



# **SIES COLLEGE OF MANAGEMENT STUDIES**

**AICTE Approved**

**AIMA -PGDM**

# About SIESCOMS

The **SIES College of Management Studies (SIESCOMS)** was established in 1995. SIESCOMS envisages providing quality management education for the nascent professionals, the dynamic future managers for 21st century. SIESCOMS's foundation maps its roots to the rich tradition of **South India Education Society (SIES)**, one of the oldest and value-based educational trusts that run a number of educational institutes in the city of Mumbai and Navi Mumbai. Located on a sprawling campus at Nerul, the academic hub of Navi Mumbai, **SIESCOMS** boasts of one of the best physical infrastructure and academic ambience befitting a modern B-school.

Ever since its inception, academic programs of the institute enjoy full support and patronage of corporate sector and other stakeholders. Today **SIESCOMS** holds a place of distinction among premier business schools on Pan India basis. It is the **first B-school** in the country to start an exclusive vertical MBA program for **pharmaceutical industry**. Similarly, it is one of the few B-schools to conceive a vertical program for the **biotech sector**.

SIESCOMS has always been striving to provide quality education and in that pursuit, SIESCOMS received the **ISO 9001:2008 Certification** for quality management education. An important milestone on its journey of continuous quality improvement was reached when SIESCOMS was conferred upon with the prestigious **Ramakrishna Bajaj National Quality (RBNQ)** award for the year **2008** in the “**Education**” category. This is the only award developed in the country on the lines of the Malcolm-Balridge National Quality Award.

A highly committed group of qualified and experienced core group of faculty (**54** in number) enjoying respect and recognition in academic community and corporate sector forms an enviable part of our academic team. Majority of them have managerial experience and continue to maintain close links with the corporate world through consulting and research. The **core faculty** team comprises of specialists from various domains including general management / strategy, human resources,

marketing, financial management, pharmaceutical & biotechnology management, among others. This core faculty team is supplemented with over **100 visiting faculty** from the corporate world. Thus, the students get exposure to abundant mix of academic / theoretical and applied aspects of various management theories / paradigms / practices. 3

# About AIMA

Today amid all the transitions, there is one Indian body that's helping the Indian managers to make the most of the new opportunities. One body that's assimilating the changed global perspective and equipping the Indian managers for it. One body that's ready for tomorrow is All India Management Association (AIMA), AIMA was created as an apex body of professional management with active support of the Government of India and Industry in 1957.

AIMA is represented on a number of policy making bodies of the Government of India and a number of National bodies / organizations. Some important ones are as under:

- All India Council for Technical Education (AICTE), which is the apex regulatory body for professional education in the country under the Ministry of Human Resource Development (HRD), Government of India.
- Council of Institute of Applied Manpower Research
- Boards of Governors, Indian Institutes of Management (Ahmedabad, Bangalore, Calcutta, Indore, Kozikode, Kashipur, Udaipur, Ranchi, Rohtak, Tiruchirapalli and Raipur)
- Bureau of Indian Standards, New Delhi
- National Productivity Council, New Delhi
- Central Direct Taxes Advisory Committee

## **Highlights of PGDM Program :**

- Industry Interface
- Sharpen leadership skills, decision – making skills, analytical skills.
- Industry relevant curriculum and pedagogy designed to suit the changing demands and trends.
- Cutting-edge specializations, which enhances cross functional knowledge backed by domain expertise.
- Program offers participants to specialize in one of the three areas – Finance, Marketing & IT
- Experiential and case-based approach simulate a real-time situation for students, reflecting the problems and critical decision making that leaders and CEOs come across today.

## Eligibility & Admission Procedure

### **Eligibility Criteria:**

- Candidates with minimum 50% or more in Graduation.

### **Admission Procedure:**

- Eligible candidates need to appear for the personal interview..

## **SIESCOMS - AIMA – PGDM Course Outline**

### **Semester – I**

Management Functions & Organization Behaviour

Managerial Economics

Business Statistics

Financial & Management Accounting

Introduction to Information Technology

Business Communication

### **Semester – II**

Operations Management

Human Resource Management

Marketing Management

Economic and Social Environment

Research Methodology

Financial Management

### **Semster - III Specialization Module**

#### **Marketing Management (MM)**

Sales and Distribution Management

Advertising and Brand Management

International Marketing Management

Marketing of Services

Consumer Behaviour

**Financial Management (FM)**

Management Control Systems

Security Analysis & Portfolio Management

International Finance

Corporate Finance

Management of Financial Services

**Information Systems (IS)**

Computer Networks

Fundamentals of E-Commerce

Software Engineering

Database Management

Management of Information Technology

**Human Resource Management (HRM)**

Performance Management

Training and Development

Managerial Leadership

International Human Resource Management

## Managing Change through Organisational Development

### **Operations Management (OM)**

Technology Management

Project Management

Supply Chain Management

Operations Strategy

Quality Management

### **Semester - IV**

Business Law & corporate Governance

International Business

Entrepreneurial Management

Strategic Management & Ethics

Project Work

For further details contact : SIES COLLEGE OF MANAGEMENT  
STUDIES

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