

An ISO 9001:2008 certified Institute

**sasmira**



**sasmira's**

**Institute of Management  
Studies & Research**

Linked to the Ministry of Textile, Govt. of India

Courses Offered : MMS, MMM, PGCM (Executive MBA ) and PGCM-Textile ( Executive MBA - Textile )  
( Affiliated to University of Mumbai and approved by AICTE)

*Developing Business Professionals...*

## **PRESIDENT'S MESSAGE**

Sasmira's Institute of Management Studies & Research was launched by SASMIRA to serve the specific need of skilled managers in the corporate world, as the business gets more complex B-School recruits will need to be equipped with new skills-sets, innovative ideas and a heightened mental toughness to sail through the current corporate turbulence.

In order to keep pace with the velocity of change and thrive in an uncertain environment Sasmira's Institute of Management Studies & Research has already shifted gears to a mode of mastering change. It has launched several strategic initiatives both at the macro and micro levels to ensure that students' overall development is in tune with the present demands and expectations of industry.

Our strategic focus in future will address areas of curriculum design, mentoring and live projects, advanced statistical software training, international visits, soft skills, stress coping and simulations. These initiatives will focus on developing student competencies in dealing with global complexity, emerging technologies and change, and social and cultural diversity. I am confident that our "high value adding" initiatives will help create tomorrow's skilled leaders a value is all about up skilling individuals and contributing to business results.

Maganlal H.Doshi  
President

## **EXECUTIVE DIRECTOR'S MESSAGE**

Globalization is now recognized as the most significant development in the world economy since the Industrial Revolution. Its contents, span and depth are no doubt taking the human society to greater heights of prosperity. In view of the phenomenon, we have to bring about a change in the mind-set of the student community.

We, at SIMSR, are endeavoring to bridge the gap by providing integrated, multi disciplinary and focused educational programmes in business management. The learning framework of these programmes incorporates interaction of students with academia, corporate leaders and policy-makers through Seminars, Workshops, Presentations as well as guest lectures on subjects of topical value.

The formal class-room teaching is reinforced by company visits and internships, consultations and field research studies, which empower the students to take charge of the business world squarely. We are promoting the culture of entrepreneurship with good communication skills, impressive personality and ability to take right decisions at the right movement.

U.K. Gangopadhyay  
Executive Director

## **VICE PRESIDENT'S MESSAGE**

Academic excellence, holistic education, global relevance and contemporaneous curriculum continue to be the corner stone's of SIMSR's educational edifice. I am confident these four aspects will always define learning at SIMSR.

We aspire to impart quality education, with a specialized faculty and a strong infrastructure. With these services we dream to make contributions ourselves along with our students in an increasingly globalised world.

Through our rigorous and intensive teaching methods, we aim to equip our students with the essentials of the business world. Understanding the importance of soft skills along with the basic business modules, our undergraduate business school offers an interwoven program. Through this program, the student gains grooming for the real world while understanding the foundation of business.

Through innovative techniques we aim to provide our students with a foray of creativity and out of the box thinking. We understand the competitive levels along with the need for adaptation to the fast paced corporate world, and strive to prepare our students accordingly.

Mihir R. Mehta  
Vice President

## **DIRECTOR'S MESSAGE**

Dear Students,

Sasmira's Institute of Management Studies & Research is setting different standards of excellence in world-class management education. We develop in our students the skill sets and competencies that they will need in order to be effective decision-makers and business leaders at various levels. We have a commitment to delivering an internationally-oriented education to each of our students, not only in regard to course structure but also as far as course content is concerned. As an example, we are constantly covering of newly emerging areas like e-commerce and global business communication by inviting international faculty.

SIMSR shares the vision of its parent body, SASMIRA, in the overall development of our future global leaders. We are committed to the grooming of our students through means such as corporate exposure and the review of global case studies. We make them successful global leaders who will be amply prepared to take up emerging global business opportunities. We welcome you and wish you all success.

Dr. Tandon Kamal  
Director

## **SASMIRA COUNCIL MEMEBERS**

1. Shri Maganlal H. Doshi
2. Shri Mihir R. Mehta
3. Shri Sunil S. Mehta
4. Shri D.V. Radia
5. Shri V.I. Bachkaniwala
6. Shri N.D. Shah
7. Shri. Kaval Mehra
8. Shri. Viresh Kamdar
9. Shri B.S. Parekh
10. Shri Gokul K. Mehta
11. Shri A.N. Jariwala
12. Shri J.S. Arora
13. Shri Janak Nanavaty
14. Shri Bharat T. Gandhi
15. Shri S.S. Khetan
16. Shri Raj Kumar Shekhani
17. Shri Sunder G. Golani
18. Shri Jayeash R.Mehta
19. Shri I.P. Poddar
20. Ms. Nehal M. Doshi
21. Mr. Dinesh S. Zaveri

## **GOVERNMENT NOMINEES**

1. Joint Secretary, Ministry of Textiles
2. Adviser (Industry) , Planning Commission
3. Addl. Secretary & Fin. Adviser, Ministry of Commerce & Textiles
4. Textile Commissioner, Government of India

## **VISION**

The Vision of SASMIRA's Institute of Management Studies and Research to offer dominant, career oriented comprehensive business education combined with humanistic and social learning. We will build on a tradition of distinction in academic, professional and social engagement to enhance our reputation as an Institute which educates citizens for the futuristic business needs.

## **MISSION**

The mission of SASMIRA's Institute of Management Studies and Research is to provide cutting edge career oriented academic programs in a supportive and stimulating environment for the intellectual and ethical growth of a diverse student community. To address the need for creating industry-ready global contributors by offering a management education founded on strong core values, built on theory and practice. Our academic delivery process is designed to promote academic excellence and professional skills development through research and knowledge sharing.



## **ABOUT SASMIRA**

The Synthetic & Art Silk Mills' Research Association (SASMIRA) Linked to the Ministry of Textile, Govt. of India established on 12th January 1950 under Registration No. 2505 of 1949-1950 granted under societies act XXI of 1860 and is a cooperative venture set up by the man-made textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs. At that period the pioneers of silk and art silk industry, composed of large number of small units with a rare foresight mooted the proposal for creating a co-operative research organisation. This proposal was supported by the Council of Scientific and Industrial Research (CSIR) and other Government agencies that culminated into establishment of SASMIRA, earlier known as Silk and Art Silk Mills' Research Association.

SASMIRA entered into its golden jubilee in the year 2000 AD, coinciding with the new millennium. The land mark building of SASMIRA at Worli is in the heart of the city of Mumbai, the imposing building covering nearly 12,000 sq.mts. of area was conceived as far back as in 1950, and completed in 1958.

Functions and objectives of the Organisation:

### **SASMIRA's Activities**

Commencing with the testing of silk and art silk materials, SASMIRA has geared its activities since then to meet the changing needs of the man-made textile industry thereby fulfilling its objectives. At present, SASMIRA is Linked to the Ministry of Textile, Govt. of India. The major areas of functioning at

## **ABOUT SIMSR**

SASMIRA'S Institute of Management Studies & Research will closely work with the support of large number of experts/ specialists from the business world who will also be associated to teach our management programmes. Senior executives of multinational companies and eminent business leaders will be drawn for organising/conducting workshops, seminars and symposiums and also for extensive discussion of their experience of managing the business. Learning environment provided in the institute will not only encourage creative & Innovative thoughts but opportunities to find searching solutions to key strategic and operational issues facing companies in the complex business environment of business.

The management programme taught in the institute is designed with a clear vision of what the future holds for business and industry. It is a highly integrated programme that strongly emphasizes the challenges facing the business not only in India but also globally. The interactive learning environment at the institute equips its students with rigorous analytical tools for effective managerial decision making.

The institute believes in providing quality teaching by experts skilled at integrating the cutting edge of theoretical knowledge with practical applications.

Studying Management courses at SASMIRA Institute of Management Studies & Research is hence a challenging intellectual experience. We provide to the students specialised knowledge in their chosen fields and hone their skills for challenging professional assignments including development of the professional survival skills.

Our institute will be fully dedicated to in preparing our students to become tomorrow's top business leaders.

We therefore focus on four things that are crucial in achieving success in the current and future business operations:

- Strategy for doing business in India.
- Accounting, Financial control and Corporate Governance.
- Information technology and E-Business transformation.
- Managing people and change.

## COURSES OFFERED

### **MMS- Masters of Management Studies (Full Time) & MMM- Masters in Marketing Management (Part Time) University of Mumbai**

#### **Selection Process:**

Admission to the MMS – Full time / MMM – Part time is done through any AICTE approved admission test or as per the directives of DTE (Maharashtra) or University of Mumbai.

#### **1. Merit Seats:**

Admission under this quota is made by the DTE through their Centralized Admission Process (CAP). Applicants are advised to refer to the CET Booklet for further details.

**Documents to be submitted at the time of Admission:**

Candidates are required to submit the following attested documents along with the originals.

1. Two sets of S.S.C; H.S.C. and Graduation mark sheet & passing certificates.

2. GAP Certificate wherever applicable.
3. Eligibility and Migration Certificate for students from other Universities.
4. Demand Draft for the amount of the fees payable.
5. Prescribed CET Score card.
6. Two Passport size photographs
7. Affidavit for candidates from Minority Quota.
8. Domicile Certificate

The institute reserves the right to refuse admission if the above documents are not submitted at the time of admission.

\* The fees for the MMS Course is subject to change as per Shikshan Shulka Samiti (SSS)

### **PGCM / PGCM- Textile- (E-MBA) (Post Graduate Certificate in Management)**

AICTE (Ministry of HRD., Govt. of India)

#### **Marketing / Finance / HR**

#### **Selection Process:**

Admission to the PGCM is done through any AICTE approved admission test or as per the directives of DTE (Maharashtra).

#### **Eligibility Criteria:**

In order to secure admission to the 18 months

PGCM course the candidate should fulfill anyone of the following eligibility criteria.

1. Passed any Bachelor's degree of minimum three years duration in any discipline recognized by the Association of Indian Universities.
2. 2 years of Experience

## **SELECTION PROCESS:**

Admission to the PGCM Course is done subject to the fulfillment of the above admission criteria. Interested candidates are required to apply

to the institute in response to the advertisement in leading Newspapers. After scrutinizing the application the institute prepares a merit list

and the same is displayed on the notice board. Applicants are required to check the notice board and those short listed are required to fulfill the admission formalities.

Documents to be submitted at the time of Admission:

1. Two sets of S.S.C; H.S.C. and Graduation mark sheet & passing certificates.

2. Demand Draft for the amount of fees payable.

3. Eligibility and Migration Certificate for students from other Universities.

4. Two Passport size photographs. Candidates are required to submit the above documents duly attested along with the originals.

The institute reserves the right to refuse admission if the above documents are not submitted at the time of admission.

## **Refund of Tuition, Development and other fees after cancellation of admission secured through CAP rounds, Institute level rounds(s) and Vacancy Round(s) of admissions :**

(Reference: AICTE Guidelines No - AICTE / Legal /04(01) / 2007, April 2007 & Circular No.698 Dated: 24<sup>th</sup> August 2007 issued by Parvesh Niyrantran Samiti, Mumbai.)

The candidate who was been provisionally admitted may cancel admission by submitting an application

for cancellation in duplicate, in the prescribed pro forma – O 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:

<b>Sr.No</b>	<b>SITUATION</b>	<b>REFUND</b>
1	REQUEST RECEIVED BEFORE DATE OF START OF ACADEMIC SESSION & SEAT COULD BE FILLED BY THE INSTITUTE BEFORE THE CUTOFF DATE	ENTIRE FEES LESS Rs. 1000/-
2	REQUEST RECEIVED ON/AFTER START OF ACADEMIC SESSION & SEAT COULD BE FILLED BY THE INSTITUTE BEFORE THE CUTOFF DATE	ENTIRE FEE LESS THE CANCELLATION CHARGES# ON PRO RATA BASIS
3	REQUEST RECEIVED BEFORE/AFTER START OF ACADEMIC SESSION & SEAT COULD NOT BE FILLED BY THE INSTITUTE	NO REFUND (EXCEPT SECURITY DEPOSIT)



## COMPANIES TRUST IN US:

Aircel Ltd.  
Apple  
Accumen World  
Air India  
Angel Braking Pvt. Ltd.  
Asit C. Mehta Ltd.  
Appco Marketing pvt. Ltd.  
Arriston capital Pvt. Ltd.  
Accutech Power Solutions Pvt. Ltd.  
Avalon Global Research  
Bajaj AlianzBajaj capital  
Barclays Finance Pvt. Ltd.  
Bhilai Steel Plant Ltd.  
Birla Ready Mix Ultratech Cement Ltd.  
Birla Sun/ile Insurance  
BPCL  
Brescon Corpcrate Advisors Ltd.  
Brinks Arya India Pvt. Ltd.  
Brommsticks Communication Pvt. Ltd.  
Bulls beat commodity Prices Ltd.  
Business Link India Ltd.  
Bank of Baroda  
CAPNTEL Pvt. Ltd.  
CMS Computers Ltd.  
Crisil  
Cyber Media events Pvt. Ltd.  
DenaBank  
DNA infoline  
DNA  
Encompass Events Pvt. Ltd.  
Frontline HR Solutions  
Future Education Ltd.  
Glomax Mall Management  
Gajshield Infotech Pvt. Ltd.  
Harmon Infochem  
HDFC Standard  
Life Insurance  
ICICI Bank Ltd.  
ICICI Lombard  
ICICI Prudential  
Blue Sky Ltd.  
IOBI Bank Ltd.  
IOBI Capital market Services Ltd.  
IL&FS Investment Mart Ltd.  
Broadllyne Technologies Pvt. Ltd.  
Imert International Ltd.  
India Infoline Ltd.  
Indigo Conulting Pvt. Ltd.  
Indu Corporation Pvt. Ltd.  
ING Vysys Bank  
Kansai Nerolac Paints Ltd.  
Karrogs Technologies Ltd.  
Karvy Stock Braking Pvt. Ltd.  
Kotak Life Insurance  
L& TInfotech  
LaurentAnd Benon Ltd.  
Lobo Staffing Solutions Pvt. Ltd.  
Madana Industries Pvt. Ltd.  
Maestro Advisory Services Ltd.  
Mafoi Management Consultants Ltd.  
Magus Consulting Pvt. Ltd.  
Mahindra Finance  
MondialiT Consultant Pvt. Ltd.  
Manhattan Consultants  
Market City Resources Pvt. Ltd.  
Mastek Pvt. Ltd.  
Matrix Cellular (International) Services Pvt. Ltd.  
Max New York Life Insurance  
Morgan Stanley  
Nazara Technology Pvt. Ltd.  
NEIIT B Innovations Pvt. Ltd.  
Nikon-Essilor Co. Ltd.  
NU FUNDZ NETWORK  
Nitco Tiles Ltd.  
Outsourcing Services Pvt. Ltd.  
Pacsoft Pvt. Ltd.  
Panama Petrochem Ltd.  
Pantaloon  
Parikh Financial Services Ltd. PATNI  
Percent Knorigin Solutions Pvt. Ltd.  
TataAIG  
Tala Projects  
Tata Steel Ltd.  
Times Financial Services Ltd.  
TNT India Pvt. Ltd.  
Utkarsha Consultants  
Unichem Lab Ltd.  
Value Consulting Veeragghavan  
Financial & Outsourcing  
Vibgyor Pvt. Ltd.  
Wanbury Ltd.











**sasmira**

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