SIES College of Management Studies

A transition from leaders to globally responsible citizens

Admission Brochure

Master of Management Studies 2014-16
Master of Computer Applications 2014-17
(Affiliated to the University of Mumbai)
# Vision & Mission

## VISION

To strive to achieve leadership position in management education by facilitating learning and holistic development of students through providing the most effective resources and environment.

## MISSION

To provide world class quality Management education at affordable cost.

## VALUES

- Passion
- Trust
- Responsibility
- Integrity
- Gratitude
- Humility
- Excellence
- Respect
Dear Friends,

The higher education system, particularly technical and professional educational system in India is at the crossroads. GER is at a lower level compared to the global average and there is a need for expansion along with the societal demands for access, equity and inclusion. Quality at the same time is the other crucial vertex as expansion without excellence will eventually lead to a mediocre system bereft of global standards. The dilemma is increasingly becoming a nightmare for the regulators; besides the islands of excellence, there are a plethora of institutes which are devoid of quality and hence, of lesser value for a future India.

It is in this scenario that an institution like SIES College of Management Studies (SIESCOMS) is poised to be an institute with a difference. Being a part of the South Indian Education Society (SIES), one of the oldest and premier educational trusts in the city of Mumbai, SIESCOMS is actively engaged in creating not only corporate professionals, but also responsive and responsible citizens who can be proud inhabitants of an India of tomorrow. Competence and Character are the two basic competencies that SIESCOMS tries to inculcate in all its students through its various Post-Graduate Management, as well as, Technical Programs.

The institute has a strong belief in the axiom that it is not only the physical infrastructure and ambience but the presence of conducive, intellectual and supporting climate is what is at the core of an educational institution. The culture, therefore, at SIESCOMS is more like an extended family than a classical hierarchical set-up. With a large pool of faculty both from the world of academics as well as corporate, good quality of students, well-laid systems and processes that include a mix of Indian culture and modern techniques / tools, SIESCOMS is today consistently rated as one of the best business schools from the perspective of students, corporate recruiters as well as the larger community in which the institute operates.

This institute brochure is a brief compendium of the various programs and initiatives of the institute. We believe in providing a conducive, learning environment and some of the best practices that industry has today. We are confident of our continued journey towards excellence in this competitive and complex world while maintaining our identity and uniqueness. We are in constant search for our quest to balance between creating global citizens of Indian values and ethos.

Regards

Dr. A K Sen Gupta
Mentor
SIES College of Management Studies (SIESCOMS)
Our Parentage

“This Society should sincerely serve the cause of education and the educational needs of the common man of this cosmopolitan city”

The South Indian Education Society (SIES) is one of the oldest educational societies in India. Founded in 1932 by Shri M.V. Venkateshwaran with a modest six-student beginning, SIES has grown to become a conglomerate of various institutions with over 15,000 students under its wing. In the process of imparting quality education, SIES has established high schools, various arts, and science and commerce colleges, along with academic and professional institutions of higher learning. This includes establishment of Centre for Excellence in Management Research and Development (CEMRD), SIES School of Packaging, SIES Indian Institute of Environment, and SIES Graduate School of Technology (an Engineering institute). Two ventures of a different nature to be added to the SIES family are, SIES Sri Chandrasekarendra Saraswathi Veda Pathashala and SIES Seniors’ Home. And the story of our achievements & Milestones continues………

Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>SIES Institute of Chromatology and Spectroscopy</td>
</tr>
<tr>
<td>2004</td>
<td>SIES Institute of Medical and Laboratory Technology</td>
</tr>
<tr>
<td>2004</td>
<td>SIES Centre for Excellence in Management Research &amp; Development</td>
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<tr>
<td>2003</td>
<td>SIES Veda Pathashala, Nerul</td>
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<tr>
<td>2003</td>
<td>SIES Senior’s Home, Nerul</td>
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<tr>
<td>2003</td>
<td>SIES Shri Chandrasekarendra Granthalaya</td>
</tr>
<tr>
<td>2003</td>
<td>SIES Vyayamshala</td>
</tr>
<tr>
<td>2002</td>
<td>SIES Graduate School of Technology, Nerul</td>
</tr>
<tr>
<td>2002</td>
<td>SIES School of Packaging, Nerul</td>
</tr>
<tr>
<td>2001</td>
<td>SIES Centre for Professional Research &amp; Education</td>
</tr>
<tr>
<td>1999</td>
<td>SIES Indian Institute of Environment Management, Nerul</td>
</tr>
<tr>
<td>1998</td>
<td>SIES College of Arts Science and Commerce, Nerul</td>
</tr>
<tr>
<td>1995</td>
<td>SIES College of Management Studies</td>
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<tr>
<td>1889</td>
<td>SIES College of Commerce and Economics, Sion East</td>
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<tr>
<td>1980</td>
<td>SIES Institute of Comprehensive Education, Sion West</td>
</tr>
<tr>
<td>1960</td>
<td>SIES College Arts, Science and Commerce, Sion West</td>
</tr>
<tr>
<td>1932</td>
<td>SIES High School</td>
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</table>
The SIESCOMS Advantage

The SIES College of Management Studies was established in 1995 with the primary objective of providing quality management education to budding professionals. SIESCOMS’ foundation maps its roots from the rich and glorious tradition which is the crux of The South Indian Education Society. At SIESCOMS every student is inculcated with the necessary skills and knowledge to help him devise new ways/new solutions in today’s challenging and ever changing business scenario.

Accreditation 9001-2008 ISO Certificate of Quality in Management Education
Lloyd Register Quality Assurance (LRQA): ISO 9002

Rankings & Awards
✦ Business Today-57th Among all B-Schools in India Survey conducted by MDRA(Oct 2013 Issue)
✦ OUTLOOK Magazine-SIESCOMS ranked 41st by in its Annual India’s Best Business Schools Ranking (Drishhti Survey 2013)
✦ Business Barron B-School survey-15thAmong all Management Institutes in India (carried out among CEO’s & Senior Executives to rank the brand equity of India’s leading B-Schools-Feb-March 2013 Issue)
✦ Times Group – TNS B-School Survey 2013 (PAN INDIA)
✦ SIESCOMS in the Top 50 B-Schools including IIM’s.
✦ SIESCOMS ranked 13th on Factual Rank Score Card (On All India Basis).
✦ Business India B-School ranking: A++ Among all Management Institutes in India. (Nov 2012 Issue)
✦ Free Press Journal B-School Ranking 2012 -AA among all B-schools in Mumbai Region.
✦ IMC Ramakrishna Bajaj National Quality (IMCRBNQ) Award under Education Category for the year 2008

Journal Publications
✦ SIES Journal of Management - A Bi-Annual Journal - ISSN Publication
✦ Idea Research - Compendium of Research Papers by SIESCOMS students - ISBN Publication
✦ Prerna - A Bi-Annual Journal of Social Issues – ISSN Publication
✦ Pharma Biotech Management - Journal on Pharma/Biotech sector – ISSN Publication
✦ Journal of Information Technology and Computer Applications - ISSN Publication

List of Committees as per the AICTE Norms Unfair Means
Committee Social Responsibility Cell Faculty & Staff Welfare Committee Compliance Committee Grievances Committee / Women’s Empowerment Anti-Ragging Committee College Women Development Cell (CWDC)/women harassment cell

Details of Anti-Ragging Committee
The committee comprises of two senior faculties from the Institution , a Social Activist,, Inspector Cyber Crime Cell and Superintendent - Central Excise. The major objective of this committee is compliance of Anti-Ragging norms according to AICTE guidelines. Familiarizing all the employees and senior students regarding various forms of Ragging according to AICTE guidelines.

Details of Women Development Cell / Women Harrassment Cell
This Cell is consistent with the VC Directions under Sec. 14 (8) of Maharashtra Universities Act (Ref No. WDC/VCD/ 240 of 2008). The term of the Cell shall be three years. The name of the members of the Cell shall be displayed at all times on the main notice board. The Cell shall meet at least twice every academic year and the intervening period between two meetings shall not exceed six months. The cell comprises of two women faculty and one staff female, member of the NGO and a student council member.
Infrastructure and Facilities

**Academic Ambience**

- **260 seater fully equipped auditorium**
- **2 State of the art Conference Halls**
- **4 large fully equipped Seminar Halls**

- **22 spacious** air conditioned **Lecture rooms** and Tutorials rooms with LCD Projector

- Well-equipped **Administrative Block and Faculty Rooms**

- World class **Library fully computerized**, well-stocked with **25,000 plus books** and with the facility on-line journals of **EBSCO, JGate, Prowess (CMIE)**

**Placement Cell**

**Research Cell**

**Student Engagement Ambience**

- **Wi-Fi Campus** with 500 networked terminals with uninterrupted **5 MB broadband internet facility**

- **Amphitheatre**

- **Student Recreation Centre** with TT & Indoor Games

- **In–house Banking & ATM Facility**

- **Well-equipped Gymnasium**

- **Canteen with subsidized food facility**

- **Yoga and Meditation Centre**

- Limited Residential **hostel facility** especially for **female students**

- Play **Grounds**
Unique Features

✣ No capitation fees is charged for any programs of SIES College of Management Studies.
✣ Educational Loan facility available with SBI and IDBI banks.
✣ All admission are strictly through merit except for the children of SIES staff.
✣ Laptop usage in students aiding a paperless culture.
✣ Rigorous All-Round The Year Corporate Seminars, Workshops, Research Colloquiums And Conferences to aid corporate development of students.
✣ Industrial visits, Management Games, Business Reading & Mentoring sessions are a regular feature.
✣ Student driven culture through student committees.
✣ Continuous interaction with the corporate world through weekly theme based Corporate Interactions Seminars [CIS], Conferences & Seminars.
✣ Rigorous practical exposure to the industry through a 3 month “Summer Internship Project.”
✣ Specializations offered in the subjects of Marketing, Finance, Human Resources & Operations.
✣ Mandatory Experiential Learning Tour.
✣ Mandatory Industry Visits, Business Reading, Corporate Mentoring & Mock GD /Interview sessions.
✣ “Capstone Projects” & “Concurrent Projects” for live Industry Exposre.
✣ Innovative teaching Pedagogy viz. Group Discussion, Class Debates, Management Films, Book Reviews, Case Studies, Simulations, etc.
✣ Participation in national & international industry conferences.
✣ Student driven culture through Student Committees.
✣ Foreign Language Certification.

❣ SIESCOMS Annual Event
Our Intellectual Capital - Core Faculty

払い

Finance
Prof. C. R. Radhakrishnan
M Com, CAIIB, Cert In Industrial Finance, CLA(USA)
Prof. A. R. Parasuraman
M Com, FICWA, ACS, DMS, MFM.(JBIMS)
Dr. Kaustubh Arvind Sontakke
MA, M.Com, M. Phil, Ph.D (Fin.) & Ph.D (Accountancy)
Prof. Manoj Bagesar
B.E (Mech), MBA (Finance)
Prof. Madhavi Dhole
M.Com, MBA
Prof. K. R. Venkateswaran
M.Com, LLB, CAIIB, FCS
Prof. Ramachandran V.
B.Com (Hons), FCA
Prof. V. Sivakumar
M.Stat, LLB, CAIIB, DFS

General Management
Prof. Sharmila Mohapatra
Ms. Deepa Donde
PGDBA
Ms. Ira Kumar
M Com, MBA
Ms. Lalitha Pillai
M Com, PGDPMIR
Prof. Pankaj Srivastava
MIBA, M.Com
Ms. Pranjali Gadgil
B.Sc.; MBA
Prof. Ranjith P. V.
B. Tech., MBA
Prof. Sandeep Bhanot
BE, MMS
Dr. Sonali Bhandarkar
BHMS, MBA
Prof. Sujatha V. Rao
M.A, MBA
Prof. Tapash Sen Gupta
BSC, PGDIRW
(Personnel Management)

Human Resource Management
Dr. Nitin Vazirani
M.Com(Accounts), M.Com (Management), NET, PhD (HR), MHRDM, Certified in Psychometric tests of MBTI, FIRO-B and Brain Mapping (Prism)
Prof. Susen Varghese
B.Com (Hons), MSW, PGDHRED, Internationally Certified User of Thomas International’s PPA
Prof. P.P. Roy
MA
Prof. Nishi Kaul
M.A; M.Phil
Dr. Sarita Kumari
MA, MBA, Ph.D

Marketing
Prof. Vikram Parekh
PGDBA
Prof. Parag Amin
BE, MBA
Prof. Rajesh Nair
M Com, MBA
Prof. Sanjukta Bhattacharya
MBA
Prof. Swati Kulkarni
B.E, EPGPBM
Prof. Vatsala Bose
MSc, MBA
Prof. Vidya Iyer
M.Com, MBA, PGDMM

Operations Management
Prof. Vilas K. Chaudhari
M.Sc, MCM, MBA, PGDCA.

NGO Management
Dr. Durga Surekha
MA, M Phil, Ph.D

Economics
Prof. Jharna Lulla
DBM, MA

Systems
Prof. Neha Jayant Chopade
MCA
Prof. Anupkumar Palsokar
MCA, M Phil
Dr. Ela Goyal
MCA, PhD
Prof. L. S. Swasthimathi
MCA, M Phil
Prof. Mamta Sharma
MCA
Prof. Monali Mavani
M.E, MBA
Prof. Pankaj P. Raibagkar
MCA
Prof. Shilpa Deshmukh
MCA
Prof. Snehil Dahima
MCA, MBA (Operations)
Prof. Vidhya Rao
MCA, AADCSSA, BTE

Pharmaceutical & Biotech Management
Dr. Suhas Tambe
M Sc, M Phil, PhD
Dr. Chitra Ramanan
M Sc, PGDMM, Ph.D
Prof. Suniel G. Deshpande
B. Pharm, MBA (Marketing)
Dr. Shuchi Midha
M.Sc, Ph.D, Post Doctorate, PGD– Drug Regulatory Affairs
**MMS – Master of Management Studies**

**Duration:** The duration of the program is two years spanning four semesters

**Evaluation:** MMS at SIESCOMS is affiliated to the University of Mumbai. The University conducts examinations for some subjects in the second year. For other subjects the college conducts examinations on behalf of the University. The university has introduced the Grading System policy for evaluation of the subjects. The credit points are allotted to each subject and hence the mark sheet will consist of the credit points and grades.

Award of Degree: The MMS Degree is awarded by the University of Mumbai on successful completion of the two years of the program and on passing all the subjects in every semester.

**Minority Institution:** SIES College of Management Studies (SIESCOMS) is a Linguistic Minority Tamil Institute. Hence 51% of seats are reserved for Maharashtra domicile Tamil linguistic minority.

SIESCOMS does not charge any capitation fee for admission to any of its programs. The admissions to the above program under South Indian Linguistic Minority / Institute level seats will be strictly on merit based MHCET(2014-15) conducted by DTE. A few of the seats are reserved for the children of the permanent staff of SIES and its affiliated institutions.

Approved Intake for this course is 120 seats

**Cost of Application Form:** Rs. 2000

**Fee Structure**
The fee structure (Interim) is as follows:

<table>
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<th>Fee Type</th>
<th>Amount</th>
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<tr>
<td>Tuition Fee</td>
<td>Rs. 1,52,215</td>
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<tr>
<td>Development Fee</td>
<td>Rs. 12,000</td>
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<td>Total Fee</td>
<td>Rs. 1,64,215</td>
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**Refund Rules:** As per the AICTE guidelines.

**Course Outline**

**Semester I**
- Operations Management
- Business Mathematics
- Marketing Management
- Managerial Economics
- Perspective Management
- Organization Behavior
- Financial Accounting
- Information Technology for Management
- Communication Skills

**Electives**
- High Performance Leadership
- Corporate Social Responsibility Projects

**Semester II**
- Economic Environment of Business
- Cost and Management Accounting
- Operations Research
- Marketing Applications & Practices
- Financial Management
- Human Resource Management
- Legal & Tax Aspects of Business
- Research Methodology & Fundamentals of MR
- Management Information Systems

**Electives**
- Foreign Language (German)
- Analysis of Financial Statements
**Summer Training:** Exclusive three months training program at the end of the First year giving an exposure to the students to the corporate world through internship.

### Semester III

**Core Papers:** International Business, Strategic Management, Summer Internship Report  

**Marketing**  
- Product & Brand Management  
- Sales Management & Sales Promotion  
- Distribution & Supply Chain Management  
- Consumer Buying Behavior  
- Market Research Applications  
- Integrated Market Communications  
- Marketing Strategy (UA)

**Electives:** Any 3  
- International Marketing  
- Retail Management  
- B to B Marketing & CRM  
- Rural Marketing  
- Marketing of non-Profit Organization  
- Quantitative Model in Marketing  
- Marketing Audit

**Finance**  
- Advanced Financial Management (UA)  
- Corporate Law  
- Financial Markets & Institutions  
- International Finance  
- Mergers, Acquisitions & Corporate Restructuring

**Electives:** Any 3  
- Portfolio Management & Security Analysis  
- Strategic Cost Management  
- Fiscal Policy & Corporate Tax Planning  
- Banking & Insurance  
- Derivatives & Risk Management  
- Wealth Management  
- Quantitative Models in Finance  
- Corporate Valuation  
- Marketing Finance  
- Fixed Income Securities

**HR**  
- OTSD (UA)  
- Training & Development  
- Introduction to Industrial Relation & Labour Welfare  
- Competency & Performance Management  
- HRP & HRA

**Electives:** Any 3  
- Labor Legislation  
- Compensation & Benefits  
- Organization Development  
- Quantitative Techniques in HR  
- Building a Learning Organization  
- Stress Management

**Operations Specialization**  
- Operations Planning and control (UA)  
- Logistics & Supply Chain Management  
- Materials Management  
- Technology Management & Manufacturing Strategy  
- Business Process Re-engineering & Benchmarking

**Electives any 3:**  
- Quantitative Methods in Operations  
- World Class Manufacturing Practices  
- Advanced Supply Chain Management  
- Material Handling & Transportation  
- New Product Development & Concurrent Engineering  
- Industrial Engineering Applications & Management
IT
- Software Engineering
- Technology Platform
- Enterprise Applications
- Networking and Communications
- Data Base Management System

Electives:
- Managing Technology business
- IT Governance and Compliances
- E Commerce
- IT Quality Management
- Information Security and Audit
- Software Architecture

Semester IV
- Management Control System
- Business Ethics & Corporate Governance
- Entrepreneurship Management
- Services Management
- Environment Management
- Productivity Techniques OR Total Quality Management OR Project Management
- Specialization Projects
**MCA – Master of Computer Applications**

Master of Computer Applications (MCA) was introduced in SIESCOMS in the year 2001. It is a three year full time program affiliated to the University of Mumbai. Spanning over six semesters, the course not only includes subjects that give a good grounding in the IT concepts, but also includes management oriented papers like “Principles and Perspectives of Management”, “Financial Accounting” etc, thus preparing the student to be more competent to face the dynamic corporate world. The program brings out professionals who are not only conversant with technology but also application oriented for various vertical domains. The university has introduced the Grading System policy for evaluation of the subjects. The credit points are allotted to each subject and hence the mark sheet will consist of the credit points and grades.

**Award of Degree:** The MCA Degree is awarded by the University of Mumbai on successful completion of the three years of the program and on passing all the subjects in every semester.

**Minority Institution:** SIES College of Management Studies (SIESCOMS) is a linguistic minority Tamil Institute. Hence 51% of seats are reserved for Maharashtra domicile Tamil linguistic minority.

SIESCOMS does not charge any capitation fee for admission to any of its programs. The admissions to the above program under Tamil Linguistic Minority / Institute level seats will be strictly on merit based on MH-CET (2014-15) examination. A few of the seats are reserved for the children of the permanent staff of SIES and its affiliated institutions.

Approved Intake for this course is 60 seats

**Cost of Application Form:** Rs. 500

**Fee Structure:** The fee structure (Interim) is as follows:

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<tr>
<td>Tuition Fee</td>
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<td>Development Fee</td>
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<td>Total Fee</td>
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**Refund Rules:** As per the AICTE guidelines.
## Course Outline

### Semester I
- Object Oriented Programming
- Computer Organization and Architecture
- Software Engineering
- Discrete Mathematics
- Principles and Perspective of Management
- Lab I – Programming and S.E. Lab
- Lab II – Web Technology & Web Project Development Lab

### Semester II
- Data Structures
- Operating Systems
- Computer Network
- Probability & Statistics
- Financial Accounting
- Lab I – Programming and Statistical Lab
- Lab II – Operating System and DCN Lab

### Semester III
- Database Management System
- Computer Graphics
- Network Security
- Operation Research
- Lab I - Computer Graphics
- Lab II – Database Management System + Software Testing
- Software Project Management
- Mini Project

### Semester IV
- Core and Advanced JAVA
- Advanced Database Theory and Applications
- System Modeling & Simulation
- Soft Skill Development
- Elective I
- Lab I - Core and Advanced JAVA
- Lab II – Advanced Database Theory & Applications + UML

### Semester V
- Advanced Web Technology and Dot Net
- Wireless and Mobile Technology
- Soft Computing
- Distributed Computing and Cloud Computing
- Elective II
- Lab I - Advanced Web Technology & Dot Net
- Lab II – Wireless and Mobile Technology / Mini Project
- Mini Project

### Semester VI
- Internship Project
- Seminar
- Elective I
- Geographic Information System
- Embedded Systems
- Service Oriented Architecture
- E-Business
- Human Computer Interface
- Elective II
- Cyber Security
- Multimedia Technology
- Information System security and Audit
- Bioinformatics
- Software Quality Assurance
Checklist of Documents to be Submitted Along with Application Forms

1. Two latest Passport size photograph
2. SSC Mark sheet and Passing Certificate
3. HSC Mark sheet and Passing Certificate
4. Degree Mark sheet and Passing Certificate
5. All years /Semesters marksheets are required in case of other than Mumbai University (for MMS program).
6. MHCET Admit Card (for MMS program)/ MHCET Admit Card (for MCA program)
7. MHCET Score Card (for MMS program)/ MHCET Score Card (for MCA program)
8. ARC verification Report
9. GAP Certificate (Rs. 100/- Stamp paper (Notarized) ) Those who have passed degree on or before 2014.
10. Minority Affidavit (Rs. 100 Stamp paper for Mother Tongue )
11. Nationality Proof - ( Domicile / Leaving certificate /passport )
12. Domicile certificate clearly indicating the place of permanent residence of the parents (as per DTE latest norms)
14. Migration Certificate ( Other than University of Mumbai Candidates)
15. Provisional Statement of Eligibility from University of Mumbai, Kalina those students who have graduated from other than University of Mumbai
16. Undertaking in Proforma- I
17. Annexure I & II (collect it from office at the time of admission) applicable for MMS program only.
### SIESCOMS Corporate Clientele

#### ✤ Host Recruiters

<table>
<thead>
<tr>
<th>Company</th>
<th>Industry/Category</th>
<th>Location</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>99 acres</td>
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<td>A.K.Capial</td>
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<td>Abbott Healthcare</td>
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<td>Bajaj Life Insurance</td>
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<tr>
<td>BSN Medical</td>
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</tbody>
</table>

And many more.....

Canara Robeco | ICICI Life Insurance | RBS
Cerebrus Consulting | IDBI Bank | Sanofi Aventis
Cipla | Ingram Micro | SBI LIFE
CRISIL | Kotak Mahindra Group Companies | South Indian Bank
Danone | L&T Group Companies | Star TV
Draft FCB | Lodha | Sun Pharma
E&Y | Mahindra & Mahindra | Tam Media
Elder | Merck | Tata Motors
Federal Bank | Morgan Stanley | TCS
FEI Cargo | Naukri.com | Trafigura
Fullerton India | Nestle India | Transparent Value
General Mills | Network 18 | Vodafone
Godrej & Boyce | Nomura | Zee Network
Gulf Oil | Novartis | Zomato
HDFC Bank | Pfizer | Zydus Cadila
HDFC Ltd. | Piramal Group |
SIES College of Management Studies (SIESCOMS)
Sri Chandrasekarendra Saraswati Vidyapuram,
Plot 1-E, Sector V, Nerul, Navi Mumbai - 400706
Tel: 91-22 -2770 8376 / 77  Fax: 91-22- 27708379
General Email: sies@siescoms.edu
Admission Email: admissions@siescoms.edu
Website: www.siescoms.edu

Road map to SIESCOMS
1. To commute by train, nearest station is Nerul on the Harbor Line.
2. To commute by bus, the bus nos. that will help you reach SIESCOMS are 506, 507, 511 and 512. Please Note that bus nos. 504 and 505 stop at LP Bus Stop on the Bombay-Pune Highway.