



# MBA Programme

Brochure 2026



**Shailesh J. Mehta**  
**School of Management**  
**IIT Bombay**

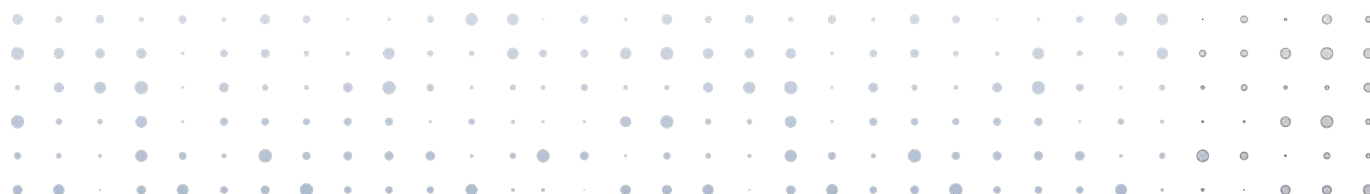
SJMSOM





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## **Prof. Shireesh B. Kedare**

Director, IIT Bombay

The Indian Institute of Technology Bombay was established in 1958 for providing leadership in education and research with a focus on science and technology. Over a period of more than six decades, about 70,000 students have graduated from the Institution with Bachelors, Masters, and Ph.D. degrees. IIT Bombay today is a leading institution globally for education in engineering, management, pure sciences, and social sciences.

The institute is committed to creating an ambience for nurturing innovation, creativity, and excellence in our students. We strongly support interdisciplinary research and development for the benefit of Industry and Society, especially focussed at products and innovations for the future. Shailesh J. Mehta School of Management is an essential component of this strategy.

The School was established in 1995 to provide leadership in the area of management education with an emphasis on developing all round managerial skills. We are proud to say that the School is ideally placed to exploit the synergies with the engineering and science departments at IIT Bombay. In doing so, we believe the School will continue to create unique and novel programmes to make significant contributions to management as a domain.



**Prof. S.V.D. Nageswara Rao**  
Head, SJMSOM

The School of Management was established in 1995 to offer Postgraduate Programme (MBA), Doctoral (Ph.D.) Programme, and Executive Masters Programme (EMBA) for working executives (jointly with Olin Business School of Washington University). We also offer short-duration and long-duration management development programmes (MDPs) which include company-specific training programmes.

The students benefit from the best curriculum which is relevant for the needs of the industry. The faculty are known for their expertise and achievements in research, training, and consultancy. The School also has associate faculty from other academic units of IIT Bombay, and visiting faculty from the industry to bring the practitioner's perspective. The institute offers the additional advantage of collaborating with other academic units and access to their resources for interdisciplinary research.

We plan to strengthen our doctoral programme and ensure that doctoral students account for about half the total students to improve the research profile of the School. We shall actively encourage new faculty additions in identified areas given the planned new initiatives and expansion of the existing programmes. The School shall also explore the opportunities to offer joint programmes with other reputed institutions, and the All India Management Association (AIMA) in upcoming areas. We also plan to expand the collaboration with Washington University and other world-class universities/institutions by offering joint degree, certificate, and training programmes.

The institute has established a Centre of Capital Markets (CCM) to be funded by Motilal Oswal Financial Services Ltd., banks, and other financial institutions. This is an ambitious initiative to be led by the School with support from other academic units of the Institute. This center will lead education, research, and training in financial markets. Two new labs – IITB – Citadel Securities Quantitative Research Lab, and Motilal Oswal Research Lab – have also been established to lead research in financial markets.

We also plan to set up additional research labs such as Competitiveness Lab, Economics and Development Lab, Finance Lab, Bank Lab, and High-Frequency Trading Lab in addition to the existing labs to strengthen the research infrastructure subject to the availability of adequate additional space, and other resources.

## About

# SJMSOM

Founded in 1995, the School of Management at IIT Bombay aimed to mold professionals into future leaders. In 2000, it was named the Shailesh J. Mehta School of Management (SJMSOM). The School stands at the forefront, equipping graduates to tackle the evolving challenges in business. We offer exceptional and innovative management education programs leveraging the diverse intellectual resources of IIT Bombay.

## Programmes Offered

### **Master of Business Administration (MBA)**

Since the School's inception  
in 1995

### **Doctor of Philosophy (Ph.D.)**

Since the School's inception in  
1995

### **B. Tech (Minor in Management)**

Since 2008

### **Joint Executive Master of Business Administration (Joint EMBA)**

Since 2015

### **Interdisciplinary Dual Degree Programme (IDDDP)**

Since 2020

The School also organizes Management Development and Continual Education Programmes for Industry Professionals, Government Officials, and Academics.

# OUR CORE VALUES

## Vision

To excel in the creation, dissemination and application of management knowledge.

## Mission

To nurture intellectual capital by leveraging on research, teaching, consultancy, and collaborations within IIT Bombay and beyond.

## Values

Integrity, Academic Freedom, Excellence, Care for Society and Environment.

## Rankings

10<sup>th</sup>



5<sup>th</sup>



Business Management and  
Studentes Category 2024

# Advisory Committee

## Prof. Shireesh B. Kedare

Director, Indian Institute of Technology Bombay

## Dr. Shailesh J. Mehta

President, Granite Hill Capital Ventures LP, USA

## Dr. Murari Saraf

Member, Hindi Vidya Bhavan Academy, Mumbai

## Mr. Yogi Sriram

Advisor-HR to CEO & MD, Larsen & Toubro Ltd

## Mr. Ravi Kant

Former Chairman of IIT Allahbad and IIM Rothak,  
Former Vice Chairman, Tata Motors Ltd.

## Dr. Devi Prasad Shetty

Chairman, Narayana Hrudayalaya Ltd.

## Prof. Rishikesha T Krishnan

Director, Indian Institute of Management Bangalore

## Mr. Ajit Rangnekar

Former Dean, Indian School of Business, Hyderabad, Director  
General of Research and Innovation Circle of Hyderabad

## Mr. Deepak Parikh

Chairman, HDFC Ltd

## Mr. Ashishkumar Chauhan

MD & CEO, The National Stock Exchange Ltd, Mumbai

## Prof. S.V.D. Nageswara Rao

Head, Shailesh J. Mehta School of Management, IIT Bombay





# Faculty

“The dream begins with the teacher who believes in you, who tugs and pushes and leads you to the next summit, sometimes poking you with a sharp stick called truth.”

- Dan Rather



**Prof. Ashish Pandey**

Fellow , MDI Gurgaon  
Professor, Organizational Behavior  
and Human Resources



**Prof. Dinesh Sharma**

Fellow, MDI Gurgaon  
Professor, Marketing



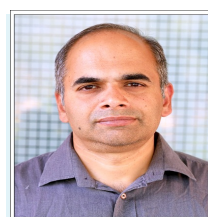
**Prof. Gajendra Kumar Adil**

Ph.D., University of Manitoba Professor,  
Operations Management



**Prof. Kirankumar S. Momaya**

Ph.D., University of Toronto  
Professor, Technology & Strategic Management



**Prof. Omkar D. Palsule - Desai**

Ph.D., IIT Ahmedabad  
Professor, Operations and  
Supply Chain management



**Prof. S.V.D. Nageswara Rao**

Head, SJMSOM  
Fellow, IIM Ahmedabad  
Professor, Finance & Economics



**Prof. Arti D. Kalro**

Ph.D., IIT Madras  
Professor, Marketing



**Prof. Ashish Singh**

Ph.D., IGIDR  
Associate Professor, Economics



**Prof. Dipak Gupta**

PGDM, IIM Ahmedabad  
Professor of Practice, Finance



**Prof. Indrajit Mukherjee**

Ph.D., IIT Kharagpur  
Professor, Operations Management



**Prof. Mayank Pareek**

PGDBM, IIM Bangalore  
Professor of Practice, Marketing



**Prof. Pankaj Dutta**

Ph.D., IIT Kharagpur  
Professor, Decision Sciences  
& Operations Research





**Prof. Piyush Pandey**

Ph.D., Delhi University  
Assistant Professor, Finance



**Prof. Rahul Patil**

Ph.D., University of Colorado  
Assistant Professor, Operations  
Management



**Prof. Rajendra Sonar**

Ph.D., University of Pune  
Professor, Information Systems & Technology



**Prof. Rohan Chinchwadkar**

Fellow, IIM Calcutta  
Assistant Professor, Finance



**Prof. Sarthak Gaurav**

Ph.D., IGIDR  
Associate Professor, Economics



**Prof. Sawan Rathi**

Ph.D., IIM Assistant Professor, Technology  
& Strategic Management



**Prof. S. Narayan Rao**

Ph.D., IIT Madras  
Professor, Finance



**Prof. Snehal Awate**

Ph.D., Temple University  
Assistant Professor, Technology &  
Management



**Prof. Soumya G. Rajan**

Ph.D., TISS Mumbai  
Assistant Professor, Organizational Behavior and  
Human Resources



**Prof. Sudeep R. Bapat**

Ph.D., University of Connecticut Assistant  
Professor, Operations Management &  
Quantitative Techniques



**Prof. Trupti Mishra**

Ph.D., IIT Kharagpur  
Professor, Economics



**Prof. T. T. Niranjana**

Fellow, MDI Gurgaon  
Associate Professor, Operations Management



**Prof. Usha Ananthakumar**

Ph.D., IIT Bombay  
Professor, Decision Sciences &  
Quantitative Methods



**Prof. Varadraj Bapat**

Ph.D., IIT Bombay  
Professor, Finance



**Prof. Vinish Kathuria**

Ph.D., IGIDR  
Professor, Economics



# MBA Programme

The School of Management through its flagship Master of Business Administration (MBA) Programme seeks to develop managers and leaders with an integrated understanding of all business functions. The rigorous curriculum has a judicious blend of courses from all functional areas of management - Decision Sciences, Economics, Finance, Human Resources, Marketing, Operations, Organizational Behaviour, and Strategy that provides an in-depth understanding of all business functions.

## Key Emphasis of the Programme



**Globally Acclaimed Faculty** Employing Innovative Pedagogies for a Comprehensive Understanding of Diverse Business Functions



**Cutting-edge Curriculum** Covering Topical Subjects like Sustainability, Consumer Neuroscience, Digital Transformation, and Emerging Market Trends



**Holistic Development** with Analytical Thinking, Collaborative Teamwork, and Proficient Communication Skills



Insights from **Senior Industry Leaders** through Guest Lectures and Seminars Featuring Real-World Business Case Studies



Extensive **Industry Engagement** via Live Projects and Summer Internships



**State-of-the-Art Infrastructure** and IIT Bombay Ecosystem

# Admissions Criteria

## Eligibility Criteria for Admission to MBA Programme 2025-27:

01

Bachelor degree with at least 60% marks (55% in case of candidates belonging to SC/ST/PWD category or a minimum CPI of 6.5 (6 in case of candidates belonging to SC/ST/PWD category out of 10 from institutions/universities incorporated by an act of parliament or state legislature in India or other institutions declared to be deemed as University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of Education, Government of India or AICTE or AIU or reputed foreign university.

02

Candidates in the final year of the degree and those awaiting results can also apply. The applicant should have secured an aggregate of 60% marks (55% in case of candidates belonging to SC/ST/PWD category) or equivalent till the latest exam that has been completed and whose scores are available. The admission will be subject to candidates fulfilling the eligibility criteria.

03

The candidate should have a valid CAT score.



## **The Selection of the Candidates for Admission to the Master of Business Administration (MBA) Programme 2025-27 batch will be carried out in two phases:**

In the first phase, the eligible candidates as per the eligibility criteria mentioned above will be shortlisted for Personal Interview (PI) based on their performance in CAT 2024, academics, and duration of work experience, amongst other criteria. In the second phase, selection will be done based on a composite score consisting of parameters like the CAT 2024 score, academics, and work experience, and the candidate's personal interview scores.

### **Application Window:**

Start Date: January 01, 2026 (10:00 AM)

End Date: January 31, 2026 (05:00 PM)

### **Application Link:**

<https://www.som.iitb.ac.in/mba-admission-criteria/>



# Disciplines for Educational Qualifications:

Given the new eligibility criteria to increase diversity, the MBA Programme at SJMSOM, IIT Bombay is open to all candidates from all disciplines.

## Discipline-1:

Medicine and related Disciplines: Including MBBS, BAMS, BDS, BHMS, and other relevant degrees.

## Discipline-2:

Arts, Commerce, Economics, Finance, Business Administration, Management, and related Degrees: Including BAF (Bachelor of Accounting and Finance), BBA (Bachelor of Business Administration), BBE (Bachelor of Business Economics), BBI (Bachelor of Banking and Insurance), BBM (Bachelor of Business Management), BBS (Bachelor of Business Studies), BCAAF (Bachelor of Commerce in Accounting and Finance), BCCA (Bachelor of Computer Applications in Commerce), B.Com (Bachelor of Commerce), BFIA (Bachelor of Financial and Investment Analysis), BFM (Bachelor of Financial Markets), BHM (Bachelor of Hotel Management), BHMCT (Bachelor of Hotel Management and Catering Technology), BIBF (Bachelor of International Business and Finance), BMS (Bachelor of Management Studies), BSBA (Bachelor of Science in Business Administration), BS (Economics), and other relevant degrees.

## Including (but not limited to) -

- Economics/Economic Development and Planning
- Any degree in Hospitality, Catering, Travel and Tourism Management
- Commerce (Accountancy, Auditing, Banking, Business Mathematics, Business Organisation, Finance, Insurance, Investment Analysis, Public Finance, Secretarial Practice)
- Management (Advertising, Agriculture, Agriculture and Food Business, Agribusiness Management, Agriculture Marketing and Cooperation, Agriculture, Rural and Tribal Development, Business Administration, Business Management, Business Studies, Commercial Agriculture and Business Management, Entrepreneurship, Management Studies, Ports Management, Real Estate and Urban Infrastructure, Renewable Energy Management, Oil and Gas Management, Production and Industrial Management)
- Any other degree in Commerce and Management not explicitly included or excluded elsewhere in the list.



### Discipline-3:

#### Part I.

Engineering, Technology, and Architecture related Areas: Including B.Arch., B.E., BIT, B.INFTECH, BS/B.Sc., B.Tech. (Excluding all degrees in Accessories Design/Apparel Production/Design/Fashion Communication/Fashion Design/Fashion Technology/Interior Design/Knitwear Design/Leather Design/Jewellery Design/Footwear Design, and BS/B.Sc. Degrees in Information Technology)

#### Including (but not limited to) -

Agricultural Engineering/Dairy Technology/Food Technology

Architecture

BE/BS/B.Sc./B.Tech/B.Stat/B.Chem and other degrees in Engineering, Biosciences, Geological Sciences, Information Technology, Mathematics, Statistics, and Natural Sciences

BE/BS/B.Sc./B.Tech and other degrees in related areas, including Chemical Technology, Electronics, Engineering Physics, etc.

Textile Engineering/Technology

Others: All other fields where BE/BS/B.Sc./B.Tech/B.Stat are awarded, not explicitly included or excluded elsewhere in the list.

#### Part II.

Science and Agriculture related areas, other than Medicine and Surgery: Including all BS/B.Sc. and other degrees in Paramedical, Veterinary Science (Excluding all degrees in Apparel Design, Economics, Fashion Design, Journalism, and Leather Design)

#### Including (but not limited to) -

- |  |  |   |
|--|--|---|
| • Actuarial Science  | • Geological Sciences (Geography, Geology and Geophysics.)                                       | • Planning  |
| • Agriculture (Agronomy, Soil Science, Agricultural Biochemistry, Plant Breeding and Genetics, Plant Pathology etc.) | • Horticulture   | • Veterinary Science/Animal Husbandry   |
| • Biosciences (Biology, Biochemistry, Biotechnology, Botany, Life Science, Zoology etc.)                             | • Information Technology   | • Media Science, Media Science and Technology   |
| • Computer Applications (BCA)  | • All Bachelor degrees in Mathematical Sciences (Computer Science, Mathematics, Statistics etc.) | • Physiology  |
| • Fisheries  | • Natural Sciences (Chemistry, Physics etc.)   | • Science (Others): Forensic, Home Science, Nursing, and all other branches of Science not explicitly included or excluded elsewhere in the list. |
| • Forestry   | • Paramedical/Physiotherapy  |   |
|  | • Pharmacology/Pharmacy  |   |

#### Discipline-4:

Arts/Humanities related degrees, Design, Education, Fashion Design/Technology, Law, and Rural Studies: Including any BA (excluding Economics, Geography and Geological Sciences, Mathematics and Statistics), BAA (Bachelor of Applied Arts), Bachelor in Journalism, B.Des (Bachelor of Design), B.FTECH (Bachelor of Fashion Technology), BJMC (Bachelor of Journalism and Mass Communications), Bachelor of Music, BMC (Bachelor of Mass Communication), BMM (Bachelor of Mass Media), BSW (Bachelor of Social Work), BL or LLB (Bachelor of Law), and other relevant degrees.

#### Including (but not limited to) -

- Degrees in Accessories Design/ Apparel Design & Production/Design/Fashion Communication/ Fashion Design/Fashion Technology/Fashion Merchandising and Retail Management, Interior Design /Knit Wear Design/Leather Design/Footwear Design/Jewellery Design
- Arts/Humanities: Archaeology, Education, Fine Arts (Dance, Drama, Film, Music, Painting etc.), History,
- Languages, Library Science, Literature, Mass Communication, Media Studies, Philosophy, Political Science,
- Public Administration, Social Work/Welfare, Sociology, and others.
- Education (including Physical Education and Sports)
- Degrees in Journalism/Mass Communication/Media Studies
- Law (BL, LLB)
- Degrees in Psychology
- Rural Studies/Rural Sociology/Rural Cooperatives/Rural Banking
- Any other degree in Arts/Education/Humanities not explicitly included or excluded elsewhere in the list.

#### Discipline-5:

Any other Degree not included in Disciplines 1-4.

### Additional Professional Qualifications/Affiliations:

CA (Chartered Accountancy), ICWA (Cost and Works Accountancy), CFA (Chartered Financial Analyst), CMA (Cost and Management Accounting), CS (Company Secretary), FIAI (Fellow of the Institute of Actuaries of India)

### Notes:

- All Masters/Integrated Masters Degrees/Professional Qualifications/Post Graduate Diploma courses and others must be entered under the “Details of Additional Post-Graduate/ Professional Qualification(s)” section in the application form.
- Candidates having completed or pursuing a Dual/Integrated Programme (such as B.Tech + M.Tech, BBA + MBA etc.) must provide relevant details up to their graduation level as per their University/Institute rules under “Graduate Degree Details” section. The details related to their post-graduation must be entered under the “Details of Additional Post Graduate/Professional Qualification(s)” section
- For candidates who obtained further higher degrees after Bachelor or integrated Masters Degrees, other than those degrees listed in the Table above (Discipline-1 to Discipline-5) , the discipline(s) of the Bachelor/Integrated Masters Degree will be taken into consideration in deciding their classification in an academic category.
- For two Bachelor degrees such as BA + B.Ed., the primary degree (in this case, BA) will be considered and second Bachelor degree must be entered under the “Details of Additional Post-Graduate/Professional Qualification(s) (other degrees)” section.
- Final discretion on the academic category that an academic programme will be classified into, rests with SJMSOM, IITB. The decision of the institute shall be final in all such cases.
- Proof of qualifying degree details to be provided at the time of Personal Interview (PI) .







# Course Curriculum

## Year 1

### Term 1

- Communication & Interpersonal Skills
- Fundamentals of Financial & Managerial Accounting
- Marketing Management - I
- Microeconomics
- Statistical Methods

### Term 2

- Corporate Finance - I
- Decision Models in Management
- Information Systems
- Macroeconomics
- Marketing Management - II
- Operations Management - I

### Term 3

- Business Research Methods
- Corporate Finance - II
- Corporate Governance & Business Ethics
- Operations Management - II
- Organizational Behaviour & Human Resources - I
- Technology Methods

### Term 4

- Corporate Strategy
- OB & HR - I
- Organizational Behaviour & Human Resources - II

# Electives

## Year 2

### Accounting & Finance

- Behavioral Finance
- Derivatives and Risk Management
- Disaster Risk Financing
- Econometrics of Financial Markets
- Financial Modelling
- Financial Services
- Fixed Income Securities
- Foundations of Private Equity and Venture Capital
- Indian Financial and Business Model
- Management of Banking and Behavioral Finance
- Markets and Treasury – Functional Architecture and Processing
- Mergers, Acquisitions, and Business Valuation
- Money: Past, Present and Future
- Quantitative and Algorithmic Trading
- Security Analysis and Portfolio Management
- Startup Financing

### Economics & Strategy

- Applied Industrial Organization
- Aviation Business Strategies
- Behavioral Economics
- Circular Economy: Implications for Business, Economy and Society
- Economics of firm strategy
- Economics of Development in India
- Economics of Regulation
- Game Theory for Business Decisions
- Political Economy of Development in India
- Population Dynamics and Development
- Spatial Analytics I
- Spatial Analytics II
- Strategies for Growth
- Strategic Transformation
- Sustainable Finance

### General Management

- Business and Sustainable Development
- Change
- Competitiveness for Sustainable Enterprise
- Corporate Competitiveness
- Environmental Management
- Infrastructure Development and Financing
- Innovation I
- Innovation II
- International Competitiveness
- Leadership and Vision
- Managerial Effectiveness Skills
- Managing Intellectual Property
- Patterns of Entrepreneurship
- Policy Responses to Climate
- Technology Design End to End

## Organizational Behaviour & HRM

- Business Entrepreneurship Development
- Management of Change
- Organization Theory and Design
- Performance Evaluation and Management System

## Information Technology

- Electronic Business Strategies and Implementation
- Hospital Information Systems
- Information Technology Infrastructure Management
- Intelligent Systems
- Management of Digital Transformation
- Managing Digital Products
- Managing Industry 4.0
- Software Project Management
- Systems Analysis and Design

## International Business

- Historical and Contemporary Perspectives in International Business
- Information Economy and Governance I
- Information Economy and Governance II
- International Business
- International Trade
- Managing International Business and Policy
- Managing with New Business Models in a Knowledge Economy
- Political Economy, Development and Governance II
- WTO and Indian Business

## Marketing

- Advertising and Media Management
- Brand Management
- Business to Business Marketing
- Consumer Behavior
- Consumer Behaviour and Consumer Neuroscience
- Customer Analytics
- Online Marketing
- Sales and Distribution Management
- Strategic Marketing

## Operations Management

- Advanced Planning and Scheduling
- Applied Quality Engineering and Management
- Design of Manufacturing System
- Experimental Design for Productivity and Quality Improvement
- Healthcare Supply Chain Management
- High Tech Ventures: From Concept to Commercialization
- Innovation and Entrepreneurship
- Introduction to ERP
- Lean Management
- Logistics and Supply Chain Management
- Operations Strategy
- Purchasing and Supply
- Quality Management
- Service Operations Management
- Supply Chain Optimization
- Sustainable Supply Chain Management
- Warehouse Operations

## Quantitative Techniques

- Applied Statistical Learning for Management
- Business Analytics and Simulation
- Business Dynamics Modeling and Simulation
- Business Forecasting
- Large-Scale Optimization
- Managerial Decision Making under Risk and Uncertainty
- Multivariate Data Analysis
- Predictive Analytics
- Simulation of Business Systems

## Quantitative Techniques

- Alnnovation Management
- Innovation and Sustainability Lab
- Project Management
- Science, Technology, and Innovation Policy
- Technology Acquisition, Transfer, and Absorption
- Technology Forecasting and Assessment
- Technology Strategy Lab





# Areas of Research

---

## Economics and Policy

Energy and Environmental Economics, Behavioural Economics, Agricultural Economics, Industrial Economics, Productivity Measurement, Risk and Insurance, Economics of Development and Distribution, Policy Analysis, Corporate Environmental Sustainability, Public Health.

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## Finance and Accounting

Accounting, Corporate Governance, Corporate Finance, Sustainable Finance (ESG), Capital Markets, Financial Engineering, Mergers and Acquisitions, Venture Capital and Private Equity, Banking, Behavioural Finance, and Micro finance.

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## Information Systems and Information Technology

Knowledge-Based Systems, Hybrid Intelligent Systems, Information Systems

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## International Business

International Business and WTO, New Business Models in the Digital Economy, WTO and Global Political Economy.

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## Organizational Behavior and Human Resources Management

Organizational Behaviour (OB), Strategic Human Resources Management (SHRM), Entrepreneurial Management, Leadership, Performance, Knowledge Management, Spirituality in Management, and Indian Management.

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## Operations and Supply Chain Management

Quality Management, Supply Chain Planning and Optimization, Operations Strategy, Human Interactions in Operations Management, Warehouse and Retail Facility Design, Sustainable Supply Chains, Advanced Planning and Scheduling, Supply Chain Management.

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## Decision Sciences

Applied Statistics, Classification under Imbalance, Statistical Learning, Data Mining, Fuzzy Optimization & Multi-Objective Decision Making, Supply Chain Modelling, Project Management, & Inventory Management.

## Strategic Management and Competitiveness

Corporate Strategy, Global Strategies, Organization Structure, Organizational Learning, Emerging Markets, Mergers and Acquisitions.

## Entrepreneurship

Entrepreneurship Ecosystem, Entrepreneurship & Intrapreneurship, Entrepreneurial Mindset & Behaviour, Entrepreneurial Finance, Entrepreneurial Education & Learning, Startup Competitiveness, Legal Matters in Entrepreneurship, Ethnic Entrepreneurship, International Entrepreneurship.

## Marketing

Branding, Advertising, Food Label Marketing, Rural Marketing, Services Marketing, Online & Digital marketing, Influencer Marketing, Digital Innovations in Marketing, Consumer Well-being. Branding, Advertising, Food Label Marketing, Rural Marketing, Services Marketing, Online & Digital Marketing, Influencer Marketing, Digital Innovations in Marketing, Consumer Well-being

## Intellectual Property

Copyright and Public Domain, Copyright in the Digital Economy, Dynamics of Intellectual Capital, IP and Innovation, Intellectual Property Management

## General Interdisciplinary Research

Interdisciplinary research in Marketing, Operations Management (OM), Organizational Behavior, Strategy, e.g. Behavioral OM, Judgment & Decision Making, and Service Management.

## Technology and Innovation Management

Patent Analytics for Strategic Decision-Making, Innovations in health care delivery models, Technological Intervention in IP Management with focus on Traditional Knowledge.





# Placement Statistics

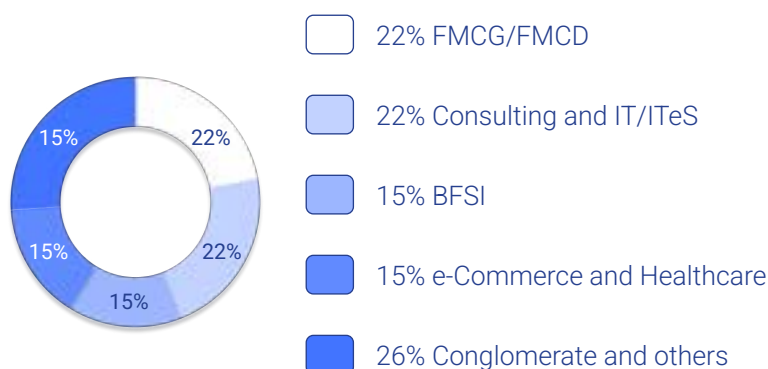
## Summer Placements

Batch of 2023-25

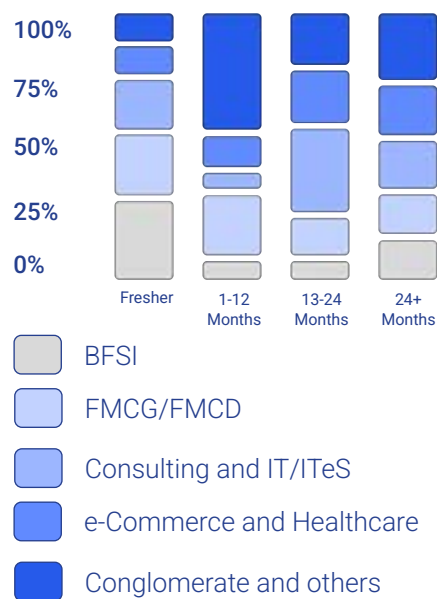
### Key Highlights



### Recruiters - Sector Wise



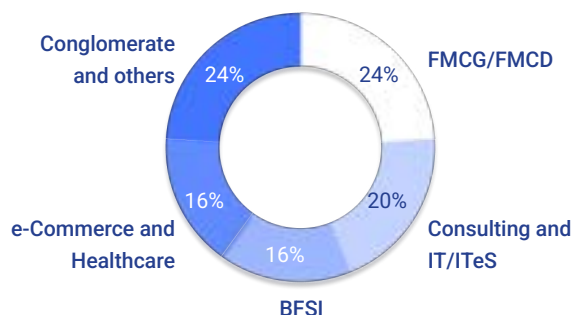
### Student Profile w.r.t Work-ex



### Median Stipend Split



### Student Distribution - Sector Wise





## Final Placements

Batch of 2022-24

### Key Highlights

**₹53.8L**

Highest CTC

**₹ 25.82L**

Average CTC

**₹ 29.31L**

Average Female CTC

**₹ 25.25L**

Median CTC

**37%**

PPO Rates

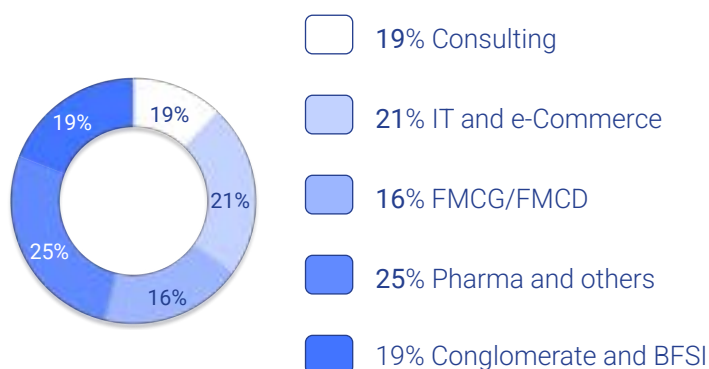
**27%**

New Companies

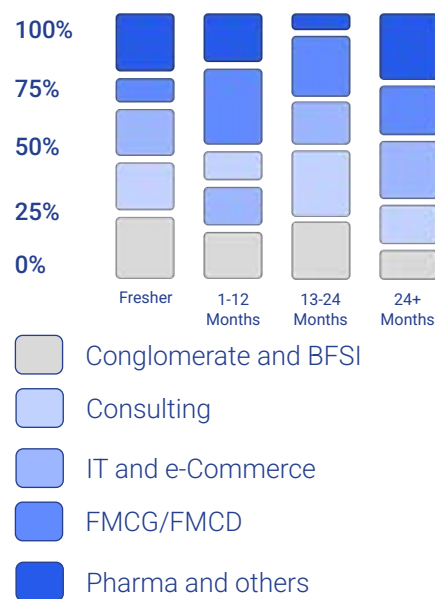
**52**

Recruiting Companies

### Recruiters - Sector Wise



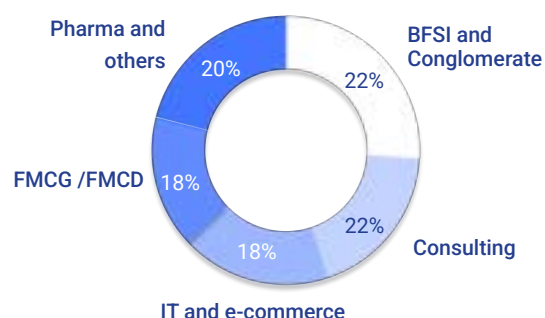
### Student Profile w.r.t Work-ex



### Median Stipend Split

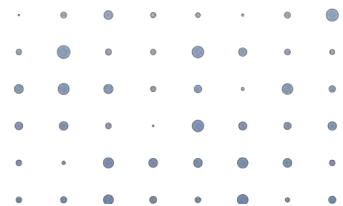


### Student Distribution - Sector Wise



# Case Competitions:

## Select Accomplishments



### National Winners 2025



Fuel



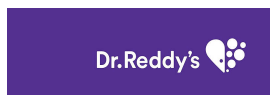
Chain Reaction



ACE Challenge



LOUD



DRL Finance



Power-Up

### National Runner-Ups 2025



PI Nexus



Maestroes-2.0



TechTonic



Prism



Kotak Life Growth Manager



Transcend

# International Student Exchanges and Relations

Recognizing the importance of international and cross cultural experience to the success of management graduates, the School is committed to promoting activities that enhance international exposure.

## Semester Exchange

In the semester-long exchange programmes, students are given an opportunity to complete a semester in one of the partner universities and have a truly global learning experience, studying with students coming from different countries across the globe.

- KU Leuven, Belgium
- Loughborough University, UK
- KOC University, Turkey
- University of Agder, Norway

## Global Summer School and Study Tours

The Study Tours serve as a platform to prepare students to take international business challenges in today's globalized business world. Study tours include company visits to various multinationals and start-ups combined with academic sessions in foreign universities and guest lectures by eminent speakers which helps students understand the complexities of global businesses.

The Global Summer School, is a two-week programme, conducted from the last week of June to the first week of July each year, with the focus of giving participants from foreign universities an idea about how businesses function in India.. This programme consists of academic sessions by renowned faculty members, industry visits to companies like Johnson & Johnson, Tata Motors, Cummins, Siemens, Times of India, Yes Bank, Piramal, etc, and interaction with the Indian students to understand more about the Indian culture. This programme combines academic and practical content in a unique way and enables leaders of tomorrow to gain valuable different aspects of management.

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| • EDHEC Business School            | • Singapore Management University |
| • Bocconi University, Milano       | • Imperial College London         |
| • KU Leuven, Belgium               | • Nottingham Trent University     |
| • UCL School of Management, London | • University of Vienna            |

# Important Events

## Avenues, the Annual Business Fest of IIT Bombay

Avenues is the annual business festival of SJMSOM. It consists of a host of management events targeted at budding managers with fun at its core. The students from India and abroad participate in this annual extravaganza to outdo and outlast the competition. Student teams are responsible for the sponsorship, logistics, creatives, PR, marketing, and execution of the fest. Alankar - The Global Leadership Summit features business, entertainment, academia, politics, media, and sports luminaries. Past speakers include Mr. Ratan Tata, Mr. Nitin Gadkari, Mr. Adil Godrej, Mr. Suresh Prabhu, Ms. Smriti Irani, Mr. Brett Lee, and Mr. Javed Akhtar. Multiple case competitions in different areas such as Consulting, Strategy, Operations, Marketing, HR, Product Management, and Entrepreneurship are organized. The festival concludes with cultural events and Pronite, which include performances by top comedians and a night of music and dance. Each year, the festival witnesses participation from 1000 enthusiastic students from premium management institutes across India, and 200+ selected students receive an opportunity to present their innovative ideas on campus.





## Prithvi & SOM League:

Prithvi, a national Inter-B-School meet, brings management students from across India to IIT Bombay for competitions in sports including Cricket, Badminton, Basketball, Football, and more. Conversely, SOM League, exclusive to SJMSOM students, promotes campus camaraderie through a variety of traditional and unconventional sports. Leveraging IIT Bombay's superior facilities, the school fosters active participation, talent discovery, and a strong sports culture.



## Continuums

The rolling seminar series encompasses different management domains viz. Consulting, Finance, Human Resources, Marketing, Operations, and Systems. bringing together eminent speakers from industry and academia addressing relevant issues and challenges in the current economic climate. The seminars include interactive talks, panel discussions, and hands-on workshops. These events attract attendees from various organizations, distinguished alumni, and students from other business schools and departments at IIT Bombay. Some of the prominent speakers include Mr. Vijay Kasi (Partner - Kearney), Mr. Mukesh Jindal (Senior Partner - Alpha Capital), Mr. Mino Thomas (Sr. Director Talent & Global Head Talent Operations - Adobe), Mr. Saumitra Prasad (Chief Marketing Officer - Doms Industries), Ms. Darpan K. Chandra (Director Supply Chain Operations - Coca Cola India), Mr. Manish Purwar (Global IT Head - GE Healthcare), and Mr. Sandeep Chadda (Principal Product Manager - Microsoft))



## Diksha Sessions

Inspired by the traditional Indian concept of Diksha', the school welcomes industry and academic experts to share valuable knowledge and insights with students. Diksha serves as a forum where captains of the industry and esteemed academicians discuss and analyze contemporary business issues in depth. These leaders, renowned for their contributions, provide firsthand perspectives on topics, encouraging students to understand the challenges faced by leaders. Past speakers include Mr. Varun Kakkar (GM Supply Chain - Birla Opus) , Mr. Paras Mehta (Managing Director - Accenture Strategy) , Mr. Suresh Narayanan (Chairman & MD - Nestle) , and Mr. Subhajt Mazumder (Director - Microsoft India)

## Conferences, Workshops and Seminars

The school has organized multiple Conferences, Workshops and Seminars. One such recent conference was The International Conference on Emerging Trends in Business Analytics and Management Sciences, 57th Annual Convention of ORSI & Exhibition for Analytics & AI Tools and Applications from Companies & Start-ups, on December 12-14, 2024 at Victor Menezes Convention Center (VMCC), IIT Bombay.

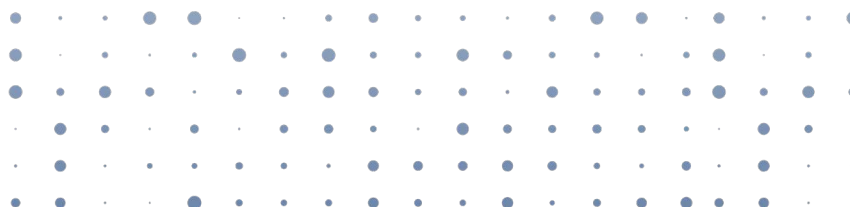


## E-Summit

Asia's largest business conclave, organized by The Entrepreneurship Cell, ignites groundbreaking ideas and visionary solutions, transforming challenges into new opportunities. Multiple events include Competitions, Workshops, Startup Expo, Model United Nations, Seed Stars, Virtual Stock Market, Internship & Job Fair, Investor Summit, and many more. Past speakers include Travis Kalanick (Co-founder, Uber), Jordan Belfort (Author, Wolf of Wall Street), Aman Gupta (Co-founder, Boat), Nitin Gadkari (Union Minister), Sachin Bansal (Co-founder, Flipkart), Namita Thapar (CEO, Emcure Pharmaceuticals), Anupam Mittal (Co-founder, Shaadi.com), and many more.



# Clubs and Committees



## SOMA Council

The School actively promotes hands-on learning in management. The SOMA (School of Management Association) was established to coordinate all the activities organized under the aegis of different clubs. The activities, among others, include organizing events like distinguished lectures and maintaining a vital link with the School's esteemed alumni, who contribute significantly to the school's strength and success.

There are various clubs in the school catering to different domains or interests such as Marketing/ Consulting/Finance/IT conducting activities such as Continuums, flagship case competitions, workshops, article writing competitions, and many more. The clubs are formed with a shared purpose and interest, and the activities are aligned accordingly. Moreover, multiple teams form the functional backbone of the School. Each of the teams is dedicated to a specific task such as maintaining & managing the entire admission process, conducting the student placements, conducting international exchange programmes, maintaining the IT setup, managing alumni network & relations, showcasing and presenting different facets of the School to the world.

### The various domain clubs and teams under SOMA:

- Corporate Relations & Placement Team
- Admissions Committee
- Cultural Council - Cultural, Literary and Social Responsibility Club
- Avenues Team
- IRT - International Relations Committee
- Spike - Sports Club
- ART - Alumni Relations Committee
- Finesse - Finance Club
- Consig - Consulting Club
- Systematics - Systems Club
- Opera - Operations Club
- E-Club - Entrepreneurship Club
- PRMT - Public Relations & Media Team
- Economicus - Economics Club
- Prodigy - Product Management Club
- Marktrix - Marketing Club
- Humane - HR Club
- IT Team



# Campus Activities

## Mood Indigo

Mood Indigo is Asia's largest college cultural festival, conducted annually by the student body of the Indian Institute of Technology, Bombay. Over 147k people attended 240+ events held in last year's fest, reaching over 4000+ colleges. Various competitions are organized, with a vision to cater to creative needs and artistic geniuses across the nation.



## TechFest

One of Asia's largest science and technology festivals, TechFest is organized by the student community of IIT Bombay every year. This year, the event revolved around the theme of 'Sustainnovative Sentience' and featured a mix of events, exhibitions, lectures, competitions, and hands-on workshops, making it a hub for learning and innovation.



## Inter-IIT

A prestigious event where students from various IITs across the country come together to participate in various technical, sports, and cultural competitions. Started in 1961, Inter IIT Sports has an illustrious legacy as the longest-running inter-collegiate sports event. The event brings together over 4,000 talented athletes from all 23 IITs, competing in 13 diverse sports, all vying for the coveted General Championship Trophy.





# Infrastructure and Knowledge Resources

The School is equipped with the most modern state-of-the-art facilities. The SJMSOM building is a modern structure with an administrative office, faculty offices, classrooms, seminar room, conference room, SOM Auditorium, lab for doctoral students, Behavioral Lab, IITB-Citadel Securities Quantitative Research Lab, visiting faculty offices, SOM library, student activity room, IT infrastructure room, faculty lounge, Wi-Fi enabled lobbies, and wide-open spaces for discussions and events.

## Library

Knowledge resources are the key to the growth of any educational institution. The School, with its commitment to learning, provides the students with a state-of-the-art library consisting of books and journals on a variety of management topics. The School has continued to add to its collection, which now has more than 9818 Books, 337 Audiovisual Materials, and 1158 Theses and Dissertations.

In addition to the School library, the Institute Central Library (<http://www.library.iitb.ac.in>) also has over 7092 book titles in the management area and subscribes to around 62 journals in various areas of relevance to the School. In addition to print subscriptions, the Institute subscribes to several full-text electronic journals, through leading sources such as Elsevier B.V. - Science Direct, Emerald Database, ABI/INFORM Complete Database from ProQuest, EBSCO Database, Euromonitor International.

## Databases

Besides books and journals, School faculty and students have access to several data and information sources that are very useful in teaching and research including CMIE Package, Prime Database, Capitaline, Euro-Monitor, Bloomberg, Refinitiv Eikon, NSE Cogencis, CRISIL Industry Reports, and many more.

# IIT Bombay Ecosystem

## SINE

Setup in 2004, with a mission to create an ecosystem that will support innovation and knowledge based entrepreneurship amongst the IIT Bombay community, Society for Innovation and Entrepreneurship (SINE) is one of the earliest incubators in academia for fostering entrepreneurship and nurturing tech start-ups. It administers a business incubator which provides 'Start to Scale' support for technology based entrepreneurship and facilitates the conversion of research activity into entrepreneurial ventures. Throughout its journey, SINE has supported 250+ Startups and 1000+ Innovators/Entrepreneurs.

## Sports

IIT Bombay offers a range of sports, both for internal and external participation. Internal sports encompass activities like badminton, table tennis, chess, yoga, and more. External sports include basketball, football, hockey, volleyball, and more. The campus has a sports complex that has facilities for sports such as athletics, aquatics, basketball, cricket, football, hockey, and many more. The Sports Council of the institute plans and coordinates every event and tournament, both at the inter and intra level.

## Event Venues

The Institute features multiple venues, catering to all kinds of academic and non-academic events, including Victor Menezes Convention Centre (VMCC), with a fully-equipped Prof. B. Nag Auditorium, seminar rooms, lounges, and more, capable of accommodating multiple simultaneous sessions. Convocation Hall and P. C. Saxena Auditorium, with a seating capacity of 1,400 and 350 respectively, for conducting lectures, conferences, seminars, and meetings.





# SJMSOM Alumni

The School has strong connect with alumni who are occupying senior positions in the industry and academic. The alumni help their alma mater in the design of curriculum, teaching practice-oriented modules or courses, summer internship, final placement, joint research with faculty, and offering other forms of support to improve the academic and research profile of the School. They actively participate in events like Avenues and help the students with their expertise and experience.

## Notable (MBA) Alumni

<b>Arjun Nair</b>	1995-97	<b>Deloitte</b>	<b>Partner</b>
<b>Ashish Dwivedi</b>	1995-97	<b>Birla White (Ultratech Cement)</b>	<b>CEO</b>
<b>Asim Kumar Pal</b>	1995-97	<b>L&amp;T Technology Services</b>	<b>Vice President – Nordics</b>
<b>B. Ravi Teja</b>	1995-97	<b>Robosoft Technologies</b>	<b>CEO</b>
<b>Kaustubh Kulkarni</b>	1995-97	<b>J.P. Morgan</b>	<b>Country Head</b>
<b>Pallavi Wad</b>	1995-97	<b>Hindustan Zinc</b>	<b>Chief Commercial Officer - Zinc</b>
<b>Sanjay Ghag</b>	1995-97	<b>Indian Chamber of Commerce</b>	<b>Chief Representative</b>
<b>Virendra Gupta</b>	1995-97	<b>Daily Hunt</b>	<b>Founder and CEO</b>
<b>Srivathsan S</b>	1995-97	<b>Times Network</b>	<b>EVP &amp; Head- HR</b>
<b>Rajeev Ranjan</b>	1996-98	<b>McDonald's India</b>	<b>Managing Director</b>
<b>Mukesh Kothari</b>	1996-98	<b>Deloitte</b>	<b>Managing Director</b>
<b>Ravi Kuchimanchi</b>	1996-98	<b>NTT DATA Services</b>	<b>Senior Director</b>
<b>Mandar Samant</b>	1996-98	<b>Google Cloud India Pvt. Ltd.</b>	<b>Head, Customer Engineering</b>
<b>Ravi Kuchimanchi</b>	1996-98	<b>NTT DATA Services</b>	<b>Senior Director</b>
<b>Mandar Samant</b>	1996-98	<b>Google</b>	<b>Head, Customer Engineering</b>
<b>Thiyagrajan</b>	1996-98	<b>Prodapt</b>	<b>Senior VP</b>
<b>Sudip Mazumder</b>	1996-98	<b>PGP Glass Pvt. Ltd.</b>	<b>Global Chief Digital &amp; Information Officer</b>
<b>Rakesh Pundir</b>	1996-98	<b>Aditya Birla Grasim</b>	<b>Joint President - Head Strategy</b>
<b>Anand Rao</b>	1998-00	<b>Chaitanya India Microfinance</b>	<b>Managing Director</b>



<b>Subramaniam Y.</b>	1998-00	<b>Lending Club</b>	<b>Vice President</b>
<b>Sudarshan Bajoria</b>	1998-00	<b>First Eagle Capital Advisors</b>	<b>Managing Director</b>
<b>Sumesh Garg</b>	1998-00	<b>Apex Thermocon Pvt. Ltd.</b>	<b>Managing Director</b>
<b>Saurabh Gupta</b>	2002-04	<b>HFS Research</b>	<b>President</b>
<b>Gunjan Jain</b>	1999-01	<b>Medily Prime</b>	<b>Founder and Director</b>
<b>Pradeep Menon</b>	1999-01	<b>HSBC Technology</b>	<b>CEO &amp; Managing Director</b>
<b>Vishwanath K.</b>	1999-01	<b>Chevalier Designs</b>	<b>Founder &amp; Managing Director</b>
<b>Adil Mujeeb</b>	2000-02	<b>Bizdata Inc.</b>	<b>Founder and Director</b>
<b>Ashutosh Deshpande</b>	2000-02	<b>Essar Oil (UK) Limited</b>	<b>Senior VP &amp; Head - Commodity Risk</b>
<b>Venkatesh Tirukonda</b>	2000-02	<b>PwC India</b>	<b>Senior Director, Consulting</b>
<b>Avinash Sardesai</b>	2000-02	<b>A.T. Kearney</b>	<b>Director</b>
<b>Avish Joseph</b>	2000-02	<b>StratAgile Pte. Ltd.</b>	<b>Managing Director</b>
<b>Ananya Nanda</b>	2001-03	<b>EY</b>	<b>AP SAP Supply Chain Leader</b>
<b>Anindya Sanyal</b>	2001-03	<b>Bristlecone India Ltd.</b>	<b>Director</b>
<b>Bibhash Dhar</b>	2001-03	<b>KPMG India</b>	<b>Director</b>
<b>Prem Kumar</b>	2001-03	<b>DHL Express India</b>	<b>Senior Director</b>
<b>Rohit Limaye</b>	2001-03	<b>Ernst &amp; Young - EY</b>	<b>Partner</b>
<b>Saswata Kundu</b>	2001-03	<b>Cognizant Technology Solutions</b>	<b>Senior Director</b>
<b>Sunil Verma</b>	2001-03	<b>Citi</b>	<b>Director</b>
<b>Dharam Sheoran</b>	2002-04	<b>elinfochips</b>	<b>Chief Customer Officer</b>
<b>Muthu Ramanathan</b>	2002-04	<b>Accenture</b>	<b>Managing Director</b>
<b>Paras Mehta</b>	2002-04	<b>Accenture Strategy</b>	<b>Managing Director</b>
<b>Saurabh Gupta</b>	2002-04	<b>HFS Research</b>	<b>President</b>
<b>Shibaditya Sen</b>	2002-04	<b>Air Products</b>	<b>Director</b>
<b>V Vaidhyathan</b>	2002-04	<b>Accenture</b>	<b>Managing Director</b>
<b>Amit Alsisariya</b>	2003-05	<b>Polestar Solutions &amp; Services India Pvt. Ltd.</b>	<b>Co-founder and Executive Director</b>
<b>Vivek Jayakumar</b>	2003-05	<b>Arbutus Consultants</b>	<b>CEO</b>
<b>Samir Murgude</b>	2003-05	<b>Startup (Cyber security   Data Analytics)</b>	<b>HR Director</b>
<b>Ajay Nyamati</b>	2003-05	<b>Kitsa</b>	<b>Co- Founder and CEO</b>
<b>Akhila Gudla</b>	2004-06	<b>Amazon Web Services</b>	<b>Principal Worldwide</b>
<b>Vibhor Mittal</b>	2004-06	<b>360 ONE Asset</b>	<b>Executive Vice President</b>
<b>Vidisha Suman</b>	2005-07	<b>A.T. Kearney</b>	<b>Partner</b>
<b>B. Kishore Krishna</b>	2007-09	<b>Fractal Analytics</b>	<b>Client Partner</b>
<b>Nachiket Karajagi</b>	2007-09	<b>PepsiCo</b>	<b>Global Director</b>







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