



# SCM

Shailesh J Mehta  
School of Management  
IIT BOMBAY







THANK YOU

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classmate



*Estd. 1958*

# MESSAGE FROM THE DIRECTOR



**Prof. Devang Khakhar**

The Indian Institute of Technology Bombay (IITB) was established in 1958 for providing leadership in education and research with focus on science and technology. Over a period of nearly six decades, about 44,000 students have graduated with Bachelors, Masters and Ph.D. degrees. Today, IITB is a leading institution globally for education and research in engineering, management, pure sciences, social sciences and design. We aspire to make significant contributions to the development of our country and improvement in the quality of life of its citizens.

We are pursuing a strategy that fosters creativity, supports interdisciplinary research and

quality education. Shailesh J. Mehta School of Management is an integral component of this strategy and has been established to leverage the synergies with our engineering and science departments and provide leadership in management education with an emphasis on developing future managers and leaders.

I feel happy to see that the School has made its distinct place as a business management school globally, known for both its excellent educational programmes and for the research being pursued by its faculty. I look forward to continuing high quality contributions by the School to management education and research.



# MESSAGE FROM THE HEAD



**Prof. Shivganesh Bhargava**

To have the natural advantage of integration of Engineering and Social Sciences and provide management education, research and training, Indian Institute of Technology Bombay (IITB) visualized, in 1995, a management school on the campus. School was named as the Shailesh J. Mehta School of Management (SJMSOM) in the year 2000. The School offers Master of Management and Ph.D programmes and has launched an Executive MBA, jointly with the Washington University based at St. Louis, USA.

It is known that IITB offers its faculty academic independence, opportunities for research, consulting and freedom to explore new expertise. Students at SJMSOM get an

opportunity to interact with faculty members associated in all domains and have access to a diverse student community (engineering, sciences, social sciences and others). SJMSOM has a continuous process of interaction with industry leaders through Seminars, Lectures and other student activities related to all functions of Management. Ph.D students have the leverage to work on research with the wide research fraternity of IITB.

Today, the School has a distinct place as a business management school to explore, synergize and experience the journey of quality management education directed towards innovation, leadership and entrepreneurship.

# SHAILESH J MEHTA SCHOOL OF MANAGEMENT



IIT Bombay established its School of Management in 1995 with an objective of transforming professionals into future Leaders. In the year 2000, the School was named as the Shailesh J. Mehta School of Management (SJMSOM).

Today, the school leads the way in preparing graduates to respond to the new challenges of businesses, by drawing on varied intellectual resources of IITB and providing outstanding and innovative programs in management education.

## PROGRAMMES OFFERED

- Doctoral program (Ph.D.) in Management
- Master of Management: Two-year Full-time
- Executive MBA jointly with Olin Business School, Washington University in St. Louis, USA
- B.Tech. (Minor) Courses in all areas of Management
- Certificate and Management Development Programs



## VISION

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

## MISSION

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

## ADVISORY BOARD

- Prof. Devang Khakhar, Director, Indian Institute of Technology Bombay
- Dr. Shailesh J. Mehta, President, Granite Hill Capital Ventures LLC, USA
- Dr. Murari Saraf, Member, Hindi Vidya Bhavan Academy, Mumbai
- Mr. K. Venkataramanan, Chief Executive Officer & Managing Director, L&T, Mumbai
- Mr. K. Ramkumar, Executive Director, ICICI Bank Ltd., Mumbai
- Mr. Ravi Kant, Former Vice Chairman, Tata Motors Ltd., Mumbai
- Dr. Ashank Desai, Non-Executive Director, Mastek Ltd., Mumbai
- Dr. Mahendra Gupta, Dean, Olin Business School, Washington University, USA
- Prof. Devi Singh, Ex-Director, Indian Institute of Management Lucknow
- Prof. Rishikesh T Krishnan, Director, Indian Institute of Management Indore
- Prof. S. Bhargava, Head, Shailesh J. Mehta School of Management, IIT Bombay

## FACULTY



***Prof. Shivganesh Bhargava***

Professor & Head School of Management

Ph.D, Gujarat University, Ahmedabad

**Areas of interest:**

Talent, Entrepreneurial and Performance  
Management, Social Development, Value Based  
Leadership, Work Life Balance



***Prof. Gajendra K. Adil***

Professor

Ph.D, University of Manitoba, Canada

**Areas of interest:**

Operations Management, Decisions Sciences



***Prof. Atanu Ghosh***

Professor

Ph.D, IIT Bombay

**Areas of interest:**

Strategic Management, Innovation, Customer  
Service and Relationship, Leadership



***Prof. Usha Ananthakumar***

Professor

Ph.D, IIT Bombay

**Areas of interest:**

Applied Statistics, Multivariate Data Analysis





***Prof. Karuna Jain***

Professor

Ph.D, IIT Kharagpur; Post-Doctoral Fellow,  
Faculty of Management, University of Calgary

**Areas of interest:**

Technology and Innovations Management, Supply  
Chain Management, Project Management,  
Intellectual Property Rights



***Prof. Vinish Kathuria***

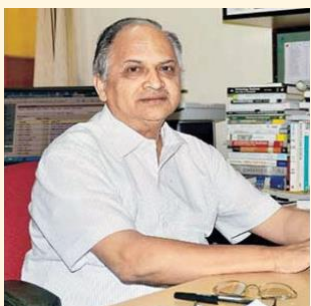
Professor

Ph.D,

Indira Gandhi Institute of Development Research

**Areas of interest:**

Economics of Regulation, Economics of Industrial  
and Urban Pollution, Industrial Economics



***Prof. A.T. Kusre***

Professor

M. Tech., IIT Bombay

**Areas of interest:**

Management of Technology, Innovation and  
Entrepreneurship, Creation of New Ventures



***Prof. Kirankumar S. Momaya***

Professor

Ph.D, University of Toronto

**Areas of interest:**

Competitiveness, Cooperative Strategies,  
Management of Technology and Innovation



***Prof. Anand Patwardhan***

Professor

Ph.D, Carnegie Mellon University

**Areas of interest:**

Policy Responses to Climate Change, Science, Technology and Innovation Policy with a Focus on Clean Technologies



***Prof. S. Narayan Rao***

Professor

Ph.D, IIT Madras

**Areas of interest:**

Mergers and Acquisition, Financial Engineering, Security Analysis and Portfolio Management, Corporate Finance, Capital Markets



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

Professor

Fellow, IIM Ahmedabad

**Areas of interest:**

Corporate Finance, Capital Markets, Mutual Funds



***Prof. Pankaj Dutta***

Associate Professor

Ph.D, IIT

Kharagpur

**Areas of interest:**

Operations Research, Supply Chain Modeling and Optimization, Retail Inventory Management, Reverse Logistics, Mathematical Finance



***Prof. Shishir K. Jha***

Associate Professor

Ph.D, Syracuse University

**Areas of interest:**

Knowledge Economy, Intellectual Property Rights,  
International Business



***Prof. Indrajit Mukherjee***

Associate Professor

Ph.D, IIT

Kharagpur

**Areas of interest:**

Operations Management, Quality Engineering  
Management



***Prof. Rajendra Sonar***

Associate Professor

Ph.D., University of Pune

**Areas of interest:**

Knowledge-based Systems, Hybrid Intelligent  
Systems and their applications to Management,  
Computer Based Information Systems



***Prof. Varadraj Bapat***

Assistant Professor

Ph.D., IIT Bombay

**Areas of interest:**

Managerial Accounting, Financial Accounting,  
Financial Inclusion Spirituality in Management



***Prof. Sarthak Gaurav***

Assistant Professor

Ph.D., Indira Gandhi Institute of Development Research

**Areas of Interest:**

Development Economics, Insurance Markets, Decision making under Uncertainty, and Behavioral Finance



***Prof. Arti D. Kalro***

Assistant Professor

Ph.D., IIT Madras

**Areas of interest:**

Integrated Marketing Communications, Marketing Research, Media Studies



***Prof. Trupti Mishra***

Assistant Professor

PhD, IIT Kharagpur

**Areas of interest:**

Economics of Pollution, Economics of Climate Change, Valuation of Environmental Resources



***Prof. T. T. Niranjana***

Assistant Professor

Fellow,MDI Gurgaon

**Areas of interest:**

Supply Chain Management, Service Operations





***Prof. Ashish Pandey***

Assistant Professor  
Fellow, MDI Gurgaon

**Areas of interest:**

Organization and Leadership Development,  
Human Resource Management, Spirituality in  
Management, Corporate Social Responsibility



***Prof. Rahul Patil***

Assistant Professor  
Ph.D., University of Colorado, Boulder

**Areas of interest:**

Supply Chain Management, Operations  
Management, Decision Models in Management



***Prof. Dinesh Sharma***

Assistant Professor  
Fellow, MDI Gurgaon

**Areas of interest:**

Marketing Strategy, Marketing Research, Brand  
Management, Sales and Distribution Management



***Prof. Ashish Singh***

Assistant Professor  
Ph.D, Indira Gandhi Institute of Development  
Research

**Areas of interest:**

Economics of Distribution, Discrimination, Social  
Exclusion and Growth, Public Health

# MASTER OF MANAGEMENT

Shailesh J. Mehta School of Management, IIT Bombay offers a two year, full-time residential program leading to the Master of Management (M.Mgt.) degree that develops managers with an integrated understanding of all business functions. Through a judicious blend of concepts, tools and skills, the M.Mgt. curriculum provides an in-depth understanding of the operational and strategic aspects of management.

The program emphasizes on:

- Holistic understanding of various aspects of business
- Analytical reasoning, teamwork and effective communications
- Experience sharing through guest lectures and seminars by senior executives from the industry
- Industry interaction through course projects, summer internship and practicum work.

## ADMISSION ELIGIBILITY CRITERIA:

### For Domestic candidates

Applicant must possess one of the following qualifications:

- A four year Bachelor Degree or a Master's Degree in any discipline with first class or 60% marks (55% for SC/ST) in aggregate (including all years/semesters) or minimum CPI of 6.5 (6 for SC/ST) out of 10, from the universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.
- CA/ICWA with a first class Bachelors Degree in any discipline (60% marks (55% for SC/ST) in aggregate (including all years/semesters) or minimum CPI of 6.5 (6 for SC/ST) out of 10)
- Those appearing for the final degree examination can also apply. The admission in such cases will be subject to their fulfilling the minimum eligibility criteria as stated in (i) or (ii) at the time of joining the course.

### For International candidates

For the purpose of application, international applicant is one who holds a foreign passport, or has Indian passport but is studying/working abroad continuously for more than or equal to two years (as on 30 September of preceding year of joining the programme).

- A four year Bachelor Degree or a Masters Degree in any discipline with first class or 60% marks (55% for SC/ST) in aggregate (including all years/semesters) or minimum CPI of 6.5 (6 for SC/ST) out of 10
- CA/ICWA with a first class Bachelors Degree in any discipline (60% marks (55% for SC/ST) in aggregate (including all years/semesters) or minimum CPI of 6.5 (6 for SC/ST) out of 10)
- Those appearing for the final degree examination can also apply. The admission in such cases will be subject to their fulfilling the minimum eligibility criteria as stated in (i) or (ii) at the time of joining the course.
- One who holds a foreign passport and does not have Indian passport, should have cleared TOEFL or IELTS.





# CURRICULUM

The Master of Management curriculum is structured around four semesters with two terms in each semester. A total of 156 credits are covered during the entire program. Students undertake 8-10 weeks Summer Internship program in various organizations across different management functions at the end of the first year of course work.

## Semester 1 (Core)

- Communication and Inter-Personal Skills
- Statistical Methods
- Micro Economics
- Financial Reporting and Analysis
- Organizational Behavior
- Marketing Management - I
- Decision Models in Management
- Macroeconomics
- Costing and Control System
- Operations Management - I

## Semester 2 (Core)

- Marketing Management - II
- Corporate Finance - I
- Operations Management - II
- Management of Human Resources
- Information Systems
- Summer Project Work
- Business Ethics
- Corporate Finance - II

## Semester 3 (Core)

- International Business
- Corporate Strategy
- Strategic Management of Technology
- Legal Aspects of Business

## Elective Courses

### Accounting and Finance

- Mergers, Acquisitions and Business Valuation
- International Finance
- Indian Financial and Business Model
- Security Analysis and Portfolio Management
- Fixed Income Securities
- Derivatives and Risk Management
- Management Control Systems
- Strategic Financial Management
- Behavioral Finance

### Quantitative Techniques

- Business Forecasting
- Managerial Decision Making under Risk and Uncertainty
- Business Dynamics Modelling and Simulation
- Simulation of Business Systems
- Large-Scale Optimization
- Multivariate Data Analysis

### Economics & Strategy

- Applied Industrial Organization
- Aviation Business Strategies
- Strategic Transformation
- Economics of Regulation
- Strategies for Growth
- Game Theory for Business Decisions

### International Business

- Historical and Contemporary Perspectives in International Business
- Managing with New Business Models in a Knowledge Economy
- Managing International Business and Policy
- WTO and Indian Business
- International Trade



## Operations and Technology Management

- Advanced Planning and Scheduling
- Introduction to ERP
- Logistics and Supply Chain Management
- Lean Management
- Quality Management
- Purchasing and Supply Management
- Operations Strategy
- Innovation Management
- Project Management
- Innovation and Sustainability Lab
- Warehouse Operations
- Supply Chain Optimization
- Technology Strategy Lab
- Service Operations Management
- Technology Forecasting and Assessment
- Innovation and Entrepreneurship
- Design of Manufacturing Systems
- Technology Acquisition, Transfer and Absorption
- High Tech Ventures: From Concept to Commercialization
- Science, Technology and Innovation policy

## Information Technology

- Software Project Management
- Intelligent Systems
- Hospital Information System
- Information Technology Infrastructure Management
- Systems Analysis and Design
- Electronic Business Strategies and Implementation

## Human Resources and Organisational Behavior

- Performance Evaluation and Management System
- Organization Theory and Design
- Management of Change

## General Management

- Management of New Ventures
- International Competitiveness
- Managerial Effectiveness Skills
- Environmental Management
- Infrastructure Development and Financing
- Policy Responses to Climate Change
- Competitiveness for Sustainable Enterprise
- Managing Intellectual Property
- Patterns of Entrepreneurship
- Corporate Competitiveness
- Business Research Methods
- Business and Sustainable Development
- Leadership and Vision

## Marketing

- Advertising and Media Management
- Customer Relationship Management
- Brand Management
- Business to Business Marketing
- Consumer Behavior
- Product Management
- Marketing Research
- Services Marketing
- International Marketing
- Sales and Distribution Management
- Online Marketing
- Strategic Marketing

\*Final Project

\*Project Work

# IMPORTANT EVENTS

## Avenues

### *The Annual International Business Festival*

Avenues, the annual international business festival of Shailesh J. Mehta School of Management (SJMSOM), IIT Bombay, consisting of a series of management events that test the skills of managers. The festival hosts more than fifteen events focused on different management functions and witnesses participation from several top business schools. All the events are keenly contested and judged by well-known people from the industry and academia.

Avenues has grown by leaps and bounds since its inception. Avenues 2016 with the theme *“Discover the Difference”*, explored ways to continually raise the bar by the incumbents through the plethora of competitive events, leadership lectures and panel discussions. The theme for Avenues 2015 was *“Innovate, Improvise, Implement.”*



**Alankar** - Distinguished Lecture series, which is held as a part of Avenues, presents an opportunity to directly engage eminent leaders as they seek to narrate their experiences through their eventful lives. The past list of eminent speakers in Alankar include Mr. Shushant Singh Rajput, Mrs. Tisca Chopra, Mr. Kamal Haasan, Mr. Adi Godrej, Mr. Harsha Bogle, Mr. Saugata Gupta, Mr. Devdutt Pattanaik, Mr. Niranjan Hiranandani to name a few.

# Diksha

## *The Industry Interaction Sessions*

Diksha is a process of transfer of knowledge and wisdom from a Guru to her/his disciples, whereby the latter become more enlightened. Keeping with this Indian tradition, we at the Shailesh J. Mehta School of Management, IIT Bombay invite doyens from the industry and academia to impart valuable learning and insights from their rich experience.

Diksha, which attracts captains of the industry and eminent academicians, acts as a forum, wherein contemporary business issues are discussed and dissected to the fullest. These leaders, known for their contribution to their respective fields, bring with them a first-hand perspective on various topics of concern and share their thoughts and views with the students. Attending these sessions provoke the students to understand and appreciate the challenges faced by these business leaders.



Some of the distinguished speakers in the past include:

- **Mr. Jayendra Nayak**, md and Country Head, Morgan Stanley
- **Ms. Rupa Kudwa**, ceo, Crisil
- **Prof. Yasheng Huang**, mit Sloan School of Management
- **Mr. Vikram Bector**, Chief Talent Officer, Reliance Industries Ltd.
- **Mr. Thomas Kuruvilla**, Managing Director, Arthur D. Little
- **Mr. Govind Shrikhande**, Customer Care Associate & Managing Director, Shoppers Stop Ltd



# Continuum

## *The Rolling Seminar Series*

Continuum, the rolling seminar series, has been a distinct feature of the student's activity at SJMSOM, that encompasses the following management domains:

Consulting, Marketing, Operations, Finance, Human Resources, Technology and Systems.

Each year's Continuum brings together eminent speakers from industry as well as from academia and focuses on relevant issues and challenges faced by managers in the prevailing economic atmosphere. The Continuum seminars include interactive talks, panel discussions involving eminent speakers and workshops for hands-on learning.



They are well attended by delegates from different organizations, distinguished alumni of the school, and students from other business schools as well as from other departments of IIT Bombay. The Continuum series also features a number of student competitions, including case study contests, paper presentations and business games.



# SOMA AND CLUBS

## SOMA

(School of Management Association)

SJMSOM always encourages its students to learn management hands on. To encourage participation in policy making and implementation along with actual management of day-to-day students' affairs, the School has created the SOMA Council.

This council is an apex decision-making body of SJMSOM, which manages all the student driven activities of the school. It is a joint faculty-student council. The main functions of the soma council as per its charter are to lay down budgets, organize and co-ordinate events of interest to its members, such as distinguished lectures, events and workshops. soma is also an important link with the School's esteemed Alumni who are the strength of the school.



## Clubs

At SJMSOM education is not confined to the boundary of the classrooms. In order to promote peer learning, the students of the School also organize various activities under the umbrella of the following clubs:

**Opera** - Operations Club

**Marktrix** - Marketing Club

**Consig** - Consulting Club

**Systematics** - Systems Club

**Finesse** - Finance Club

**Humane** - HR Club

**E-Club** - Entrepreneurship Club

**Spike** - Sports Club

**SOMskriti** - Cultural, Literary and Social  
Responsibility Club

These clubs provide a forum for students to share their ideas, knowledge and experiences in their respective domains. They supplement academic life by helping students to continuously learn and improve themselves so as to make them ready for the rigor of the industry. These clubs help build the students competencies by organizing workshops, knowledge sharing sessions, industry interactions and case study solving sessions among others.

# SPIKE



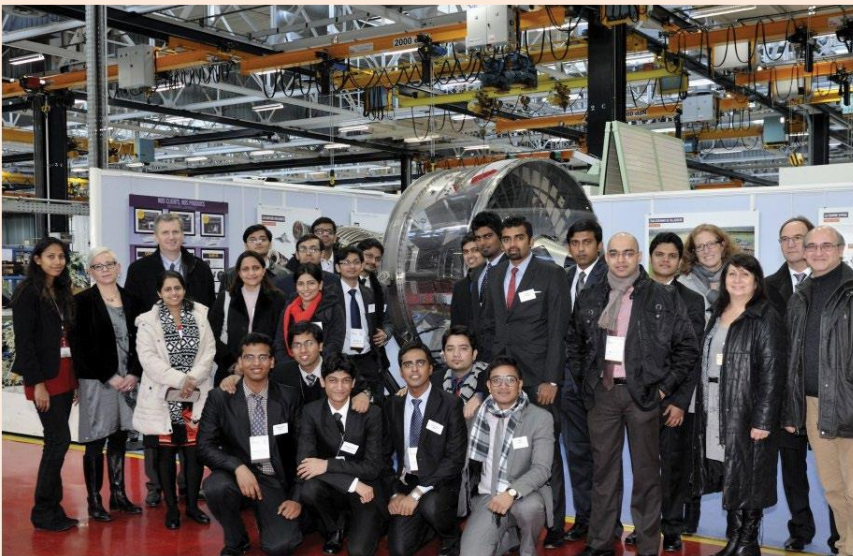
SPIKE club is responsible for planning and organising sports activities and events at SJMSOM. PRITHVI and SOM LEAGUE are two major exciting events organized by SPIKE, each one of them ensuring that the campus comes alive with passion and adrenaline rush of sports events. SPIKE club takes pride in being known as one of the most popular clubs on campus as it comes up with various thrilling events throughout the year and awakens the hidden sportsperson in each and every individual at SJMSOM. Being part of IIT Bombay we have the best sports facilities in the entire country and we utilize the same to the fullest.

Prithvi is the annual National level inter B-School sports meet organized in the lush green campus of IIT Bombay. Upping the ante, the campus is immersed in a block busting sporting event where management graduates from all over the country load up their sports gear to achieve supremacy in both indoor and outdoor sports such as Cricket, Badminton, Basketball, Carrom, Futsal, Table-Tennis, Volleyball and Kho-Kho. At the end of the day, it is truly something special to witness the enthusiasm and spirit exhibited by the participating colleges as well a sense of dedication and hunger to win these prestigious events.



## INTERNATIONAL STUDENT EXCHANGES & RELATIONS

In order to effectively meet the dramatic changes and challenges occurring around the world in every sphere, the School promotes International Relations as an integral part of its curriculum. The School intends to promote International Relations activities among its students through a number of diverse channels. IITB has Memorandum of Understanding (MoU's) with a number of universities worldwide and intends to leverage these for providing international exposure to its students. The School believes that a global perspective of the international businesses is imperative to the success of budding managers and future leaders.

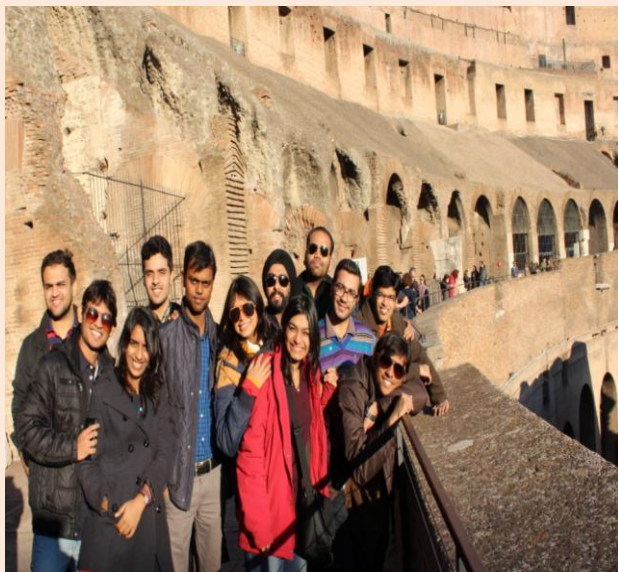




# STUDY TOURS, INCUBATOR & EXCHANGE PROGRAMS

The Study tours of the School are a platform to prepare its students to take international business challenges of today's globalized world. Study tours consist of company visits to various multinationals and start-ups combined with the guest lectures by eminent speakers which help the students understand the intricacies of global businesses.

In the past, students have visited the University of Washington, Bothell (USA) and Telecom Ecole de Management (France). They also visited the Headquarters of companies like Amazon, Boeing, Phillips, Microsoft, Zillow in the US and Brofasud, BNP, Snegma, Peugeot, France Telecom, Orange, Bouygues Telecom in France. Students also interacted with the leaders of these companies, participated in live case studies and teamed up with students from countries such as Italy, Romania and USA. Students have developed a truly international perspective during these tours.



The school has established an ongoing relationship with the University College of London with SJMSOM students visiting the school to participate in their Global Summer School Programme that witnesses students from all over the world.

The coming year is going to see a whole new range of opportunities for students to gain global exposure with us widening our pool of relations with Universities from all over the world. SJMSOM has hosted a series of lectures for international students coming from different countries..



## CAMPUS ENGAGEMENT ACTIVITIES

### Live Projects

Companies are invited for offering live projects to the students, giving a chance for both the student and the organization for a more enriching experience.

In the past, students have taken up live projects with organizations such as: Ebay, Future group, L&T, RIL, SBI, ACG, DHL Abott Healthcare, Titan, Reckitt Benckiser, Godrej & Boyce, Frost & Sullivan, IshaArogya Foundation, Mahindra Reva, Cummins, Religare, Jabong, Bloomberg, Louis Dreyfus, Cochlear Medical Devices, Glenmark Pharmaceuticals, Cummins.

### Batch Profile

The School admits students through a rigorous written and oral process. The first round of shortlisting is done on the basis of Composite Score consisting of CAT score and personal profile. It is followed by a process of personal interview and assessment of written and oral communication skills.

CAT scores, used at the screening stage are among the top 5 in the country. For the years 2015 and 2016 the cut off scores have been 97.50 and 98.32 percentile respectively.

Students joining SJMSOM have work experience in organizations such as Tata Group (Tata Steel, TCS, Tata power, Tata Motors), Reliance Group, Aditya Birla group, HSBC, Nomura, Deloitte Consulting, Accenture, ITC, United Breweries, Thomson Reuters, L&T Shipbuilding, American Express, Bank of America, Renault Nissan, M&M Automotive, Maruti Suzuki, Samsung, Oracle, BPCL, GMR, Crompton Greaves, Cisco and JP Morgan to name a few.



### Winter Internships

SJMSOM also provides students with the option of taking up winter internships of 4 to 5 weeks during the months of November and December. In the past, students have been offered such internships by Benchmark Six Sigma, Mother Dairy and Tata Communication.

### Workshops & Competitions

SJMSOM collaborates with many well-known organizations to host workshops and competitions for students. Asian Paints, DHL Supply Chain and Futures First are among the many who have collaborated in such workshops.

## STUDENTS' ACHIEVEMENTS

Name of Event	Year	Company /B School	Position Achieved	Domain of Event (Finance/Ops/ Systems/HR)
GEP GamEPlan	2016	GEP	National Winner	Consulting
Avant Garde 2.0	2016	Aditya Birla Group	National Finalist	Finance
The Ace Challenge	2016	Amazon	National Finalist	Operations
EY Global Delivery Services Careers	2016	Ernst & Young	Second Runners-Up	Operations
Hackfest	2016	Accenture & LinkedIn	National Finalist	HR
Confluence, Run the NGO	2015	IIM Ahmedabad	Winners	Innovation
Vodafone Voyage	2016	Vodafone	National Finalist	Strategy
Confluence, Beyond the Case	2016	IIM Ahmedabad	National Finalist	Marketing
Pratyay	2016	IIM Raipur	Winner	Consulting
OpsEnigma	2016	IIM Udaipur	National Finalist	Operations
Confluence, Campaign for a Cause	2016	IIM Ahmedabad	National Runners Up	Innovation
Street Sangram	2016	IIM Indore (Mumbai campus)	Second Runners Up	Marketing and Sales
L'Oréal Brandstorm	2015	L'Oréal	National Finalists	Marketing
GEP Consulting Case Competition	2015	GEP	National Runners Up	Consulting
Kotak Innovation Challenge- Case Study	2015	Kotak Mahindra Bank	National 3rd Prize	Marketing & Innovation
BIP Africa	2015	BIP Africa	National Finalists	Entrepreneurship

# PLACEMENTS

The School has an annual, on campus, placement process that is coordinated by the Faculty Placement Coordinator with support from a student placement committee. The placement process begins with Pre-placement talks by companies, usually scheduled between the months of October and December. An elaborate and carefully planned slotting criteria is used to slot interested companies for the placement process. The Pre-placement talks are followed by the Lateral Placement Process, which is tailor made for recruitment of students with prior work experience. This is immediately followed by the Final Placement Process.

The Lateral Placement Process specifically targets companies that wish to recruit fresh talent with relevant work experience. The process evidently, is a win-win situation for both students and companies. Companies get to recruit students who could be inducted directly, while students are provided with an opportunity to further leverage their relevant work experience and improved engagement with the business world. Typical job profiles in this area vary from diverse middle management roles to very specialized senior management positions. The process is usually scheduled in the month of December.

## Key Recruiters at SJMSOM

### Banking and Finance

Axis Bank, Fidelity Investments, Goldman Sachs, HDFC Bank, ICICI Bank, Indus Valley Partners, Kotak Mahindra Bank and Nomura

### Consulting/Analytics

Accenture, Capgemini, Deloitte, GeP, Hitachi Consulting, IBM Consulting, Inspirage, PwC

### IT and Technology

Capgemini, Cisco, CitiusTech IT Solutions, Dell, Google, Infosys, MAQ Software Solutions and Wipro

### Healthcare & Others

Abott, Cochlear, Glenmark, Piramal, DHL

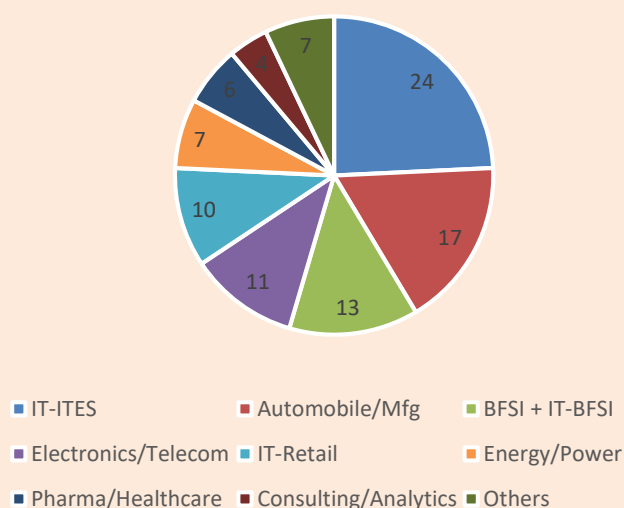
### FMCG/FMCD

Asian Paints, Bennett Coleman & Co, Bisleri, Colgate-Palmolive, Givaudan, Johnson & Johnson, L'Oreal, Mondelez, Marico, Nestle and P&G

### Manufacturing

Cummins India, HP Inc., Jindal Steel and Power Limited, National Instruments, Tata Motors and others

Sectors where students were placed



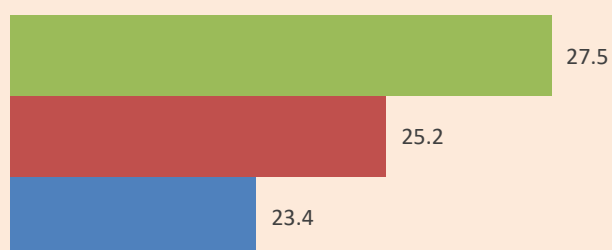
## PLACEMENT CALENDER

August -September	September-October	October-November	November-December
Pre-placement Talk for Summer Internship	Summer Placement Process	Pre-placement Talk for Final Placements	Lateral Placements and Final Placements

## Highlights – Graduating Batch of 2016

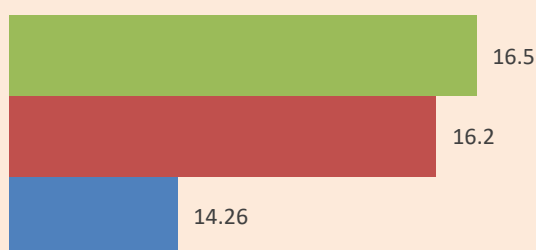
- Total number of students **117**
- Total number of PPOs & PPIs converted **26**
- Total number of offers made to students **100**
- Total number of companies participating **49**
- Highest annual compensation (lpa in INR) **27.50**
- Average annual compensation (lpa in INR) **16.50**
- Average annual compensation (Top 50% of the students) (lpa in INR) **18.20**

### Highest Packages



■ 2016 ■ 2015 ■ 2014

### Average Packages



■ 2016 ■ 2015 ■ 2014



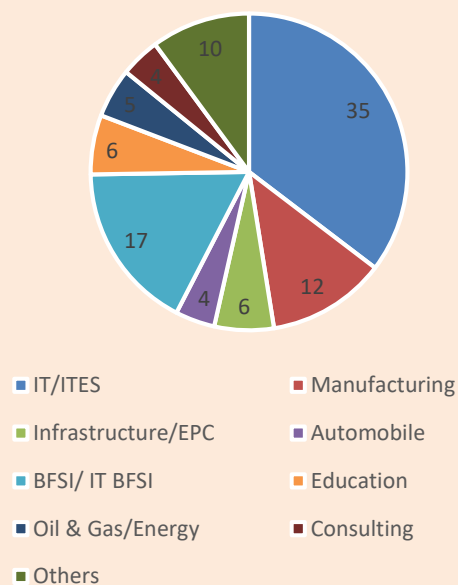
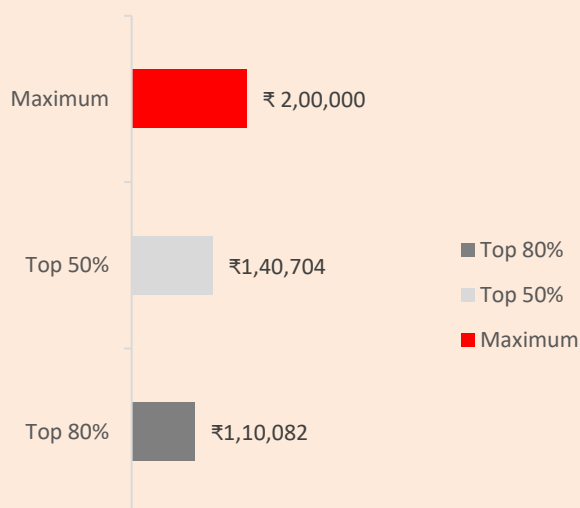
# SUMMER INTERNSHIP

The Summer Internship at the end of the first year places a strong emphasis on making students apply their conceptual understanding to actual work situations. Students engage in a summer internship for a period of 8-10 weeks at the end of the first year. For the duration of the internship, students are exposed to the real

life challenges of the corporate world. This enriching exposure provides students with a clear perspective once they step out of school. The summer placement process takes place in the month of September. Confidential feedback is sought from organizations on student's performance.

## Companies offering summer internships in the past

Amazon	Frost & Sullivan	L'Oreal	Nestle
American Express	GE	Marico	P&G
Asian Paints	GeP	Microsoft	RB
Barclays	Glenmark	Mondelez	RBL Bank
Britannia	Godrej	Mphasis	Reliance Comm.
Capgemini	Goldman Sachs	National Instruments	TATA Motors
Citi Bank	Texas Instruments	ICICI	HCCB
Cochlear Medical	HCL	Johnson & Johnson	Times Group
Deloitte	HP	JPMC	Voltas
Ebay	HSBC	Kimberly Clarke	Colgate Palmolive
Idea	Peoplestrong	Wipro	Cummins
Maersk	Fidelity Investments	LAVA International	Snapdeal



Summer Placement 2015-17 Batch

# DOCTORAL PROGRAMME

The Doctoral Program prepares the students for careers in teaching and research. The academic program leading to the Ph. D degree is broad-based and involves a minimum course credit requirement and research thesis. The institute also encourages research in interdisciplinary areas through a system of joint supervision and interdisciplinary group activities. The presence of a strong research oriented faculty provides excellent opportunities for such a program.

The Institute also undertakes sponsored research and development projects given by industries and other organizations both from the public as well as private sector.

Entry into the Ph. D program is twice a year in Spring and Autumn semesters, with the option of admitting exceptional candidate round the year. The School conducts personal interviews of shortlisted candidates for final selection.

## ADMISSION PROCESS

Entry into the Ph. D program is twice a year in Spring and Autumn semesters, with the option of admitting exceptional candidate round the year. The School conducts personal interviews of shortlisted candidates for final selection.

### Eligibility for Admission

At least one of the following criteria must be met:

- i. B.E/B.Tech or equivalent with 60% marks/6.5 CPI (55% marks/6.0 CPI for SC/ST) and at least two years of work experience and qualified in GATE/UGC-NET (Lectureship)/UC-JRF/CSIR-NET (Lectureship)/CSIR-JRF or having CAT/GMAT/GRE score within the last five years.
- ii Master of Management /ME /M.Tech / M.Phil/2 years MBA or 2 year PG Diploma in Management from any institute recognized by a Government body (AICTE/UGC/AIU) with 60% marks/6.5 CPI (55% marks/6.0 CPI for SC/ST).
- iii. M.Sc/M.A/ M.Com/LLM/MCA or equivalent with 60% marks/6.5 CPI (55% marks/6.0 CPI for SC/ST) at post graduation level and qualified in GATE/UGC-NET Lectureship (1s)/UGC-JRF/CSIR-NET Lectureship/CSIR-JRF, or having CAT/GMAT/GRE score within the last five years.
- iv. CA with 60% marks/6.5 CPI (55% marks/6.0 CPI for SC/ST) in the preceding degree.
- v. At the time of applying to SJMSOM, candidates must submit a sample of their recently published writings on a relevant topic or a research proposal (1500 words) on a topic of their research interest in place of Statement of Purpose. The proposal must contain –
  - a) Problem identification,
  - b) Brief review of literature and
  - c) Proposed methodology.

## DOCTORAL PROGRAM STRUCTURE

The School offers a program leading to the Ph.D. degree in Management. The Doctoral program has two distinct phases namely, Course work and Research Work.

Candidates without a MBA are required to complete a minimum of 52 credits while a candidates with a MBA are required to complete a minimum of 40 credits.

For confirmation of registration to the Ph. D. program, each student has to complete the following core courses: Introduction to Research Methods (3 credits), Qualitative Research Methodologies (3 credits), Survey

Research and Experimentation (3 credits), Statistics for Business Research (6 credits) and Economics (6 credits). In addition to these courses, they also have to complete a Credit Seminar of 4 credits (at most 2 credit seminars), and Communication course (an Institute level course with no credits).

After successful completion of course work, the PhD registration is completed; Subsequent research work commences under the supervision of the respective faculty guides.

## Doctoral Dissertation

The dissertation is expected to be a scholarly contribution that is pertinent to the understanding and resolution of management problems. For the degree requirement, a candidate submits and orally defends orally the dissertation before a Board of Examiners.

## Ph.D. Scholars Achievements

Our research scholars have published multiple papers in reputed international journals and presented them in international conferences. They have also contributed to book chapters in various management streams.

## Opportunities after Ph.D.

Most candidates joining the Ph.D program at SJMSOM explore opportunities in academia, industry and as independent consultants or entrepreneurs. Those interested in academia usually work as the faculty at institutes of national importance such as the IIT/IIM. Some pursue postdoctoral research at premiere

institutes across the world prior to taking up faculty assignments. Candidates with an industry orientation take up professional work within the organized sector.



# AREAS OF RESEARCH

## **Economics**

Managerial Economics, Economics of Industrial & Urban Pollution, Economic Environment of Business, Industrial Economics, Economics of Industrial and Urban Pollution, Applied Econometrics

## **Financial Management**

Corporate Finance, Capital Markets, Financial Engineering, Security Analysis and Portfolio Management, Mergers and Acquisitions, Accounting

## **Information System Management**

Knowledge Based Systems, Hybrid Intelligent Systems, Computer Based Information Systems

## **General Management and Inter-disciplinary Research**

Interdisciplinary research spanning conventional research domains such as Marketing, Operations Management, Organizational Behavior, Strategy, Behavioral Operations Management, Judgment and Decision Making, Intellectual Property Management and Service Management

## **International Business**

Management of International Business and WTO, New Business Models in the Digital Economy, WTO and Global Political Economy, Export Competitiveness and Internationalization

## **Marketing Management**

Marketing Strategy, Marketing Research, Services Marketing, Digital Media Marketing Communications and Online Marketing, Brand Management

## **Operations Management**

Production Planning, Warehouse and Retail Facility Design, Manufacturing Strategy, Decision Sciences, Quality Engineering and Management, Supply Chain Management, Project Management, Discrete Optimization

## **Organizational Behavior and Human Resource Management**

Organizational Behavior, Strategic Human Resource Management, Entrepreneurial Management, Leadership, Performance and Knowledge Management

## **Quantitative Techniques and Applied Operations Research**

Pattern Recognition, Statistical Inference, Statistical Quality Control, Fuzzy Optimization and Multi-Objective Decision-Making, Supply Chain Modelling, Project Management, Inventory Management

## **Strategic Management**

Leadership, Network Competition, Strategic Transformation, Aviation Management, Corporate Competitiveness, Growth Strategies, Environmental and Enterprise Sustainability

## **Technology Management**

Innovation Management, Intellectual Property Management, Strategic Management of Technology, Technology Road Mapping and Foresight, R&D Management, Technology Audit



## B.Tech Minor in Management

The School offers some core management courses to undergraduate students of IIT Bombay having strong background in Technology. The objective is to provide them with a strong foundation in crucial management subjects so as to help them in comprehending management milieu and practices in the industry. Over the years these courses have become popular among the IIT Bombay student community as it provides them with a unique opportunity to learn about managing complexities of an organization and its operations.

B.Tech students having completed first year successfully are eligible to take up these

courses and are selected on the basis of CPI or academic performances. Each course is of 6 credits and class projects are an integral part of most of the courses.

Presently, the School is offering the following B. Tech (Minor) courses in management to institute's undergraduate students across all disciplines.

- Accounting and Financial Management
- Operations Management
- Marketing Management
- Human Resource Management
- Project Management
- International Competitiveness
- Entrepreneurship



# EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)

*(Jointly with Olin Business School, Washington University in St. Louis)*

## The Program

Shailesh J. Mehta School of Management, in association with Olin Business School, Washington University in St. Louis, offers a unique, first of its kind, joint-degree Executive MBA program. This program which is focused on honing leadership skills of upwardly mobile professionals and entrepreneurs, accords them an opportunity to pursue education while continuing to attend to their expanding business responsibilities. A program typically beginning in April every year is spread over 18 months, with a residency of 4 days once in a month, for 17 consecutive months in Mumbai followed by a two-week

capstone experience in Olin Business School. A convenient Thursday to Sunday residency format makes a demand of only two working days and only two week-end days, once in a month, on a busy professional. Each residency in Mumbai is focused on one core course through a full day engagement over 4 days, Stay arrangements during these four days are offered to all the candidates, whether from Mumbai or elsewhere. The two-week stint in Olin Business School has three courses to offer. Learning during these residencies is expected to be supplemented by sufficient prior preparation and follow-up work.

## Admission Eligibility Criteria

Candidates who have a degree from a recognized university in India or abroad and at least 7 years of experience and 5 years of managerial experience are eligible to apply. Considering that there is a significant time commitment to the program, a commitment letter from the organization that the candidate works for, is a requirement for admission, even if the candidate is financing the program

fees. Further, two recommendations for admission are also required to be submitted in the prescribed format. The candidates is also required to submit a personal statement and three essays on certain topics which provide a good background about the candidate's credentials, quality of experience and motivation.

## Admission Process

Admission application as well as submission of documents are expected to be done online and do not require any payment of fee. On completion of the required documentation, the candidate is invited for an interview either to SJMSOM or to the Olin campus, as is convenient to the candidate and is interviewed by a panel of faculty members who are from both the institutions. The panel

evaluates quality of experience, leadership ability, communication skills and motivation of the candidate and then recommends the candidate for admission. Once the admission letter is issued, the candidate is given two-weeks' time to secure admission.

## The Inaugural Batch of the Program

The inaugural batch of this unique program commenced in April 2015 and admissions are open for the second batch beginning in April 2016. The average age of the 27 participants in the inaugural batch is 40, with average experience of 17 years. The inaugural cohort has very senior level professionals including heads of organizations and leaders of diverse functional disciplines. This program has attracted participation from all over the country, with participants from Hyderabad, Pune, Bengaluru, and Delhi and Kerala in addition to those from Mumbai. Participants

have varied qualifications with academic backgrounds in engineering, commerce, arts, information technology, architecture, medicine and management. Many have post-graduate qualifications too. Participants are drawn from industries as varied as energy, renewable energy, healthcare, aerospace and defense, railways, engineering, information technology, consulting, auto components, automotive, software, financial services, chemicals.

## List of Courses covered in the EMBA Program

- Strategic Management
- Organizational Behavior and Design
- Data Modeling and Decisions
- Introduction to Financial Accounting
- Marketing Management
- Managerial Economics
- Communication and Negotiation Skills
- Operations and Manufacturing Management
- Strategic Cost Analysis
- Corporate Finance
- Leadership
- Growth, Valuation, and Sustainability
- Managing Power and Influence in Organizations
- Global Supply Chain Management
- Competitive Strategy and Industry Analysis
- Macroeconomics
- Advanced Marketing
- Global Business Planning & Strategy
- Strategic Management of Innovation



# MANAGEMENT DEVELOPMENT PROGRAM

Short and long duration 'inhouse' and 'open' Management /Leadership /Faculty development programs for Corporate executives and professionals

A Management Development Program (MDP) is aimed at enhancing competencies amongst managers and executives working at different levels. MDP is offered by the School Of Management in different areas such as Finance, Marketing, HRM, Operations, Project Management, Information Systems, Technology Management and Corporate Strategy. These MDPs can be delivered as 'in-house' for special corporate needs or conducted as 'open' programs.

SJMSOM has conducted many in-house Management Development or Continuing Education Programs of short and long duration for companies like Godrej, ACC Cements, DRDO, ACG Worldwide, Axis Bank, Crompton & Greaves, Department of Atomic Energy, eClerx, Larsen & Toubro, Toyo Engineering, Reliance Industries.

The School has also coordinated many Faculty Development Programs for institutes like ICT Matunga, Walchand College of Engineering Sangli, Bhimrao Ambedkar Technological University Lonere, Kalinga Institute of Industrial Technology, Odisha.

Faculty of the School also offer open programs of short and long duration in their area of expertise in all fields of management.



## INFRASTRUCTURE AND FACILITIES

Students at SJMSOM have access to the best infrastructure to facilitate their stay and study. SJMSOM has state-of-the-art classrooms, specially designed and equipped with latest audio-visual aids and wireless Internet connectivity to enhance group discussions and learning activities.

Students derive immense benefits from not only the School resources, but also the

world-class resources of IIT. Some of these resources include the Central Library, Student Activity Centre, Convocation Hall, F. C. Kohli Auditorium, and Sports Facilities like Swimming Pool, Tennis Courts, Squash Courts, Badminton Courts, Basketball Courts, Football ground, Cricket Ground, Hockey Ground, Gymnasiums and many more.



## Knowledge resources

### Online Databases

Complete CMIE Package,  
Capitaline, Euro-monitor

### Library Collection (SJMSOM)

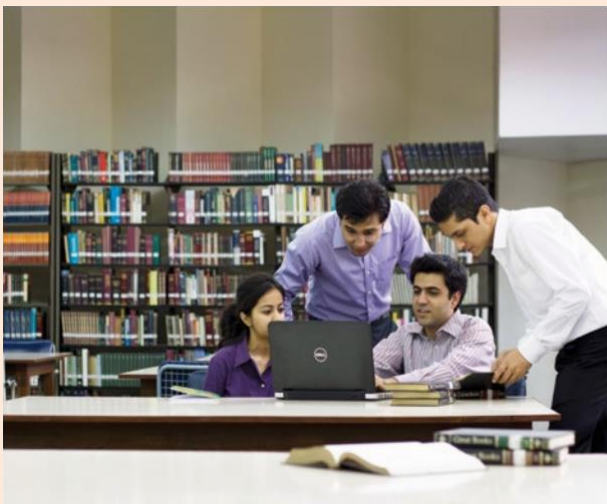
Books (8100) and cases, Audio Visual Material (380), Thesis & Dissertations (734)  
Other Reports

### Library Collection (Central Library)

Management Related Books (5000), Printed Journals (38)

### Full-text Electronic Journal Database

emerald, Science Direct, ABI/INFORM, EBSCO



# COMPUTING

The School provides access to some of the best computing facilities in the country. IIT Bombay has a gigabit Ethernet network that connects all academic buildings, faculty residences and student hostels. Network outlets are provided in each hostel room.



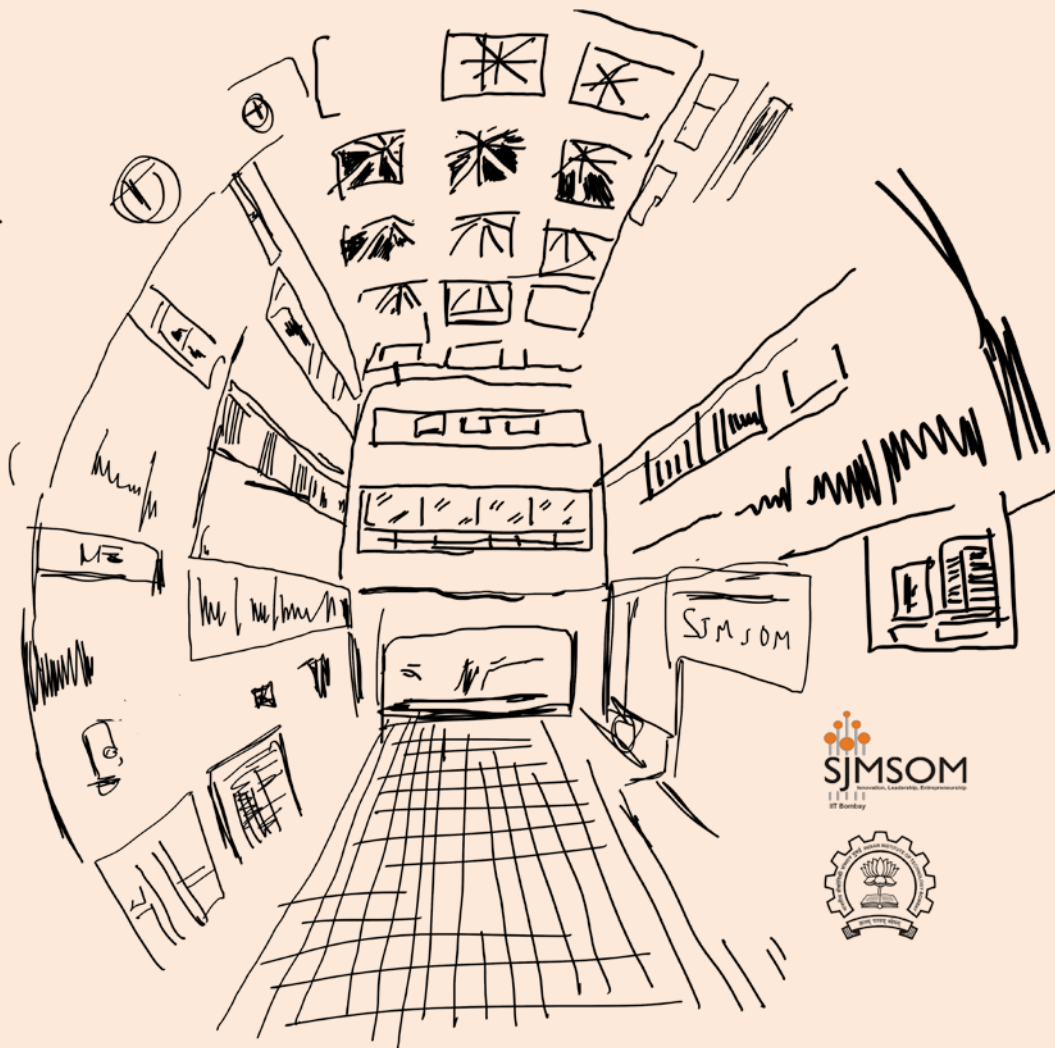
The School building has a wireless Ethernet network that allows students to connect to the campus network from anywhere in the building, including the classrooms. The School is a member of the Microsoft Developer Network (MSDN) Academic Alliance, through which students and faculty have access to various operating systems and development environments. The School provides access to industry-standard application software, including SAS, IBM SPSS AMOS, Minitab, Prowess, STATA and other optimization packages.

## ALUMNI

Alumni best represent what our School stands for. Each program of the School of Management, be it the Masters in Management Program, the Doctoral Program or the Working Professional batches of (2001-2004) have seen alumni of the highest caliber. Unique to the School is the contribution of the alumni towards the admission process by helping identify characteristics in the applicants that are critical for the industrial

or research careers. The alumni have been an integral part of the School's co-curricular developments in the form of interaction programs - Avenues, Continuum and Diksha Series.





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