.sfimar.org

Location Map



Admission Brochure
2018 - 2020

Post Graduate Diploma in Management

Two Year Full-Time AICTE & DTE Approved Programme

Enlightening Minds
Defining Leaders



Functional Electives

Sectorial Electives

Transformational Leadership



St. Francis Institute of Management & Research

APPROVED BY AICTE, DTE AND AFFILIATED TO UNIVERSITY OF MUMBAI
AN ISO 9001:2015 CERTIFIED AND NAAC "A" GRADE ACCREDITED INSTITUTE

Gate No. 5, Mt. Painsur, S. V. P. Road, Borivali (West), Mumbai - 400 103.



In-Campus Hostel Facility

From Knowing to Doing and from Doing to Being



PGDM Team



PGDM Batch of 2017-19

**Admission Brochure
2018 - 2020**

**Two-Year Full-Time
AICTE & DTE
Approved Programme**



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Message From Programme Head



Message From Programme Head

Dear Students,

Welcome to SFIMAR Family.

If you are looking for a career and wish to make a difference, you have come to the right place.

Our two-year Post-Graduate Diploma in Management (PGDM), is an innovative management programme consisting of 6 Trimesters. It is duly approved by AICTE New Delhi and DTE - Government of Maharashtra. It is a THREE DIMENSIONAL Programme incorporating 'Functional Electives', 'Sectorial Electives' and 'Transformational Leadership'.

The Functional Electives on offer are Finance, Marketing, HRM, Operations and Systems. Sectorial Electives currently on offer are Financial Markets, Banking, Retail Management, Advertising & Public Relations, Global Business, Entrepreneurship and Urban Infrastructure Management. These three dimensions are most contemporary, developed jointly by industry and academic think-tanks.

The Programme adopts more of "Andragogy" and less of "Pedagogy" in its delivery. Pedagogy emphasizes transmitting the content, whereas Andragogy facilitates the acquisition of content. The Programme is Learner-Centric, encouraging learners to identify their learning needs and we help them achieve those needs. Learning is more inductive rather than deductive. Inductive learning is in the form of Problem Solving through Case Studies, Business Modelling and Analytics, Simulation Labs, Movies/Films, etc.

The learners of our PGDM Programme interact with companies for about 100 hours in each year of the Programme in the form of industry lecture series, field/company visits, national and international industry visit. It lets student to know things practically through interaction, working methods and employment practices. Through industrial visit students get awareness about new technologies. Technology development is a main factor, about which a students should have a good knowledge. Visiting different companies actually help students to build a good relationship with those companies. By visiting an industry, students can gain a combined knowledge about both theory and practical.

Experiential Learning through Summer Internship of 6 to 8 weeks and Extended Industry Immersion in the form of industry-based Project Work is a unique feature of our PGDM Programme. In the Final Trimester, learners invest around 8 to 12 weeks comprising 200 hours in the company, learning in a real-life work environment.

I invite you to explore our website to learn more about our values and commitments, get a preview of the exciting activities that engage our faculty, staff and students, and gain a sense of how you would thrive in our programs. Please visit our beautiful campus, where you can meet a wide variety of people, experience classes, and engage in conversations, so that you can truly understand the strength of our PGDM Programme.

Dr. Sulbha Raorane
Programme Head PGDM



PGDM (General Management)

The PGDM (General Management) at SFIMAR is a unique “Three Dimensional” Programme offering ‘Functional Specialization’, ‘Sectorial Specialization’ coupled with emphasis on transformational leadership. The PGDM Programme at SFIMAR emphasizes on practice-based and experiential learning.

The Programme provides the following functional and sectorial electives.

Functional Electives*:

- Finance
- Marketing
- Human Resources
- Operations
- Systems

Sectorial Electives*:

- Financial Markets
- Banking
- Retail Management
- Advertising & Public Relations
- Global Business
- Entrepreneurship
- Urban Infrastructure Management



* Note: Proposed Functional & Sectorial Electives will be offered subject to minimum number of 10 students opting for particular elective.

ELIGIBILITY CRITERIA

1. Any graduation of minimum three years duration from an UGC recognized university with a minimum 50% marks or equivalent grade in aggregate (45% in case of students of reserved category)
AND
2. Appeared and passed in MAH-CET 2018/CMAT 2018/CAT/MAT/XAT/ATMA/GMAT conducted by a competent authority.





Programme Structure

The PGDM (General Management) shall consist of 6 Trimesters spread over a period of two academic years. The broad indicative theme of the Trimesters and number of courses are:

Trimester	Theme	No. of Courses	Marks	No. of Hours
1	Building Blocks of Management	7	700	420
2	Primer to Specializations	7	700	420
3	Nurturing Functional Specializations	8	800	480
4	Insights Into Sectorial Specialization	9	900	540
5	Transformational Leadership	5	500	300
6	Industry Integrated	4	400	240
	Total	40	4000	2400

Note:

The number of courses, marks and hours are indicative and subject to change as and when circumstances demand, so as to make the Programme more contemporary.

Functional & Sectorial Mapping

Finance

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Finance			
Trimester 4 Sectorial Specialization	Financial Market	Banking	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project

Marketing

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Marketing			
Trimester 4 Sectorial Specialization	Retail Management	Advertising & Public Relations	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Based Project	Industry-based Project



Human Resource

Trimester 1 Building Blocks	Foundation Subjects	
Trimester 2 Primer to Specialization	Introduction to Specialization	
Trimester 3 Functional Specialization	Human Resources Management	
Trimester 4 Sectorial Specialization	International Business	Entrepreneurship
Trimester 5 Leadership	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project

Operations

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Operations			
Trimester 4 Sectorial Specialization	Retail Management	International Business	Entrepreneurship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project



Systems

Trimester 1 Building Blocks	Foundation Subjects				
Trimester 2 Primer to Specialization	Introduction to Specialization				
Trimester 3 Functional Specialization	Systems				
Trimester 4 Sectorial Specialization	Financial Markets	Banking	International Business	Entrepreneurship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project

Trimester 1: Building Blocks of Management

A skyscraper cannot stand tall and withstand the turbulent weather if its foundation is weak. Thus, just as building a strong foundation is a pre-requisite for a skyscraper, so is the case with managers too. Every manager has to have a strong foundation in the art and science of management. The courses offered in this trimester are core courses focused on building strong foundations of management. After completion of these foundation courses, students shall be better equipped in achieving higher sophisticated skills in later trimesters. A total of courses mentioned below are the pre-requisite to proceed to subsequent trimester.

S. No.	Code	Subject Name	Credits	Marks
1	1.1	Perspective Management	6	100
2	1.2	Financial Accountancy	6	100
3	1.3	Managerial Economics	6	100
4	1.4	Quantitative Methods	6	100
5	1.5	Legal Aspects of Business & Taxation	6	100
6	1.6	Organisational Behavior & Cross Cultural Management	6	100
7	1.7	Personal Effectiveness and Corporate Communication	6	100
8	1.8	*Open Audit Course		
		Total Marks	42	700

Note: One Credit is equivalent to 10 hours of Learning (Including both In-classroom as well as Off-Classroom)

** Open Audit courses are non credit courses, hence are not considered for calculating grades.*

Trimester 2: Primer to Specializations

The five main functional areas that exist in any organization are Finance, Marketing, Human Resources Management, Operations and Systems. A manager is expected to function in any of these areas. The Trimester 2 provides introductory courses relating to each of the functional areas. These courses enable students in judiciously selecting the functional area in which they have acumen to further their knowledge and skills. A total of eight courses are offered as listed below, which gives a flavour of each functional area.

S. No.	Code	Subject Name	Credits	Marks
1	2.1	Human Resource Management	6	100
2	2.2	Marketing Management	6	100
3	2.3	Financial Management	6	100
4	2.4	Managerial Costing & Control	6	100
5	2.5	Operations Management	6	100
6	2.6	Macro Economics	6	100
7	2.7	Research Methodology	6	100
8	2.8	*Open Audit Course		
		Total Marks	42	700

*Note: * Open Audit courses are non credit courses, hence are not considered for calculating grades.*

Trimester 3: Functional Specializations

FINANCE

Finance is considered to be the life blood of any organization. The raising and deployment of funds in a judicious manner so as to maximize shareholders' value is one of the prime functions of any organization. A business is an activity, which is carried out with the intention of earning profits. Production, marketing and finance are the key areas in case of any manufacturing / services activity out of which finance is the most crucial area. It is so because the function of production and marketing cannot be carried out without finance. The students undergoing finance specialization would be learning about all the financial decisions being taken in any organization. The courses proposed for learning and enabling such decisions are as under:

Finance				
Sr. No.	Code	Title	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Advanced Financial Management	6	100
3	3.3	Strategic Cost Management	6	100
4	3.4	Derivatives and Risk Management	6	100
5	3.5	Financial Markets, Institutions and Products	6	100
6	3.6	Valuation, Mergers and Acquisition	6	100
7	3.7	Security Analysis and Portfolio Management	6	100
8	3.8	International Finance	6	100
		Total	48	800





MARKETING

Understanding of markets is a key requirement for any business organization to be successful in achieving its organizational goals. In a free market economy the number of sellers and buyers are unlimited and competition is intense. Hence, customer retention and loyalty is the key to success. The competitive nature of markets calls for profound skills in marketing the services of the organization and also for service development and service innovation. There is a wide range of opportunities in marketing, including marketing management, consumer and industrial buying behaviour market research, market analysis, product management, retailing, sales promotion, international marketing etc. The students learn cutting-edge concepts and application of these concepts through diverse courses offered in marketing specialization. The marketing specialization of the PGDM Programme gives a solid foundation in marketing strategy, consumer behaviour and research, international marketing, etc. The proposed courses in marketing specialization are as under:

Marketing				
Sr. No.	Code	Title	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Marketing Strategy & Practices	6	100
3	3.3	Integrated Market Communication	6	100
4	3.4	Rural Marketing & Sales Management	6	100
5	3.5	Distribution & Supply Chain Management	6	100
6	3.6	International Marketing	6	100
7	3.7	Product & Brand Management	6	100
8	3.8	Consumer & Industrial Buying Behaviour	6	100
		Total Marks	48	800



HUMAN RESOURCES

Human behaviour is dynamic in nature. Managing people resources requires a high degree of socio-psychological skills which can be acquired by undergoing appropriate training. The HR specialization focuses on managing human resources of the organization and their training, development and retention. The courses under this specialization adequate knowledge and skills in recruitment, employee training, evaluation and compensation of employees. The performance and productivity of employees get influenced due to changes in the government regulations, global competition, technological development and organizational transformations. The range of courses in this specialization provides students with technical knowledge and practical skills for dealing with change and the multi-cultural workforce. The innovative nature of courses in this specialization prepares students in developing new ideas on leadership and effective human resource management tools. The courses proposed under this specialization are:

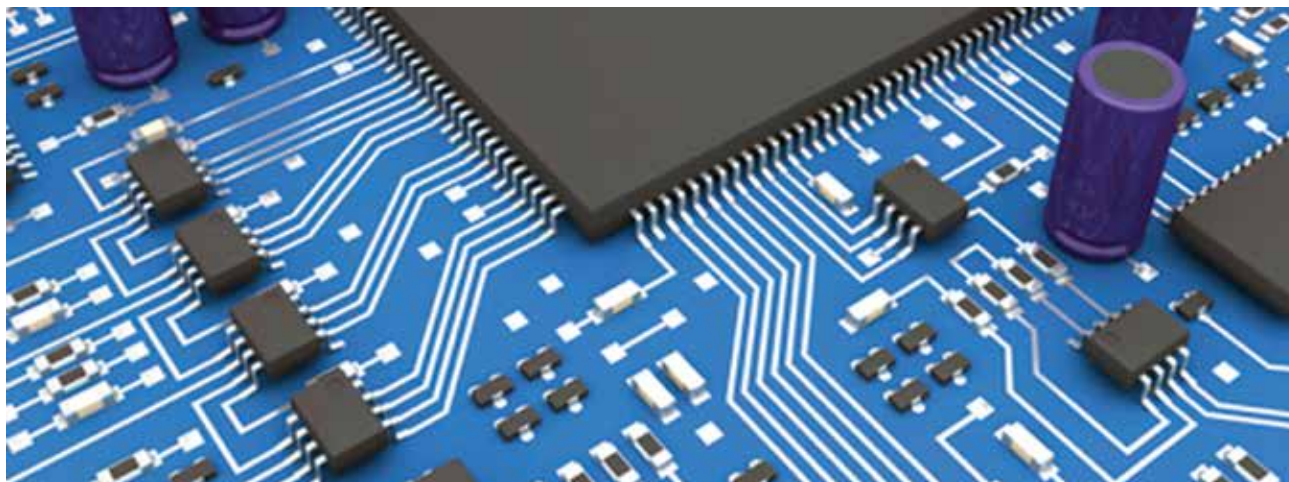
Human Resources Management				
Sr. No.	Code	Title	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Learning and Development	6	100
3	3.3	Competency Mapping and Performance Management	6	100
4	3.4	HR Planning and HR Audit	6	100
5	3.5	Compensation, Benefits and Reward System	6	100
6	3.6	Industrial Relations	6	100
7	3.7	Organization Development and Change Management	6	100
8	3.8	Building Learning Organisation and Knowledge Management	6	100
		Total Marks	48	800

OPERATIONS

Efficient production of goods, their distribution or development of services and their delivery is a key aspect of a business. The complex nature of markets and organization structure requires a high degree of coordination and facilitation in product or service delivery mechanism. Ensuring smooth operations is a complex task involving coordination of employees, machines and information across various levels in the organization. In today's fast changing business environment, operations management has become more information and technology driven. The Operations Management specialization endeavours to provide students the analytical and problem-solving abilities required to handle such evolving business issues. The courses in this specialization deliberate on wide-ranging tasks in operations management with focus on supply chain management, production planning and control, project management, quality management, etc. The courses proposed to be offered in this specialization are:

Operations Management				
S. No.	Code	Title	Credits	Marks
1.	3.1	Operations Research	6	100
2.	3.2	Manufacturing Resource Planning & Control	6	100
3.	3.3	Logistics & Supply Chain Management	6	100
4.	3.4	Materials Management	6	100
5.	3.5	Total Quality Management	6	100
6.	3.6	Service Operations Management	6	100
7.	3.7	Operations Analytics	6	100
8.	3.8	Operations Outsourcing & Offshoring	6	100
		Total	48	800





SYSTEMS

Managing data and information is critical to all areas of operations and management decisions in a business. The rapid advancement of information technology calls for contemporary skills that present day managers should possess for decision making. The emphasis of this specialization is on theory of information systems and the modelling of decision making process. The courses in this specialization balance theory with applications in the form of case studies, simulation lab sessions, live projects, field studies, etc. The range of courses in this specialization will help students to garner necessary skills to leverage on Information Technology to create efficient organizations characterized by standardized business processes and integrated data. The courses will also prepare students for high level of compliance and security-intensive environments due to heavy integration of all business activities, such as trade secrets, production methods, product innovation, marketing strategy, financial details and so on with the help of Information Technology. Additionally, students will also learn how to innovate and create top-line growth and differentiation opportunities based on data-driven business intelligence, harnessing social media to understand customer preferences and by optimally leveraging sourcing of IT and IT-enabled business processes. The courses proposed to be offered in Systems specialization are as under:

Systems Management				
S. No.	Code	Title	Credits	Marks
1.	3.1	Operations Research	6	100
2.	3.2	Database Management Systems & Data Warehousing	6	100
3.	3.3	Enterprise Management System	6	100
4.	3.4	Information System & Control Audit	6	100
5.	3.5	Knowledge Management	6	100
6.	3.6	Software Engineering	6	100
7.	3.7	Big Data and Business Analytics	6	100
8.	3.8	Managing Technology Business	6	100
		Total	48	800

Trimester 4: Sectorial Specialization

FINANCIAL MARKETS

The history of Indian financial markets can be traced back to the 18th century which is almost more than 200 years. The financial markets in India have gone through a sea change from the time India moved to open-door policy in 1991. The open-door policy has led to development of exotic financial products. Further, the advancement in information technology has transformed the practices and processes in the Indian financial markets. Over these years, globalization has also brought in best practices into the Indian financial markets. The sophisticated nature of present day financial markets and various structured financial products, as well as use of advanced technology for the development, trading, evaluation and processing of financial transactions call for professional skills which need to be cutting-edge. The sector specialization on Financial Markets shall equip the students in acquiring these required cutting-edge skill sets. The proposed courses for sector specialization are as under:

Finance - Financial Markets				
Sr. No.	Code	Title	Credits	Marks
1	4.1	International Business	6	100
2	4.2	Mutual Fund & Alternative Investment	6	100
3	4.3	Treasury and Risk Management	6	100
4	4.4	A-Financial Planning & Wealth Management	6	50
		B-Commodities Markets		50
5	4.5	Fixed Income Securities	6	100
6	4.6	A-Behavioral Finance	6	50
		B-Global Financial Markets		50
7	4.7	Open Elective - Financial Modeling	6	100
8	4.8	Summer Internship	12	200
		Total Marks	54	900



BANKING

The banking industry in India, though dates back to the 18th century, over the past decade or so has got transformed typically from brick and mortar type to more of technology-driven. The growing integration of the Indian economy with the world economy has brought in international best practices in Indian banking systems. While the product-mix and services offered by banks have seen complete transformation, the traditional services of providing advances and seeking deposits have also multiplied manifold. The growing variety of product offerings by banks and usage of advanced technology in the processes and delivery of the products demands a high degree of sophisticated skills amongst banking personnel. This sector specialization in Banking shall equip banking personnel with the much needed advanced skills. The proposed courses to achieve these advanced skill sets are as under:

Banking Management				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Banking Operations & Corporate Banking	6	100
3.	4.3	Treasury & Risk Management	6	100
4.	4.4	A – Financial Planning & Wealth Management	6	50
		B – Mutual Fund & Venture Capital Management		50
5.	4.5	Fixed Income Securities & Structured Finance	6	100
6.	4.6	A – Behavioural Finance	6	50
		B – Co-op Banking, Rural Banking & NBFC		50
7.	4.7	Open Elective – Financial Modelling	6	100
8.	4.8	Summer Internship	12	200
		Total	54	900





RETAIL MANAGEMENT

Retail sector plays a very important role in the Indian economy. Lately the retail sector in India is growing exponentially, especially online retailing. The Indian retail sector is highly dynamic and with the entry of international retail players like Marks & Spencers, Ikea, etc, the retail marketplace is burgeoning. The Government of India's liberal policy on FDI in the retail segment has further accelerated retail businesses in India. More and more career opportunities are getting created in this sector. However, adequately skilled workforce for retail segment is not readily available. International retail players with deep pockets and sophisticated business practices and systems demand highly skilled managers who can efficiently deal with the nuances of retail management. This specialization endeavours to produce strategic global managers for retail operations in close tie-up with the industry players. The courses in this specialization combine theory and techniques that students can readily apply in global retail markets. The proposed courses in this specialization are as under:

Marketing - Retail Management				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2	4.2	Media Planning & Strategy	6	100
3	4.3	Managing Retail Environment	6	100
4	4.4	Retail Strategy and Retail Branding	6	100
5	4.5	Advertising and Public Relations	6	100
6	4.6	Mall Management and Retail Store Management	6	100
7	4.7	Social Media Marketing & Digital Marketing	6	100
8	4.8	Summer Internship	12	200
		Total Marks	54	900



ADVERTISING & PUBLIC RELATIONS

What do Pepsi, Audi, and Vodafone all have in common? They all have immensely strong brands that are highly recognized throughout the globe. Brand promotion through effective advertising is the most fundamental method of increasing brand awareness, creating customer loyalty and increasing sales. Further, the rapid growth of integrated market communication has created unprecedented demand for professionals possessing high-end skills in advertising and public relations. Effective brand promotion through strategic advertising is what is needed in competitive marketplaces. The specialization in Advertising & Public Relations is a journey in which students learn the fundamentals of visual form, color theories and basic design principles through classroom sessions and projects. Then they move on to study various successful and unsuccessful advertising campaigns and thereafter plan, research and implement advertising campaign from scratch, encompassing different media, reach target audience and analyze the impact. The range of courses encompasses account management, advertising research, media planning, creative and art direction, copywriting, and workplace literacy skills in applicable multimedia technologies and professionally-oriented computer programmes. The courses proposed for the specialization are as under:

S. No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Advertising Management	6	100
3.	4.3	Public Relations: Principles & Practice	6	100
4.	4.4	Media Design & Planning	6	100
5.	4.5	Graphics & Production	6	100
6.	4.6	A. Account Management	6	50
		B. Digital Communications		50
7.	4.7	Open Elective	6	100
8.	4.8	Summer Internship	12	200
		Total	54	900

INTERNATIONAL BUSINESS

India moved from a closed economy to open-door policy in 1991. Since then the cross-border trade and flow of capital has been increasing both inward as well as outward. In the last two decades many foreign companies have entered India as well as Indian companies have set up or companies abroad. This calls for a professional approach and knowledge of international business environment. The sector specialization on International Business shall equip students in understanding the nuances of international management. It aims to provide a comprehensive coverage of all the important areas and disciplines relevant to international business activities. The broad courses proposed are as under:

HRM - International Business				
S. No.	Code	Title	Credits	Marks
1	4.1	Operations Research	6	100
2	4.2	Foreign Trade Financing & Documentations	6	100
3	4.3	International HRM	6	100
4	4.4	International Logistics Management	6	100
5	4.5	Legal Aspects of International Trade	6	100
6	4.6	A. Global Business Strategy	6	50
		B. International Economics		50
7	4.7	Open Elective - HR Trend, Process Design and Automation	6	100
8	4.8	Summer Internship	12	200
		Total Marks	54	900



ENTREPRENEURSHIP

Entrepreneurship is an important engine of economic growth. The opening up of Indian economy has amplified the scope for young minds to turn their ideas into business opportunities. Where, when, how do these opportunities arise? Is it the instinct that enables one in identifying these opportunities, or is it the idea that needs to be translated into action? A structured training is required to create an enterprise. In order to turn ideas into business opportunities a great deal of leadership skills too are necessary. The Entrepreneurship specialization empowers students in building business ventures by providing them theoretical background and necessary skills through projects- to lead, finance, deploy, develop, market and transform such business ideas into reality. The courses also emphasize on pursuit of business ideas that are socially responsible, innovative and sustainable. The proposed courses in this specialization are as under:



Entrepreneurship				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Entrepreneurship Theory & Practice	6	100
3.	4.3	New Enterprise Creation & Financing	6	100
3.	4.4	Social Entrepreneurship	6	100
4.	4.5	Family Business Management	6	100
5.	4.6	MSME Management	6	100
6.	4.7	Open Elective	6	100
7.	4.8	Summer Internship	12	200
		Total	54	900

URBAN INFRASTRUCTURE MANAGEMENT

Over the last couple of years, India is witnessing rapid urbanisation. The present Government in its Vision document has proposed to set up 100 smart cities. The UN report on Urban Habitat of 2007 has estimated that more than fifty percent of the world’s population would be living in cities in future. Urbanization is vital for the socio-economic development of a nation. However, unplanned urbanization has its pitfalls. Urbanization leads to large scale migration from villages and smaller towns to cities, which in turn may lead to deterioration in physical environment in the form of inadequate infrastructure, thus affecting the quality of life in cities. It may also lead to inequities amongst different sections of society, threat to heritage sites, unemployment, etc. An integrated approach is needed to resolve the pitfalls of urbanization. A professional and planned urban infrastructure management is required for sustainable development of the cities and a nation at large. The students of sector elective – Urban Infrastructure Management, would develop professional capabilities for sustainable Urban Infrastructure management by studying under-mentioned courses:



Urban Infrastructure				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Urban Infrastructure Planning & Execution	6	100
3.	4.3	Urban Development Management	6	100
4.	4.4	Infrastructure Investments & Public Private Partnership Models	6	100
5.	4.5	A. Environment & Disaster Management	6	50
		B. Urban Governance		50
6.	4.6	A. Energy & Health Infrastructure Management	6	50
		B. Transport Infrastructure & Transport Economics		50
7.	4.7	Open Elective	6	100
8.	4.8	Summer Internship	12	200
		Total	54	900

Trimester 5: Transformational Leadership

A manager's role in the era of Millennial is not just of managing the resources, but also leading an organization and its people towards the organizational and societal goals. The scope of managers thus covers both managing as well as leading. Additionally, business houses need to take care of the economy, society and the environment in which they operate, in order to remain sustainable. Organizations have to adopt value-based approach in their pursuit to achieve such goals. The aim of transformational leadership as an elective of this PGDM Programme is to create value-based managers and responsible corporate citizens. The courses proposed are as under:

Trim V - Transformational Leadership				
Sr. No.	Code	Title	Credits	Marks
1	5.1	Business Environment and Ethics	6	100
2	5.2	Leading and Managing Projects	6	100
3	5.3	Business Analytics	6	100
4	5.4	High Performance Leadership	6	100
5	5.5 (F)	Financial Market, Regulations & Compliances	6	100
	5.5 (M)	Market Research & Analytics		
	5.5 (H)	Employment Laws		
		Total Marks	30	500

Trimester 6: Industry Integration

The objective of this trimester is to expose the students to real-life environment and offer them an opportunity to apply skills acquired in classrooms, in the real world. A student is expected to work on industry-based project and submit a report thereon.

Trim VI - Industry Integration				
Sr. No.	Code	Title	Credits	Marks
1	6.1	Strategic Management	6	100
2	6.2	Strategy and Leadership	6	100
3	6.3	Industry Based Capstone Project Work	12	200
		Total Marks	24	400



Evaluation System

The evaluation of courses shall be done on the basis of Continuous Internal Evaluation in the form of assignments, presentations, field study reports, etc carrying 50% weightage and Trimester End examinations carrying weightage of 50%.

Evaluation Plan			
Sr. No.	Particulars	Marks	Marks
1.	Semester End Examination		50/25
2.	Internal Assessment Indicative		
	(a) Active Participation in Discussion, Viva and Presentation	10/5	
	(b) Active Participation in Class Assignments / Project	10/5	
	(c) Class Test	10/5	
	(d) Completion of Home Assignments & Library Reading	10/5	
	(e) Project/Field work any other activity	10/5	50/25
	Total		100/50

PGDM Admission Details

(For the Academic year 2018-19)

1. Admission to PGDM Course for the academic year 2018-19 is through the following entrance test.

- I. MH-CET
- II. CAT
- III. MAT
- IV. XAT
- V. ATMA
- VI. GMAT
- VII. CMAT



VIII. Common entrance examinations conducted by the respective State Governments for all Institutions.

2. What are the Eligibility Criteria for the Programme?

- a) Any graduation of minimum three years duration from UGC Recognized university with minimum 50% marks or equivalent grade in aggregate (45% in case of students of reserved category)
- b) Candidate must have appeared for any one of the above mentioned MBA Entrance Test.

3. Admission Criteria as per AICTE approval process handbook 2018-19

Sr.	Components	Weightage
1	Score in common entrance tests	35 to 60%
2	Group discussion Interview	20 to 45%
3	Academic performance in X Std., XII Std., Degree/ Post Graduate Degree	5 to 25%
3	Sports/Extra-Curricular activities, Academic diversity and gender diversity	5 to 20%

Personality Factor Test & Computer Proficiency test is the compulsory part of Admission procedure.

4. Refund Rule

Application for refund can be accepted till 30th June, 2018 as per refund policy in clause 11 of Chapter IV of Approval Process Handbook of AICTE

Sr.	Situation	Refund
1.	Request received before date of start of academic session & seat could be filled by the Institute before the cut-off date Entire fee less (Rs. 1000/-)	-
2.	Request received before/after start of academic session & seat could not be filled by the Institute (Except security deposit)	No Refund

Fees will be deducted on pro-rata basis (if more than 1 month) from date of joining

5. Admission Form

For Local/ Mumbai Candidate:

Admission forms are available at admin office by payment of Rs. 1500/- by cash or DD in favour of 'St. Francis Institute of Management and Research'.

Out station candidates can download the admission form from website (www.sfimar.org)

If there is any problem while downloading the form please send a request on pgdm@sfimar.org for the form and we will send you the form in PDF format.

After downloading the form, take print of the form, fill it properly and send the form along with photocopy of academic documents (list is mentioned in the form) by Speed post / Courier to 'PGDM Department, St. Francis Institute of Management and Research, Gate no. 5, Mount Painsur, Borivli (West), Mumbai - 400 103. Tel - 8879260691 / 8408073486 / 9619551840

Once Institute has received your form you will get a call on given numbers on form for the appointment of your telephonic interview. The exact date and time of telephonic interview will be intimated to you via phone and email.

Out station candidate can make the payment of fees by NEFT/RTGS.



PGDM Academic Calendar For Batch 2018-20

Trimester I - (02nd July 2018 to 29th Sept 2018)

SN	Particulars	From	To	Remarks
1	Preparatory Sessions on MS Excel/ Language/Training/Mathematics	June 3rd/4th week 2018		01 Week
2	Induction of PGDM I 2017 - 2018 Batch	July 1st week 2018		
3	Commencement of Classes	Next day of Induction	12th Sept 2018	09/10 Weeks
4	Mid Term Class Test	2nd Week, Aug 2018		As per schedule by Faculty
5	Trimester I End Exam	21st Sep 2018	29th Sept 2018	08 days

Trimester II - (1st Oct 2018 to 22nd Dec 2018)

SN	Particular	From	To	Remarks
1	Commencement of Classes	3rd Oct 2018	8th Dec 2018	09/10 weeks
2	Local Industry Visit	4th week of Oct 2018		01/03 days (Tentative)
3	Mid Term Class Test	3rd week of Nov 2018		As per Schedule by Faculty
4	Trimester II End Exam	13th Dec 2018	21st Dec 2018	08 Days

Trimester III - (2nd Jan 2019 to 31st March 2019)

SN	Particular	From	To	Remarks
1	Commencement of Classes	02nd Jan 2019	9th Mar 2019	09/ 10 weeks
2	Placement Week (Brochure Distribution)	18th Jan 2019	20th Jan 2019	03 days
3	Mid Term Class Test	4th week of Feb 2019		As per Schedule by Faculty
4	Trimester III End Exam	18th Mar 2019	27th Mar 2019	08 Days



Trimester IV - (01st July 2019 to 30th Sept 2019)

SN	Particular	From	To	Remarks
1	Advanced Excel Training			
2	Commencement of Classes	1st July 2019	14th Sept 2019	09/ 10 weeks
3	Summer Internship Project (SIP) Presentation	10th July 2019	12th July 2019	03 days
5	Summer Excellence, SIP Competition	Aug/Sep2019		01 day
6	Mid Term Class Test	Mid Aug 2019		As per Schedule by Faculty
7	Trimester End Exam	20th Sep 2019	28th Sep 2019	08 Days

Trimester V - (01st Oct 2019 to 23rd Dec 2019)

SN	Particular	From	To	Remarks
1	Commencement of Classes	03rd Oct 2019	07th Dec 2019	09/ 10 weeks
2	Local Industrial Visit	2nd week Oct 2019		01/ 03 days (Tentative)
3	Trimester VI "Special Studies Capstone Project" Synopsis Submission & Development Plan	01st Oct 2019	07th Dec 2019	
4	International Study Tour	01st Nov 2019	06th Nov 2019	05 days Tentative
5	Mid Term Class Test	1st week of Nov 2019		As per schedule by Faculty
6	Trimester End Exam	14th Dec 2019	20th Dec 2019	05/ 06 days

Trimester VI - (02st Jan 2020 to 31st March 2020)

SN	Particular	From	To	Remarks
1	Commencement of Classes	02nd Jan 2020	14th Mar 2020	09/10 weeks
2	Mid Term Class Test	4th Week, of Feb 2020		As per schedule by Faculty
3	Special Studies Capstone Project Presentation	04th Mar 2020	07th Mar 2020	04 days
4	Trimester VI End Exam	21st Mar 2020	28th Mar 2020	02/ 03 days

Note: The Academic Calendar is tentative and is Subject to change under unavoidable circumstances



PGDM Board of Studies (BOS)

The PGDM Programme Syllabus, pedagogy and evaluation is developed by the in-house Board of Studies, based on feedback received from the academia and industry on their concurrent relevance.

I. Purpose/Scope of PGDM Board of Studies:

The scope of the Board of Studies (BOS) is to initiate, design and deliberate on the various courses of the Institute's AICTE-approved Post-Graduate Diploma in Management Programme (PGDM), and ensure that the quality of resources, pedagogy, evaluation and review process is in line with the Institute's Vision and Mission, industry needs and best practices.

II. Objectives of BOS:

The objectives of the Board of Studies are to ensure that:-

a. The content of various courses is relevant and forward-thinking with appropriate need-of-the-hour inputs from experts in the industry and academia in line with national and global trends;

The pedagogy and teaching-learning process creates an environment conducive for achieving high academic standards with particular focus on students' active participation through case studies, role plays, management games, project-based assignments etc. so that students get an opportunity to develop their inherent skills, explore their creativity and expand their knowledge of management ideas and practices;

The student evaluation process is fair and logical with an appropriate mechanism for assisting student's under-performing set standards, through additional course work, assignments and performance improvement techniques.



Board of Studies discussions on PGDM syllabus with academia and industry participation

Guest Lectures / Seminar / Workshop



Yoga & Mind Power Session was conducted by Mr. Gautam Utekar yoga expert for PGDM Students



Biji Tushar on session on personality development



Session on Mental toughness by Dr. Rajiv Naidu



Voice Modulation and Intonation by Mr. Ronak Sanghvi



Mr. Dominic D'Souza conducted a session on Goal Setting



Transformation and completion through Mindfulness Meditation was taught by Mr. Augustin Kurias.



Health Checkup Camp in association with 'WOCKHARDT Hospitals' group.



Prof. Dilip Udani conducted session on Vedic Mathematics.

Guest Lectures / Seminar / Workshop



DLLE The Second Term Training Program



Visit to Degree Colleges for DLLE : (Shailendra College, Dalmia College, Shroff College, Vidya Vikasini College, Royal College etc)



Key note address by Chief Guest Mr. Dominic D'Souza at PGDM Batch of 2017-19 Orientation Programme



Sr. Manger of Model Co-operative Bank is guiding PGDM Students about Education Loan



A Street Play at Soch – workshop on mental health awareness



CGW – Career Guidance Workshop

Guest Lectures / Seminar / Workshop



SFIMAR Chairman Bro. Alphose Nesamony welcoming Guest Speaker Mr. Sanjay Agarwal at Mock CET 2017



Inauguration Function of Career Guidance Workshop



PGDM Students winning prizes at Mock Stock 2017



Akshay Kuvar, Captain of Mumbai Team for National Level Karate Tournament.

Graphics

A session on Graphics i.e. Corel Draw and Photoshop was conducted by Mr. Dinto. Students learnt various techniques of Graphics in this session. Event students did cover pages, visiting card and other designing work in this session.



Lectures on graphics and use of corel draw and photoshop by Mr. Dinto

Consumer Awareness

A lecture on The Consumer Protection Act and awareness of Jago Grahak Jago campaign was done by the expert.

How to Manage Money and be Smart Investor

BSE Institute Ltd has conducted seminar on How to manage money and be smart investor.



Additional Certification Programmes



Session on Goods & Service Tax (GST) by CA. Harsh Patel

Certification Program on GST (Goods & Service Tax)

CA. Harsh Patel guided PGDM first year students about GST . Goods and Services Tax or GST is the biggest indirect tax reform that has been introduced w.e.f. 1st July, 2017 in India. It has replaced numerous other indirect taxes like VAT,Service tax,CAD,SAD, Excise,Entry tax etc. All participant students also awarded with certification authorised by CA. Harsh Patel – Chairman Water and Shark Advisors Pvt. Ltd.

Advance Excel Training

Training on Advance excel was given by Mr. Vaibhav Shah to the PGDM Students. Mr. Vaibhav Shah is a Professional in Excel Training field. These sessions of Advanced excel helps students to build on their MS-Excel understanding. These session helps students to enhance knowledge and management skills.



Training of Advance excel was given to students by Mr. Vaibhav Shah.

French Language for PGDM students

French Teacher: Mrs. Garima Rander

Learn French, Coz let's just say its Frentastic.. !

Bonjour..! Hi, I am Garima Jhavar Rander, the French Professor for the first year of PGDM students. This was second year in a row that the students were given an opportunity to have a tailor made introduction course in French. Soon, we started hearing 'Merci', 'Coucou', 'Salut' in the corridors.

French is the second most spoken language in the world. Globalisation has created a demand for being equipped with different language skills as well. In our curriculum we include greetings, basic sentences, grammar, understanding the signboards etc. There is very little similarity between English and French as far as grammar goes, but the students are very enthusiastic (as they know its the language of love) they come up with pretty good sentences and are always eager to learn more and know more. Not just the language but also the table manners, conversation styles, likes and dislikes etc is discussed in our classes. So it is an overall learning.

It was overall a great experience to be with SFIMAR students and to teach a bunch of ambitious graduates.



Outbound Activities for PGDM Batch of 2017-19



Prof. Col. Venkat Raman guiding PGDM Students about the task while outbound activity



Students enjoying outbound activity project

Counselling and Guidance

Ms. Aditi Nadkarni Shirali -Clinical Psychologist and Hypnotherapist –Founder and Director ‘Look Within’ Counselling and Training center, offering counselling and guidance services to the students.

Having being associated with us since November 2015 she has been the driving force behind our students’ mental and emotional well-being. She provides individual as well as group counselling sessions and caters to the students’ academic as well as personal concerns, problems related to stress, anxiety, depression, peer pressure and also guides them to cope up with studies and deal with competition in a healthy way.

In the past 2 years she has conducted 4 Pre-Commencement workshops on stress management, effective communication, time management, goal settings and so on. She conducts one group session every month and is available for individual counselling every Monday and Thursday between 3.30 pm and 5.30pm at the college campus.



SFIMAR - Industry Visits

PGDM first year students (2017-19) went to Malaysia and Singapore under International Industry visit. They visited Binary University, National University of Singapore, Beryl Chocolate Factory and Universal Studio. They went to Nashik-Saputara on their Domestic Industry visit and took a tour of VIP Industries Limited, ABB and Sula Wines. The PGDM second year students went to Pune-Mahabaleswar and visited Johnson Control, Exide Industries and Mapro Foods.



Students has visited ABB Industries,

SULA Wine at Nashik Saputara Industry Visit.



Students has visited Exide Industries, Mapro foods Industries and Johnson control Industries at Pune-Mahabaleshwar Industrial Visit.

Students Review



SFIMAR PGDM provided us with Pre-commencement activities and Preparatory sessions before the start of actual academic sessions so that we could brush up basic skills and be ready for up-coming challenges for the next two years. They also provided us with opportunities of organizing and co-ordinating various events through which

we got a chance to show our management skills in a practical way. Hence it created good environment of learning through experience!

Rachna Vyas
(PGDM Batch of 2017-19)



SFIMAR has always encouraged me to join various activities, competitions to strengthen leadership and extra-curricular skills. Various clubs like Abhiman Club, Green Club has helped me to be connected with environment and people. Faculty are very caring and interactive which helped me to put more efforts for any work I do. Whenever

we feel stressed Ms. Aditi Nadkarni - students counsellor was there to guide us . I am grateful to be part of SFIMAR Family.

Nidhi Mehta
(PGDM Batch of 2017-19)



SFIMAR is having experienced faculty and It provides a great exposure to the corporate world. SFIMAR helped me to develop my knowledge and analytical skills. It helped me to get placed in a Multi-national Company like Insync Analytics as a Financial Analyst

Anand Mishra
(PGDM Batch of 2016-18)



SFIMAR is one of the best Management Institute that gives you innumerable number of opportunities to prove and develop skills and knowledge. Faculty encourage you to bring out the hidden talent in students. You will get great exposure to industry and practical learning. There are a lot of events in the Institute which relieves you

from pressure, helps to develop your personality and inner strength. The campus has good infrastructure and surrounded by greenery.

Daniel Prem Kumar Kuppala
(PGDM Batch of 2017-19)



Joining SFIMAR was one of the best decisions I have ever made. It has helped me to develop a positive attitude in my studies and discover more about myself. Faculty of SFIMAR are very supportive. They make sure that every class is fun-filled, educational and interactive. Whenever I enter the Institute it gives me positive energy

Harshit Shetty
(PGDM Batch of 2017-19)



SFIMAR has helped instill in us the hunger for knowledge, passion to learn and achieve our dreams. It has the best mentors and best faculty I have ever come across. The festivals and events organized by the Institute are a great stress buster and the industrial visit and trips are a great exposure to a whole new horizon. The best results to our hardwork is the placements where you get the option to work with the

leading companies in the market. SFIMAR would be a perfect platform to begin your career with, where you come to fly and they give you wings. Thanks to SFIMAR, I have been recruited by Oberoi Realty Pvt Ltd as an Executive Sales.

Sanath Shetty
(PGDM Batch of 2016-18)

Parents Review

““ There is a dramatical change in the personality of my son. He became more mature and responsible than ever. He can now communicate better. The verbal communication techniques which he learnt at Institute are very effective ””

Mala De

(Mother of Mr. Parichay De)

““ I like the fact that the faculty and non-teaching staff are very caring. They give students more individualized attention than he had before. I am happy that my daughter represents the PGDM 1st Year class. ””

Mr. Gopal Narverkar

(Father of Ela Narvekar)



““ This B-School is perfect for my son. He has improved dramatically not only in his management studies, but in his hidden talent of ‘Acting’ also. He got a great platform to perform his acting skill at various events organised by the Institute and the group. ””

Mr. Narayanan

(Father of Nithun)

““ There is lot of improvements in technical knowledge and communication skills after joining SFIMAR. She feel Institute’s hostel as her second home. ””

Mr. Umesh Lad

(Father of Miral Lad)

Recruiters – Final Placements A.Y. 2016-2017

ANAND RATHI

BASSIN CATHOLIC CO-OPERATIVE BANK LTD.

BLACKROCK

Career Catalysts

Cigna
HEALTH INSURANCE
Health hai, tab life hai

COX & KINGS
ESTD 1978

Crimson
Interactive

CROSSWORD

DIESL
ATA

Directi
Intelligent People. Uncommon Ideas.

'e Scan™

EXCEL
Excel Crop Care Limited
Beyond crop protection. Behind every farmer.

fmi
Future Market Insights

SS&C GlobeOp

HT Media

HyperCITY
Big store. Big savings.

IBS
Intelligent Business Solutions Ltd

ICICI PRUDENTIAL
LIFE INSURANCE

ICICI Securities
Rethinking ProActive Partnerships

IMRB

Indiabulls
REAL ESTATE

The Indian
EXPRESS
CONTRIBUTING TO THE GROWTH OF INDIA

InSync
Analytics

Integreon

ipca
A dose of life

Justdial™

KD PRACTICE ASSOCIATES LLP

kotak
Kotak Mahindra Bank

LDS
INFOTECH PVT. LTD.

IMARTICUS
TECHNO

NxtGen'
Infinite Datacenter

NIRMAL BANG
CORPORATE FINANCE GROUP

oppo

OPPORTUNE
Technologies Pvt. Ltd

PROPERTY
PROCTOR

SaraLogistics
SOLUTIONS IN LOG

SKP

SYNTEL
> Consider IT Done™

TEXPORT Syndicate

UBM

UNIFY

Mahindra
LOGISTICS

NOMURA

Recruiters – Summer Placements A.Y. 2016-2017



ANANDRATHI



Institute Discipline

ANTI-RAGGING

Students are advised that ragging in any Form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted and also be dismissed from the institution. The following are the relevant provisions of the act:

- (a) Ragging in any form within or outside the educational institution is prohibited.
- (b) Whoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall on conviction, be punished with imprisonment for a term up to two years and/or penalty which may extend to ten thousand rupees.
- (c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- (d) Whenever any student or as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing of ragging to the Head of the educational institution, the Head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institute is situated. For further action. Where, on enquiry by the Head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he / she shall intimate the fact, in writing, to the complainant. The decision of the Head of the educational institution shall be final.
- (e) If the Head of the educational institution fails or neglects to act in the manner specified in section (d) above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall on conviction, be punished as provided for in point (b) above.
- (f) Students are therefore advised in their own interest to refrain from any form of ragging.

CODE OF CONDUCT

- (1) To maintain our value system, we emphasis on ethical behavior and maintaining moral standards within our campus environment.
- (2) Use of tobacco or any other recreational drugs within the campus premises is strictly prohibited
- (3) Ragging is strictly prohibited.
- (4) Non-compliance or violation of any rules and regulations of the Institute shall attract disciplinary action against the erring student.
- (5) Students should maintain the prescribed dress code of the Institute.

Committees Functional at Institute As Required by AICTE & DTE

- (1) Students Grievances Redressal Committee
- (2) Anti-Ragging Committee
- (3) Anti-Capitation Committee
- (4) Sexual Harassment Redressal Committee

Details of these committees are available on the Institute's website.

Life @ PGDM





St. Francis Institute of Management & Research (SFIMAR)

Affiliated to the University of Mumbai.

Approved by AICTE, New Delhi & DTE, Maharashtra.

An ISO 9001: 2015 Certified and NAAC Grade 'A' Accredited Institute

Mt. Painsur, SVP Road, Borivli West, Mumbai 400103. Tel: 022 - 2891 7096 / 2891 7089, Ext. No. 147, 146, 145 Cell: 96195 51840, 84080 73486 Email: pgdm@sfimar.org Website : www.sfimar.org

**Admission Brochure
2019 - 2021**

Post Graduate Diploma in Management

Two Year Full-Time AICTE & DTE Approved Programme



**Functional Electives
Sectorial Electives
Transformational Leadership**

*Enlightening Minds
Defining Leaders*



St. Francis Institute of Management & Research

(APPROVED BY AICTE, DTE RECOGNISED AND AFFILIATED TO UNIVERSITY OF MUMBAI)

AN ISO 9001:2015 CERTIFIED AND NAAC "A" GRADE ACCREDITED INSTITUTE

Gate No. 5, Mt. Painsur, S. V. P. Road, Borivali (West), Mumbai - 400 103.

In-Campus Hostel Facility



From Knowing to Doing and from Doing to Being

PGDM Team



PGDM Batch of 2018-20

**Admission Brochure
2019 - 2021**

**Two-Year Full-Time
AICTE & DTE
Approved Programme**



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and NAAC Grade 'A' Accredited
Institute

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Website : www.sfimar.org*

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Message From Programme Head



Dear Students,

Welcome to SFIMAR Family.

If you are looking for a career to make a difference, you have come to the right place.

Our two-year Post-Graduate Diploma in Management (PGDM), is an innovative management programme consisting of 6 Trimesters. It is duly approved by AICTE New Delhi and DTE - Government of Maharashtra. It is a THREE DIMENSIONAL Programme incorporating 'Functional Electives', 'Sectorial Electives' and 'Transformational Leadership'. These three dimensions are most contemporary, developed jointly by industry and academic think-tanks.

The Programme adopts more of "Andragogy" and less of "Pedagogy" in its delivery. Pedagogy emphasizes transmitting the content, whereas Andragogy facilitates the acquisition of content. The Programme is Learner-Centric, encouraging learners to identify their learning needs and we help them achieve those needs. Learning is more inductive rather than deductive. Inductive learning is in the form of Problem Solving through Case Studies, Business Modelling and Analytics, Simulation Labs, Movies/Films, etc.

The learners of our PGDM Programme interact with companies for about 100 hours in each year of the Programme in the form of industry lecture series, field/company visits, national and international industry visit. It lets student to know things practically through interaction, working methods and employment practices.

Experiential Learning through Summer Internship of 6 to 8 weeks and Extended Industry Immersion in the form of industry-based Project Work is a unique feature of our PGDM Programme. In the Final Trimester, learners invest around 8 to 12 weeks comprising 200 hours in the company, learning in a real-life work environment.

I invite you to explore our website to learn more about our values and commitments, get a preview of the exciting activities that engage our faculty, staff and students, and gain a sense of how you would thrive in our programs.

Please visit our beautiful campus, where you can meet a wide variety of people, experience classes, and engage in conversations, so that you can truly understand the strength of our PGDM Programme.

Dr. Sulbha Raorane

Programme Head PGDM



PGDM (General Management)

The PGDM (General Management) at SFIMAR is a unique “Three Dimensional” Programme offering ‘Functional Specialization’, ‘Sectorial Specialization’ coupled with emphasis on ‘Transformational Leadership’. The PGDM Programme at SFIMAR emphasizes on practice-based and experiential learning.

The Programme provides the following functional and sectorial electives.

Functional Electives*:

- Finance
- Marketing
- Human Resources
- Operations
- Systems

Sectorial Electives*:

- Financial Markets
- Banking
- Retail Management
- Advertising & Public Relations
- Global Business
- Entrepreneurship
- Urban Infrastructure Management



* Note: Proposed Functional & Sectorial Electives will be offered subject to minimum number of 10 students opting for particular elective.

ELIGIBILITY CRITERIA

What is the Eligibility Criteria for PGDM Programme ?

- a) Passed Bachelor’s Degree of minimum 3 years duration. Obtained at least 50% marks (45% in case of candidates belonging to reserved category) in the qualifying Examination.
- b) Candidate must have appeared for any of the below mentioned MBA Entrance Test.
 - I. MH-CET
 - II. CAT
 - III. MAT
 - IV. XAT
 - V. ATMA
 - VI. GMAT
 - VII. CMAT
 - VIII. Common entrance examinations (if any) conducted by the respective State Governments for all Institutions other than Minority Institutions.

Programme Structure

The PGDM (General Management) shall consist of 6 Trimesters spread over a period of two academic years. The broad indicative theme of the Trimesters and number of courses are:

Trimester	Theme	No. of Courses	Marks	No. of Hours
1	Building Blocks of Management	7	700	420
2	Primer to Specializations	7	700	420
3	Nurturing Functional Specializations	8	800	480
4	Insights Into Sectorial Specialization	9	900	540
5	Transformational Leadership	5	500	300
6	Industry Integrated	4	400	240
	Total	40	4000	2400

Note: The number of courses, marks and hours are indicative and subject to change as and when circumstances demand, so as to make the Programme more contemporary.



Functional & Sectorial Mapping

Finance

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Finance			
Trimester 4 Sectorial Specialization	Financial Market	Banking	Global Business Management	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project

Marketing

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Marketing			
Trimester 4 Sectorial Specialization	Retail Management	Advertising & Public Relations	Global Business Management	Entrepreneurship
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Based Project	Industry-based Project



Human Resource

Trimester 1 Building Blocks	Foundation Subjects	
Trimester 2 Primer to Specialization	Introduction to Specialization	
Trimester 3 Functional Specialization	Human Resources Management	
Trimester 4 Sectorial Specialization	Global Business Management	Entrepreneurship
Trimester 5 Leadership	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project

Operations

Trimester 1 Building Blocks	Foundation Subjects			
Trimester 2 Primer to Specialization	Introduction to Specialization			
Trimester 3 Functional Specialization	Operations			
Trimester 4 Sectorial Specialization	Retail Management	Global Business Management	Entrepreneurship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project



Systems

Trimester 1 Building Blocks	Foundation Subjects				
Trimester 2 Primer to Specialization	Introduction to Specialization				
Trimester 3 Functional Specialization	Systems				
Trimester 4 Sectorial Specialization	Financial Markets	Banking	Global Business Management	Entrepreneurship	Urban Infrastructure Management
Trimester 5 Leadership	General Management	General Management	General Management	General Management	General Management
Trimester 6 Industry Integrated	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project	Industry-based Project

Trimester 1: Building Blocks of Management

A skyscraper cannot stand tall and withstand the turbulent weather if its foundation is weak. Thus, just as building a strong foundation is a pre-requisite for a skyscraper, so is the case with managers too. Every manager has to have a strong foundation in the art and science of management. The courses offered in this trimester are core courses focused on building strong foundations of management. After completion of these foundation courses, students shall be better equipped in achieving higher sophisticated skills in later trimesters. A total of courses mentioned below are the pre-requisite to proceed to subsequent trimester.

S. No.	Code	Subject Name	Credits	Marks
1	1.1	Perspective Management	6	100
2	1.2	Financial Accountancy	6	100
3	1.3	Managerial Economics	6	100
4	1.4	Quantitative Methods	6	100
5	1.5	Legal Aspects of Business & Taxation	6	100
6	1.6	Organisational Behavior & Cross Cultural Management	6	100
7	1.7	Personal Effectiveness and Corporate Communication	6	100
8	1.8	*Open Audit Course		
		Total Marks	42	700

Note: One Credit is equivalent to 10 hours of Learning (Including both In-classroom as well as Off-Classroom)

** Open Audit courses are non credit courses, hence are not considered for calculating grades.*

Trimester 2: Primer to Specializations

The five main functional areas that exist in any organization are Finance, Marketing, Human Resources Management, Operations and Systems. A manager is expected to function in any of these areas. The Trimester 2 provides introductory courses relating to each of the functional areas. These courses enable students in judiciously selecting the functional area in which they have acumen to further their knowledge and skills. A total of eight courses are offered as listed below, which gives a flavour of each functional area.

S. No.	Code	Subject Name	Credits	Marks
1	2.1	Human Resource Management	6	100
2	2.2	Marketing Management	6	100
3	2.3	Financial Management	6	100
4	2.4	Managerial Costing & Control	6	100
5	2.5	Operations Management	6	100
6	2.6	Macro Economics	6	100
7	2.7	Research Methodology	6	100
8	2.8	*Open Audit Course		
		Total Marks	42	700

*Note: * Open Audit courses are non credit courses, hence are not considered for calculating grades.*

Trimester 3: Functional Specializations

FINANCE

Finance is considered to be the life blood of any organization. The raising and deployment of funds in a judicious manner so as to maximize shareholders' value is one of the prime functions of any organization. A business is an activity, which is carried out with the intention of earning profits. Production, marketing and finance are the key areas in case of any manufacturing / services activity out of which finance is the most crucial area. It is so because the function of production and marketing cannot be carried out without finance. The students undergoing finance specialization would be learning about all the financial decisions being taken in any organization. The courses proposed for learning and enabling such decisions are as under:

Finance				
Sr. No.	Code	Title	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Advanced Financial Management	6	100
3	3.3	Strategic Cost Management	6	100
4	3.4	Derivatives and Risk Management	6	100
5	3.5	Financial Markets, Institutions and Products	6	100
6	3.6	Valuation, Mergers and Acquisition	6	100
7	3.7	Security Analysis and Portfolio Management	6	100
8	3.8	International Finance	6	100
		Total	48	800





MARKETING

Understanding of markets is a key requirement for any business organization to be successful in achieving its organizational goals. In a free market economy the number of sellers and buyers are unlimited and competition is intense. Hence, customer retention and loyalty is the key to success. The competitive nature of markets calls for profound skills in marketing the services of the organization and also for service development and service innovation. There is a wide range of opportunities in marketing, including marketing management, consumer and industrial buying behaviour market research, market analysis, product management, retailing, sales promotion, international marketing etc. The students learn cutting-edge concepts and application of these concepts through diverse courses offered in marketing specialization. The marketing specialization of the PGDM Programme gives a solid foundation in marketing strategy, consumer behaviour and research, international marketing, etc. The proposed courses in marketing specialization are as under:

Marketing				
Sr. No.	Code	Title	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Marketing Strategy & Practices	6	100
3	3.3	Integrated Market Communication	6	100
4	3.4	Rural Marketing & Sales Management	6	100
5	3.5	Distribution & Supply Chain Management	6	100
6	3.6	International Marketing	6	100
7	3.7	Product & Brand Management	6	100
8	3.8	Consumer & Industrial Buying Behaviour	6	100
		Total Marks	48	800



HUMAN RESOURCES

Human behaviour is dynamic in nature. Managing people resources requires a high degree of socio-psychological skills which can be acquired by undergoing appropriate training. The HR specialization focuses on managing human resources of the organization and their training, development and retention. The courses under this specialization adequate knowledge and skills in recruitment, employee training, evaluation and compensation of employees. The performance and productivity of employees get influenced due to changes in the government regulations, global competition, technological development and organizational transformations. The range of courses in this specialization provides students with technical knowledge and practical skills for dealing with change and the multi-cultural workforce. The innovative nature of courses in this specialization prepares students in developing new ideas on leadership and effective human resource management tools. The courses proposed under this specialization are:

Human Resources Management				
Sr. No.	Code	Title	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Learning and Development	6	100
3	3.3	Competency Mapping and Performance Management	6	100
4	3.4	HR Planning and HR Audit	6	100
5	3.5	Compensation, Benefits and Reward System	6	100
6	3.6	Industrial Relations	6	100
7	3.7	Organization Development and Change Management	6	100
8	3.8	Building Learning Organisation and Knowledge Management	6	100
		Total Marks	48	800

OPERATIONS

Efficient production of goods, their distribution or development of services and their delivery is a key aspect of a business. The complex nature of markets and organization structure requires a high degree of coordination and facilitation in product or service delivery mechanism. Ensuring smooth operations is a complex task involving coordination of employees, machines and information across various levels in the organization. In today's fast changing business environment, operations management has become more information and technology driven. The Operations Management specialization endeavours to provide students the analytical and problem-solving abilities required to handle such evolving business issues. The courses in this specialization deliberate on wide-ranging tasks in operations management with focus on supply chain management, production planning and control, project management, quality management, etc. The courses proposed to be offered in this specialization are:

Operations Management				
S. No.	Code	Title	Credits	Marks
1.	3.1	Operations Research	6	100
2.	3.2	Manufacturing Resource Planning & Control	6	100
3.	3.3	Logistics & Supply Chain Management	6	100
4.	3.4	Materials Management	6	100
5.	3.5	Total Quality Management	6	100
6.	3.6	Service Operations Management	6	100
7.	3.7	Operations Analytics	6	100
8.	3.8	Operations Outsourcing & Offshoring	6	100
		Total	48	800





SYSTEMS

Managing data and information is critical to all areas of operations and management decisions in a business. The rapid advancement of information technology calls for contemporary skills that present day managers should possess for decision making. The emphasis of this specialization is on theory of information systems and the modelling of decision making process. The courses in this specialization balance theory with applications in the form of case studies, simulation lab sessions, live projects, field studies, etc. The range of courses in this specialization will help students to garner necessary skills to leverage on Information Technology to create efficient organizations characterized by standardized business processes and integrated data. The courses will also prepare students for high level of compliance and security-intensive environments due to heavy integration of all business activities, such as trade secrets, production methods, product innovation, marketing strategy, financial details and so on with the help of Information Technology. Additionally, students will also learn how to innovate and create top-line growth and differentiation opportunities based on data-driven business intelligence, harnessing social media to understand customer preferences and by optimally leveraging sourcing of IT and IT-enabled business processes. The courses proposed to be offered in Systems specialization are as under:

Systems Management				
S. No.	Code	Title	Credits	Marks
1.	3.1	Operations Research	6	100
2.	3.2	Database Management Systems & Data Warehousing	6	100
3.	3.3	Enterprise Management System	6	100
4.	3.4	Information System & Control Audit	6	100
5.	3.5	Knowledge Management	6	100
6.	3.6	Software Engineering	6	100
7.	3.7	Big Data and Business Analytics	6	100
8.	3.8	Managing Technology Business	6	100
		Total	48	800

Trimester 4: Sectorial Specialization

FINANCIAL MARKETS

The history of Indian financial markets can be traced back to the 18th century which is almost more than 300 years. The financial markets in India have gone through a sea change from the time India moved to open-door policy in 1991. The open-door policy has led to development of exotic financial products. Further, the advancement in information technology has transformed the practices and processes in the Indian financial markets. Over these years, globalization has also brought in best practices into the Indian financial markets. The sophisticated nature of present day financial markets and various structured financial products, as well as use of advanced technology for the development, trading, evaluation and processing of financial transactions call for professional skills which need to be cutting-edge. The sector specialization on Financial Markets shall equip the students in acquiring these required cutting-edge skill sets. The proposed courses for sector specialization are as under:

Finance - Financial Markets				
Sr. No.	Code	Title	Credits	Marks
1	4.1	International Business	6	100
2	4.2	Mutual Fund & Alternative Investment	6	100
3	4.3	Treasury and Risk Management	6	100
4	4.4	A-Financial Planning & Wealth Management	6	50
		B-Commodities Markets		50
5	4.5	Fixed Income Securities	6	100
6	4.6	A-Behavioral Finance	6	50
		B-Global Financial Markets		50
7	4.7	Open Elective - Financial Modeling	6	100
8	4.8	Summer Internship	12	200
		Total Marks	54	900



BANKING

The banking industry in India, though dates back to the 18th century, over the past decade or so has got transformed typically from brick and mortar type to more of technology-driven. The growing integration of the Indian economy with the world economy has brought in international best practices in Indian banking systems. While the product-mix and services offered by banks have seen complete transformation, the traditional services of providing advances and seeking deposits have also multiplied manifold. The growing variety of product offerings by banks and usage of advanced technology in the processes and delivery of the products demands a high degree of sophisticated skills amongst banking personnel. This sector specialization in Banking shall equip banking personnel with the much needed advanced skills. The proposed courses to achieve these advanced skill sets are as under:

Banking Management				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Banking Operations & Corporate Banking	6	100
3.	4.3	Treasury & Risk Management	6	100
4.	4.4	A – Financial Planning & Wealth Management	6	50
		B – Mutual Fund & Venture Capital Management		50
5.	4.5	Fixed Income Securities & Structured Finance	6	100
6.	4.6	A – Behavioural Finance	6	50
		B – Co-op Banking, Rural Banking & NBFC		50
7.	4.7	Open Elective – Financial Modelling	6	100
8.	4.8	Summer Internship	12	200
		Total	54	900





RETAIL MANAGEMENT

Retail sector plays a very important role in the Indian economy. Lately the retail sector in India is growing exponentially, especially online retailing. The Indian retail sector is highly dynamic and with the entry of international retail players like Marks & Spencers, Ikea, etc, the retail marketplace is burgeoning. The Government of India's liberal policy on FDI in the retail segment has further accelerated retail businesses in India. More and more career opportunities are getting created in this sector. However, adequately skilled workforce for retail segment is not readily available. International retail players with deep pockets and sophisticated business practices and systems demand highly skilled managers who can efficiently deal with the nuances of retail management. This specialization endeavours to produce strategic global managers for retail operations in close tie-up with the industry players. The courses in this specialization combine theory and techniques that students can readily apply in global retail markets. The proposed courses in this specialization are as under:

Marketing - Retail Management				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2	4.2	Media Planning & Strategy	6	100
3	4.3	Managing Retail Environment	6	100
4	4.4	Retail Strategy and Retail Branding	6	100
5	4.5	Advertising and Public Relations	6	100
6	4.6	Mall Management and Retail Store Management	6	100
7	4.7	Social Media Marketing & Digital Marketing	6	100
8	4.8	Summer Internship	12	200
		Total Marks	54	900



ADVERTISING & PUBLIC RELATIONS

What do Pepsi, Audi, and Vodafone all have in common? They all have immensely strong brands that are highly recognized throughout the globe. Brand promotion through effective advertising is the most fundamental method of increasing brand awareness, creating customer loyalty and increasing sales. Further, the rapid growth of integrated market communication has created unprecedented demand for professionals possessing high-end skills in advertising and public relations. Effective brand promotion through strategic advertising is what is needed in competitive marketplaces. The specialization in Advertising & Public Relations is a journey in which students learn the fundamentals of visual form, color theories and basic design principles through classroom sessions and projects. Then they move on to study various successful and unsuccessful advertising campaigns and thereafter plan, research and implement advertising campaign from scratch, encompassing different media, reach target audience and analyze the impact. The range of courses encompasses account management, advertising research, media planning, creative and art direction, copywriting, and workplace literacy skills in applicable multimedia technologies and professionally-oriented computer programmes. The courses proposed for the specialization are as under:

S. No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Advertising Management	6	100
3.	4.3	Public Relations: Principles & Practice	6	100
4.	4.4	Media Design & Planning	6	100
5.	4.5	Graphics & Production	6	100
6.	4.6	A. Account Management	6	50
		B. Digital Communications		50
7.	4.7	Open Elective - Social Media Marketing and Digital Marketing	6	100
8.	4.8	Summer Internship	12	200
		Total	54	900

GLOBAL BUSINESS MANAGEMENT

India moved from a closed economy to open-door policy in 1991. Since then the cross-border trade and flow of capital has been increasing both inward as well as outward. In the last two decades many foreign companies have entered India as well as Indian companies have set up or companies abroad. This calls for a professional approach and knowledge of international business environment. The sector specialization on International Business shall equip students in understanding the nuances of international management. It aims to provide a comprehensive coverage of all the important areas and disciplines relevant to international business activities. The broad courses proposed are as under:

HRM - International Business				
S. No.	Code	Title	Credits	Marks
1	4.1	International Business	6	100
2	4.2	Foreign Trade Financing & Documentations	6	100
3	4.3	International HRM	6	100
4	4.4	International Logistics Management	6	100
5	4.5	Legal Aspects of International Trade	6	100
6	4.6	A. Global Business Strategy	6	50
		B. International Economics		50
7	4.7	Open Elective - HR Trend, Process Design and Automation	6	100
8	4.8	Summer Internship	12	200
		Total Marks	54	900



ENTREPRENEURSHIP

Entrepreneurship is an important engine of economic growth. The opening up of Indian economy has amplified the scope for young minds to turn their ideas into business opportunities. Where, when, how do these opportunities arise? Is it the instinct that enables one in identifying these opportunities, or is it the idea that needs to be translated into action? A structured training is required to create an enterprise. In order to turn ideas into business opportunities a great deal of leadership skills too are necessary. The Entrepreneurship specialization empowers students in building business ventures by providing them theoretical background and necessary skills through projects- to lead, finance, deploy, develop, market and transform such business ideas into reality. The courses also emphasize on pursuit of business ideas that are socially responsible, innovative and sustainable. The proposed courses in this specialization are as under:

Entrepreneurship				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Entrepreneurship Theory & Practice	6	100
3.	4.3	New Enterprise Creation & Financing	6	100
3.	4.4	Social Entrepreneurship	6	100
4.	4.5	Family Business Management	6	100
5.	4.6	MSME Management	6	100
6.	4.7	Open Elective	6	100
7.	4.8	Summer Internship	12	200
		Total	54	900



URBAN INFRASTRUCTURE MANAGEMENT

Over the last couple of years, India is witnessing rapid urbanisation. The present Government in its Vision document has proposed to set up 100 smart cities. The UN report on Urban Habitat of 2007 has estimated that more than fifty percent of the world's population would be living in cities in future. Urbanization is vital for the socio-economic development of a nation. However, unplanned urbanization has its pitfalls. Urbanization leads to large scale migration from villages and smaller towns to cities, which in turn may lead to deterioration in physical environment in the form of inadequate infrastructure, thus affecting the quality of life in cities. It may also lead to inequities amongst different sections of society, threat to heritage sites, unemployment, etc. An integrated approach is needed to resolve the pitfalls of urbanization. A professional and planned urban infrastructure management is required for sustainable development of the cities and a nation at large. The students of sector elective – Urban Infrastructure Management, would develop professional capabilities for sustainable Urban Infrastructure management by studying under-mentioned courses:

Urban Infrastructure				
S.No.	Code	Title	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Urban Infrastructure Planning & Execution	6	100
3.	4.3	Urban Development Management	6	100
4.	4.4	Infrastructure Investments & Public Private Partnership Models	6	100
5.	4.5	A. Environment & Disaster Management	6	50
		B. Urban Governance		50
6.	4.6	A. Energy & Health Infrastructure Management	6	50
		B. Transport Infrastructure & Transport Economics		50
7.	4.7	Open Elective	6	100
8.	4.8	Summer Internship	12	200
		Total	54	900

Trimester 5: Transformational Leadership

A manager's role in the era of Millennial is not just of managing the resources, but also leading an organization and its people towards the organizational and societal goals. The scope of managers thus covers both managing as well as leading. Additionally, business houses need to take care of the economy, society and the environment in which they operate, in order to remain sustainable. Organizations have to adopt value-based approach in their pursuit to achieve such goals. The aim of transformational leadership as an elective of this PGDM Programme is to create value-based managers and responsible corporate citizens. The courses proposed are as under:

Trim V - Transformational Leadership				
Sr. No.	Code	Title	Credits	Marks
1	5.1	Business Environment and Ethics	6	100
2	5.2	Leading and Managing Projects	6	100
3	5.3	Business Data Analytics	6	100
4	5.4	High Performance Leadership	6	100
5	5.5 (F)	Financial Market, Regulations & Compliances	6	100
	5.5 (M)	Market Research & Analytics		
	5.5 (H)	Employment Laws		
		Total Marks	30	500

Trimester 6: Industry Integration

The objective of this trimester is to expose the students to real-life environment and offer them an opportunity to apply skills acquired in classrooms, in the real world. A student is expected to work on industry-based project and submit a report thereon.

Trim VI - Industry Integration				
Sr. No.	Code	Title	Credits	Marks
1	6.1	Strategic Management	6	100
2	6.2	Strategy and Leadership	6	100
3	6.3	Industry Based Capstone Project Work	12	200
		Total Marks	24	400



Evaluation System

The evaluation of courses shall be done on the basis of Continuous Internal Evaluation in the form of assignments, presentations, field study reports, etc carrying 50% weightage and Trimester End examinations carrying weightage of 50%.

Evaluation Plan			
Sr. No.	Particulars	Marks	Marks
1.	Semester End Examination		50/25
2.	Internal Assessment Indicative		
	(a) Active Participation in Discussion, Viva and Presentation	10/5	
	(b) Active Participation in Class Assignments / Project	10/5	
	(c) Class Test	10/5	
	(d) Completion of Home Assignments & Library Reading	10/5	
	(e) Project/Field work any other activity	10/5	50/25
	Total		100/50

PGDM Admission Details

(For the Academic year 2019-20)

ADMISSION PROCEDURE

(For Local/ Mumbai Candidate)

Admission forms are available at admission office in campus by payment of Rs. 1500/- by cash or DD in favour of 'St. Francis Institute of Management and Research'.

For outstation Candidate:

Out station candidates can download the admission form from website (www.sfimar.org) If there is any problem while downloading the form in such case students can send a mail on pgdm@sfimar.org for the admission form. Such request will be replied with admission form in pdf format along with all required admission details.

Steps for outstation candidates for admission form

- I. Download the form from Website
- II. Take print of the form
- III. Fill it properly
- IV. Send the form along with photocopy of academic documents (list is mentioned in the form) by Speed post / Courier to 'PGDM Department, St. Francis Institute of Management and Research, Gate no. 5, Mount poinsur, Borivli (West), Mumbai – 400 103 . Tel - 9619924797 / 8408073486 / 9619551840

Once Institute receives your form, you will get a call for fixation of your telephonic interview. On given time the telephonic interview will be arranged.

Out station candidate can make the fees payment by NEFT/RTGS.

There will be two rounds of admission to enrol in PGDM Programme.



FIRST ROUND OF ADMISSION :

First round of admission consists of following

1. Essay writing (Time Allotted is 30 Minutes)
2. Personality Factor Test (PF TEST) (Time allotted 30 Minutes)
3. Personal Interview by PGDM Program Head
(In case of PGDM Program Head is not available, DIRECTOR SFIMAR/ Departmental Faculty is authorised for conducting Personal Interview)

SECOND ROUND OF ADMISSION :

Second round of admission will be consists of following procedure

1. Documents verification of students
2. Panel Interview with Management

List of documents required for Admission

- i. Entrance Test Score Card
- ii. Statement of Marks of Std. X Examination
- iii. Passing certificate Std. X Examination
- iv. Statement of Marks of Std XII Examination
- v. Passing Certificate of Std XII Examination
- vi. Statement of Marks of Bachelor's Degree Examination
- vii. Convocation Degree/Passing Certificate
- viii. College leaving / Transference Certificate from the college last attended by the students to be submitted
- ix. Work Experience Certificate (if applicable)
- x. Physical Fitness Certificate from a registered Medical Practitioner (Original Copy)
- xi. Latest Colour Photograph (3 Copies)
- xii. Gap Certificate (if applicable)
- xiii. Photocopy of Aadhar Card

PGDM ADMISSION CRITERIA

Admission Criteria are as follows :

Sr.	Component	weights
1	Score in the Common Admission test	35 to 60%
2	Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree	5 to 25%
3	Group discussion/interview	20 to 45%
4	Weightage for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity	5 to 20%

Personality Factor Test (PF Test) , Computer Proficiency Test, Interview by Management are part of the admission procedure.

PGDM REFUND GUIDELINES

In the event of a student withdrawing before the starting of the Course, the entire fee collected from the student, after a deduction of the processing fee of not more than 1000/- (Rupees One Thousand only) shall be refunded by the Institution.

FEE STRUCTURE FOR PGDM (1st YEAR)

Particulars	A Y 2019-20 (1st year)
First Year	(Rs.)
Tuition Fees	145000
Examination Fees (no. of subjects*600)	13200
Registration fees	1000
Seminar / Conference / Workshop, Local company Visits/Field Visits, Part Payment of International study tour, Student Development Activities & Events	85000
Caution Deposit (Refundable)	7000
Library Deposit (Refundable)	5000
	(A) 256200
Alumni Association Membership	(B) 8000
Total Fees for 1st year Batch 2019-20	264200

PGDM Academic Calendar For Batch 2019-21

Trimester I - (01st July 2019 to 30th Sept 2019)

SN	Particulars	From	To	Remarks
1	Preparatory Sessions on MS Excel/ Language/Training/Mathematics	June 3rd/4th week 2019		01 Week
2	Induction of PGDM 2019 - 2021 Batch	July 1st week 2019		
3	Commencement of Classes	Next day of Induction	14th Sept 2019	09/10 Weeks
4	Mid Term Class Test	2nd Week, Aug 2019		As per schedule by Faculty
5	Trimester I End Exam	20th Sep 2019	28th Sept 2019	08 days

Trimester II - (3rd Oct 2019 to 23rd Dec 2019)

SN	Particular	From	To	Remarks
1	Commencement of Classes	3rd Oct 2019	7th Dec 2019	09/10 weeks
2	Local Industry Visit	4th week of Oct 2019		01/03 days (Tentative)
3	Mid Term Class Test	3rd week of Nov 2019		As per Schedule by Faculty
4	Trimester II End Exam	14th Dec 2019	21st Dec 2019	08 Days

Trimester III - (2nd Jan 2020 to 31st March 2020)

SN	Particular	From	To	Remarks
1	Commencement of Classes	02nd Jan 2020	9th Mar 2020	09/ 10 weeks
2	Placement Week (Brochure Distribution)	20th Jan 2020	21st Jan 2020	03 days
3	Mid Term Class Test	4th week of Feb 2020		As per Schedule by Faculty
4	Trimester III End Exam	20th Mar 2020	28th Mar 2020	08 Days



PGDM Academic Calendar For Batch 2019-21

Trimester IV - (01st July 2020 to 30th Sept 2020)

SN	Particular	From	To	Remarks
1	Advanced Excel Training	1st July 2020	10th July 2020	
2	Commencement of Classes	1st July 2020	12th Sep 2020	09/ 10 weeks
3	Summer Internship Project (SIP) Presentation	10th July 2020	12th July 2020	03 days
4	International Study Tour	20th July 2020	25th July 2020	
5	Summer Excellence, SIP Competition	Aug/Sep 2020		01 day
6	Mid Term Class Test	Mid Aug 2020		As per Schedule by Faculty
7	Trimester End Exam	21st Sep 2020	29th Sep 2020	08 Days

Trimester V - (01st Oct 2020 to 23rd Dec 2020)

SN	Particular	From	To	Remarks
1	Commencement of Classes	01st Oct 2020	09th Dec 2020	09/ 10 weeks
2	Local Industrial Visit	2nd week Oct 2020		01/ 03 days (Tentative)
3	Trimester VI "Special Studies Capstone Project"	01st Oct 2020	09th Dec 2020	Synopsis Submission & Development Plan
4	Mid Term Class Test	1st week of Nov 2020		As per schedule by Faculty
5	Trimester End Exam	15th Dec 2020	22nd Dec 2020	05/ 06 days

Trimester VI - (02nd Jan 2021 to 31st March 2021)

SN	Particular	From	To	Remarks
1	Commencement of Classes	02nd Jan 2021	13th Mar 2021	09/10 weeks
2	Mid Term Class Test	4th Week, of Feb 2021		As per schedule by Faculty
3	Special Studies Capstone Project Presentation	04th Mar 2021	6th Mar 2021	04 days
4	Trimester VI End Exam	22nd Mar 2021	31st Mar 2021	02/ 03 days

Note: The Academic Calendar is tentative and is Subject to change under unavoidable circumstances



PGDM - Board of Studies



Board of Studies discussions on PGDM syllabus with academia and industry participation

The PGDM Programme Syllabus, pedagogy and evaluation is developed by the in-house Board of Studies, based on feedback received from the academia and industry on their concurrent relevance.

I. Purpose/Scope of PGDM Board of Studies:

The scope of the Board of Studies (BOS) is to initiate, design and deliberate on the various courses of the Institute's AICTE-approved Post-Graduate Diploma in Management Programme (PGDM), and ensure that

the quality of resources, pedagogy, evaluation and review process is in line with the Institute's Vision and Mission, industry needs and best practices.

II. Objectives of BOS:

The objectives of the Board of Studies are to ensure that:-

a. The content of various courses is relevant and forward-thinking with appropriate need-of-the-hour inputs from experts in the industry and academia in line with national and global trends;

The pedagogy and teaching-learning process creates an environment conducive for achieving high academic standards with particular focus on students' active participation through case studies, role plays, management games, project-based assignments etc. so that students get an opportunity to develop their inherent skills, explore their creativity and expand their knowledge of management ideas and practices;

The student evaluation process is fair and logical with an appropriate mechanism for assisting student's under-performing set standards, through additional course work, assignments and performance improvement techniques.

In-Campus Hostel Facility

SFIMAR has a well-furnished Hostel for boys and girls. The facilities include mess, recreation room, first-aid room etc.



Modern Gymnasium

SFIMAR lives up to the spirit of caring for health and well-being of its students. It has a modern gymnasium with separate timings for girls and boys.



Students Skill Development Programme (SSDP)

FOR THE A.Y. 2018-19

- Basic Excel
- Graphics Training
- Workshop on Good & Service Tax (GST)
- French Language
- “English Communication - Cambridge English Certification”
- Personality Development with Management Games
- Personality Transformation - The Objective of an MBA
- Power point Presentation
- Spoken English
- Vedic Maths
- Goal Setting
- How to improve your Non-Verbal Gestures
- Advance Functions of MS-Word and PowerPoint
- Basic IT for Management
- Yoga & Mind Power
- How to become Mentally Strong
- Resume Building
- Career Counselling
- Basic Excel as per Industry Requirement
- Mock Stock
- NISM Certification on Equity and Stock Trading
- Youth leadership and People Skill (YLPS)

SFIMAR: CERTIFICATE PROGRAMS

PGDM : 1st YEAR

- Topic
- Graphics Training
- Workshop on Good & Service Tax (GST)
- French Language
- Cambridge English Certification
- NISM Certification on Equity and Stock Trading
- Mock Stock
- Youth leadership and People Skill (YLPS)

PGDM : 2nd YEAR

- Advance Excel Training
- Certificate in Alternate Investment Industry (CAII)
- Workshop on Financial Modelling
- HRM Automation Certificate Training
- Digital Marketing
- IOT Workshop
- Project Management
- Analytical Skills

FOR FINANCE SPECIALIZATION

- Advance Excel Training
- Certificate in Alternate Investment Industry (CAII)
- Workshop on Financial Modelling
- Technical Sessions: Analysis of Financial Statements, Financial Management , Financial
- Report Analysis, Forecasting ,Valuation Methods & SAPM
- Business Communication- E-MAIL WRITING
- Interview Skills
- Public Speaking
- Guidance on Various Profiles, Skill set required & Preparation
- Mock Interviews

FOR HUMAN RESOURCE SPECIALIZATION

- Advance Excel Training -Certificate Course
- HRM Automation Certificate Training
- Business Communication- E-MAIL WRITING
- HR Audit & Compliance
- Interview Skills

FOR MARKETING SPECIALIZATION

- Business Communication- E-MAIL WRITING
- Public Speaking
- Digital Marketing
- Interview Skills
- Guidance on Various Profiles, Skill set required & Preparation
- **Mock** Interviews

FOR OPERATION SPECIALIZATION

- Advance Excel Training -Certificate Course
- Careers in Operations
- Business Communication- E-MAIL WRITING
- Data Visualization using Tableau
- IOT Workshop
- Guidance on Various Profiles, Skill set required & Preparation
- Interview Skills
- Mock Interviews
- Project Management

Guest Lectures / Seminar / Workshop



Mr. Dominic D'Souza is guiding students about Goal setting and its important in life



Right Mindset can get you right things in life. Mr. Stephen Moras guiding students on Growth Action Mindset.



Dr. Samta Jain guiding HR students on How to design CTC and implement in the corporate world



Transformation and completion through Mindfulness. Trainer – Mr. Augustin Kurias



Ms. Sandra Baros Guided PGDM Students of 'Power of You'



Chairman Bro. Alphonse Nesamony welcoming students for Spoken English Workshop.



Health is Wealth !!! Yoga day celebration at Campus. Session by Yog Guru Mr. Gautam Utekar

Additional Certification Programmes



Advance Excel Training



Cambridge English Certification course



Graphics Training



People Skills (YLPS) program, organized by SFIMAR in association with TISS. (Tata Institute of Social Science)



Certification Program on GST (Goods & Service Tax)



French Language Certification

Industry Visits @ PGDM

Industry Visit for PGDM Batches of 2017-19 and 2018-20 was conducted from on 25th to 27th October, 2018. The places visit were Pune and Mahabaleshwar.

Students visited to Parle Products, Volkswagen, Aurangabad Electrical, Mapro Factory, Aeroflex, Exide Battery industries along with sight visit to Table land & Parsi point, Venna Lake etc.

It is a learning experience for our students. Also field visit has been arranged to various companies like Ajanta pharma, BSE- NSE etc.



MAHABALESHWAR



EXIDE BATTERIES



MAPRO INDUSTRIES



VOLKSWAGEN



AEROFLEX INDUSTRIES



AURANGABAD ELECTRICALS



INTERNATIONAL INDUSTRIAL VISIT TO DUBAI AND ABU DHABI

Department of Lifelong learning and extension Activities (DLLE)



Basic Life Support Training :

SFIMAR DLLE Group celebrated National Education Day by organizing Basic Life Support Training by Dr. Abhishek Sharma & team from Wockhardt Hospital, Mira road.

This training was full of theory & practical about Emergency First Aid, BLS (Basic Life Support) & CPR (Cardiopulmonary Resuscitation) life saving techniques. Students got practical knowledge & guidance on how to give CPR and was also awarded certificate of participation of this training from Wockhardt Hospital. The purpose of this activity was to create Healthcare Awareness.



Health Check up camp

SFIMAR – DLLE group in association with Wockhardt Hospital – Mira Road organizer a free health check-up for students, faculty & staff which include BP, Weight, BMI, RBS, EYE testing, ECG (if required) & Doctors consultation on Saturday, 18th August, 2018. More than 230 individuals benefited by the event

Multiple Intelligence Test



SFIMAR DLLE Group arranged a multiple intelligence test for the students of Walia College, Borivali.

Visit to St. Francis Orphanage



SFIMAR DLLE Group organized a visit to St. Francis Orphanage. PGDM first year students distributed story books, general knowledge books, stationery and food items to the Orphanage students.

Details of various MBA Entrance test

Details of various MBA Entrance tests for the students of Gonsalo Garcia College was organised by DLLE group. Details of various MBA Entrance tests including pattern, registration method were given to the students. This session was conducted by Mr. Stephen Moras.



'Know Yourself' workshop

SFIMAR DLLE group organized 'Know Yourself' workshop and Online Multiple Intelligence Test on Thursday, 20th December, 2018 for the students of L N College, Borivali east.

The workshop was conducted by Prof. S. C. Kalia. The workshop was followed by Online Multiple Intelligence Test in Computer lab.



'Career Guidance Workshop & Mock CET'

Institute organized 'CAREER GUIDANCE WORKSHOP & MOCK CET' for students who was in their final year of graduation. In the Career Guidance Workshop training will be provided by the Academic & Industry Experts about 'How to crack MBA Entrance test' tests like, CAT, CMAT, CET, XAT, ATMA, MAT etc. The sessions of CGW generally starts from 1st week of January till the month of March.



Outbound Activities for PGDM Students

Outbound Activity for PGDM Batch of 2018-20 was conducted at Rambhau Mhalgi Prabodhini, Keshav Srushti, Uttan Village, Bhayander (West). Various Indoor & Outdoor Management games were played by the PGDM students under the guidance of Dr. Mohan Mathew & Col. Venkat Raman. It was a great & practical learning experience for PGDM students about various aspects of Leadership, Effective Communication, Team work, Planning, Strategy and Execution.



Students Review



I can positively say SFIMAR has made me a better person. It has helped me develop a positive attitude towards my studies and discover more about myself.

Aditya Shanbag
(PGDM Batch of 2018-20)



S t. Francis Institute is accredited 'A' grade by NAAC and also is an ISO 9001:2015 certified Institute. All faculties are experienced and experts in their subjects and very co-operative.

Danica Lobo
(PGDM Batch of 2018-20)



P GDM Programs provided us with Pre-commencement and preparatory session which is good for building our confidence before joining the course.

Nikunj Patel
(PGDM Batch of 2018-20)



W e have good Facilitator & admin support for day to day transactions. Even the canteen facility provided is of best quality.

Savio Lobo
(PGDM Batch of 2017-19)



I t is a great pleasure being a part of PGDM Program. SFIMAR is a great institution with innovative approach of learning.

Aditya Bane
(PGDM Batch of 2017-19)



A part from academic, I was overall active in all the Institute events and clubs & forum activities.

Vikasmani Tiwari
(PGDM Batch of 2017-19)



S ummer for 3 month was a good learning experience. Before our final placement it make us ready.

Vaibhavi Dhanawade
(PGDM Batch of 2017-19)

Parents Review

T here is lot of improvement in technical knowledge and communication skill of my son Parichay.

Mala De (Mother of Parichay De)

A fter joining PGDM at SFIMAR we have noticed phenomenal improvement in our son's personality & Communication.

Ricky Borges (Father of Zenior Borges)

International Tie-up

Institute is in process of making tie up with Ottawa University, Harrisburg University. Delegates from these university visited Institute along with representative of College of Saint Rose, Albany New York.



Counselling and Guidance

With the help and guidance of Ms. Aditi Nadkarni Shirali -Clinical Psychologist and Hypnotherapist –Founder and Director ‘Look Within’ Counselling and Training center, we offer you counselling and guidance services on the campus.

Having being associated with us since November 2015, she has been the driving force behind our students’ mental and emotional well-being. She provides individual as well as group counselling sessions and caters to the students academic as well as personal concerns, problems related to stress, anxiety, depression, peer pressure and also guides them to cope up with studies and deal with competition in a healthy way.



Student Achievement

PGDM 1st Year students Mr. Dhiraj Chirde & Mr. Prince Lewis were Runner up for the event ‘Event : Brand Blizzer’ organised by TMSAR.



PGDM Topper for the batch of 2016-18



Mr. Sooraj Ravindran Nambodiri

Recruiters – Final Placements A.Y. 2017-2018

All Cargo Logistics
 Antraweb Technologies Pvt. Ltd.
 Asian Paints
 Axis Bank
 B Prakash Associates
 BlackRock Services Pvt. Ltd.
 BNP Paribas India Solutions Pvt. Ltd.
 BrandNext Media Pvt. Ltd.
 Byju's Think & Learn
 Camphire
 Canon
 Caggemini
 Carinval Group
 Centre for Monitoring Indian Economy Pvt. Ltd.
 Club Mahindra
 Cox and Kings
 Crimson Interactive Pvt. Ltd.
 Crossword Bookstore Ltd.
 DBS Bank
 DDB Mudra Group
 Decathlon
 Decimal Point
 Directi
 Edelweiss Broking Ltd.
 Edelweiss Housing Finance Ltd.
 e-Emphasys Systems Pvt. Ptd.
 ETP International
 Ezeego One Travel & Tours Ltd.
 FIEO
 Finrex Treasury Advisors LLP.
 FOA Research Pvt. Ltd.
 Forexserve
 Future Group
 Galaxy Office Automation Pvt. Ltd.
 Geojit Financial Services Ltd.
 Godrej & Boyce
 Gravitass
 Hamon Shriram Cottrell Pvt. Ltd.

Hansa Research Group Pvt. Ltd.
 HDFC AMC Ltd.
 HDFC Ltd.
 Home First Finance Company (HFFC)
 ICICI Securities
 ICICI Prudential Asset Management Company
 ICS Group
 Illumine Knowledge Resources Pvt. Ltd.
 IMRB International
 India Bulls Real Estate
 India Forex Advisors Pvt. Ltd.
 Indiabulls
 IVL - Finance
 Indiabulls Ventures Ltd.
 Indian Express
 Infobahn Technical Solutions (I) Pvt. Ltd.
 InSync Analytics (India) Pvt. Ltd.
 Integreon
 JP Morgan
 JP Infra Mumbai Pvt. Ltd.
 Kotak Life Insurance
 Kotak Mahindra Asset Management Company.
 Kotak Mahindra Bank
 KPMG
 Leap India Pvt. Ltd.
 Mahindra Logistics
 Mahindra Susten Pvt. Ltd.
 Make My Trip
 Morgan Stanley
 Motilal Oswal Securities Ltd.
 MResult Services Pvt. Ltd.
 Mudra Portfolio Managers
 Nalanda Securities Ltd.
 Naukri.com
 Netscribes
 NirmalBang – Buckfast
 NJ India Invest Pvt. Ltd.

Nomura
 Oberoi Realty
 Opportune Technologies
 Paramount Intercontinental Pvt. Ltd.
 PaxChem Pvt. Ltd., Mahim.
 Post Box Communication
 Powerweave
 Praxis Technologies
 RBL bank
 Red Wall Mediaworks Pvt. Ltd.
 Relaince Jio
 Reliance Mutual Fund
 Riya Travels
 RK Media
 RNA Corp
 S & P Global
 Sahara Star
 SBI-SG Global Securities Services Pvt. Ltd. (SBI-SG)
 SBM India
 Schbang
 Shangrila Corporate Services Pvt. Ltd.
 Shapoorji Pallonji
 Smera Ratings
 SS&C GlobeOp
 STAR CJ Network Pvt. Ltd.
 Talencia consulting LLP
 Times Group
 Trident
 UBM India Pvt. Ltd.
 Ugam Solutions
 Visible Alpha
 Viteos
 Wizcraft International Entertainment Pvt. Ltd.
 Writer Corporation
 Yes Bank
 Zycus

and many more.....

Recruiters – Summer Placements A.Y. 2017-2018

International Placements

Global Box.World, Canada

National Placements

9a Business Connect Pvt. Ltd.

ACS Business Solutions

Air India

Ajanta Pharma Ltd.

Alivira (Sequent Scientific Ltd.)

Amul Ltd.

Apollo Finvest India Ltd.

Ardent Minds

Arihant Industrial Corporation Ltd.

Axis Bank Ltd.

Bassein Catholic Co Operative Bank Pvt. Ltd.

Bentel Associates Realty Design Consultants Pvt. Ltd.

Blockchain Magazine

Bombay Management Association

Bookeventz.Com

Camphire

Catholic Syrian Bank

Cigna TTK Health Insurance Company Ltd.

Credit One Payment Solutions Pvt. Ltd.

Delhivery Pvt. Ltd.

Edelweiss

Forexserve

GHCL Ltd.

Goldach Consultancy

Gulf Oil Lubricants India Ltd.

HDFC Bank

Hindustan Petroleum Corporation Ltd.

Hotel Sahara Star

IDBI Bank

India Nivesh Securities Ltd.

Indian Oil Corporation Ltd.

Indian Register of Shipping

Infobahn Technical Solutions Pvt. Ltd.

Insync Analytics Ltd.

Inventure Growth and Securities Ltd.

J M Financial

Jet Airways

Kotak Mahindra Bank Ltd.

L&T Heavy Engineering

Lifestyle International Pvt. Ltd.

Linit Export India Pvt. Ltd.

M/S Decker Logistics Pvt. Ltd. - Valueshipr

Mahindra Logistics Ltd.

Maple Digital Technologies International Pvt. Ltd.

Mapro Foods Pvt. Ltd.

Motilal Oswal Financial Securities Ltd.

Namosri Ventures Pvt. Ltd.

Nmah & Co.

Nstore

Oil and Natural Gas Corporation Ltd.

Opportune Technology Pvt. Ltd.

Pepsico India Holding Pvt. Ltd.

Quantum Global Securities Ltd.

Raychem RPG Pvt. Ltd.

Raymond Ltd.

Reserve Bank of India

RK Swamy BBDO Pvt. Ltd.

SGCO & Co. LLP

Siemens

SKS Enterprises

SKVM & Co.

Sony Pictures Network India Pvt Ltd

Starfing

State Bank of India

Style Us Brands Pvt. Ltd.

Sun N Sand

Superior Drinks Pvt. Ltd.

Swadhi Solutions

The Times Group

UCO Bank

United HR Solutions

Virtusa - Polaris Consulting & Services Ltd.

Virtusa Corporation

Vivanta By Taj President

Walchand PeopleFirst Ltd.

Webboxstudios

Yes Bank Ltd.

and many more.....

Institute Discipline

ANTI-RAGGING

Students are advised that ragging in any Form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted and also be dismissed from the institution. The following are the relevant provisions of the act:

- (a) Ragging in any form within or outside the educational institution is prohibited.
- (b) Whoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall on conviction, be punished with imprisonment for a term up to two years and/or penalty which may extend to ten thousand rupees.
- (c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- (d) Whenever any student or as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing of ragging to the Head of the educational institution, the Head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institute is situated. For further action. Where, on enquiry by the Head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he / she shall intimate the fact, in writing, to the complainant. The decision of the Head of the educational institution shall be final.
- (e) If the Head of the educational institution fails or neglects to act in the manner specified in section (d) above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall on conviction, be punished as provided for in point (b) above.
- (f) Students are therefore advised in their own interest to refrain from any form of ragging.

CODE OF CONDUCT

- (1) To maintain our value system, we emphasis on ethical behavior and maintaining moral standards within our campus environment.
- (2) Use of tobacco or any other recreational drugs within the campus premises is strictly prohibited
- (3) Ragging is strictly prohibited.
- (4) Non-compliance or violation of any rules and regulations of the Institute shall attract disciplinary action against the erring student.
- (5) Students should maintain the prescribed dress code of the Institute.

Committees Functional at Institute As Required by AICTE & DTE

- (1) Students Grievances Redressal Committee
- (2) Anti-Ragging Committee
- (3) Anti-Capitation Committee
- (4) Sexual Harassment Redressal Committee

Details of these committees are available on the Institute's website.

Life @ PGDM



Green Club



Meditation



Class Test



Mindfulness



Udaan - DLE Festival



Multiple Intelligence Test



Examination



Spoken English



Health Check Up



International Resource Persons from the United States of America with PGDM Faculty, Staff and Students



St. Francis Institute of Management & Research (SFIMAR)

Affiliated to the University of Mumbai.

Approved by AICTE, New Delhi & DTE, Maharashtra.

An ISO 9001: 2015 Certified and NAAC Grade 'A' Accredited Institute

Mt. Painsur, SVP Road, Borivli West, Mumbai 400103. Tel: 022 - 2891 7096 / 2891 7089, Ext. No. 147, 146, 145 Cell: 96195 51840, 84080 73486 Email: pgdm@sfimar.org Website : www.sfimar.org



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and affiliated to University of Mumbai
(An ISO 9001: 2008 Certified Institute)

Nurturing
IDEAS

Inspiring
MINDS

Creating
FUTURES



Master of Financial Management (MFM)
Master of Marketing Management (MMM)
(Three Year Part Time Master Degree Programmes)

ADMISSION BROCHURE 2015-18

INTERNATIONAL INDUSTRIAL VISIT - BANGKOK

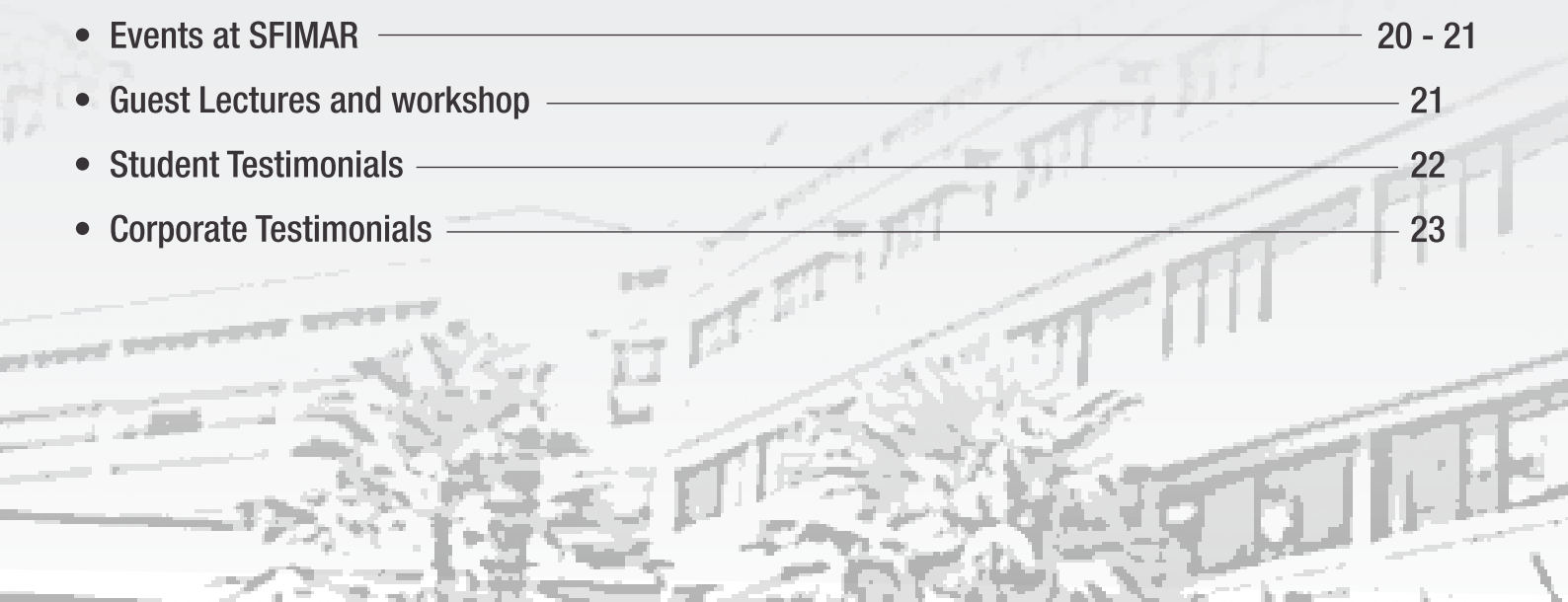


INDUSTRIAL VISIT TO SULA WINES - NASHIK



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Programme Head's Message

Over the years, SFIMAR has grown into a powerhouse of knowledge for imparting quality management education. Keeping up with the vision of the Institute, we strive to empower our students with knowledge and requisite soft skills to handle all the challenges for becoming future capable leaders and successful global managers. All our activities are designed and conducted with the purpose of achieving our long term objectives. SFIMAR education plays a pivotal role in shaping the correct mindset to make the best use of given opportunities. The Three-Year Part-time Programme's motto is, "To enhance the career of the students while they are working." The Programme aims at inculcating a habit of adapting the knowledge acquired in the classroom to the work place.



Dr. NATIKA PODDAR

SFIMAR dedicates all its resources to aspiring students of the Three-Year Part-time Programme by providing an excellent infrastructure along with a team of highly qualified and experienced faculty to groom them professionally. SFIMAR continues to follow high educational quality standards for preparing its students to take on corporate challenges.

Programme Highlights

- Affiliated to University of Mumbai
- Lectures on Weekends
- Personality Grooming
- Industry Visits
- International Study Tour
- Industry Interface during the Course
- Strong Alumni Network

Eligibility Criteria

Bachelors Degree from a recognized university with 2 years of work experience after graduation (any stream) in the executive or supervisory cadre.

Group Insurance

Our students are covered under the Group Insurance Scheme known as "YUVA RAKSHA" with The National Insurance Co. Ltd. This is a one year cover (renewal every year) for a sum assured upto Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.

About the Programme

The Three-Year Master's Degree courses - Master of Marketing Management (MMM) and Master of Financial Management (MFM) are designed by the University of Mumbai with clear vision and objective of the current industry needs in terms of demanded skill sets under the new dynamic business environment. It also endeavours to align the programme structure and course curriculum with student aspirations, corporate expectations; empowering promising executives and to earn a management degree while they continue to work.

Objectives Of The Curriculum

- Enable Students to concentrate on goals tailored to career.
- To develop concepts, tools and techniques, which could help students take decisions in management area and thus make them function effectively.
- Enabling working executives with practical experience to pursue advanced studies in their chosen area of specialization. These courses lay considerable emphasis on development of theory in the functional areas of management.

Goals

- Exposure to Global Practices.
- Application of technology and enhancement of technological skills.
- Peer-based learning and teamwork.
- Experiential Learning (Learning by Action and Application).



Coverage Of the Programme

Master of Financial Management (MFM)

The programme covers all the related areas of Finance and Accounting with an emphasis on managerial applications. Candidates having experience in Finance or related areas of Finance such as Management Services, Project Planning and Control, Corporate Planning, Management Audit, Internal Audit, Marketing Analysis and Economic Analysis will find this programme extremely useful.

Master of Marketing Management (MMM)

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to move into top-level general management positions. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing, Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics.

Admission Eligibility & Selection Criteria

A candidate must have passed a Bachelor's Degree examination in any faculty of an Institute/ College recognized by the Association of Indian Universities or an examination recognised by the University of Mumbai as equivalent thereto and acquired a minimum of two years work experience (Supervisory/ Executive level), the experience being counted from the day subsequent to the last day of the qualifying examination passed by the candidate

In selecting the candidate for admission, weightage will be given to his/her

- a) scholastic record
- b) the level and nature of practical experience; and
- c) performance in the selection process conducted by the Institute.

Applicants are required to submit verification certificates of the following at the time of submitting the application forms:-

- I. Certified true copy of Mark sheet of Bachelors Degree Examination.
- II. Certified true copy of University Degree and/or Professional Diploma, if any.
- III. Certified true copy of Practical Experience and Period of such Experience.
(If the practical experience is in more than one company a separate work experience certificate signed by the employer stating clearly the nature of work experience & period is to be submitted).

As the screening will be done on the basis of the above information, candidates in their own interest are advised to submit full details of academic qualifications and work experience. Suitable selection process will be used to assess the candidate's maturity and capacity to participate in the programme effectively.

Every candidate seeking admission to any of the Part-time Masters Degree Programmes must submit his/her application before the last date and go through the selection process including a written test & personal interview on the dates prescribed by the Institute. No candidate will be permitted to join the Masters Degree Programme unless he/ she submit the application in time and goes through the selection process successfully.

Candidates admitted to the Part-Time Masters Degree Programme after completing formalities and who have passed D.M.S. examination of University of Mumbai can be exempted from keeping term and appearing in the First Year of the respective course, i.e. MFM or MMM Degree courses.

- Post Graduation Registration & Eligibility

All candidates selected for admission to any Masters Degree Programmes are required to register with the University of Mumbai as Post-Graduate students before 30/09/2015. Selection of the candidates for admission to any of the Masters Degree Programmes is provisional and confirmed only on fulfilling the following:

- 1) Candidates who are graduates of the University of Mumbai will be required to produce Transfer Certificates from the constituent college last attended.
- 2) Candidates who are graduates from other Universities will be required to produce:
 - a) A provisional statement of eligibility issued by the Registrar, University of Mumbai, declaring them eligible for admission to the course on payment of prescribed fee in cash. The admission will only be confirmed after confirmation of their eligibility by the University.
 - b) Migration certificate from the University where they passed their graduation.
 - c) Candidate admitted on the basis of Eligibility Certificate are requested to submit the Verification Report from their University before the end of the first semester for confirmation of their eligibility.

- Direct Admission To Second Year O.1901 – C

A candidate who has been awarded a Post Graduate Diploma holder of Mumbai University (DMS) in any Discipline will be exempted from the first year of the three years Masters Degree Programme and will be permitted to enter the course for the Second year of the course.

- Fees

The Fees of the Programme are fixed by Shikshan Shulka Samiti, Govt of Maharashtra.

- University Examination Forms

Students admitted to the Masters degree programme are required to fill up University examination forms within the date prescribed by the University.

- Attendance

Under ordinance 119, the minimum attendance necessary for keeping term is three-fourth of the days on which lectures are delivered in the First Term and the Second Term separately. Students should note that if they fail to satisfy the above requirement, they will not be permitted to appear at the Institute/University of Mumbai examination and they will have to take fresh admission and to keep fresh term. No request on any grounds whatsoever will be entertained.

Pedagogy

- | | |
|--|---|
| (i) Experience sharing | (vii) Role Play |
| (ii) Study Method | (viii) Book Presentation |
| (iii) Discussion Method | (ix) Quizzes |
| (iv) Reflection and Challenging Students on a Particular Point of View | (x) Online Test/Surprise Test, Online Training |
| (v) Debates | (xi) Short Film Screening |
| (vi) Group Assignments | (xii) Discussing Recent Research and Publications on Related Topics |

Credit Based Grading System

Under the new Credit Based Grading System for MFM/MMM Semester End Examinations every subject shall be divided into two parts:

For Subjects of 100 Marks the Evaluation would consist of:

- Semester End Examinations: - 60 Marks
- Internal Assessment: - 40 Marks

- Credit Point

- A Credit Point denotes the quantum of effort required to be put in by a student who takes up a course. In other words, it is an index of number of learning hours prescribed for a certain segment of learning.
- Classroom teaching hours (15 Sessions X 3 Hours = 45 Hours)
- Other Complementary learning activities (30 Hours)
- The Total learning hrs would be thus equivalent to 45+30= 75Hrs (2.5 Credit Pt) for Subjects of 100 Marks.
- A learner who successfully completes a 2.5 Credit Point course is considered to have collected or acquired 2.5 credits. His performance above the minimum prescribed level (viz. Grades/marks obtained) has no bearing on the number of credits collected or acquired.

- Standard Of Passing

- 1) Under the newly introduced credit based grading system of MFM/MMM programme, in order to pass, a student needs to obtain minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. internal examination and external examination.
- 2) Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) either in the internal assessment or in the external examination or both, shall be declared as “Fail” as per the standard of passing of examination.
- 3) A learner will be declared to have passed the Semester Examination if he/she has secured minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e Internal Examination & Semester End Examination.
- 4) For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester End examination separately.
- 5) For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester End examination separately.
- 6) A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.



- Allowed to keep terms (ATKT)

- 1) A learner shall be allowed to keep terms for Semester II if he/she fails in not more than two subjects/papers/courses of Semester I.
- 2) A learner who has failed in more than two subjects/papers/courses in the Semester I examination, shall not be permitted to proceed to Semester II of his/her first year MFM/MMM programme. He/She will, however, be eligible to re-appear for the subjects in which he/she has failed in the first semester by re-registering himself/herself in the supplementary examination to be conducted by the Institute.
- 3) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester I and Semester II examinations shall be eligible for admission into Semester III of the MFM/MMM programme.
- 4) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MFM/MMM programme.
- 5) A learner, who has failed in more than two subjects /papers /courses in Semester III, shall not be permitted to proceed to Semester IV of his/her second year MFM/MMM programme. He/She will, however, be eligible to re-appear in the subjects in which he/she has failed in the third semester by re - registering himself/herself in the supplementary examination to be conducted by the Institute /University or both.
- 6) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester III and Semester IV examinations shall be eligible for admission into Semester V of the MFM/MMM programme.
- 7) A learner failing in not more than two subjects/papers/courses in the Semester V examinations shall be allowed to keep terms in Semester VI of the MFM/MMM programme.
- 8) A learner, who has failed in more than two subjects/papers/courses in Semester V, shall not be permitted to proceed to Semester VI of his/her second year MFM/MMM programme. He/She will, however, be eligible to re-appear in the subjects in which he /she has failed in the third semester by re-registering himself/herself in the supplementary examination to be conducted by the Institute/University or both.
- 9) A learner who has passed in all of the semester examinations of MFM/MMM i.e Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI shall not be allowed to re-register himself/herself for improvement of his/her semester examination results.
- 10) A learner who has not appeared in the internal examination conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/course(s)/paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.

Master of Financial Management (MFM) Curriculum

FIRST YEAR

<u>Sem I</u>	(I.A.)	<u>Sem II</u>	(I.A.)
➔ Principles of Management	100	➔ Production Management	100
➔ Financial Accounting	100	➔ Business Research Method	100
➔ Organizational Behaviour	100	➔ Marketing Management	100
➔ Managerial Economics	100	➔ Legal Aspects of Business	100
➔ Business Communication	100	➔ Cost & Management Accounting	100
➔ Quantitative Methods in Management	100	➔ Human Resources Management	100
TOTAL	600	TOTAL	600

SECOND YEAR

<u>Sem I</u>		<u>Sem II</u>	(I.A.)
➔ International Business	100(U.E.)	➔ Financial Markets, Product & Institution	100
➔ Management Information Systems	100(U.E.)	➔ International Finance	100
➔ Financial Management	100(U.E.)	➔ Corporate Valuation	100
➔ Taxation	100(I.A.)	➔ Corporate Law	100
➔ Creativity & Innovation Management	100(I.A.)	➔ Security Analysis & Portfolio Management	100
TOTAL	500	TOTAL	500

THIRD YEAR

<u>Sem I</u>	(I.A.)	<u>Sem II</u>	(I.A.)
➔ Management of Banks & Financial Services	100	➔ Strategic Management	100 (U.E.)
➔ Derivatives & Risk Management	100	➔ Treasury Management	100 (U.E.)
➔ Mergers Acquisition & Corporate Restructuring	100	➔ Project Finance	100 (U.E.)
➔ Behavioural Finance	100	➔ Financial Modelling	100 (I.A.)
➔ Industry Oriented Dissertation Project	100	➔ Wealth Management	100 (I.A.)
TOTAL	500	TOTAL	500

N.B.- I.A = Internal Assessment, U.E = University Examination

Semester I – Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Principles of Management	30	2	40 IA	60 IA	100	3	2.5	
2	Financial Accounting	30	2	40 IA	60 IA	100	3	2.5	
3	Organisational Behaviour	30	2	40 IA	60 IA	100	3	2.5	
4	Managerial Economics	30	2	40 IA	60 IA	100	3	2.5	
5	Business Communication	30	2	40 IA	60 IA	100	3	2.5	
6	Quantitative Methods in Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					15

Semester II – Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Production Management	30	2	40 IA	60 IA	100	3	2.5	
2	Business Research Methods	30	2	40 IA	60 IA	100	3	2.5	
3	Marketing Management	30	2	40 IA	60 IA	100	3	2.5	
4	Legal Aspects of Business	30	2	40 IA	60 IA	100	3	2.5	
5	Cost & Management Accounting	30	2	40 IA	60 IA	100	3	2.5	
6	Human Resources Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					15

UA: - University Assessment; IA: - Internal Assessment

Semester III – Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	International Business	30	2	40 IA	60 UA	100	3	2.5	
2	Management Information Systems	30	2	40 IA	60 UA	100	3	2.5	
3	Financial Management	30	2	40 IA	60 UA	100	3	2.5	
4	Taxation	30	2	40 IA	60 IA	100	3	2.5	
5	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

Semester IV – Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Financial Markets, Products & Institutions	30	2	40 IA	60 IA	100	3	2.5	
2	International Finance	30	2	40 IA	60 IA	100	3	2.5	
3	Corporate Valuation	30	2	40 IA	60 IA	100	3	2.5	
4	Corporate Law	30	2	40 IA	60 IA	100	3	2.5	
5	Security Analysis & Portfolio Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

UA: - University Assessment; IA: - Internal Assessment

Semester V – Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Management of Banks & Financial Services	30	2	40 IA	60 IA	100	3	2.5	
2	Derivatives & Risk Management	30	2	40 IA	60 IA	100	3	2.5	
3	Mergers Acquisition & Corporate Restructuring	30	2	40 IA	60 IA	100	3	2.5	
4	Behavioural Finance	30	2	40 IA	60 IA	100	3	2.5	
5	Industry Oriented Dissertation Project	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

Semester VI – Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Strategic Management	30	2	40 IA	60 UA	100	3	2.5	
2	Treasury Management	30	2	40 IA	60 UA	100	3	2.5	
3	Project Finance	30	2	40 IA	60 UA	100	3	2.5	
4	Financial Modelling	30	2	40 IA	60 IA	100	3	2.5	
5	Wealth Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

UA: - University Assessment; IA: - Internal Assessment

Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80

Master of Marketing Management (MMM) Curriculum

FIRST YEAR

<u>Sem I</u>	(I.A.)	<u>Sem II</u>	(I.A.)
➔ Principles of Management	100	➔ Production Management	100
➔ Financial Accounting	100	➔ Business Research Method	100
➔ Organizational Behaviour	100	➔ Marketing Management	100
➔ Managerial Economics	100	➔ Legal Aspects of Business	100
➔ Business Communication	100	➔ Cost & Management Accounting	100
➔ Quantitative Methods in Management	100	➔ Human Resources Management	100
TOTAL	600	TOTAL	600

SECOND YEAR

<u>Sem I</u>		<u>Sem II</u>	(I.A.)
➔ International Business Management	100(U.E.)	➔ Product & Brand Management	100
➔ Information Systems	100(U.E.)	➔ Sales Management & Sales Promotion	100
➔ Financial Management	100(U.E.)	➔ Consumer & Industrial Buyer Behaviour	100
➔ Taxation	100(I.A.)	➔ Financial Aspects of Marketing	100
➔ Creativity & Innovation Management	100(I.A.)	➔ Distribution & Supply Chain Management	100
TOTAL	500	TOTAL	500

THIRD YEAR

<u>Sem I</u>	(I.A.)	<u>Sem II</u>	(I.A.)
➔ Service Marketing	100	➔ Strategic Management	100 (U.E.)
➔ Marketing Research & Analytics	100	➔ Strategic Marketing Management	100 (U.E.)
➔ Customer Relationship Management	100	➔ Integrated Marketing Communication & Digital Marketing	100 (U.E.)
➔ Retail Management	100	➔ Media Planning & Strategy	100 (I.A.)
➔ Industry Oriented Dissertation Project	100	➔ Event Management	100 (I.A.)
TOTAL	500	TOTAL	500

N.B.- I.A = Internal Assessment, U.E = University Examination

Semester I – Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Principles of Management	30	2	40 IA	60 IA	100	3	2.5	
2	Financial Accounting	30	2	40 IA	60 IA	100	3	2.5	
3	Organisational Behaviour	30	2	40 IA	60 IA	100	3	2.5	
4	Managerial Economics	30	2	40 IA	60 IA	100	3	2.5	
5	Business Communication	30	2	40 IA	60 IA	100	3	2.5	
6	Quantitative Methods in Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					15

Semester II – Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Production Management	30	2	40 IA	60 IA	100	3	2.5	
2	Business Research Methods	30	2	40 IA	60 IA	100	3	2.5	
3	Marketing Management	30	2	40 IA	60 IA	100	3	2.5	
4	Legal Aspects of Business	30	2	40 IA	60 IA	100	3	2.5	
5	Cost & Management Accounting	30	2	40 IA	60 IA	100	3	2.5	
6	Human Resources Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					15

UA: - University Assessment; IA: - Internal Assessment

Semester III – Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	International Business	30	2	40 IA	60 UA	100	3	2.5	
2	Management Information Systems	30	2	40 IA	60 UA	100	3	2.5	
3	Financial Management	30	2	40 IA	60 UA	100	3	2.5	
4	Taxation	30	2	40 IA	60 IA	100	3	2.5	
5	Creativity & Innovation Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

Semester IV – Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Product & Brand Management	30	2	40 IA	60 IA	100	3	2.5	
2	Sales Management & Sales Promotion	30	2	40 IA	60 IA	100	3	2.5	
3	Consumer and Industrial Buyer Behaviour	30	2	40 IA	60 IA	100	3	2.5	
4	Financial Aspects of Marketing	30	2	40 IA	60 IA	100	3	2.5	
5	Distribution and Supply Chain Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

UA: - University Assessment; IA: - Internal Assessment

Semester V – Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Services Marketing	30	2	40 IA	60 IA	100	3	2.5	
2	Marketing Research & Analytics	30	2	40 IA	60 IA	100	3	2.5	
3	Customer Relationship Management	30	2	40 IA	60 IA	100	3	2.5	
4	Retail Management	30	2	40 IA	60 IA	100	3	2.5	
5	Industry Oriented Dissertation Project	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

Semester VI – Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern					
		No. of sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits	
1	Strategic Management	30	2	40 IA	60 UA	100	3	2.5	
2	Strategic Marketing Management	30	2	40 IA	60 UA	100	3	2.5	
3	Integrated Marketing Communications & Digital Marketing	30	2	40 IA	60 UA	100	3	2.5	
4	Media Planning & Strategy	30	2	40 IA	60 IA	100	3	2.5	
5	Event Management	30	2	40 IA	60 IA	100	3	2.5	
				Total No of Credits					12.5

UA: - University Assessment; IA: - Internal Assessment

Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80



Academic Calendar 2015- 2016

JULY 2015 TO DECEMBER 2015
MMM / MFM PROGRAM (1st Year)
 Semester I

Sr. No	Details	Start Date	End Date
1	Commencement of Lecture	04/07/2015	12/12/2015
2	Industrial Visit	01/08/2015	02/08/2015
3	Mid Term Exam	21/8/2015	23/8/2015
4	Freshers' Party & Inauguration	12/09/2015	
5	Diwali Break	14/11/2015	15/11/2015
6	End Term Exam	20/11/2015	29/11/2015

DECEMBER 2015 TO APRIL 2016
MMM / MFM PROGRAM (1st Year)
 Semester II

Sr. No	Details	Start Date	End Date
1	Commencement of Lecture	19/12/2015	30/4/2016
2	Mid Term Exam	19/02/2016	21/02/2016
3	Annual Function	05/03/2016	
4	End Term Exam	15/04/2016	24/04/2016

JUNE 2015 TO NOVEMBER 2015
MMM / MFM PROGRAM (2nd Year)
 Semester I

Sr. No	Details	Start Date	End Date
1	Commencement of Lecture	13/06/2015	30/11/2015
2	Industrial Visit	01/08/2015	02/08/2015
3	Mid Term Exam	21/8/2015	23/8/2015
4	Freshers' Party & Inauguration	12/09/2015	
5	End Term Exam	30/10/2015	08/11/2015
6	Diwali Break	14/11/2015	15/11/2015
7	University Exam	26/11/2015	04/12/2015

DECEMBER 2015 TO APRIL 2016
MMM / MFM PROGRAM (2nd Year)
 Semester II

Sr. No	Details	Start Date	End Date
1	Commencement of Lecture	12/12/2015	30/04/2016
2	Mid Term Exam	19/02/2016	21/02/2016
3	Annual Function	05/03/2016	
4	End Term Exam	15/04/2016	24/04/2016

JUNE 2015 TO NOVEMBER 2015
MMM / MFM PROGRAM (3rd Year)
 Semester I

Sr. No	Details	Start Date	End Date
1	Commencement of Lecture	13/06/2015	15/11/2015
2	Industrial Visit	01/08/2015	02/08/2015
3	Mid Term Exam	21/08/2015	23/08/2015
4	Freshers' Party & Inauguration	12/09/2015	
5	End Term Exam	30/10/2015	08/11/2015
6	Diwali Break	14/11/2015	15/11/2015

DECEMBER 2015 TO APRIL 2016
MMM / MFM PROGRAM (3rd Year)
 Semester II

Sr. No	Details	Start Date	End Date
1	Commencement of Lecture	28/11/2015	30/4/2016
2	Mid Term Exam	05/02/2016	07/02/2016
3	Annual Function	05/03/2016	
4	End Term Exam	18/03/2016	27/03/2016
5	University Exam	02/05/2016	11/05/2016

Roll of Honours - Academic year 2013 - 2014

-----Batch: 2013 - 2016 (First Year)-----



Saritha Rai - 2nd



Sujata Deshpande - 1st



Jennifer Carvalho - 1st



Sanjay Shetty - 3rd

-----Batch: 2012 - 2015 (Second Year)-----



Praseetha Warriar - 2nd



Vijay D'souza - 2nd



Jyoti Joshi - 1st



Kavita Mathews - 2nd



Glen Pinto - 2nd

-----Batch: 2011 - 2014 (Third Year)-----



Kinjal Modi - 2nd



Nitin Nagarkatte - 1st



Noris Mendes - 3rd

FRESHERS' PARTY 2014



The programme was full of entertainment, entertainment and entertainment.
Mr. Earl Dsouza - Mr. Fresher 2014 and Ms. Jyotshana Parmar - Ms. Fresher 2014

SYNERGY 2014



Where energy and diversity meet

VISIT TO SULA WINES (INDUSTRY) - NASHIK



Fun + Education = A Blissful Weekend - Sula Wines + Shangri-La

PICNIC TO SHANGRI-LA



Guest Lectures



“The class was very lively and interactive, the experience was very enjoyable, thought provoking and useful in learning. Hope the students also liked the session and found it useful.”

– Col. Venkat Raman

A special lecture on the topic of “Local Brands vs International Brands” conducted by adjunct faculty (SFIMAR), Col. Venkat Raman.



A special lecture on the topic of “Derivatives” was held for the Part-Time students conducted by Mr. Amit Gupta.

EXCEL WORKSHOP



An Excel workshop conducted by Mr. Shwetank Rewatkar comprised of 3 hours of basic concepts and 8 hours of advanced topics related to Microsoft Excel.

Student Testimonials

“SFIMAR represents in ample measures, the triad of Education, Edification and Effort into an uninterrupted continuum of Self-Actualisation and Enrichment of whatever one may undertake as enterprise or labour. The far ranging cognitive fruitfulness is the cumulative result of its outstanding student friendly Management and spectrum of Faculty that never ceases to tap into the learners potential and nurture it with exemplary interest and commitment. The journey from laid back cradle of innocence and inertia to the lofty swings of self-actualisation and fulfilment on both professional and personal level is a by-product of vibrant ambience of SFIMAR.”

JENNIFER CARVALHO - MMM 2nd Year



“SFIMAR is an Institute where we can make the perfect collaboration of both Educational and Social Life. On one side we see the SFIMAR providing refined and experienced Professors with immense knowledge and insight about their respective subject and who make their lectures even more vibrant through group activities like GD, skit and presentation and other such interesting activities and on the other SFIMAR provides a serene and great campus facility consisting of a Garden wherein student can study amidst nature, Computer Laboratory for information gathering and preparing the Projects, Library containing not only study materials but also books that give insight on various business topics.”

LESLIE PEREIRA - MFM 1st Year



“My Journey at St. Francis has been a fantastic experience. I found the quality of the academic staff superb. The programme is very well planned to combine academic teaching with hands-on learning experiences. As a result of the course, I have developed in terms of management knowledge and in personal competencies such as presentations, teamwork, leadership, negotiation and confidence. The enjoyable personal time spent with friends formed with classmates as well faculty. I continue to be very happy with my choice of attending MBA programme at St Francis Institute of Management & Research.”

SUJATA SATISH DESHPANDE - MFM 2nd Year





“In this ever changing corporate scenario, one needs to keep themselves ahead of competition to improve their skills and stay updated about industry trends. SFIMAR’s part time MBA course not only helps in business/management knowledge but also helps in overall personality development. The faculty consist of some prominent talents from different verticals under whose guidance working professionals are groomed to match with industry standards”

**- Namrata.G.Gaikwad
Grade II - Manager at The Catholic Syrian Bank**

It was a good decision that Sachin opted for MMM at SFIMAR. Sachin often mentions that the lecture he attends are full of interesting insights into current best industry practices and academic thinking, an intimate class-tutor environment, a focus on individual personal development which helps him well in his current profile. I am sure after finishing his MMM degree at SFIMAR, he will definitely bring a great value to his professional carrier as well as in his personal life!

**Aprameya Rao-
Director Flow business Unit, Emerson Process Management India Pvt Ltd.**



“I was able to identify difference in working pattern and activity handling skills of Mamta B Gour since some period and then it was explored that it is the effect of implementation of concepts, ideas and strategy formulation which she is learning from SFIMAR in her MMM programme. Flexibility, real life experience and variety of programmes at SFIMAR provided her with most of the values. Her involvement with SFIMAR has contributed to her learning and this has further resulted into introduction of new idea generations in terms of marketing and other related decisions.”

**- Mr. Hemant R. Desai
Sr. Accountant at Janaseva Sahahkari Bank (Borivali) Ltd.**



Ms. Mamta Basant Gour from Batch 2012 – 2015 won the SUNITIDEVI SINGHANIA Award for OUTSTANDING DIFFERENTLY ABLED FEMALE.



Part Time Faculty Members with Chairman and Director

“Collaboration allows teachers to capture each other’s fund of collective Intelligence” - Mike Schmoker



ST. FRANCIS INSTITUTE OF MANAGEMENT & RESEARCH

An ISO 9001: 2008 Certified Institute, Approved by AICTE and Affiliated to Mumbai University

A Premier B-School offering Full-Time & Part-Time Management Programmes

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Mumbai - 400 103, Maharashtra, India.

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ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE and affiliated to the University of Mumbai
(An ISO 9001 : 2008 Certified Institute)

Ignite

Innovate

Inspire



Master of Financial Management (MFM)
Master of Marketing Management (MMM)

3-Year Part Time Master Degree Programmes

Admission Brochure 2016 - 19

International Industrial Visit Thailand



Industrial Visit to Parle Biscuit Factory



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Programme Head's Message

Over the years, SFIMAR has grown into a powerhouse of knowledge for imparting quality management education. Keeping up with the vision of the Institute, we strive to empower our students with the knowledge and requisite soft skills to handle all the challenges for becoming future capable leaders and successful global managers. All our activities are designed and conducted with the purpose of achieving our long term objectives. SFIMAR education plays a pivotal role in shaping the correct mindset to make the best use of given opportunities. The Three-Year Part-time Programme's motto is, **“To enhance the career of the students while they are working.”** The Programme aim at inculcating a habit of adapting the knowledge acquired in the classroom to the work place.



Dr. Natika Poddar

SFIMAR dedicates all its resources to aspiring students of the Three-Year Part-time Programme by providing excellent infrastructure along with a team of highly qualified and experienced faculty to groom them professionally. SFIMAR continues to follow high educational quality standards for preparing its students, to take on corporate Challenges.

Programme Highlights

- Affiliated to University of Mumbai
- Lectures on Weekends
- Personality Grooming
- Industry Visits
- International Study Tour
- Industry Interface during the Course
- Strong Alumni Network
- Instalment Facility

Eligibility Criteria

Bachelors Degree from a recognized university with 2 years of work experience after graduation (any stream) in the executive or supervisory level.

Group Insurance – (In & Off Campus)

Our students are covered under the Group Insurance Scheme known as “YUVA RAKSHA” with The National Insurance Co. Ltd. This is a one year cover (renewal every year) for a sum assured upto Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.

About the Programme

The Three-Year Master Degree Programmes - Master of Marketing Management (MMM) and Master of Financial Management (MFM) are designed by the University of Mumbai with clear vision and objective of the current industry needs in terms of required skill sets under the new dynamic business environment. It also endeavours to align the programme structure and course curriculum with student aspirations, corporate expectations, empowering promising executives and to earn a management degree while they continue to work.

Objective of the Curriculum

- Enable Students to concentrate on goals tailored to career development.
- To develop concepts, tools and techniques, which will help students to take decisions in various areas of management and thus make them function effectively.
- Enabling working executives with practical experience to pursue advanced studies in their chosen area of specialization. These courses lay considerable emphasis on the application of theories in the functional areas of management.

Goals

- Exposure to Global Practices.
- Application of technology and enhancement of technological skills.
- Peer-based learning and teamwork.
- Experiential Learning (Learning by Action and Application).



Coverage of the Programme

Master of Financial Management (MFM)

The programme covers all the related areas of Finance and Accounting with an emphasis on managerial applications. Candidate having experience in Finance or related areas of Finance such as Management Services, Project Planning and Control, Corporate Planning, Management Audit, Internal Audit, Market Analysis and Economic Analysis will find this programme extremely useful.

Master in Marketing Management (MMM)

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to move into top-level general management positions. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing, Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics.

Admission Eligibility & Selection Criteria

A candidate must have passed a Bachelor's Degree examination in any discipline of an Institute/ College recognized by the Association of Indian Universities or an examination recognised by the University of Mumbai as equivalent thereto and acquired a minimum of two years work experience (Supervisory/ Executive level), the experience being counted from the day subsequent to the last day of the qualifying examination passed by the candidate.

In selecting the candidate for admission, weightage will be given to his/her

- (a) scholastic record
- b) the level and nature of practical experience; and
- (c) performance in the selection process conducted by the institute.

Applicants are required to submit verification certificates of the following at the time of submitting the application forms:-

- i. Certified true copy of Mark sheet of Bachelors Degree Examination.
- ii. Certified true copy of University Degree and/or Professional Diploma.
- iii. Certified true copy of Practical Experience and Period of such Experience.

(If the practical experience is in more than one company a separate work experience certificate signed by the employer stating clearly the nature of work experience & period is to be submitted).

As the screening will be done on the basis of the above information, candidates in their own interest are advised to submit full details of academic qualifications and work experience. Suitable selection process will be used to assess the candidate's maturity and capacity to participate in the programme effectively.

Every candidate seeking admission to any of the Part-time Master Degree Programme must submit his/her application before the last date and go through the selection process including a written test and personal interview on the dates prescribed by the Institute. No candidate will be permitted to join the Master Degree Programme unless he/ she submits the application in time and goes through the selection process successfully.

Candidates admitted to the Part-Time Master Degree Programme after completing formalities and who have passed D.M.S. examination of University of Mumbai can be exempted from keeping the term and appearing in the First Year of the respective Programme, i.e. MFM or MMM Degree Programme.

Post Graduation Registration & Eligibility

All candidates selected for admission to any of the Master Degree Programme are required to register with the University of Mumbai as Post-Graduate students before 30/09/2016. Selection of the candidates for admission to any of the Master Degree Programmes is provisional and confirmed only on fulfilling the followings:

1. Candidates who are graduates of the University of Mumbai will be required to produce Transfer Certificates from the constituent college last attended.
2. Candidates who are graduates from other Universities will be required to produce:
 - a) A provisional statement of eligibility issued by the Registrar, University of Mumbai, declaring them eligible for admission to the Programme on payment of prescribed fee in cash. The admission will only be confirmed after confirmation of their eligibility by the University.
 - b) Migration certificate from the University where they passed their graduation.
 - c) Candidates admitted on the basis of Eligibility Certificate are requested to submit the Verification Report from their University before the end of the first semester for confirmation of their eligibility.

Direct Admission To Second Year 0.1901 – C

A candidate who has been awarded a Post Graduate Diploma of the Mumbai University (DMS) in any Discipline will be exempted from the first year of the three-year Master Degree Programme and will be permitted to join the programme from the Second year.

Fees

The Fees of the Programme are fixed by Fee Fixation Committee, Govt of Maharashtra.

Cancellation of Admission

Admission can be cancelled under the ordinance O.3574. The tuition fee paid by a candidate for the programme in which he/she is registered as a post-graduate student will be refunded if, he/she leaves the said programme without attending any lectures, seminar or practicals, subject to a deduction of 25% of the tuition fee there from as the administrative charges. An application by the candidate for refund will only be entertained if it is received by the Director within 15 days from the date of commencement of the lectures for the academic year in which the fee is paid.

University Examination Forms.

Students admitted to the Masters degree programme are required to fill up University examination forms within the date prescribed by the University.

Attendance

Under Ordinance 119, the minimum attendance necessary for keeping term is three-fourth of the days on which lectures are delivered in the First Term and the Second Term separately. Students should note that if they fail to satisfy the above requirement, they will not be permitted to appear at the Institute/University of Mumbai examination and they will have to take fresh admission and to keep fresh term. No request on any grounds whatsoever will be entertained.

Pedagogy

1. Experience sharing
2. Study Method
3. Group Discussion Method
4. Reflection and Challenging Students on a Particular Point of View
5. Debates
6. Group Assignments
7. Role Play
8. Book Presentation
9. Quizzes
10. Online Test/Surprise Test, Online Training
11. Short Film Screening
12. Discussing Recent Research and Publications on Related Topics

Credit Based Grading System

Under the new Credit Based Grading System for MFM/MMM Semester-End Examinations, every subject shall be divided into two parts:

For Subjects of 100 Marks the Evaluation would consist of:

- Semester-End Examinations: - 60 Marks
- Internal Assessment: - 40 Marks

Credit Point

- A Credit Point denotes the quantum of effort required to be put in by a student who takes up a course. In other words, it is an index of number of learning hours prescribed for a certain segment of learning.
- Classroom teaching hours (15 Sessions X 3 Hours = 45 Hours)
- Other Complementary learning activities (30 Hours)
- The Total learning hours would be thus equivalent to $45 + 30 = 75$ Hours (2.5 Credit Point) for Subjects of 100 Marks.
- A learner who successfully completes a 2.5 Credit Point course is considered to have collected or acquired 2.5 credits. His performance above the minimum prescribed level (viz. Grades/marks obtained) has no bearing on the number of credits collected or acquired.

Standard of Passing

1. Under the newly introduced credit based grading system of MFM/MMM programme, in order to pass, a student needs to obtain minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. internal examination and external examination.
2. Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) either in the internal assessment or in the external examination or both, shall be declared as “Fail” as per the standard of passing of examination.
3. A learner will be declared to have passed the Semester Examination if he/she has secured minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e Internal Examination & Semester-End Examination.
4. For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester-End examination separately.
5. For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester-End examination separately.
6. A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.



Allowed to keep terms (ATKT)

- 1) A learner shall be allowed to keep terms for Semester II if he/she fails in not more than two subjects/papers/courses of Semester I.
- 2) A learner who has failed in more than two subjects/papers/courses in the Semester I examination, shall not be permitted to proceed to Semester II of his/her first year MFM/MMM programme. He/She will, however, be eligible to re – appear for the subjects in which he/she has failed in the first semester by re-registering himself/herself in the supplementary examination to be conducted by the Institute.
- 3) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester I and Semester II examinations shall be eligible for admission into Semester III of the MFM/MMM programme.
- 4) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MFM/MMM programme.
- 5) A learner, who has failed in more than two subjects/papers/courses in Semester III, shall not be permitted to proceed to Semester IV of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself/herself in the supplementary examination to be conducted by the Institute/University or both.
- 6) A learner who has passed in both the semester examinations conducted by the institute i.e. Semester III and Semester IV examinations, shall be eligible for admission into Semester V of the MFM/MMM programme.
- 7) A learner failing in not more than two subjects/papers/courses in the Semester V Examinations shall be allowed to keep terms in Semester VI of the MFM/MMM programme.
- 8) A learner, who has failed in more than two subjects/papers/courses in Semester V, shall not be permitted to proceed to Semester VI of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself/herself in the supplementary examination to be conducted by the Institute/University or both.
- 9) A learner who has passed in all of the semester examinations of MFM/MMM i.e Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI examinations shall not be allowed to re – register himself/herself for improvement of his/her semester examination results.
- 10) A learner who has not appeared in the internal examination conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/course(s)/paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.

Master of Financial Management (MFM) Curriculum

FIRST YEAR

SEM I	(I.A.)	SEM II	(I.A.)
→ Principles of Management.	100	→ Production Management	100
→ Financial Accounting	100	→ Business Research Method	100
→ Organizational Behaviour	100	→ Marketing Management	100
→ Managerial Economics	100	→ Legal Aspects of Business	100
→ Business Communication	100	→ Cost & Management Accounting	100
→ Quantitative Methods in Management	100	→ Human Resources Management	100
TOTAL	600	TOTAL	600

SECOND YEAR

SEM I		SEM II	(I.A.)
→ International Business	100 (U.E.)	→ Financial Markets, Product & Institution	100
→ Management Information Systems	100 (U.E.)	→ International Finance	100
→ Financial Management	100 (U.E.)	→ Corporate Valuation	100
→ Taxation	100 (I.A.)	→ Corporate Law	100
→ Creativity & Innovation Management	100 (I.A.)	→ Security Analysis & Portfolio Management	100
TOTAL	500	TOTAL	500

THIRD YEAR

SEM I	(I.A.)	SEM II	
→ Management of Banks & Financial Services	100	→ Strategic Management	100 (U.E.)
→ Derivatives & Risk Management	100	→ Treasury Management	100 (U.E.)
→ Mergers Acquisition & Corporate Restructuring	100	→ Project Finance	100 (U.E.)
→ Behavioural Finance	100	→ Financial Modelling	100 (I.A.)
→ Industry Oriented Dissertation Project	100	→ Wealth Management	100 (I.A.)
TOTAL	500	TOTAL	500

N.B.- I.A. = Internal Assessment, U.E. = University Examination

Semester I

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

Semester II

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

UA: - University Assessment; IA: - Internal Assessment

Semester III

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester IV

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Financial Markets, Products & Institutions	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	International Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Corporate Valuation	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Corporate Law	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Security Analysis & Portfolio Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Semester V

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Management of Banks & Financial Services	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Derivatives & Risk Management	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Mergers Acquisition & Corporate Restructuring	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Behavioural Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Treasury Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Project Finance	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Financial Modelling	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Wealth Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80

Prof. Mihai Ivanof, UFV, Canada delivering a lecture on "Global Leadership Styles" at the "Centre of Excellence" under the Eminent Speaker Series.



{From Left to Right: Dr. S. S. Mohanty, Director (SFIMAR); Prof. Mihai Ivanof, University of Fraser Valley, Canada; Bro. Alphonse Nesamony, Chairman (SFIMAR)}

Master of Marketing Management (MMM) Curriculum

FIRST YEAR

SEM I	(I.A.)	SEM II	(I.A.)
→ Principles of Management	100	→ Production Management	100
→ Financial Accounting	100	→ Business Research Method	100
→ Organizational Behaviour	100	→ Marketing Management	100
→ Managerial Economics	100	→ Legal Aspects of Business	100
→ Business Communication	100	→ Cost & Management Accounting	100
→ Quantitative Methods in Management	100	→ Human Resources Management	100
TOTAL	600	TOTAL	600

SECOND YEAR

SEM I		SEM II	(I.A.)
→ International Business	100 (U.E.)	→ Product & Brand Management	100
→ Management Information Systems	100 (U.E.)	→ Sales Management & Sale Promotion	100
→ Financial Management	100 (U.E.)	→ Consumer & Industrial Buyer Behaviour	100
→ Taxation	100 (I.A.)	→ Financial Aspects of Marketing	100
→ Creativity & Innovation Management	100 (I.A.)	→ Distribution & Supply Chain Management	100
TOTAL	500	TOTAL	500

THIRD YEAR

SEM I	(I.A.)	SEM II	
→ Service Marketing	100	→ Strategic Management	100 (U.E.)
→ Marketing Research & Analytics	100	→ Strategic Marketing Management	100 (U.E.)
→ Customer Relationship Management	100	→ Integrated Marketing Communication & Digital Marketing	100 (U.E.)
→ Retail Management	100	→ Media Planning & Strategy	100 (I.A.)
→ Industry Oriented Dissertation Project	100	→ Event Management	100 (I.A.)
TOTAL	500	TOTAL	500

N.B.- I.A. = Internal Assessment, U.E. = University Examination

Semester I

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

Semester II

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

UA: - University Assessment; IA: - Internal Assessment

Semester III

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester IV

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Product & Brand Management Product	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Sales Management & Sales Promotion	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Consumer & Industrial Buyer Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Financial Aspects of Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Distribution & Supply Chain Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Semester V Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Service Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Marketing Research & Analytics	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Customer Relationship Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Retail Management	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Session of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Strategic Marketing Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Integrated Marketing Communication & Digital Marketing	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Media Planning & Strategy	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Event Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80

Workshop on "Memory Magic" conducted by Mr. Parag Gadhia - Consultant from Deep Consulting.



Academic Calendar 2016-2017

July 2016 to December 2016 MMM/MFM Program (1st Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	09/07/2016	11/12/2016
2.	Industrial Visit	06/08/2016	07/08/2016
3.	Freshers Party	10/09/2016	
4.	Mid Term Exam	16/09/2016	18/09/2016
5.	Diwali Break	29/10/2016	30/10/2016
6.	End Term Exam	02/12/2016	11/12/2016

December 2016 to April 2017 MMM/MFM Program (1st Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	17/12/2016	30/04/2017
2.	Mid Term Exam	24/02/2017	26/02/2017
3.	Annual Function	04/03/2017	
4.	End Term Exam	15/04/2017	23/04/2017

June 2016 to November 2016 MMM/MFM Program (2nd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	11/06/2016	21/11/2016
2.	Industrial Visit	06/08/2016	07/08/2016
4.	Mid Term Exam	19/08/2016	21/08/2016
3.	Freshers Party	10/09/2016	
5.	Diwali Break	29/10/2016	30/10/2016
6.	End Term Exam	04/11/2016	13/11/2016
7.	University Exam (Any time)	26/11/2016	04/12/2016

December 2016 to April 2017 MMM/MFM Program (2nd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	17/12/2016	30/04/2017
2.	Mid Term Exam	24/02/2017	26/02/2017
3.	Annual Function	04/03/2017	
4.	End Term Exam	15/04/2017	23/04/2017

June 2016 to December 2016 MMM/MFM Program (3rd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	11/06/2016	21/11/2016
2.	Industrial Visit	06/08/2016	07/08/2016
4.	Mid Term Exam	19/08/2016	21/08/2016
3.	Freshers Party	10/09/2016	
5.	Diwali Break	29/10/2016	30/10/2016
6.	End Term Exam	04/11/2016	13/11/2016

December 2016 to April 2017 MMM/MFM Program (3rd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	26/11/2016	30/04/2017
2.	Mid Term Exam	03/02/2017	05/02/2017
3.	Annual Function	04/03/2017	
4.	End Term Exam	17/03/2017	26/03/2017
5.	University Exam (Any time)	06/05/2017	14/05/2017

Roll of Honour – Academic Year 2014 - 2015

Batch: 2014 - 2017 (First Year)



Mr. Earl Joseph D'Souza - 2nd
(MFM)



Mr. Rohit Kameshwar Jha - 1st
(MFM)



Mr. Leslie Epiphanio Pereira - 3rd
(MMM)

Batch: 2013 - 2016 (Second Year)



Mr. Sanjay Prabhakar Shetty - 2nd
(MFM)



Mrs. Sujata Satish Deshpande - 1st
(MFM)



Ms. Jennifer Mathew Carvalho - 3rd
(MMM)

Batch: 2012 - 2015 (Third Year)



Mrs. Kavita Antony - 2nd
(MMM)



Mr. Glen Alfred Pinto - 1st
(MFM)



Mrs. Supreeta D. Salian - 3rd
(MMM)

Events @ SFIMAR

Fresher's Party 2015



Mr. & Miss Fresher
Stanwac Pereira & Leanne Barretto



Rocking group Performance

Luminance 2015



Industrial Visit to Parle Biscuit Factory Khopoli & Montera Resort



Events @ SFIMAR

Picnic at AquaMagica



Guest lecture on topic of “Marketing Research - Qualitative and Quantitative Aspects” conducted by Mr. Suyog Keluskar, Senior Consultant – Research Analyst at Dun & Bradstreet Tangram Advisory

Guest lecture on the topic of “Wealth Management – A Fad or Necessity” conducted by Mr. Harsh Vardhan Dawar, Director – Wealth Cafe Financial Advisors Pvt. Ltd.



“YOGA - Where Body and Mind Align”. On the occasion of International Yoga Day on 21st June, 2015

MDP programme on “Entrepreneur In You” conducted 09th & 10th October, 2015. Director, Dr. S. S. Mohanty presenting participation certificate to Ms. Lizella Gonsalves (MMM)



Student Testimonials

Hi students, I feel SFIMAR is a very organised and student centric Institute where students are not only taught management but they are nurtured with qualities like leadership and entrepreneurship. All our faculty members, programme head Dr. Natika Poddar and admin staff at SFIMAR are very co-operative. Since our batch has all working professionals SFIMAR has made everything very flexible which has allowed us to pursue higher studies with ease.



Mr. Nilesh Kamble (MMM)
(Customer Service Representative-
Tech Mahindra Business services Ltd)

SFIMAR has enabled me to accomplish a long time dream i.e. doing my Masters Degree. As a newly enrolled student, the experience so far has been fulfilling and the educational quality is at par with the best colleges in India. The programme has increased my knowledge and in turn my confidence. I truly feel that the management skills required in due course will be invaluable in reaching my career goals!



Ms. Lizella Gonsalves (MMM)
(Client Service and Social Media
Manager – 360 Portal Media)

I consider myself really lucky to get admission in SFIMAR for my Part-Time MBA. Faculty here are very helpful and quite experienced too. They will never hesitate to solve any subject related query of yours, no matter how small or big it is. They provide utmost guidance and undivided attention to everyone in the classroom. Though they are little strict over the attendance, I would still recommend it.



Mr. Sudhakar Satam (MFM)
(Asst. Manager-HDFC Bank Ltd)

The part-time St. Francis Institute MFM programme offered me the ideal opportunity to broaden my financial and management skills while studying at one of the renowned and established Institute. World-class lecturing coupled with extremely talented and diverse classmates, delivered a course that I found to be both academically relevant and truly inspirational.

Learning from St. Francis Institute's formidable faculty in a beautiful campus makes the whole experience unforgettable. Above all, for me the friendships I formed with my classmates are priceless and have already paid great dividends.



Mr. Brijesh D'Costa (MFM)
(Transaction processing Specialist-
J.P.Morgan)

We started with a dot
Continued with a line
And ended with a word
But SFIMAR is the one which completed our
life with a sentence,
"work hard, study hard and
grow well"



Mr. Primus Faroz (MMM)
(Officer-DBS Bank Ltd)

It is a great pleasure to be here at SFIMAR. Qualified and experienced faculty explain their topic thoroughly. All faculty members, admin & library staff are cooperative and the campus atmosphere is great to study. Thank God that I joined SFIMAR which is one of the best decisions I have made.



Mr. Prashant Bane (MFM)
(RMS-Exectuive-Nirmal Bang)

prakaipa 2015

“Best Project Presentation”



1st Prize -
Mrs. Sujata Satish Deshpande (MFM)



2nd Prize
Ms. Namrata Gaikwad(MFM)



1st Prize
Ms. Kezia Hazel Joseph Pereira(MMM)



WORKSHOP IN SUBJECT FINANCIAL MANAGEMENT



Workshop in Subject Financial Management (U.A.) Second Year Semester I MFM/MMM/MIM/MHRDM applicable to all Part – Time Programmes was held on 17th October, 2015 where Dr. Dinesh Harsolekar (Chairman, Board of Studies – Finance and Director of IES Management Institute), Dr. Pankaj Trivedi (Professor and Head; Department of Finance of K. J. Somaiya Institute of Management and Research), Dr. S. S. Mohanty (Director of SFIMAR) and Faculty members/Representatives from various Institutes attended the workshop. 12 Institute representatives were present for this workshop.



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An ISO 9001: 2008 Certified Institute, Approved by AICTE and Affiliated to the Mumbai University

A Premier B-School offering Full-Time & Part-Time Management Programmes
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Mumbai - 400 103, Maharashtra, India.

Tel: 022 - 2895 8403
Extension No.- 114/116.

Website: www.sfimar.org | E-mail: sfimarpt@sfimar.org



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

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Affiliated to the University of Mumbai

3-YEARS PART-TIME MASTERS DEGREE PROGRAMME

MASTER OF
FINANCIAL MANAGEMENT
(MFM)

MASTER OF
MARKETING MANAGEMENT
(MMM)





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inspire
innovate**

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Programme Head's Message

Over the years, SFIMAR has grown into a powerhouse of knowledge for imparting quality management education. Keeping up with the vision of the Institute, we strive to empower our students with the knowledge and requisite soft skills to handle all the challenges for becoming future capable leaders and successful global managers. All our activities are designed and conducted with the purpose of achieving our long term objectives. SFIMAR education plays a pivotal role in shaping the correct mindset to make the best use of given opportunities. The Three-Year Part-time Programme's motto is, "To enhance the career of the students while they are working." The Programme aims at inculcating a habit of adapting the knowledge acquired in the classroom to the work place.

SFIMAR dedicates all its resources to aspiring students of the Three-Year Part-time Programme by providing excellent infrastructure along with a team of highly qualified and experienced faculty to groom them professionally. SFIMAR continues to follow high educational quality standards for preparing its students, to take on corporate Challenges.



Programme Highlights

- Affiliated to University of Mumbai
- Lectures on Weekends
- Personality Grooming
- Industry Visits
- International Study Tour
- Industry Interface during the Course
- Strong Alumni Network
- Instalment Facility

Eligibility Criteria

Bachelors Degree from a recognized university with 2 years of work experience after graduation (any stream) in the executive or supervisory level.

Group Insurance – (In & Off Campus)

Our students are covered under the Group Insurance Scheme known as "YUVA RAKSHA" with The National Insurance Co. Ltd. This is a one year cover (renewal every year) for a sum assured upto Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefit covers contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.

About the Programme



The Three-Year Masters Degree Programme - Master of Marketing Management (MMM) and Master of Financial Management (MFM) are designed by the University of Mumbai with clear vision and objective of the current industry needs in terms of required skill sets under the new dynamic business environment. It also endeavours to align the programme structure and course curriculum with student aspirations, corporate expectations, empowering promising executives and to earn a management degree while they continue to work.

Objective of the Curriculum

- Enable Students to concentrate on goals tailored to career development.
- To develop concepts, tools and techniques, which will help students to take decisions in various areas of management and thus make them function effectively.
- Enabling working executives with practical experience to pursue advanced studies in their chosen area of specialization. These courses lay considerable emphasis on the application of theories in the functional areas of management.

Goals

- Exposure to Global Practices.
- Application of technology and enhancement of technological skills.
- Peer-based learning and teamwork.
- Experiential Learning (Learning by Action and Application).



Coverage of the Programme

Master of Financial Management (MFM)

The programme covers all the related areas of Finance and Accounting with an emphasis on managerial applications. Candidate having experience in Finance or related areas of Finance such as Management Services, Project Planning and Control, Corporate Planning, Management Audit, Internal Audit, Market Analysis and Economic Analysis will find this programme extremely useful.

Master in Marketing Management (MMM)

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to move into top-level general management positions. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing, Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics.

ADMISSION ELIGIBILITY

& SELECTION CRITERIA

A candidate must have passed a Bachelor's Degree examination in any discipline of an Institute/ College recognized by the Association of Indian Universities or an examination recognised by the University of Mumbai as equivalent thereto and acquired a minimum of two years work experience (Supervisory/ Executive level), the experience being counted from the day subsequent to the last day of the qualifying examination passed by the candidate.

In selecting the candidate for admission, weightage will be given to his/her (a) scholastic record b) the level and nature of practical experience; and (c) performance in the selection process conducted by the Institute.

Applicants are required to submit verification certificates of the following at the time of submitting the application forms:-

- i. Certified true copy of Mark sheet of Bachelors Degree Examination.
- ii. Certified true copy of University Degree and/or Professional Diploma.
- iii. Certified true copy of Practical Experience and Period of such Experience.

(If the practical experience is in more than one company, a separate work experience certificate signed by the employer stating clearly the nature of work experience & period is to be submitted).

As the screening will be done on the basis of the above information, candidates in their own interest are advised to submit full details of academic qualifications and work experience. Suitable selection process will be used to assess the candidate's maturity and capacity to participate in the programme effectively.

Every candidate seeking admission to any of the Part-time Masters Degree Programme must submit his/her application before the last date and go through the selection process including a written test and personal interview on the dates prescribed by the Institute. No candidate will be permitted to join the Master Degree Programme unless he/ she submits the application in time and goes through the selection process successfully.

Candidates admitted to the Part-Time Masters Degree Programme after completing formalities and who have passed D.M.S. examination of University of Mumbai can be exempted from keeping the term and appearing in the First Year of the respective Programme, i.e. MFM or MMM Degree Programme.

Post Graduation Registration & Eligibility

All candidates selected for admission to any of the Masters Degree Programme are required to register with the University of Mumbai as Post-Graduate students before 30/09/2016. Selection of the candidates for admission to any of the Masters Degree Programmes is provisional and confirmed only on fulfilling the followings:

1. Candidates who are graduates of the University of Mumbai will be required to produce Transfer Certificates from the constituent college last attended.
2. Candidates who are graduates from other Universities will be required to produce:
 - a) A provisional statement of eligibility issued by the Registrar, University of Mumbai, declaring them eligible for admission to the Programme on payment of prescribed fee in cash. The admission will only be confirmed after confirmation of their eligibility by the University.
 - b) Migration certificate from the University where they passed their graduation.
 - c) Candidates admitted on the basis of Eligibility Certificate are requested to submit the Verification Report from their University before the end of the first semester for confirmation of their eligibility.

Direct Admission To Second Year 0.1901 – C

A candidate who has been awarded a Post Graduate Diploma of the Mumbai University (DMS) in any Discipline will be exempted from the first year of the three-year Master Degree Programme and will be permitted to join the programme from the Second year.

Fees

The Fees of the Programme are fixed by Fee Regulatory Authority, Govt of Maharashtra.

Cancellation of Admission

Admission can be cancelled under the ordinance O.3574. The tuition fee paid by a candidate for the programme in which he/she is registered as a post-graduate student will be refunded if, he/she leaves the said programme without attending any lectures, seminar or practicals, subject to a deduction of 25% of the tuition fee there from as the administrative charges. An application by the candidate for refund will only be entertained if it is received by the Director within 15 days from the date of commencement of the lectures for the academic year in which the fee is paid.

University Examination Forms.

Students admitted to the Masters degree programme are required to fill up University examination forms within the date prescribed by the University.

Attendance

Under Ordinance 119, the minimum attendance necessary for keeping term is three-fourth of the days on which lectures are delivered in the First Term and the Second Term separately. Students should note that if they fail to satisfy the above requirement, they will not be permitted to appear at the Institute/University of Mumbai examination and they will have to take fresh admission and to keep fresh term. No request on any grounds whatsoever will be entertained.

Pedagogy

1. Experience sharing
2. Study Method
3. Group Discussion Method
4. Reflection and Challenging Students on a Particular Point of View
5. Debates
6. Group Assignments
7. Role Play
8. Book Presentation
9. Quizzes
10. Online Test/Surprise Test, Online Training
11. Short Film Screening
12. Discussing Recent Research and Publications on Related Topics



Credit Based Grading System

Under the new Credit Based Grading System for MFM/MMM Semester-End Examinations, every subject shall be divided into two parts:

For Subjects of 100 Marks the Evaluation would consist of:

- Semester-End Examinations: - 60 Marks
- Internal Assessment: - 40 Marks

Credit Point

- A Credit Point denotes the quantum of effort required to be put in by a student who takes up a course. In other words, it is an index of number of learning hours prescribed for a certain segment of learning.
- Classroom teaching hours (15 Sessions X 3 Hours = 45 Hours)
- Other Complementary learning activities (30 Hours)
- The Total learning hours would be thus equivalent to $45 + 30 = 75$ Hours (2.5 Credit Point) for Subjects of 100 Marks.
- A learner who successfully completes a 2.5 Credit Point course is considered to have collected or acquired 2.5 credits. His performance above the minimum prescribed level (viz. Grades/marks obtained) has no bearing on the number of credits collected or acquired.



Standard of Passing

1. Under the newly introduced credit based grading system of MFM/MMM programme, in order to pass, a student needs to obtain minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. internal examination and external examination.
2. Learner(s), who do not obtain minimum 50% marks in subject(s)/paper(s)/course(s) either in the internal assessment or in the external examination or both, shall be declared as "Fail" as per the standard of passing of examination.
3. A learner will be declared to have passed the Semester Examination if he/she has secured minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e Internal Examination & Semester-End Examination.
4. For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester-End examination separately.
5. For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester-End examination separately.
6. A learner who has failed in the semester examination but has obtained Grade E (50% Marks) in some subject(s)/paper(s)/course(s) shall at his option be granted exemption from appearing in those subject(s)/paper(s)/course(s) in the subsequent examinations to be conducted by the Institute.

Allowed to keep terms (ATKT)

- 1) A learner shall be allowed to keep terms for Semester II if he/she fails in not more than two subjects/papers/courses of Semester I.
- 2) A learner who has failed in more than two subjects/papers/courses in the Semester I examination, shall not be permitted to proceed to Semester II of his/her first year MFM/MMM programme. He/She will, however, be eligible to re – appear for the subjects in which he/she has failed in the first semester by re-registering himself/herself in the supplementary examination to be conducted by the Institute.
- 3) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester I and Semester II examinations shall be eligible for admission into Semester III of the MFM/MMM programme.
- 4) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MFM/MMM programme.
- 5) A learner, who has failed in more than two subjects/papers/courses in Semester III, shall not be permitted to proceed to Semester IV of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself/herself in the supplementary examination to be conducted by the Institute/ University or both.
- 6) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester III and Semester IV examinations, shall be eligible for admission into Semester V of the MFM/MMM programme.
- 7) A learner failing in not more than two subjects/papers/courses in the Semester V Examinations shall be allowed to keep terms in Semester VI of the MFM/MMM programme.
- 8) A learner, who has failed in more than two subjects/papers/courses in Semester V, shall not be permitted to proceed to Semester VI of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself/herself in the supplementary examination to be conducted by the Institute/University or both.
- 9) A learner who has passed in all of the semester examinations of MFM/MMM i.e Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI examinations shall not be allowed to re – register himself/herself for improvement of his/her semester examination results.
- 10) A learner who has not appeared in the internal examination conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/course(s)/paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.

Master of Financial Management (MFM) Curriculum

FIRST YEAR

SEM I	(I.A.)
Principles of Management.	100
Financial Accounting	100
Organizational Behaviour	100
Managerial Economics	100
Business Communication	100
Quantitative Methods in Management	100
TOTAL	600

SEM II	(I.A.)
Production Management	100
Business Research Methods	100
Marketing Management	100
Legal Aspects of Business	100
Cost & Management Accounting	100
Human Resources Management	100
TOTAL	600

SECOND YEAR

SEM I	
International Business	100 (U.E.)
Management Information Systems	100 (U.E.)
Financial Management	100 (U.E.)
Taxation	100 (I.A.)
Creativity & Innovation Management	100 (I.A.)
TOTAL	500

SEM II	(I.A.)
Financial Markets, Products & Institutions	100
International Finance	100
Corporate Valuation	100
Corporate Law	100
Security Analysis & Portfolio Management	100
TOTAL	500

THIRD YEAR

SEM I	(I.A.)
Management of Banks & Financial Services	100
Derivatives & Risk Management	100
Mergers Acquisitions & Corporate Restructuring	100
Behavioural Finance	100
Industry Oriented Dissertation Project	100
TOTAL	500

SEM II	
Strategic Management	100 (U.E.)
Treasury Management	100 (U.E.)
Project Finance	100 (U.E.)
Financial Modelling	100 (I.A.)
Wealth Management	100 (I.A.)
TOTAL	500

N.B.- I.A. = Internal Assessment, U.E. = University Examination

*Syllabus subject to change as per the University guidelines

Semester I

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

Semester II

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

UA: - University Assessment; IA: - Internal Assessment

Semester III

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester IV

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Financial Markets, Products & Institutions	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	International Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Corporate Valuation	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Corporate Law	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Security Analysis & Portfolio Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Semester V

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Management of Banks & Financial Services	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Derivatives & Risk Management	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Mergers Acquisitions & Corporate Restructuring	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Behavioural Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Treasury Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Project Finance	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Financial Modelling	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Wealth Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Master of Marketing Management (MMM) Curriculum

FIRST YEAR

SEM I	(I.A.)
Principles of Management	100
Financial Accounting	100
Organizational Behaviour	100
Managerial Economics	100
Business Communication	100
Quantitative Methods in Management	100
TOTAL	600

SEM II	(I.A.)
Production Management	100
Business Research Methods	100
Marketing Management	100
Legal Aspects of Business	100
Cost & Management Accounting	100
Human Resources Management	100
TOTAL	600

SECOND YEAR

SEM I	
International Business	100 (U.E.)
Management Information Systems	100 (U.E.)
Financial Management	100 (U.E.)
Taxation	100 (I.A.)
Creativity & Innovation Management	100 (I.A.)
TOTAL	500

SEM II	(I.A.)
Product & Brand Management	100
Sales Management & Sales Promotion	100
Consumer & Industrial Buyer Behaviour	100
Financial Aspects of Marketing	100
Distribution & Supply Chain Management	100
TOTAL	500

THIRD YEAR

SEM I	(I.A.)
Service Marketing	100
Marketing Research & Analytics	100
Customer Relationship Management	100
Retail Management	100
Industry Oriented Dissertation Project	100
TOTAL	500

SEM II	
Strategic Management	100 (U.E.)
Strategic Marketing Management	100 (U.E.)
Integrated Marketing Communication & Digital Marketing	100 (U.E.)
Media Planning & Strategy	100 (I.A.)
Event Management	100 (I.A.)
TOTAL	500

N.B.- I.A. = Internal Assessment, U.E. = University Examination

*Syllabus subject to change as per the University guidelines

Semester I

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

Semester II

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

UA: - University Assessment; IA: - Internal Assessment

Semester III

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester IV

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Product & Brand Management Product	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Sales Management & Sales Promotion	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Consumer & Industrial Buyer Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Financial Aspects of Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Distribution & Supply Chain Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Semester V

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Service Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Marketing Research & Analytics	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Customer Relationship Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Retail Management	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Strategic Marketing Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Integrated Marketing Communication & Digital Marketing	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Media Planning & Strategy	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Event Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Total Number Of Credits point for MFM & MMM

Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80



"SFIMAR" is an Institute which gives a lot of opportunities to its students to showcase their academic & extracurricular skills. It has completely changed my life & has taught me the values to be a thorough professional. We had an I.V. which gave me best buddies and lots of fun. And I am really enjoying the programme.

Apart from this, all our faculty members, programme head Dr. Natika Poddar and our admin staff are very helpful & cooperative. 'SFIMAR' is a place where you come with your dreams, and move out turning those into reality!!!

"SFIMAR ROCKS".

Ms. Dipti Agarwal
MMM 2016-2019

Ms. Dipti Agarwal - MMM 2016-2019 won 1st Prize for An Essay Writing competition on the theme "**Relevance of 70 years of Independence in today's context**" on 15th August, 2016





LUMINANCE 2016



EVENTS @ SFIMAR



INDUSTRIAL VISIT TO POSITIVE PACKAGING



FRESHER'S PARTY



UNITED 21 RETREAT



DELLA ADVENTURES



EXUBERANCE 2016



Guest Lectures



Ms. Aditi Nadkarni, Counsellor -
Clinical Psychologist Clinical
Hynotherapist - "Work Life Balance"



Mr. Narendra Singh, UTI (Mutual
Funds) - "Commodity Market"



Mr. Partha Ghosh, COO,
Percept Ltd - "Advertising & Media
Planning"



Mr. Vaibhav Shah, BNP Paribas -
"Secondary Market & its Operations"



Mr. Xavier Paul, Publics Beehive -
"Digital Marketing"

Management Development Programme on Business Analytics - 23rd and 24th September, 2016



Dr. S.S. Mohanty (Director, SFIMAR) felicitating the participants Mr. Earl
D'Souza (MFM) and Mr. Brendon Hughes (MMM)



Mr. Augustine Kurias (Executive Committee Member, SFIMAR) felicitating the
participants Mr. Pradip Hosangadi (MMM) and Mr Johny Mony (MFM)



Coordinators & Participants of MDP

Academic Calendar 2017-2018

July 2017 to December 2017 MMM/MFM Program (1st Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	08/07/2017	10/12/2017
2.	Industrial Visit	05/08/2017	06/08/2017
3.	Mid Term Exam	15/09/2017	17/09/2017
4.	End Term Exam	01/12/2017	10/12/2017

December 2017 to April 2018 MMM/MFM Program (1st Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	16/12/2017	29/04/2018
2.	Mid Term Exam	23/02/2018	25/02/2018
3.	Annual Function	03/03/2018	
4.	End Term Exam	13/04/2018	22/04/2018

June 2017 to November 2017 MMM/MFM Program (2nd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	10/06/2017	19/11/2017
2.	Industrial Visit	05/08/2017	06/08/2017
3.	Mid Term Exam	18/08/2017	20/08/2017
4.	End Term Exam	03/11/2017	12/11/2017
5.	University Exam (Any time)	25/11/2017	05/12/2017

December 2017 to April 2018 MMM/MFM Program (2nd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	25/12/2017	29/04/2018
2.	Mid Term Exam	23/02/2018	25/02/2018
3.	Annual Function	03/03/2018	
4.	End Term Exam	13/04/2018	22/04/2018

June 2017 to December 2017 MMM/MFM Program (3rd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	10/06/2017	19/11/2017
2.	Industrial Visit	05/08/2017	06/08/2017
3.	Mid Term Exam	18/08/2017	20/08/2017
4.	End Term Exam	03/11/2017	12/11/2017

December 2017 to April 2018 MMM/MFM Program (3rd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	25/11/2017	29/04/2018
2.	Mid Term Exam	02/02/2018	04/02/2018
3.	Annual Function	03/03/2018	
4.	End Term Exam	16/03/2018	25/03/2018
5.	University Exam (Any time)	05/05/2018	13/05/2018

Roll of Honour – Academic Year 2015-2016

Batch 2015 - 2018 (First Year)



Ms. Leanne Leo Barretto - 1st
MMM



Ms. Reema K. Mishra - 2nd
MFM

Batch 2014 - 2017 (Second Year)



Mr. Rohit K. Jha - 1st
MFM



Mr. Pradip P. Hosangadi - 2nd
MMM

Batch 2013 - 2016 (Third Year)



Mrs. Sujata Satish Deshpande - 1st
MFM



Mrs. Jennifer M. Carvalho - 2nd
MMM



prakaripa 2016



1st Prize MFM - Mr. Manish Trivedi (SFIMAR)



2nd Prize MMM - Mr. Leslie Pereira (SFIMAR)



2nd Prize MFM
Capt. Shailender Phul (GNIMS)



1st Prize MMM
Ms. Priance-Marie Dais (IES)



Inter-Collegiate Project Presentation Competition (MFM/MMM/MHRDM/MIM/MOM/MEM) 19th November, 2016

Students Testimonials



Ms. Reema Mishra
(MFM)
Associate - Oracle
Financial Services Ltd

An institution should be known by its values and teaching, and not by its name". This is what I found in SFIMAR

SFIMAR gave an opportunity to learn, grow and explore myself. The help, teaching & guidance provided by professors are exceptional. The thing I admire most about SFIMAR is the support I receive from everyone in the college. SFIMAR is student oriented. They understands student problem as their problem and try to help in each and every situation. Happy to be a student of SFIMAR.



Ms. Divya Moolya
(MFM)
Analyst - Morgan Stanley

"My overall experience with SFIMAR is very positive. Here studies are perfectly balanced with extra curriculars to achieve overall development of the students. The professors here are all experts in their respective fields and as such are able to provide excellent technical knowledge to the students. They make sure every class is fun, educational & interactive. SFIMAR gives every student an opportunity to learn and explore themselves. I am really happy and fortunate to be a part of SFIMAR"



Mr. Pradip Hosangadi
Associate - Oracle
Financial Services Ltd

My notion about SFIMAR with inputs from my office colleague were set right in the 1st Semester itself by experiencing School like atmosphere once again, which is a lot more better than the other too professional Management Institutes with little or no professional/personal relations with Students. The SFIMAR Professors are easily accessible and friendly enough with excellent overall Market information which is used in our lectures as well as on campus with various Management Development Programs & other extra-curricular activities.

Especially Professor whose expertise in areas of their specialization have helped us in academics but we also get to learn from their enthusiasm to work, organize & manage lectures by various faculties as well as guest speakers, arrange various events in college campus as well as industrial visits, picnics which grooms us on overall development and also improves our communication skills by interacting with people of different fields.



Mr. Mukesh Kanojia
Senior Analyst - BNP
Paribas

The best thing about SFIMAR is that it offers you an opportunity to pursue a programme progressing to an MBA from the world-renowned University of Mumbai, INDIA! That gives me an edge over the others, in the world where "Time is Money". SFIMAR's weekend classes are more enriching unlike normal 'strict' colleges.

SFIMAR is a very multi-cultural place, and that's why I chose to study here. By joining the extra-curricular activities, I was able to develop my self-confidence and make new friends with whom I can share & gain knowledge."

"I can positively say SFIMAR has made me a better person. It has helped me develop a positive attitude towards my studies and discover more about myself. Coordinator and Teachers are very caring and interested in students' well-being. They make sure every class is fun, educational and interactive."

Students Testimonials



Mr. Manish Trivedi
J.P. Morgan Chase & Co.
Finance Operations

"My learning in SFIMAR is Tremendous, The staff and teachers are very passionate and show genuine desire to help students to achieve their goals. The B-School that has modern facilities which promote great learning environment and flexible schedules that suit to meet the needs of a working professional like me.

What I also love in the institution is the fact that I was able to meet different people from different cultural and working backgrounds from which I learned a lot.

This course developed me personally and professionally as an individual, and the great thing is that I can apply this to any future management roles I move into."



Ms. Iona Castelino
BDS
AGR Knowledge Services
Ltd.

Studying at SFIMAR is a very different experience all by itself. It gave me the confidence that I lacked. SFIMAR does not only concentrate on studies but also on other activities. Our college Industrial visit was a wonderful learning experience. It enhanced my personality and made me more confident. The faculty in SFIMAR is very kind and helpful. The teachers are approachable. Overall it's studying with fun involved.



Mr. Lim Monteiro
Internal Auditor
J.P. Morgan Chase & Co.

SFIMAR provided a very convenient college schedule for working professionals like me. In the time I spend here, I had the greatest experience and made some good friends who not only help me with my studies but also we have a lot of fun. The teachers at SFIMAR are very approachable and help me in my studies. I had a great time at the industrial visit. The wonderful staff and the blessed teachers who always thought me to aim high and never give up.



Ms. Leanne Barretto
Ecommerce - Category
Officer at Trent Limited -
Westside

The part time MBA programme offered by SFIMAR is truly proving to be an enriching and rewarding experience for me. The convenience of this course helps me to pursue my desire to attain an MBA degree without giving up on my career. The faculty at SFIMAR is well experienced and knowledgeable. The varied pedagogy followed by the institute not only teaches you concepts and theories but also helps to build up your self confidence.



Mr. Brendon Hughes
Sr. Marketing Executive
DRIPP Digital India Ltd.

My experience at SFIMAR has given me an opportunity for further education in a very creative way and encourages us to think out of the box. The college has helped me to excel in the academic field and also to have a balance in work and personal life. SFIMAR provides all the knowledge for how to face the challenges. The traditional concept of class professors does not exist, they are very friendly and easily accessible. Apart from this I found welcoming classmates and friendship that can last for lifetime."



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

NAAC-A Accredited, An ISO 9001:2015 Certified Institute,
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A Premier B-School offering Full-Time & Part-Time Management Programmes
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Mumbai - 400 103, Maharashtra, India.
Tel: 022 - 2895 8403 Extension No. - 114/116
Website: www.sfimar.org E-mail: sfimarpt@sfimar.org

3 YEAR PART-TIME MASTERS DEGREE PROGRAMME

ADMISSION BROCHURE 2018-2021



**MASTER OF
FINANCIAL MANAGEMENT
(MFM)**

**MASTER OF
MARKETING MANAGEMENT
(MMM)**



**ST. FRANCIS INSTITUTE OF
MANAGEMENT AND RESEARCH**

Grade "A" Accredited by NAAC,
An ISO 9001:2015 Certified Institute,
Approved by AICTE and Affiliated to the University of Mumbai





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Programme Head's Message



Dr. Natika Poddar

Part-Time Programme Head

Over the years, SFIMAR has grown into a powerhouse of knowledge for imparting quality management education. Keeping up with the vision of the Institute, we strive to empower our students with the knowledge and requisite soft skills to handle all the challenges for becoming future capable leaders and successful global managers. All our activities are designed and conducted with the purpose of achieving our long term objectives. SFIMAR education plays a pivotal role in shaping the correct mindset to make the best use of given opportunities. The Three-Year Part-time Programme's motto is, "To enhance the career of the students while they are working." The Programme aims at inculcating a habit of adapting the knowledge acquired in the classroom to the work place.

SFIMAR dedicates all its resources to aspiring students of the Three-Year Part-time Programme by providing excellent infrastructure along with a team of highly qualified and experienced faculty to groom them professionally. SFIMAR continues to follow high educational quality standards for preparing its students to take on corporate challenges.

Programme Highlights

- Affiliated to University of Mumbai
- Lecture's on Weekends
- Personality Grooming
- Industry Visits
- International Study Tour
- Industry Interface during the Course
- Strong Alumni Network
- Instalment Facility

Eligibility Criteria

A Bachelor's Degree in any subject from a recognised university with 2 years of work experience after graduation in the Executive or Supervisory level.



Group Insurance – (In & Off Campus)

Our students are covered under the Group Insurance Scheme known as "YUVA RAKSHA" with The National Insurance Co. Ltd. This is a one year cover (renewed every year) for a sum assured upto Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefits cover contingencies such as death in case of accident, permanent disability, hospitalization arising out of accidents.



About the Programme

The Three-Year Masters Degree Programme - Master of Marketing Management (MMM) and Master of Financial Management (MFM) are designed by the University of Mumbai with clear vision and objective of the current industry needs in terms of required skill sets under the new dynamic business environment. It also endeavours to align the programme structure and course curriculum with student aspirations, corporate expectations, empowering promising executives to earn a management degree while they continue to work.

Objective of the Curriculum

- To develop concepts, tools and techniques, which will help students to take decisions in various areas of management thus making them function more effectively.
- To enable working executives with practical experience to pursue advanced studies in their chosen area of specialization and apply them at their work place.
- Enable Students in further career enhancement.

Goals

- Exposure to global practices.
- Application of technology and enhancement of functional skills.
- Improve group dynamism, leadership and teamwork.
- Experiential Learning (Learning by Action and Application).

Coverage of the Programme

Master of Financial Management (MFM)

The programme covers all the related areas of Finance and Accounting with an emphasis on managerial applications. Candidate having experience in Finance or related areas of Finance such as Management Services, Project Planning and Control, Corporate Planning, International Finance, Derivatives & Risk Management, Wealth Management will find this programme extremely useful.

Master in Marketing Management (MMM)

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to enhance their career. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing, Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics.

ADMISSION ELIGIBILITY & SELECTION CRITERIA

A candidate must have passed a Bachelor's Degree examination in any discipline of an Institute/ College recognized by the Association of Indian Universities or an examination recognised by the University of Mumbai as equivalent thereto and acquired a minimum of two years work experience (Supervisory/ Executive level), the experience being counted from the day subsequent to the last day of the qualifying examination passed by the candidate.

In selecting the candidate for admission, weightage will be given to his/her

- (a) Scholastic record
- b) the level and nature of practical experience; and
- (c) Performance in the selection process conducted by the Institute.

Applicants are required to submit verification certificates of the following at the time of submitting the application forms:-

- i. Certified true copy of Mark sheet of Bachelors Degree Examination.
- ii. Certified true copy of University Degree and/or Professional Diploma.
- iii. Certified true copy of Practical Experience and Period of such Experience.

(If the practical experience is in more than one company, a separate work experience certificate signed by each of the employers stating clearly the nature of work experience and period is to be submitted).

As the screening will be done on the basis of the above information, candidates in their own interest are advised to submit full details of academic qualifications and work experience. Suitable selection process will be used to assess the candidate's maturity and capacity to participate in the programme effectively.

Every candidate seeking admission to any of the Part-time Masters Degree Programme must submit his/her application before the last date and go through the selection process including a written test and personal interview on the dates prescribed by the Institute. No candidate will be permitted to join the Masters Degree Programme unless he/ she submits the application in time and goes through the selection process successfully.

After completing formalities, candidates admitted to the Part-Time Masters Degree Programme, who have passed D.M.S. examination the University of Mumbai can be exempted from keeping the term and appearing in the First Year of the respective Programme, i.e. MFM or MMM Degree Programme.



Post Graduation Registration & Eligibility

All candidates selected for admission to any of the Masters Degree Programme are required to register with the University of Mumbai as Post-Graduate students before 30/09/2018. Selection of the candidates for admission to any of the Masters Degree Programmes is provisional and confirmed only on fulfilling the followings:

1. Candidates who are graduates of the University of Mumbai will be required to produce Transfer Certificates from the constituent college last attended.
2. Candidates who are graduates from other Universities will be required to produce:
 - a) A provisional statement of eligibility issued by the Registrar, University of Mumbai, declaring them eligible for admission to the Programme on payment of prescribed fee in cash. The admission will only be confirmed after confirmation of their eligibility by the University.
 - b) Migration certificate from the University where they passed their graduation.
 - c) Candidates admitted on the basis of Eligibility Certificate are requested to submit the Verification Report from their University before the end of first semester for confirmation of their eligibility.

Direct Admission To Second Year 0.1901 – C

A candidate who has been awarded a Post Graduate Diploma of the Mumbai University (DMS) in any Discipline will be exempted from the first year of the three-year Master Degree Programme and will be permitted to join the programme from the Second year.

Fees

The Fees of the Programme are fixed by Fee Regulatory Authority, Govt of Maharashtra.

Cancellation of Admission

Admission can be cancelled under the ordinance O.3574. The tuition fee paid by a candidate for the programme in which he/she is registered as a post-graduate student will be refunded if, he/she leaves the said programme without attending any lectures, seminar or practicals, subject to a deduction of 25% of the tuition fee there from as the administrative charges. An application by the candidate for refund will only be entertained if it is received by the Director within 15 days from the date of commencement of the lectures for the academic year for which the fee is paid.

University Examination Forms.

Students admitted to the Masters degree programme are required to fill up University examination forms within the date prescribed by the University.

Attendance

Under Ordinance 119, the minimum attendance necessary for keeping term is three-fourth of the days on which lectures are delivered in the First Term and the Second Term separately. Students should note that if they fail to satisfy the above requirement, they will not be permitted to appear at the Institute/University of Mumbai examination and they will have to take fresh admission and to keep fresh term. No request on any grounds whatsoever will be entertained.

Pedagogy

- 1.Experience sharing
- 2.Case Study Method
- 3.Group Discussion Method
- 4.Debates
- 5.Group Assignments
- 6.Role Play
- 7.Book Review Presentation
- 8.Quiz
- 9.Online Test/Surprise Test, Online Training
- 10.Short Film Screening
- 11.Discussion on relevant Recent Research & Publications.



Credit Based Grading System

Under the new Credit Based Grading System for MFM/MMM Semester-End Examinations, every subject shall be divided into two parts:

For Subjects of 100 Marks the Evaluation would consist of:

- Semester-End Examinations: - 60 Marks
- Internal Assessment: - 40 Marks

Credit Point

- A Credit Point denotes the quantum of effort required to be put in by a student who takes up a course. In other words, it is an index of number of learning hours prescribed for a certain segment of learning.
- Classroom teaching hours (15 Sessions X 3 Hours = 45 Hours)
- Other Supplementary learning activities (30 Hours)
- The total learning hours would be thus equivalent to $45 + 30 = 75$ Hours (2.5 Credit Point) for Subjects of 100 Marks.
- A learner who successfully completes a 2.5 Credit Point course is considered to have collected or acquired 2.5 credits. His performance above the minimum prescribed level (viz. Grades/marks obtained) has no bearing on the number of credits collected or acquired.



Standard of Passing

1. Under the newly introduced credit based grading system of MFM/MMM programme, in order to pass, a student needs to obtain minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. Internal Examination and External Examination.
2. Learner(s), who do not obtain minimum 50% marks in subject(s) / paper(s) / course(s) either in the Internal Assessment or in the External Examination or both, shall be declared as "Fail" as per the standard of passing of examination.
3. A learner will be declared to have passed the Semester Examination if he/she has secured minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e Internal Examination & Semester-End Examination.
4. For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester-End Examination separately.
5. For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester-End Examination separately.
6. A learner who has failed in the Semester Examination but has obtained Grade E (50% Marks) in some subject(s) / paper(s) / course(s) shall at his option be granted exemption from appearing in those subject(s) / paper(s) / course(s) in the subsequent examinations to be conducted by the Institute.



Allowed to keep terms (ATKT)

- 1) A learner shall be allowed to keep terms for Semester II if he/she fails in not more than two subjects/papers/courses of Semester I.
- 2) A learner who has failed in more than two subjects/papers/courses in the Semester I examination, shall not be permitted to proceed to Semester II of his/her first year MFM/MMM programme. He/She will, however, be eligible to re – appear for the subjects in which he/she has failed in the first semester by re–registering himself/herself in the supplementary examination to be conducted by the Institute.
- 3) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester I and Semester II examinations shall be eligible for admission into Semester III of the MFM/MMM programme.
- 4) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MFM/MMM programme.
- 5) A learner, who has failed in more than two subjects / papers / courses in Semester III, shall not be permitted to proceed to Semester IV of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself/herself in the supplementary examination to be conducted by the Institute/ University or both.
- 6) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester III and Semester IV examinations, shall be eligible for admission into Semester V of the MFM/MMM programme.
- 7) A learner failing in not more than two subjects/papers/courses in the Semester V Examinations shall be allowed to keep terms in Semester VI of the MFM/MMM programme.
- 8) A learner, who has failed in more than two subjects/papers/courses in Semester V, shall not be permitted to proceed to Semester VI of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself / herself in the supplementary examination to be conducted by the Institute/ University or both.
- 9) A learner who has passed in all of the semester examinations of MFM/MMM i.e Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI examinations shall not be allowed to re – register himself/herself for improvement of his/her semester examination results.
- 10) A learner who has not appeared in the internal examination conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/course(s)/paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.



Master of Financial Management (MFM) Curriculum

FIRST YEAR

SEM I	(I.A.)
Principles of Management	100
Financial Accounting	100
Organisational Behaviour	100
Managerial Economics	100
Business Communication	100
Quantitative Methods in Management	100
TOTAL	600

SEM II	(I.A.)
Production Management	100
Business Research Methods	100
Marketing Management	100
Legal Aspects of Business	100
Cost & Management Accounting	100
Human Resources Management	100
TOTAL	600

SECOND YEAR

SEM I	
International Business	100 (U.A.)
Management Information Systems	100 (U.A.)
Financial Management	100 (U.A.)
Taxation	100 (I.A.)
Creativity & Innovation Management	100 (I.A.)
TOTAL	500

SEM II	(I.A.)
Financial Markets, Products & Institutions	100
International Finance	100
Corporate Valuation	100
Corporate Law	100
Security Analysis & Portfolio Management	100
TOTAL	500

THIRD YEAR

SEM I	(I.A.)
Management of Banks & Financial Services	100
Derivatives & Risk Management	100
Mergers, Acquisitions & Corporate Restructuring	100
Behavioural Finance	100
Industry Oriented Dissertation Project	100
TOTAL	500

SEM II	
Strategic Management	100 (U.A.)
Treasury Management	100 (U.A.)
Project Finance	100 (U.A.)
Financial Modelling	100 (I.A.)
Wealth Management	100 (I.A.)
TOTAL	500

N.B.- I.A. = Internal Assessment, U.A. = University Assessment

*Syllabus subject to change as per the University guidelines

Semester I

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

Semester II

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

UA: - University Assessment; IA: - Internal Assessment



Semester III Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester IV Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Financial Markets, Products & Institutions	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	International Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Corporate Valuation	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Corporate Law	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Security Analysis & Portfolio Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment

Semester V

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			Cr
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	
1.	Management of Banks & Financial Services	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Derivatives & Risk Management	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Mergers, Acquisitions & Corporate Restructuring	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Behavioural Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Treasury Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Project Finance	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Financial Modelling	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Wealth Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment



It is said that "A investment in knowledge pays the best interest" and that's what SFIMAR has given me; a chance to discover what I am capable of and where i can push my talents. This Institute is not a place to just gain a degree and leave, but a place where you get to know yourself. Being a part of the corporate world, SFIMAR has given me a chance to pursue an MBA degree and add many ounces to my knowledge without forgoing my career.

The institute as well as each faculty is always open to a new quest and new ideas, enlightening us in their area of expertise.

So, for all those who think it is not possible to balance studies and work, join SFIMAR and see how its weekend classes bring about new career perspectives in your life.

– Ms. Sancia Pereira, MMM
Customer Service Executive – Jet Airways

Total Number of Credits point for MFM

Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80

Master of Marketing Management (MMM) Curriculum

FIRST YEAR

SEM I	(I.A.)
Principles of Management	100
Financial Accounting	100
Organisational Behaviour	100
Managerial Economics	100
Business Communication	100
Quantitative Methods in Management	100
TOTAL	600

SEM II	(I.A.)
Production Management	100
Business Research Methods	100
Marketing Management	100
Legal Aspects of Business	100
Cost & Management Accounting	100
Human Resources Management	100
TOTAL	600

SECOND YEAR

SEM I	
International Business	100 (U.A.)
Management Information Systems	100 (U.A.)
Financial Management	100 (U.A.)
Taxation	100 (I.A.)
Creativity & Innovation Management	100 (I.A.)
TOTAL	500

SEM II	(I.A.)
Product & Brand Management	100
Sales Management & Sales Promotion	100
Consumer & Industrial Buyer Behaviour	100
Financial Aspects of Marketing	100
Distribution & Supply Chain Management	100
TOTAL	500

THIRD YEAR

SEM I	(I.A.)
Service Marketing	100
Marketing Research & Analytics	100
Customer Relationship Management	100
Retail Management	100
Industry Oriented Dissertation Project	100
TOTAL	500

SEM II	
Strategic Management	100 (U.A.)
Strategic Marketing Management	100 (U.A.)
Integrated Marketing Communication & Digital Marketing	100 (U.A.)
Media Planning & Strategy	100 (I.A.)
Event Management	100 (I.A.)
TOTAL	500

N.B.- I.A. = Internal Assessment, U.A. = University Assessment

*Syllabus subject to change as per the University guidelines



Semester I

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern				No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper		
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5	
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5	
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5	
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5	
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5	
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5	
Total No of Credits								15	

Semester II

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern				No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper		
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5	
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5	
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5	
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5	
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5	
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5	
Total No of Credits								15	

Semester III

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern				No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper		
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5	
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5	
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5	
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5	
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5	
Total No of Credits								12.5	

Semester IV

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours			Assessment Pattern				No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper		
1.	Product & Brand Management Product	30	2	40 I.A.	60 I.A.	100	3	2.5	
2.	Sales Management & Sales Promotion	30	2	40 I.A.	60 I.A.	100	3	2.5	
3.	Consumer & Industrial Buyer Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5	
4.	Financial Aspects of Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5	
5.	Distribution & Supply Chain Management	30	2	40 I.A.	60 I.A.	100	3	2.5	
Total No of Credits								12.5	

UA: - University Assessment; IA: - Internal Assessment



Semester V Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	
1.	Service Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Marketing Research & Analytics	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Customer Relationship Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Retail Management	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Continuous Assessment	Assessment Pattern			No of Credits
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week		Semester End Examination	Total Marks	Duration of Theory Paper	
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Strategic Marketing Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Integrated Marketing Communication & Digital Marketing	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Media Planning & Strategy	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Event Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Total Number of Credits point for MMM

Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80



Batch 2017-2020

Guest Lectures



Mr. Jayanta Roy -
"Human Excellent & Sustainable Growth"



Mr. Joydeep Sen, Senior VP - BNP Paribas –
"GST, Inflation & its impact"



Ms. Kavita Anthony, Faculty member -
Oberoi International School – "Ice – Breaking Session"

Management Development Programme on "Entrepreneur in You – 28th & 29th October, 2017"



EVENTS @ SFIMAR



FRESHER'S PARTY





Monteria Resort

Industrial Visit

Academic Calendar 2018-2019

July 2018 to December 2018 MMM/MFM Program (1st Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	07/07/2018	16/12/2018
2.	Industrial Visit	04/08/2018	05/08/2018
3.	Mid Term Exam	14/09/2018	16/09/2018
4.	End Term Exam	30/11/2018	16/12/2018

December 2018 to April 2019 MMM/MFM Program (1st Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	21/12/2018	28/04/2019
2.	Mid Term Exam	22/02/2019	24/02/2019
3.	Annual Function	09/03/2019	
4.	End Term Exam	19/04/2019	28/04/2019

June 2018 to November 2018 MMM/MFM Program (2nd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	09/06/2018	18/11/2018
2.	Industrial Visit	04/08/2018	05/08/2018
3.	Mid Term Exam	17/08/2018	19/08/2018
4.	End Term Exam	02/11/2018	11/11/2018
5.	University Exam (Any time)	24/11/2018	04/12/2018

December 2018 to April 2019 MMM/MFM Program (2nd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	14/12/2018	28/04/2019
2.	Mid Term Exam	22/02/2019	24/02/2019
3.	Annual Function	09/03/2019	
4.	End Term Exam	19/04/2019	28/04/2019

June 2018 to November 2018 MMM/MFM Program (3rd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	09/06/2018	18/11/2018
2.	Industrial Visit	04/08/2018	05/08/2018
3.	Mid Term Exam	17/08/2018	19/08/2018
4.	End Term Exam	02/11/2018	11/11/2018

December 2018 to April 2019 MMM/MFM Program (3rd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	24/11/2018	31/03/2019
2.	Mid Term Exam	01/02/2019	03/02/2019
3.	Annual Function	09/03/2019	
4.	End Term Exam	15/03/2019	24/03/2019
5.	University Exam (Any time)	04/05/2019	12/05/2019

Roll of Honour – Academic Year 2016 – 2017

First Year MFM/MMM - Batch 2016 – 2019



1st – Ms. Dipti Premkumar Agarwal



2nd – Ms. Zoha Shahnawaz Naqvi

Second Year MFM MMM Batch 2015 - 2018



1st – Mr. Prashant Gopinath Bane



2nd – Ms. Leanne Leo Barretto

Third Year MFM MMM Batch 2014 - 2017



1st – Mr. Rohit Kameshwar Jha



2nd – Mr. Earl Joseph D'souza

Students Testimonials



SFIMAR is a temple of knowledge. Along with knowledge, I have also developed leadership and communication skills. I like the friendly atmosphere and the fact that teachers are really close to the students. All teachers are well experienced and have expertise in their respective fields. Also they focus on each of the student and help them as and when they need. Even the admin staff are very helpful. I can proudly say I am a student of SFIMAR.

– **Mr. Adwait Rane, (MMM)**

Sales Co-Ordinator – Corel T Services Pvt Ltd.

SFIMAR provides students exactly what they need for their career and knowledge enhancement. When I joined, I found it very challenging to manage studies as well as a full-time Job but our Program Head Mrs Natika Poddar taught how to make this knowledge sharing more interesting with academic, Co - curricular and extracurricular activities. All the Professors are very helpful and they guide us all the times. We have different kinds of events as well as activities. Our Admin staff are very supportive and helpful. “I would recommend SFIMAR to anyone looking for further career enhancement. “

– **Mr. Anand Tiwari, MFM**

Senior Finance Associate - Vamaship



Studying at SFIMAR has been a wonderful experience altogether. From studies to extra-curricular activities, everything here is well balanced.

There has been a lot of motivation and encouragement given to me which has helped me in getting better and confident day by day. Resuming studies after a long break seemed to be a bit difficult until I joined SFIMAR.

There are lot of opportunities provided by the Institute to learn and showcase talent. Our programme head Dr.Natika Poddar along with the faculty and admin staff are very helpful and readily available at all times.

Glad to be a part of SFIMAR.

– **Ms. Jecinta Jossy, MFM**

Analyst – Nomura Services India Private Ltd.



Joining SFIMAR has given me a unique experience as it gave me an opportunity to grow and explore. Along with knowledge it has helped in fuelling my desire to learn, confidence and overall personality. The professors here are all experts in their respective fields and are able to provide excellent knowledge to the students.

– **Ms. Christina Thevar, MFM**

Executive – Leo Schachter Diamond India Pvt Ltd.





3rd Edition prakalpa 2017



1st Prize MMM - Ms. Leanne Barretto (SFIMAR)



2nd Prize MIM - Mr. Ganesh Naik (IES)



1st Prize MFM - Mr. Vinay More (GNIMS)



2nd Prize MFM - Ms. Priya Mittul (IES)



**Inter-Collegiate Best Project
Presentation Competition**
(MFM/MMM/MHRDM/MIM/
MOM/MEM)
Organised by SFIMAR
19/11/2017





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3 YEAR PART-TIME MASTERS DEGREE PROGRAMME

**ADMISSION BROCHURE
2019-2022**

MASTER OF
FINANCIAL
MANAGEMENT
(MFM)

MASTER OF
MARKETING
MANAGEMENT
(MMM)

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Vision

To flourish as a seat of learning of international standards for developing an entrepreneurial class of value-based industrial leaders empowered with techno-managerial competence to sustain innovation for building global business of the future.



Mission

To enter the realm of globally successful B-schools by imparting value-based education for creating responsible and thoughtful citizens who would lead the world by example and excel through innovation, an entrepreneurial spirit and a humanitarian attitude.





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Dr. Natika Poddar
Part-Time Programme Head

Programme Head's Message

Over the years, SFIMAR has grown into a powerhouse of knowledge for imparting quality management education. Keeping up with the vision of the Institute, we strive to empower our students with knowledge and requisite soft skills to handle all the challenges for becoming future capable leaders and successful global managers. All our activities are designed and conducted with the purpose of achieving our long term objectives. SFIMAR education plays a pivotal role in shaping the correct mindset to make the best use of given opportunities. The Three-Year Part-time Programme's motto is, "To enhance the career of the students while they are working." The Programme aims at inculcating a habit of adapting knowledge acquired in the classroom to the work place.

SFIMAR dedicates all its resources to aspiring students of the Three-Year Part-time Programme by providing excellent infrastructure along with a team of highly qualified and experienced faculty to groom them professionally. SFIMAR continues to follow high educational quality standards for preparing its students to take on corporate challenges.

Programme Highlights

- Affiliated to University of Mumbai
- Lectures on Weekends
- Personality Grooming
- Industry Visits
- International Study Tour
- Industry Interface during the Course
- Strong Alumni Network
- Instalment Facility

Eligibility Criteria

A Bachelor's Degree in any subject from a recognised university with 2 years of work experience after graduation at the Executive or Supervisory level.



Group Insurance – (In & Off Campus)

Our students are covered under the Group Insurance Scheme known as "YUVA RAKSHA" with The National Insurance Co. Ltd. This is a one year cover (renewed every year) for a sum assured upto Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefits cover contingencies such as death in case of accident, permanent disability and hospitalization arising out of accidents.



About the Programme

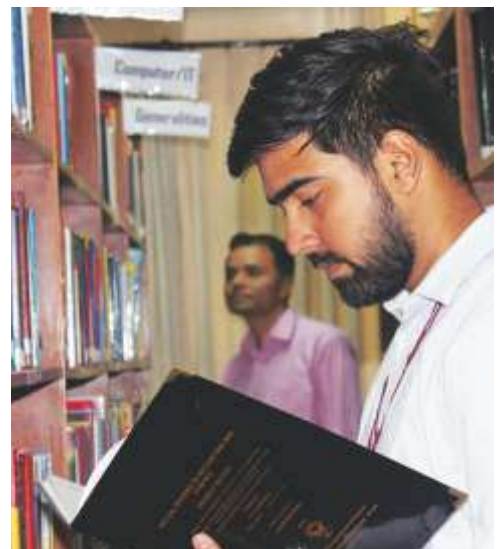
The Three-Year Masters Degree Programmes - Master of Marketing Management (MMM) and Master of Financial Management (MFM) are designed by the University of Mumbai with a clear vision and objective of the current industry needs in terms of required skill sets under the new dynamic business environment. It also endeavours to align the programme structure and course curriculum with student aspirations and corporate expectations thereby empowering promising executives to earn a management degree while they continue to work.

Objective of the Curriculum

- To develop concepts, tools and techniques, which will help students to take decisions in various areas of management thus making them function more effectively.
- To enable working executives pursue advanced studies in their chosen area of specialization and apply this knowledge at their work place.
- Enable Students in further career enhancement.

Goals

- Exposure to global practices.
- Application of technology and enhancement of functional skills.
- Improve group dynamism, leadership and teamwork.
- Experiential Learning (Learning by Action and Application).



Coverage of the Programme

Master of Financial Management (MFM)

The programme covers all the related areas of Finance and Accounting with an emphasis on managerial applications. A candidate having experience in Finance or related areas of Finance such as Management Services, Project Planning and Control, Corporate Planning, International Finance, Derivatives & Risk Management, Wealth Management will find this programme extremely useful.

Master in Marketing Management (MMM)

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to enhance their career. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing, Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics.



Admission Eligibility & Selection Criteria

A candidate must have passed a Bachelor's Degree examination in any discipline of an Institute/ College recognized by the Association of Indian Universities or an examination recognised by the University of Mumbai as equivalent thereto and acquired a minimum of two years work experience (Supervisory/ Executive level), the experience being counted from the day subsequent to the last day of the qualifying examination passed by the candidate.

In selecting the candidate for admission, weightage will be given to his/her

(a) Scholastic record b) the level and nature of practical experience; and

© Performance in the selection process conducted by the Institute.

Applicants are required to submit verification certificates of the following at the time of submitting the application forms:-

- i. Certified true copy of Mark sheet of Bachelors Degree Examination.
- ii. Certified true copy of University Degree and/or Professional Diploma.
- iii. Certified true copy of Practical Experience and Period of such Experience.

(If the practical experience is in more than one company, a separate work experience certificate signed by each of the employers stating clearly the nature of work experience and period is to be submitted).

As screening will be done based on the above information, candidates in their own interest are advised to submit full details of academic qualifications and work experience. Suitable selection process will be used to assess the candidate's maturity and capacity to participate in the programme effectively.

Every candidate seeking admission to any of the Part-time Masters Degree Programme must submit his/her application before the last date. The candidate will then go through the selection process including a written test and personal interview on dates prescribed by the Institute. No candidate will be permitted to join the Masters Degree Programme unless he/ she submits the application in time and goes through the selection process successfully.

After completing formalities, candidates admitted to the Part-Time Masters Degree Programme, who have passed D.M.S. examination the University of Mumbai can be exempted from keeping the term and appearing in the First Year of the respective Programme, i.e. MFM or MMM Degree Programme.



'Star Performer Competition' Participant Organised by "Malay Club"



Celebrating Traditional Day



Peer Group Study

Post Graduation Registration & Eligibility

All candidates selected for admission to any of the Masters Degree Programme are required to register with the University of Mumbai as Post-Graduate students before 30/09/2019. Selection of the candidates for admission to any of the Masters Degree Programmes is provisional and confirmed only on fulfilling the followings:

1. Candidates who are graduates of the University of Mumbai will be required to produce Transfer Certificates from the constituent college last attended.
2. Candidates who are graduates from other Universities will be required to produce:
 - a) A provisional statement of eligibility issued by the Registrar, University of Mumbai, declaring them eligible for admission to the Programme on payment of prescribed fee in cash. The admission will only be confirmed after confirmation of their eligibility by the University.
 - b) Migration certificate from the University where they passed their graduation.
 - c) Candidates admitted on the basis of Eligibility Certificate are requested to submit the Verification Report from their University before the end of first semester for confirmation of their eligibility.

Direct Admission To Second Year 0.1901 – C

A candidate who has been awarded a Post Graduate Diploma of the Mumbai University (DMS) in any Discipline will be exempted from the first year of the three-year Master Degree Programme and will be permitted to join the programme from the Second year.

Fees

The Fees of the Programme are fixed by Fee Regulatory Authority, Govt of Maharashtra.

Cancellation of Admission

Admission can be cancelled under the ordinance O.3574. The tuition fee paid by a candidate for the programme in which he/she is registered as a post-graduate student will be refunded if, he/she leaves the said programme without attending any lectures, seminar or practicals, subject to a deduction of 25% of the tuition fee therefrom as the administrative charges. An application by the candidate for refund will only be entertained if it is received by the Director within 15 days from the date of commencement of the lectures for the academic year for which the fee is paid.

University Examination Forms

Students admitted to the Masters degree programme are required to fill up University examination forms within the date prescribed by the University.

Attendance

Under Ordinance 119, the minimum attendance necessary for keeping term is three-fourth of the days on which lectures are delivered in the First term and the Second term separately. Students should note that if they fail to satisfy the above requirement, they will not be permitted to appear at the Institute/University of Mumbai examination and they will have to take fresh admission and to keep fresh term. No request on any grounds whatsoever will be entertained.

Pedagogy



1. Experience sharing
2. Case Study Method
3. Group Discussion Method
4. Debates
5. Group Assignments
6. Role Play
7. Book Review Presentation
8. Quiz
9. Online Test/Surprise Test, Online Training
10. Short Film Screening
11. Discussion on relevant Recent Research & Publications.



Credit Based Grading System

Under the new Credit Based Grading System for MFM/MMM Semester-End Examinations, every subject shall be divided into two parts:

For Subjects of 100 Marks the Evaluation would consist of:

- Semester-End Examinations: - 60 Marks
- Internal Assessment: - 40 Marks

Credit Point

- A Credit Point denotes the quantum of effort required to be put in by a student who takes up a course. In other words, it is an index of number of learning hours prescribed for a certain segment of learning.
- Classroom teaching hours (15 Sessions X 3 Hours = 45 Hours)
- Other Supplementary learning activities (30 Hours)
- The total learning hours would be thus equivalent to $45+30=75$ Hours (2.5 Credit Point) for Subjects of 100 Marks.
- A learner who successfully completes a 2.5 Credit Point course is considered to have collected or acquired 2.5 credits. His performance above the minimum prescribed level (viz. Grades/marks obtained) has no bearing on the number of credits collected or acquired.





Standard of Passing

1. Under the newly introduced credit based grading system of MFM/MMM programme, in order to pass, a student needs to obtain minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. Internal Examination and External Examination.
2. Learner(s), who do not obtain minimum 50% marks in subject(s) / paper(s) / course(s) either in the Internal Assessment or in the External Examination or both, shall be declared as "Fail" as per the standard of passing of examination.
3. A learner will be declared to have passed the Semester Examination if he/she has secured minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. Internal Examination & Semester-End Examination.
4. For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester-End Examination separately.
5. For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester-End Examination separately.
6. A learner who has failed in the Semester Examination but has obtained Grade E (50% Marks) in some subject(s) / paper(s) / course(s) shall at his option be granted exemption from appearing in those subject(s) / paper(s) / course(s) in the subsequent examinations to be conducted by the Institute.



Graduation Day of Batch 2014 - 17



Allowed to keep terms (ATKT)

- 1) A learner shall be allowed to keep terms for Semester II if he/she fails in not more than two subjects/papers/courses of Semester I.
- 2) A learner who has failed in more than two subjects/papers/courses in Semester I examination, shall not be permitted to proceed to Semester II of his/her first year MFM/MMM programme. He/She will, however, be eligible to re – appear for subjects in which he/she has failed in the first semester by re–registering himself/herself in the supplementary examination to be conducted by the Institute.
- 3) A learner who has passed in both semester examinations conducted by the Institute i.e. Semester I and Semester II examinations shall be eligible for admission into Semester III of the MFM/MMM programme.
- 4) A learner failing in not more than two subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the MFM/MMM programme.
- 5) A learner, who has failed in more than two subjects / papers / courses in Semester III, shall not be permitted to proceed to Semester IV of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in subjects in which he/she has failed in the third semester by re – registering himself/ herself in supplementary examination to be conducted by the Institute/ University or both.
- 6) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester III and Semester IV examinations, shall be eligible for admission into Semester V of the MFM/MMM programme.
- 7) A learner failing in not more than two subjects/papers/courses in the Semester V Examinations shall be allowed to keep terms in Semester VI of the MFM/MMM programme.
- 8) A learner, who has failed in more than two subjects/ papers/ courses in Semester V, shall not be permitted to proceed to Semester VI of his/her second year MFM/MMM programme. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself / herself in the supplementary examination to be conducted by the Institute/ University or both.
- 9) A learner who has passed in all of the semester examinations of MFM/MMM i.e. Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI examinations shall not be allowed to re – register himself/herself for improvement of his/her semester examination results.
- 10) A learner who has not appeared in the internal examination conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/course(s)/paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.



Master of Financial Management (MFM) Curriculum

FIRST YEAR

SEM I	(I.A.)	SEM II	(I.A.)
Principles of Management	100	Production Management	100
Financial Accounting	100	Business Research Methods	100
Organisational Behaviour	100	Marketing Management	100
Managerial Economics	100	Legal Aspects of Business	100
Business Communication	100	Cost & Management Accounting	100
Quantitative Methods in Management	100	Human Resources Management	100
TOTAL	600	TOTAL	600

SECOND YEAR

SEM I		SEM II	(I.A.)
International Business	100 (U.A.)	Financial Markets, Products & Institutions	100
Management Information Systems	100 (U.A.)	International Finance	100
Financial Management	100 (U.A.)	Corporate Valuation	100
Taxation	100 (I.A.)	Corporate Law	100
Creativity & Innovation Management	100 (I.A.)	Security Analysis & Portfolio Management	100
TOTAL	500	TOTAL	500

THIRD YEAR

SEM I	(I.A.)	SEM II	
Management of Banks & Financial Services	100	Strategic Management	100 (U.A.)
Derivatives & Risk Management	100	Treasury Management	100 (U.A.)
Mergers, Acquisitions & Corporate Restructuring	100	Project Finance	100 (U.A.)
Behavioural Finance	100	Financial Modelling	100 (I.A.)
Industry Oriented Dissertation Project	100	Wealth Management	100 (I.A.)
TOTAL	500	TOTAL	500

N.B.- I.A. = Internal Assessment, U.A. = University Assessment

*Syllabus subject to change as per the University guidelines



Semester I

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

Semester II

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15



Semester III

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester IV

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Financial Markets, Products & Institutions	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	International Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Corporate Valuation	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Corporate Law	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Security Analysis & Portfolio Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5



Semester V

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Management of Banks & Financial Services	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Derivatives & Risk Management	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Mergers, Acquisitions & Corporate Restructuring	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Behavioural Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI

Master of Financial Management (MFM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Treasury Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Project Finance	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Financial Modelling	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Wealth Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5



Total Number of Credits point for MFM	
Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80

I really feel proud to be a part of SFIMAR!

MBA is a professional course, which imparts good knowledge. It also develops the individuals personality and confidence, which creates a good impact in our professional life. As a part time student we got the chance to build our confidence level to grasp knowledge. This was possible with guidance and support from faculty members at SFIMAR. Work & College is very difficult to combine. The college arranged many programs like “Prakalp”, “Industrial Visit”, “Annual Functions”, “Guest Lectures” every year. It helped us to participate in various event that helped us in our overall development.



Rekha Dholam
3rd Year MFM
Assistant Account Manager,
Rentease International LLP

It has been 2 wonderful years of association with St. Francis Institute of Management Studies. As a student, the journey has been filled with fun , excitement and lots of Learning. It is indeed a priviledge to be trained and learn under the guidance of well qualified and experienced Professors!



As rightly quoted, 'It takes both sides to build a bridge' , likewise it is not just a person, but THE ENTIRE TEAM of St. Francis who always stood by us in all odds and difficulties.

I feel proud and honoured to be associated with one of the Best Institutes.

Ahad Joshi
2nd Year MFM
Senior Accountant
Nathani Group of Co.



Highest Achiever Student Award 2018



Student of the Year Award 2018



Master of Marketing Management (MMM) Curriculum

FIRST YEAR

SEM I	(I.A.)
Principles of Management	100
Financial Accounting	100
Organisational Behaviour	100
Managerial Economics	100
Business Communication	100
Quantitative Methods in Management	100
TOTAL	600

SEM II	(I.A.)
Production Management	100
Business Research Methods	100
Marketing Management	100
Legal Aspects of Business	100
Cost & Management Accounting	100
Human Resources Management	100
TOTAL	600

SECOND YEAR

SEM I	
International Business	100 (U.A.)
Management Information Systems	100 (U.A.)
Financial Management	100 (U.A.)
Taxation	100 (I.A.)
Creativity & Innovation Management	100 (I.A.)
TOTAL	500

SEM II	(I.A.)
Product & Brand Management	100
Sales Management & Sales Promotion	100
Consumer & Industrial Buyer Behaviour	100
Financial Aspects of Marketing	100
Distribution & Supply Chain Management	100
TOTAL	500

THIRD YEAR

SEM I	(I.A.)
Service Marketing	100
Marketing Research & Analytics	100
Customer Relationship Management	100
Retail Management	100
Industry Oriented Dissertation Project	100
TOTAL	500

SEM II	
Strategic Management	100 (U.A.)
Strategic Marketing Management	100 (U.A.)
Integrated Marketing Communication & Digital Marketing	100 (U.A.)
Media Planning & Strategy	100 (I.A.)
Event Management	100 (I.A.)
TOTAL	500

N.B.- I.A. = Internal Assessment, U.A. = University Assessment

*Syllabus subject to change as per the University guidelines



Semester I

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15

Semester II

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								15



Semester III

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester IV

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Product & Brand Management Product	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Sales Management & Sales Promotion	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Consumer & Industrial Buyer Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Financial Aspects of Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Distribution & Supply Chain Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment



Semester V

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Service Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Marketing Research & Analytics	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Customer Relationship Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Retail Management	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

Semester VI

Master of Marketing Management (MMM)

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Strategic Marketing Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Integrated Marketing Communication & Digital Marketing	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Media Planning & Strategy	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Event Management	30	2	40 I.A.	60 I.A.	100	3	2.5
Total No of Credits								12.5

UA: - University Assessment; IA: - Internal Assessment



Total Number of Credits point for MMM	
Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
Total	80

The SFIMAR MBA – Part Time Programme gave me techniques and strategies that allow me to understand customer problems and provide them business solutions. The most valuable experience I gained during the MBA programme is knowledge from industry experts and college professors who have in-depth knowledge in global markets. The institution is highly professional and their faculty members are highly regarded. The institute helped me build relationships with friends and colleagues that I will carry through my career and my personal life for years to come.



Priyam Almeida
 3rd Year MMM
 Marketing Analyst
 ITC Hotels, Mumbai

I feel proud to be a student of St. Francis college of Management and Research. During my first year of part time MBA (Finance), I had countless opportunities to develop analytical skills, leadership and proactive thinking through various programs and events. These attributes were the key reasons because of which I was successfully promoted as Process lead at Tata Consultancy Services. A Big thank you to all my professors as my doubts, queries were always welcomed by them and this lead to healthy discussions which motivated me to develop in-depth thinking. St. Francis Institute of Management and Research is the perfect place to polish one's skills and calibre.



Mayuri Gawad
 MFM: 2nd yr
 Process lead TCS



Batch 2018 - 2021



Dandiya Night 2018



Guest Lectures



Ms. Kavita Anthony, Faculty member - Oberoi International School, Session on “Ice Breaking”



Ms. Aditi Nadkarni, Founder - Look Within
Session on “Work Life Balance”



Mr. Ashok Ambhore, Sales Manager - Dragon India Ltd.
Session on “Strategy and Corporate Culture”

Management Development Programme

Understanding Strategic Marketing Through Stimulation on 11 - 13 October 2018



Events @ SFIMAR



Mr. & Ms Fresher's Contest Judges



Farewell Party of Batch 2015 - 18



Mr. & Ms Fresher's 2018



Annual Day 2018



Events @ SFIMAR



Aqua Magica



United 21 Resorts



Industrial Visit



Industrial Visit



Academic Calendar 2019-2020

July 2019 to December 2019 MMM/MFM Program (1st Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	06/07/2019	15/12/2019
2.	Industrial Visit	03/08/2019	04/08/2019
3.	Mid Term Exam	13/09/2019	15/09/2019
4.	End Term Exam	29/11/2019	08/12/2019

December 2019 to April 2020 MMM/MFM Program (1st Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	15/12/2019	26/04/2020
2.	Mid Term Exam	21/02/2020	23/02/2020
3.	Annual Function	09/03/2020	
4.	End Term Exam	17/04/2020	26/04/2020

June 2019 to November 2019 MMM/MFM Program (2nd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	22/06/2019	17/11/2019
2.	Industrial Visit	03/08/2019	04/08/2019
3.	Mid Term Exam	16/08/2019	18/08/2019
4.	End Term Exam	01/11/2019	10/11/2019
5.	University Exam (Any time)	23/11/2019	03/12/2019

December 2019 to April 2020 MMM/MFM Program (2nd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	14/12/2019	26/04/2020
2.	Mid Term Exam	21/02/2020	23/02/2020
3.	Annual Function	09/03/2020	
4.	End Term Exam	17/04/2020	26/04/2020

June 2019 to November 2019 MMM/MFM Program (3rd Year) Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	22/06/2019	17/11/2019
2.	Industrial Visit	03/08/2019	04/08/2019
3.	Mid Term Exam	16/08/2019	18/08/2019
4.	End Term Exam	01/11/2019	10/11/2019

December 2019 to April 2020 MMM/MFM Program (3rd Year) Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	23/11/2019	26/04/2020
2.	Mid Term Exam	07/02/2020	09/02/2020
3.	Annual Function	09/03/2020	
4.	End Term Exam	13/03/2020	22/03/2020
5.	University Exam (Any time)	04/05/2020	12/05/2020



Roll of Honour – Academic Year 2017 – 2018

First Year MFM/MMM – Batch 2017 – 2020



1st

Ronal Paulose Paul



2nd

Ms. Shruti Ashokbhai Siddhpure

Second Year MFM/MMM – Batch 2016 – 2019



1st

Mr. Adwait Rajan Rane



2nd

Mr. Joslin Joseph Rodrigues



2nd

Ms. Dipti Premkumar Agarwal

Third Year MFM/MMM – Batch 2015 – 2018



1st

Ms. Leanne Leo Barretto



2nd

Ms. Reema Kailashnath Mishra



2nd

Mr. Prashant Gopinath Bane



Students Testimonials

I believe that in our growing years, the clarity of fundamentals is important and hence its application will help us grow and move up the Corporate ladder. Once you are up there, then the person's character helps you distinguish from the rest. True to its name, it's a beautiful temple of learning where you equip yourself with knowledge arsenal, case study method of learning, Library facilities, live industry projects, intelligent co-students, state of the art infrastructure et al. At the same time, you imbibe human values which helps build a strong character.



Ashish Adhia
1st Year - MFM
Senior Finance Executive - IT Company

The MMM Program at St. Francis Institute of Management & Research (SFIMAR) has helped me to deepen and broaden my leadership skills and focus on the holistic picture. In addition to learning new concepts, theory and skills, I have learned about myself and grown as a person. I am now able to take this learning and apply it to my professional career. It has also helped me improve in every facet of my life. The program has pushed me to believe in myself. As I walk into my current role I feel confident, with a new attitude, new approach and valuable information there by benefiting myself, my employer and my client's.



Ajinkya Rikame
1st Year - MMM
Senior Research Analyst - Konkai Group

I feel proud that I am a student of SFIMAR. The faculty members helped us to resolve issues like business, ethics and personality issues. My doubts and queries were always welcomed by the lecturers and the healthy discussions motivated me to develop in-depth thinking.



Shaine Lobo
1st Year - MFM
Affiliated Manager – ISPE

I have spent close to 3 months on the SFIMAR campus and the experience has been great. The class rooms, computer labs, assembly hall and library are well equipped and the staff is very cooperative. Being from an Engineering background, it was tough initially to understand subjects related to Finance but Professors were patient enough to teach us the basic level and also attended to queries not just during lectures but beyond college hours.



I am a student of Marketing and the intent of undertaking this course is to diversify my career from Engineering to Engineering-Marketing. An additional Management Degree always acts like a cushion for climbing up the corporate ladder. This Institute is the right place for working professionals to enhance their skills and career and I highly recommend this Institute.

Mr. Ashutosh Naik
1st Year - MMM
M.E.(Chemical Engineering), M.I.E

The Course Curriculum at St. Francis is designed in such a manner that there is less theory and more emphasis on practical work. The faculty members at SFIMAR are second to none and they help students to get the best out of their investment. I, being a working professional would highly recommend this institute for all the Management aspirants.



Yogesh Thanvi
1st Year - MFM
Operation & Treasury Compliance - Kaviraj Group



Value Addition Certification courses:

- Advance Excel
- Foundation of Equity Trading and Investments in association with ICICI Direct and NISM
- Digital Marketing in association with DMC.



ST. FRANCIS INSTITUTE OF MANAGEMENT & RESEARCH

(APPROVED BY AICTE, DTE RECOGNISED AND AFFILIATED TO UNIVERSITY OF MUMBAI)

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Gate No. 5, Mount Poincur, S. V. P. Road, Borivali (West), Mumbai - 400 103.

MFM/MMM Presents

4th Edition
prakalpa
2018

15 December 2018

Venue : St. Francis Institute of Management & Research
Borivali (W), Mumbai.

Inter-Collegiate Project Presentation Competition
(MFM/MMM/MHRDM/MIM/MOM/MEM)





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