



Estd. 1999 | Suryadatta Education Foundation's

SURYADATTA INSTITUTE OF MANAGEMENT AND MASS COMMUNICATION | SIMMC

NAAC Accredited and ISO 9001 : 2015 Certified Institute & Accredited by NVT-QC, ANAB & IAF

MBA : Affiliated to Savitribai Phule Pune University, approved by DTE & Recognized by Government of Maharashtra

Savitribai Phule Pune University (SPPU) Affiliated
2 Years Full Time **MBA** WITH MAJOR + MINOR SPECIALIZATION

Integrated with Value added Global Professional
Certifications for Nurturing Corporate
Leaders & Entrepreneurs

SIMMC DTE CODE : 6547



Building Capabilities for GenNxt Careers

Suryadatta Enriching Careers and Enhancing Lives Since 1999

www.simmc.org

About Suryadatta Education Foundation

The Suryadatta Education Foundation was established in the year 1999 with an objective of developing self motivated leaders who would succeed in the challenging and vibrant global economy. All members of the core team of Suryadatta Education Foundation have more than 20 years of rich corporate experience in various streams of Business Management, Information Technology, Corporate Consultancy, Value based Education, Training and Research.

The Advisory and Governing Council of Suryadatta comprises of eminent academicians, professionals, industrialists, international consultants and social workers, who with their immense experience and sound

knowledge guide the activities of the Suryadatta Education Foundation.

Over the last 2 decades, the Suryadatta family has blossomed into a bouquet of academic institutions in a number of disciplines such as School (CBSE), Junior College, Business Management, Information Technology, Hotel Management, English and Foreign Languages, Interior Designing, Fashion Design, Event Management, Sports Academy, Creative Arts, Vocational and Advanced Studies. Students from all parts of India and several foreign nations are pursuing their education at various Suryadatta Institutes.



Enriching Careers,
Enhancing Lives for
Sustainable Development

Vision

The Vision of Suryadatta is to be a World Class Centre of Excellence in Innovative learning, combining the best of Indian sensibilities with a Western Outlook and to be rated as a premier Educational Institute, offering contemporary education using state-of-the-art technology, spearheading high quality research, besides providing expert training and consultancy services catering to the ever-changing needs of the Industry and Society.

Mission

- Create multi-faceted professionals in emerging disciplines, attuned to a rapidly evolving, volatile, global economy.
- Develop sustainable network of reputed academicians and high level achievers in the corporate and social arena.
- Shape a complete human being steeped in rich values through a holistic approach to teaching methodologies designed by Industry Experts.

Awards and Accolades : 2018-19

Suryadatta has been Ranked as an 'A' Category Top 50 B-School in India for 17 Consecutive Years by Leading National Surveys

World Records



Unique Event "24-hr Silent WReadathon"



by **JAGRAN JOSH**
February 2019
for 2 consecutive years



Ranked in top 50 B-Schools in India
by Times B-Schools, February 2019
for 6 consecutive years



AICTE-CII Survey of Industry
Linked Technical Institutes 2019

World Records



Unique Event "Unfold the Blindfold"



Recipient of the Award - Top Private Management Institutes in Western India by Jagran Josh.com Ranking 2019 at the Hands of H.E. Hon'ble Shri. Venkaiah Naidu, Vice President of India & Mr. Bharat Gupta, CEO- Jagran New Media



Suryadatta Group of Institutes conferred with "World's Greatest Brand 2017-18" at the hands of His Excellency Dr. Akima Umezawa, Consul General of Japan in Dubai His Excellency Osman Moussa Darar, Ambassador of the Republic of Djibouti to the UAE. during Indo-UAE Business & Social Forum 2018 in Dubai



Best Social Media Campaign Award" to Suryadatta Group of Institutes at the hands of Shri. M. P. Poonia, Vice Chairman, All India Council of Technical Education (AICTE) during ASMA Annual Convention & Awards

Introduction Letter

To,
Dear **MBA Aspirant (2019 - 21 Batch)**

SUB : Introduction letter for Savitribai Phule Pune University (SPPU) Affiliated 2 Years Full Time MBA Program (with Major + Minor Specialization)

**Reference : Your participation in CAT, XAT, MAT, CMAT, ATMA, State CET & other Entrance Exam
/ Online query / SMS / Whatsapp / Visit to our Campus / discussion with our counselors**

I am indeed glad to present to you our admission brochure for AY 2019-20. The brochure is a living document that helps aspiring managers, leaders and entrepreneurs to envision a road map to actualise their dreams and career aspirations.

Suryadatta is driven by the vision to be a World Class Centre of Excellence in Innovative learning, combining the best of Indian sensibilities with a Western Outlook and to be rated as a premier Educational Institute, offering contemporary education using state-of-the-art technology, spearheading high quality research, besides providing expert training and consultancy services catering to the ever-changing needs of the Industry and Society.

Suryadatta Institute of Management & Mass Communication (SIMMC) is the flagship B School of Suryadatta Group of Institutes. SIMMC is NAAC accredited, approved by AICTE, recognized by Government of Maharashtra, recognized by the Ministry of HRD, Govt of India and affiliated to the Savitribai Phule Pune University (SPPU). SIMMC has been ranked consistently as 'A' category B-school in India, SIMMC provides industry focussed, contemporary, career oriented management programmes that meet industry standards and are at par with the best in the class institutes.

Suryadatta @ Pune (Oxford of the east) is the right destination for higher education for holistic development and assured success.

We prepare you for the careers of tomorrow and beyond by means of a well crafted academic programme, delivered with the industry needs and student aspirations in mind and ably supported by a state of the art learning infrastructure.

The brochure provides the details of the programme structure, specializations offered, immersive learning opportunities, value added modules and professional certifications, learning infrastructure, IT enabled learning, industry connect, training & placements, global immersion programme & glimpses of our alumni.

The brochure also helps you to understand the eligibility requirements, fees and scholarships offered, student support and other relevant details.

Great institutions of higher learning are made by self driven and ambitious students like you. I am sure you shall find it motivating and enriching to learn with us.

I invite you to talk to our career counsellors and complete the admission process at the earliest.

In case you have not given any entrance exam OR want to improve your entrance exam score, an opportunity still exists for you. Please visit www.atmaaims.com

Look forward to receive you on the campus and happy learning to you.

Yours Truly,

Director, Admission
Capt. Shalini Nair
admission@suryadatta.edu.in

About The Founder President and Chairman



Professor Dr. Sanjay B Chordiya
Founder President & Chairman
Suryadatta Education Foundation

Prof. Dr. Sanjay B. Chordiya, Founder President and Chairman of Suryadatta Education Foundation, is a senior management professional, a passionate educationist and a philanthropist. Along with a degree in Mechanical Engineering from the Government College of Engineering, Pune, Dr. Chordiya also completed his Masters in Marketing Management, Materials Management, Industrial Management, Operations Management, Human Resources Management and a Doctorate in Environmental Science.

Prof. Dr. Sanjay B. Chordiya has served the industry in various capacities. He was the Chairman of the SME Chamber of Commerce, Pune Chapter and as a member of Telephone Advisory Committee, Pune and also of the prestigious committee formed by the Ministry of Steel & Industries, GOI for raw material planning in the Automobile industry. He is also a promoter member of EPSI, Delhi.

He is a Fellow of the All India Management Association (AIMA), Institution of Engineers and the Indian Institution of Production Engineers. He is a Chartered Engineer and Educationist. He has visited many globally renowned universities for International Visitor Leadership Program across US and Exploring Best Practices in Higher Education such as University of Paris 1, Harvard, MIT, Boston, Stanford, California State, The George Washington, Maryland University Israel, Moscow etc.

He has been honored with numerous awards for his invaluable contribution to Excellence in Education, Spiritual, Social and World Peace activities. He has also been honored with the Times Men of the Year Pune 2018.



About CEO & Group Director



Professor Dr. Shailesh Kasande
CEO & Group Director

Dr. Shailesh Kasande is the CEO and Group Director, Suryadatta Group of Institutes. He is a Professor in Marketing Management, Research Methodology, Operations & Supply Chain, Business Analytics & Corporate Strategy. Dr. Shailesh is a PhD guide with over two decades of experience in academics and has contributed to all aspects of the academic ecosystem as a teacher, evaluator, researcher, trainer, academic administrator and institution builder.

He is a member of the Academic Council of SPPU, Chairman Board of Studies of Operations Management at SPPU, member Research Advisory Committee at Symbiosis International University & SCHMRD, Member BOS at DYPU, IndSearch, and several other Institutes of Higher Learning.

He has conceptualized the Programme curriculum of MBA and other programmes as per the Choice Based Credit System (CBCS) at the University of Pune in AY 2012 / 2013 and later in 2019. He was the Co-convenor of the CII Pune Zonal Council Industry Institute Interface (I3) Panel Member of the CII Industry Institute Interface (I3) Panel at the Western Region Council, Member of the CII Pune HR – IR Panel, Member of Organizing Committee of MCCIA

SkillCon. He is a speaker at various industry forums. He has setup institutes of learning and new academic programmes within India and Abroad in collaboration with local as well as overseas academic bodies and industry.

He has a Bachelor's degree in Mechanical Engineering, MBA in Marketing and PhD in CRM. He also has completed the PG Diploma in Total Quality Management and Advanced Diploma in Enterprise Java Computing. He is a Sun Certified Java Professional.

Post Graduate Programmes Offered by SIMMC

Savitribai Phule Pune University (SPPU) Affiliated
2 Years Full Time **MBA** WITH MAJOR + MINOR SPECIALIZATION Option
SIMMC Institute DTE Code : 6547

Research Centre Affiliated to Savitribai Phule Pune University (SPPU)

Ph.D. in Management

State-of-the-Art Infrastructure

Located in Pune, The Oxford of the East, the Suryadatta campus is a fine blend of the modern and the traditional aspects. The campus is designed to not only provide the basic learning infrastructure in terms of classrooms, syndicate rooms, tutorial rooms, library, computer labs, etc. but also has ample open learning places to create a unique ambience that stimulates peer and group learning experiences.

Academic Infrastructure

- Digital campus
- Classrooms with modern teaching aids such as LCD, projector, Audio Video facilities, Digital Boards.
- Tutorial rooms for mentoring, students' activities, seminars and presentations
- Knowledge research centre with a rich collection
- Seminar halls and Auditorium
- Innovation & Startup Lab

IT Infrastructure

- Computer/Internet labs
- Fully Wi-Fi enabled campus
- Digital Library & e-Journals
- Smart Class with Digital Board
- Language Lab
- Video Conferencing
- Hi-Tech Studio
- E-Journals
- E-Books

Inclusive Infrastructure

- Green Campus
- Walking/jogging/skating tracks
- Indoor & outdoor sports complex, gymnasium, yoga centre
- Medical room with First Aid facilities
- State of the art medical facility in the vicinity
- Well furnished hostel in the vicinity
- Wholesome Cafeteria
- Separate Boys & Girls Hostel

Savitribai Phule Pune University (SPPU) Affiliated MBA

About The University

Pune is the main education center of Maharashtra. Numerous students from every corner of India and the world come to Pune. The city of Pune houses many well-known, established institutes and colleges. Savitribai Phule Pune University (SPPU), earlier known as Pune University is one of the finest and most popular educational centers in the city. It offers excellent programs in various areas including Science, Commerce, Arts, Languages & Management Studies. Savitribai Phule Pune University (SPPU), one of the premier universities in India, is located in the North-Western part of Pune city. It occupies an area of about 411 acres. It was established on 10th February, 1948 under the Poona University Act. The university houses 46 academic departments. It is popularly known as the 'Oxford of the East'.



by NIRF Ranking 2019

SIMMC - Institute Code No. MB6547 | DTE Choice Code MB 654710110 Approved by Government of Maharashtra & Affiliated to S.P Pune University

Curriculum - MBA (Choice Based Credit System & Outcome Based Evaluation) - 2019

► Major Specializations* (any one)

- Marketing
- Finance
- Human Resource
- Operations & Supply Chain
- Business Analytics

► Minor Specializations* (any one)

- Rural & Agri -Business
- Tourism & Hospitality
- Pharma & Health Care
- Marketing
- Finance
- Human Resource
- Operations & Supply Chain
- Business Analytics

*Major + Minor Specialization (Optional)

Student can also opt for Single specialization (from major only)



SEMESTER - I

GENERIC CORE (Compulsory)

- Accounting for Business Decisions
- Organizational Behaviour
- Economic Analysis for Business Decisions
- Business Research Methods
- Basics of Marketing
- Digital Business

GENERIC ELECTIVE UNIV. LEVEL (any 3)

- Management Fundamentals
- Indian Economy
- Entrepreneurship Development
- Essentials of Psychology for Managers
- Legal Aspects of Business
- Demand Analysis & Forecasting

SEMESTER - II

GENERIC CORE (Compulsory)

- Marketing Management
- Financial Management
- Human Resources Mgmt.
- Operations & Supply Chain Management

GENERIC ELECTIVE UNIV. LEVEL (any 3)

- Contemporary Frameworks in Management
- Geopolitics & World Economic Systems
- Start Up and New Venture
- Qualitative Research Methods
- Business, Government & Society
- Business Process Re-engineering

SEMESTER - III

GENERIC CORE (Compulsory)

- Strategic Management
- Decision Science
- Summer Internship Project

GENERIC ELECTIVE UNIV. LEVEL (any 3)

- Int. Business Economics
- Int. Business Environment
- Project Management
- Quality Management
- Corporate Governance
- Management of Non-profit organizations

SEMESTER - IV

GENERIC CORE (Compulsory)

- Enterprise Performance Management
- Indian Ethos & Business Ethics

GENERIC ELECTIVE UNIV. LEVEL (any 2)

- Global Strategic Management
- Competing in Global Markets
- Cyber Laws
- CSR & Sustainability

MBA Curriculum Highlights

4
Semesters

5
Major
Specializations

110
Total
Credits

8
Minor
Specializations

13
Specialization
Courses



GENERIC ELECTIVES INSTITUTE LEVEL (GE – IL) - any 4

- Verbal Communication Lab
- Enterprise Analysis & Desk Research
- Selling & Negotiation Skills Lab
- MS Excel
- Business Systems & Procedures
- Managing Innovation
- Foreign Language – I
- Written Analysis and Communication Lab
- Industry Analysis & Desk Research
- Entrepreneurship Lab
- SPSS
- Foreign Language – II

FOUNDATION COURSES* (Electives)

- Elementary English
- Elementary Mathematics & Statistics
- Elementary Economics
- Elementary Accounting
- Elementary Information Technology
- Elementary Business Etiquette
- Elementary MS WORD
- Elementary MS PowerPoint
- Elementary Data Interpretation & Logical Reasoning
- Elementary Verbal & Reading Comprehension
- Elementary Quantitative Ability

*Alternate to General Elective Institute Level (GE-IL)

ALTERNATIVE STUDY CREDIT COURSES* (Electives)

- MOOCs
- Professional Certification Programs
- CSR Project
- Innovation Projects
- Industry or Academic Internships
- Field/Live Projects

*Curriculum updated as on date. Subject to change.

Marketing Specialization

CORE COURSES (Compulsory)

- Marketing Research
- Consumer Behaviour
- Services Marketing
- Sales & Distribution Management
- Marketing 4.0
- Marketing Strategy

ELECTIVE COURSES (any 7)

- Integrated Marketing Communications
- Product & Brand Management
- Personal Selling Lab
- Digital Marketing - I
- Marketing of Financial Services - I
- Marketing of Luxury Products
- Business to Business Marketing
- International Marketing
- Digital Marketing - II
- Marketing of Financial Services - II
- Marketing Analytics
- Marketing of High Technology Products
- Customer Relationship Management
- Rural & Agriculture Marketing
- Tourism & Hospitality Marketing
- Retail Marketing
- Retailing Analytics
- Marketing to Emerging Markets & Bottom of the Pyramid

Business Analytics Specialization

CORE COURSES (Compulsory)

- Basic Business Analytics using R
- Data Mining
- Advanced Statistical Methods using R
- Machine Learning & Cognitive intelligence using Python
- Networks, Innovation and Value Creation
- Artificial Intelligence in Business Applications

ELECTIVE COURSES (any 7)

- Marketing Analytics
- Retailing Analytics
- Workforce Analytics
- Tableau
- Data Warehousing Project Life Cycle Mgmt.
- Social Media, Web & Text Analytics
- Operations Analytics
- Supply Chain Analytics
- Financial Analytics
- Cognos Analytics
- Predictive Modelling using SPSS Modeler
- Foundations in Spark & Scala
- E tailing Analytics
- Insurance & Healthcare Analytics
- Banking Analytics
- Telecom Analytics
- ETL, Data Profiling and Data Modeling
- Cognitive Analytics Using Watson
- Data Science using Spark and Scala
- Unstructured Data Analytics with Hadoop / Big Data / NoSQL

Rural & Agri -Business Management Specialization

CORE COURSES

- Agriculture and Indian Economy
- Rural Marketing

ELECTIVE COURSES

- Rural Credit and Finance
- Rural Marketing II
- ICT for Agriculture Management
- Agri – Entrepreneurship

Finance Specialization

CORE COURSES (Compulsory)

- Financial Markets and Banking Operations
- Personal Financial Planning
- Advanced Financial Management
- International Finance
- Financial Laws
- Current Trends & Cases in Finance

ELECTIVE COURSES (any 7)

- Securities Analysis & Portfolio Management
- Futures and Options
- Direct Taxation
- Financial Reporting
- Retail Credit Management- Lending & Recovery
- Banking Laws & Regulations
- Fundamentals of Life Insurance – Products and Underwriting
- General Insurance - Health and Vehicle
- Behavioural Finance
- Technical Analysis of Financial Markets
- Commodities Markets
- Indirect Taxation
- Corporate Financial Restructuring
- Financial Modeling
- Digital Banking
- Treasury Management
- Project Finance and Trade Finance
- Insurance Laws & Regulations
- Marine Insurance
- Fire Insurance
- Fixed Income Securities
- Business Valuation
- Risk Management
- Strategic Cost Management
- Rural and Micro Finance
- Reinsurance
- Agricultural Insurance

Operations & Supply Chain Spec.

CORE COURSES (Compulsory)

- Services Operations Management - I
- Supply Chain Management
- Services Operations Management - II
- Logistics Management
- Operations Strategy
- Industry 4.0

ELECTIVE COURSES (any 7)

- Planning & Control of Operations
- Productivity Management
- Inventory Management
- Theory of Constraints
- Quality Management Standards
- Service Value Chain Management
- Manufacturing Resource Planning
- Total Quality Management
- Business Excellence
- Toyota Production System
- Operations Strategy
- Services Strategy
- Operations Analytics
- Enterprise Resource Planning
- World Class Manufacturing
- Six Sigma for Operations
- Financial Perspectives in Operations Management
- Services Management in Key Sectors
- Purchasing & Supplier Relationship Management
- Strategic Supply Chain Management

Tourism & Hospitality Management Specialization

CORE COURSES

- Fundamental of Hospitality Management
- Tourism & Travel Management

ELECTIVE COURSES

- Event Management
- Tourism Planning & Development
- Strategic Hospitality Management
- Revenue Management

Human Resource Specialization

CORE COURSES (Compulsory)

- Competency Based Human Resource Management
- Employee Relations & Labour Legislation
- Strategic Human Resource Management
- HR Operations
- Organizational Diagnosis & Development
- Current Trends & Cases in Human Resource Management

ELECTIVE COURSES (any 7)

- Labour Welfare
- Lab in Recruitment and Selection
- Learning and Development
- Public Relations & Corporate Communications
- HR Analytics
- Conflict and Negotiation Management
- Talent Management
- Psychometric Testing and Assessment
- HR Perspectives in Mergers and Acquisition
- International HR
- Mentoring and Coaching
- Compensation and Reward Management
- Labour Legislations
- Designing HR Policies
- Labour Costing
- Best Practices in HRM

SIMMC - MBA Value Added Modules that prepare you for GenNxt Careers

• PROFESSIONAL CERTIFICATIONS

S.No	Certification Name	Certified By
1	Business English Certification	Cambridge
2	ERP	Delphi Computech
3	Industry 4.0 - 7 Pillars Module for Futuristic Techno Entrepreneur	InnovatioNext
4	Career Counseling & Skill Development (CSR + Internship)	FUEL
5	Google Analytics	Google
6	Google Digital Marketing Certification	Google
7	NIPM Student Chapter Membership	NIPM
8	Six Sigma Orientation	Consultant & Trainer
9	Digital Marketing	Innoserv-FMA
10	AIMA Business Simulation Games#	AIMA

For meritorious students with more than 85% attendance

• CERTIFICATIONS BY CONSTITUENT UNITS OF SURYADATTA GROUP OF INSTITUTES

S.No	Certification Name	Certified By
1	Soft Skills and Personality Development	SICD
2	Campus to Corporate Orientation	SICS
3	Employability Enhancement Programme	SICD
4	Event Management	SIMCEM
5	Health & Fitness	SFSA
6	Self Defence	SISDA
7	Suryadatta Global Youth Chamber of Commerce & Industry	SGYCCI
8	Foreign Languages* (French / Spanish / German)	SIEFL

*Subject to minimum 10 students per language

Pharma & Health Care Management Specialization

CORE COURSES

- Fundamentals of Pharma and Healthcare Management
- Pharma and healthcare regulatory environment in India

ELECTIVE COURSES

- Strategic Planning & Healthcare Management
- Information Technology in Pharma and Healthcare
- Pharmaceutical Import and Export
- Entrepreneurship in Pharma and Healthcare

*Curriculum updated as on date. Subject to change.

Life @ SIMMC



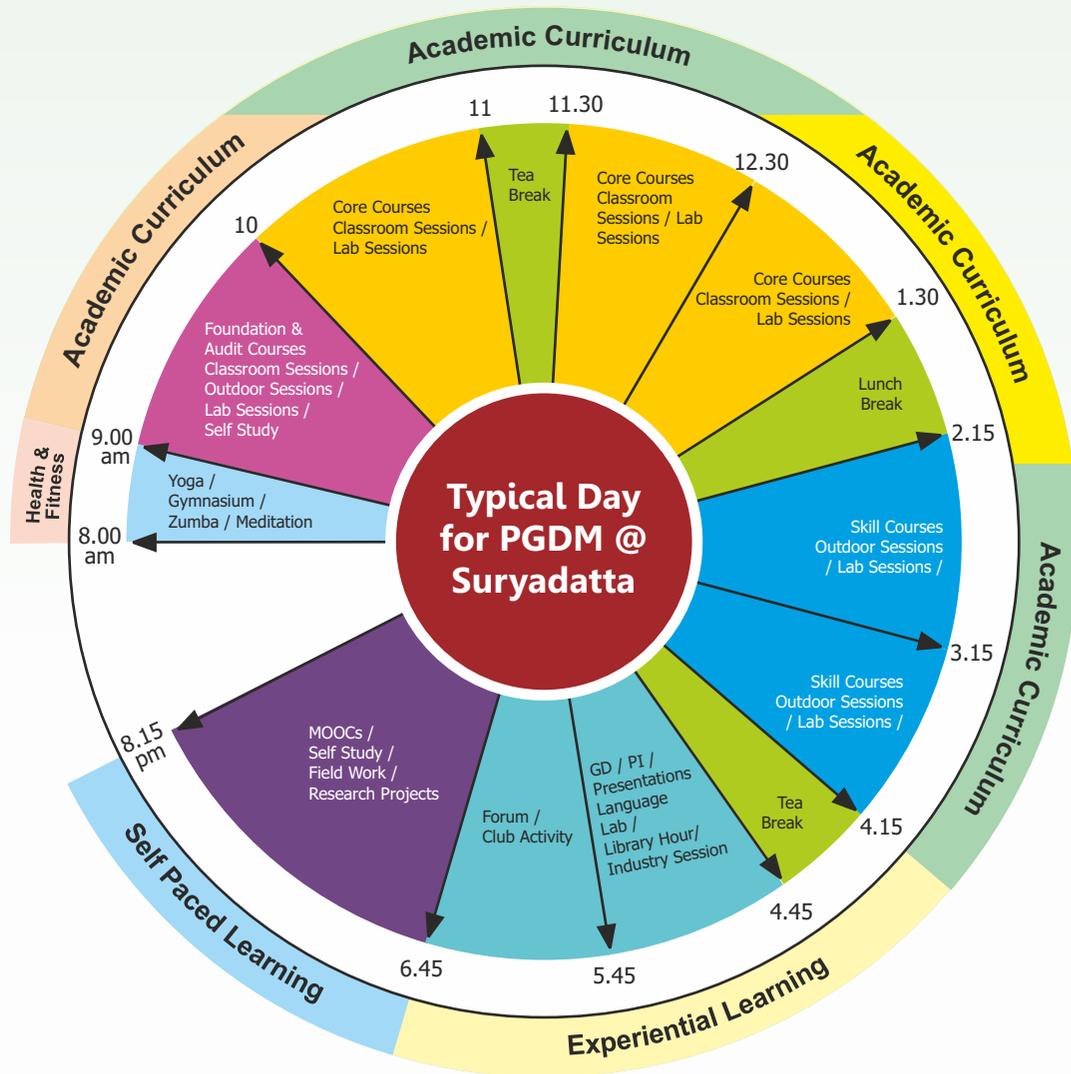
Conferred Suryadatta National Awards to 250 + Distinguished Personalities from Various Sector from year 2003 to 2019

.....more details refer www.simmc.org



Enriching & Engaging Learning at Suryadatta

Residential Day Boarding Programme



Develop Multi - Dimension Skills for Life Long Success

Collaboration **Time Management** **Research** **Communication** **Professional Networking**
Technology **Leadership** **Event Management** **Peer Learning**
Interdisciplinary **Orientation** **Management** **Budgeting** **Sourcing**
Creativity & Innovation **Crisis Management**
Management **Career Readiness** **Initiative & Self Drive**
Convincing Motivation **Management**

EMPLOYABILITY GRADING PARAMETERS

Sr No	Parameter	Weightage
1	Academic Attendance (Min. 80%)	20%
2	Academic Performance	20%
3	Participation in Co-Curricular & Extra Curricular Activities	20%
4	Performance in Employability Enhancement Programme	20%
5	Overall student discipline, professionalism and commitment	20%

Strong Industry Connect

Corporate Advisory Board

.....more details visit www.simmc.org

Name	Organization
Dr. Dnyaneshwar Mulay	Former - Secretary, Ministry of External Affairs
Mr. Arvind Goel	MD & CEO, TACO (Tata Group)
Dr. Ajay Rana	Advisor & Group Director, AMITY University
Dr. Jitendra Joshi	MD & Group Chairman, Abhi Group of Company
Mr. Sachin Itkar	Founder of Arise & Awake Foundation & Senior Programme Advisor (Strategic Foresight Group)
Mr. Rahul Tungatkar	Regional Head IndusInd Bank Ltd.
Mr. A Vidyasagar	Finance Controller, Japfa Comfeed India Pvt. Ltd.
Mr. Gopinath Kulkarni	VP - Operations and Business Management, Credit Suisse
Mr. Sudipta Marjit	VP & Head Corporate Strategy, Tata Autocomp Systems
Mr. Devendra Dixit	Director-HR, Kemin Industries South Asia Pvt. Ltd.
Mr. Milind Apte	SVP Human Resources, CEAT Tyres Limited
Ms. Anuradha Das	General Manager HR, Pune, Tata Motors Ltd.
Ms. Swati Patil	Group Manager - Talent Acquisition, Cybage Software Pvt. Ltd.
Ms. Arnabi Marjit	Head HR - R&D, Biotech and Manufacturing, Lupin Ltd.
Ms. Manisha Mulay	Group Manager HR, Nihilent Technologies
Mr. Pradeep C	Senior Manager HR, WNS Global Services
Mr. Umesh Deshpande	GM Operations, Mercedes-Benz India Pvt. Ltd.
Mr. Shyam Ozarkar	General Manager Operations, Ex-Mahindra and Mahindra

Rubicon's "Connect with Work" Program - Improving the employability skills - supported by Barclays

1. Get trained by Corporate Trainers 2. Enhance your Soft skills 3. Improve chance of success in interviews.

Life Skills training:

- | | | | |
|---------------------------|---------------------|------------------------|----------------------|
| 1. Organizational Culture | 2. Public Speaking | 3. Presentation Skills | 4. E-mail Etiquettes |
| 5. Grooming | 6. Group Discussion | 7. Personal Interview | |

Industry Visits

- | | | |
|---|--------------------|--|
| 1. Mahindra Vehicles Manufacturing Pvt. Ltd | 2. Tata Motors Ltd | 3. Cybage Software Solutions Pvt. Ltd |
| 4. Barclays Technology Center, Pune | 5. Amul India | 6. Dynamic Logistics |
| 7. Chitale Bandhu Mithai Wale | 8. Stock Exchange | 9. Shri Mahila Griha Udyog Lijjat Papad Ltd. |

Live Projects

- | | | |
|---------------------------------|---------------------------|--|
| 1. Atlas Copco (India) Limited | 2. Patanjali Ayurved Ltd. | 3. Joyville Shapoorji Housing Private Limited. |
| 4. Rubik Wealth | 5. Shoppers Stop | 6. Edelweiss Broking Ltd. |

Career Guidance Series: How to choose the right specialization?

Name of Resource Person	Organization	Designation
Rahul Tungatkar	IndusInd Bank Ltd	Vice President and Regional Head
Shyam Ozarkar	Ex-Mahindra and Mahindra	General Manager Operations
Kedar Bagul	NavisRx IT solutions India Pvt. Ltd	Director
Shishir Kale	Alert Enterprise	Vice President - Business Development
Manisha Mulay	Nihilent Technologies	Group Manager Human Resource
Pradeep C	WNS Global	Sr. Manager HR

Industry Expert Talk Series in A.Y. 2018-2019

.....more details visit www.simmc.org

Speaker	Company Name	Topic
Prof Ashok Soman	Senior Consultant	Secret of China's competitiveness.
Mr. Vasu Ramanujam	Director , Erango Media LLP	20 books that positively impacted me in my life
Mr Suresh Bhosale	Senior Consultant	Emerging opportunities in Agri & Allied Business
Ms. Supriya Pujari	NLP Trainer and Coach	Goal Setting
Mr. Sachidanand Kulkarni	SRK Consulting, Founder & HR Evangelist	Learning through Case study
Mr. Balachandran Ramchandran	Senior Consultant	Overview of Banking Industry
Mr. Anand Khot	HR Leader (GM), IBM	Industry 4.0
Mr. Prateek Tiwari	Assistant VP- Sales, HDFC AMC	Skill sets required to succeed in BFSI industry
Mr Sujit Shinde	Corporate Trainer	Professional & Social Networking Etiquettes
Mr. Hitesh Ramchandani	International Speaker/ Transformational Coach	Leadership Development
Ms. Priyanka Lodha	Hindustan Times	Professional Grooming
Mr. Suhas	NSE	Introduction to Capital Markets
Dr. Shefali Joshi	Hospitality Management Professional	Dining Etiquettes

Industry Connect, Training & Placements

Suryadatta takes several steps towards building strong relationships with the corporate world by partnering with them for various initiatives.

The Training and Placement office looks after continuous development of the students. Dean Corporate Relations – Training and Placements regularly networks with the industry and industry bodies. HR from these industries are a part of the campus recruitment process. The industry-institute interaction is enriched through student development and grooming activities such as -

1. Winter Projects
2. Summer Internship Programs
3. Live Projects
4. Guest lectures
5. Specialization Choice Lecture Series
6. Shadowing
7. Final Placements
8. Industry Visits
9. Counseling

At times these relationships with the industry are formalized in the form of MOUs

Industry professionals are invited to personally guide the students for the specialization choice series, for guest lectures, grooming sessions, etc. Several reputed organizations have a continuous association with the institute.

Summer internship is an opportunity for the students to apply academic knowledge to the real world business problems. Guest lectures provide the students a chance to interact with the representatives of the corporate world and learn about latest management practices. Live projects and workshops ensure optimal exposure to firsthand knowledge of business process, while the student is at the institute.



Our Students at Mercedes Benz, Pune



Our Students at Mahindra, Nashik



Our Students at Ramoji Film City, Hyderabad

Preparations for Campus Recruitment Process (CRP)



Pool Campus & Job Fairs @ Suryadatta

Leading National and Multi National Companies visited Suryadatta for recruitment of students from various streams of Diploma, UG / PG. Infosys & HCL etc. were some of the leading companies to visit us during job fair @ Suryadatta. Suryadatta regularly conducts Job fairs not only for our students but also for community welfare.



Commendable Placement Records

Widespread Placements across all sectors

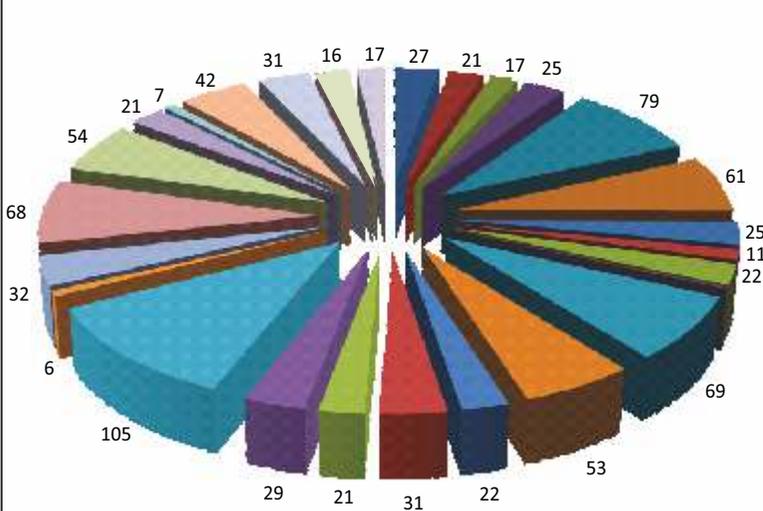
The Placement team comprises of students of I Year, II Year & guided by placement co-ordinator. It is compulsory for all the students to ensure min. 80% attendance to be eligible for campus placement. In over 19 years Suryadatta students have been placed in core sectors such as Infrastructure, Telecom, Agri Business, Pharma, Automobiles, Automation etc and also in high growth sectors of IT / ITES, Real estate, Financial Services, Insurance and Retail etc. Sector wise number of companies where Suryadatta students have been placed are as follows.

105+
Companies
Visit Every Year

Rs. 4.0+ LPA
Median Salary

Rs. 10.00+ LPA
Highest Salary

Number of Recruiters over the past 17 years



Sector	Nos.	Sector	Nos.
Advertising & Media	27	Infrastructure	21
Agri & Biotech	21	Insurance	29
Automation	17	IT & ITES	105
Automobile	25	KPO / BPO / HRO	6
Banking & Finance	79	Logistics & Supply Chain	32
Consultancy & Services	61	Manufacturing	68
Consumer Durables	25	Niche Services	54
E-Commerce	11	Pharmaceuticals	21
Education	22	Research & Consultancy	7
Financial Services	69	Real estate	42
FMCG	53	Retail	31
Healthcare	22	Telecom	16
Hospitality	31	Other	17

Total : 916*

*Indicates distinctive number of recruiters visiting Suryadatta campus, year after year

Recruiters Participating in CRP (Indicative)

Multiple Career Opportunities are given to Suryadatta MBA Students. We thank our patrons both national and multinational organizations for our campus placements Few names of such patrons are mentioned below. For details visit www.suryadatta.org / www.simmc.org

- Aditya Birla Group
- Airtel
- Amazon
- Anandratni
- Asian PPG
- Axis Bank
- Bajaj Auto Finance
- Berger Paints
- HGR Logistics
- Blue Star Agro & Winery India Pvt. Ltd.
- BNY Mellon
- Britannia Industries Ltd.
- Cadila Pharmaceuticals Ltd.
- CapGemini
- Carwale.com
- Cipla Ltd.
- Citibank
- Cognizant Technology
- Deloitte
- Deutsche Bank
- eClerx Services Ltd.
- Electronica Finance Pvt. Ltd.
- Force Motors Ltd.

- Future Group (Pantaloon-Retail)
- GenX Infotech
- Godrej & Boyce Mfg. Ltd.
- HCL Info Systems Ltd.
- HDFC Bank
- Hindustan Motors Ltd.
- Hindustan Times
- Hyundai
- ICICI Bank
- India Infoline
- India Mart Ltd.
- Indiabulls Securities Limited
- Indus Ind Bank
- Infosys
- ITC Ltd.
- Jaro Education
- Just Dial
- Kotak Mahindra Bank Ltd.
- KPIT Cummins
- Larcan & Turbo
- LG Electronics India Pvt. Ltd.
- Lifestyle International Pvt. Ltd.
- Mahindra Logistics
- Markets & Markets

- Nestle India Ltd.
- NIIT Ltd.
- Novartis
- Oppo Mobiles
- Pantaloon Retail India Ltd.
- PEPSI
- Reliance Group Industries
- Royal Enfield
- Sharekhan Ltd.
- Shoppers Stop
- Siemens
- SKP Solution Pvt. Ltd.
- Syntel
- Taj Hotel
- Tata Consultancy Service Pvt. Ltd.
- Tech Mahindra
- Times of India
- Trade XL
- UTI Bank
- Wipro
- WNS Global
- XL Dynamics
- Yes Bank
- ZF Steering India Pvt. Ltd.



Recipient of "Best Placement Award For PGDM Course in Pune"

INTERNATIONAL PLACEMENT AT SURYADATTA

Suryadatta students are working in Dubai, Canada, UK, West African & European countries etc. Students are selected based on requirement of the company & fulfillment of the eligibility criteria For details visit www.simmc.org



Selection / Admission Process:

Eligibility : Graduate degree from any discipline from recognized University (Final year students can also apply) with 50% marks in Graduation / Previous year, (45% for reserved category) and valid entrance test score such as CMAT / CAT / XAT / MH CET / MAT / ATMA are eligible to appear for GD / PI. Students who have not taken Entrance Test but are planning for the same in the near future are also eligible to apply.

STEP 1 : Registration & Submission of documents : Please fill online form - www.simmc.org

STEP 2 : Registration for Admission, Counseling & Personal Interview : SMS your name & City on : 89569 32418 / 91122 97604 / 9763266829

Note: For Admission, Counseling & Personal Interview (PI) Students should send / bring photocopy of their X, XII, Graduation (Final / Previous year) mark sheets, Entrance Test score card copy & 2 photographs.

Admission, Counseling & PI @ Pune Campus - 1st June 2019 onwards (Monday to Saturday) Timing : 10 am to 1 pm & 3 pm to 6 pm

Admission, Counseling & PI @ Pan India - For Schedule in June 2019 Visit www.simmc.org / www.suryadatta.org and / OR call 8956932418 / 9112297604 / 9763266829

Interview (Video Conference & Call / Skype / Telephonic) Outstation student pursuing final year / appearing for final exams should submit duly filled in online admission form and attached required documents / by email on admission@suryadatta.edu.in / by whatsapp on 9112297602 / 8956932418

Criteria for Registration / Admission for MBA : As per DTE, Maharashtra State Guidelines.

Recent ATMA Exam* Details are :-

- ✓ **Date of Commencement of Registration: 26th May 2019**
- ✓ **Close of Payment gateway: 14th June 2019**
- ✓ **Date of Closure of Registration: 15th June 2019**
- ✓ **Last date for Reprint of filled-in Application Form : 18th June 2019**
- ✓ **Downloading of Admit Cards: 20th June 2019**
- ✓ **Online test : 23rd June 2019 (between 2.00 pm to 5.00 pm)**
- ✓ **Reporting Time at the test venue : 01:00 PM**
- ✓ **Results : 28th June 2019**
- ✓ *** Next entrance exam may be scheduled in July 2019 subject to decision by competent authorities**

For other National Level Entrance exam, please visit our website : www.simmc.org / www.suryadatta.org

Optional: ➤ Global Immersion Programme Study tour to US / Canada / UK / European Country / Japan / China / Malaysia / African country (any one) After fulfillment of eligibility criteria of respective authorities **charges extra at actual.**

➤ **Branded business laptop** of @ Rs. 30,000/- For details visit www.simmc.org

Hostel & Mess facility is available in the vicinity @ Rs. 1.50 lacs average per academic year. It is recommended to all outstation students must avail Hostel & Mess facility

Mode of Payment :

For Activity fees, Registration & for paying the course fees

Online: Application form can be filled and submitted on our website www.simmc.org and payment made through online transfer. Bank details are as under:

Suryadatta Education Foundation, IDBI Bank, Sadashiv Peth, Pune Branch,
Account Number: 490104000011200, IFSC CODE - IBKL0000490.

Also please email the UTR no. / scanned copy of deposit slip on our email admission@suryadatta.edu.in along with your name and course details



Offline: By sending DD drawn in favor of "Suryadatta Education Foundation" payable at Pune alongwith duly filled online form available on our website www.simmc.org / www.suryadatta.org along with self attested copies of the relevant documents.

In person: Fees can be paid at campus by Debit / Credit card / D.D. / Account Transfer.

Meritorious Student Scholarship for MBA / PGDM

Admission Scholarship on Programme fees for A.Y. 2019-20*

Scholarship	50%	30%	20%	10%
CAT or XAT Percentile	90+	85-90	80-85	75-80
MAT Percentile	99+	95-99	90-95	80-90
CET MH Percentile	99+	95-99	90-95	80-90
CMAT Percentile	99+	95-99	90-95	80-90
ATMA Score	750+	725-750	700-725	675-700

*Students securing 70% and above marks in first year of MBA / PGDM with no backlog will be entitled to 10% Scholarship on 2nd year annual course fees.

10% Scholarship on 1st year fees* for

- Students having 70% and above marks in X, XII, Graduation (Regular) & Entrance Exam.
- Girls Students having 60% & above marks in X, XII, Graduation (Regular) & Entrance Exam.
- Four year Graduate course students including Engineering / Pharma / Agri with 60% and above marks in graduation with 2 years of full time work experience (relevant documents to be submitted)
- Any graduate with min. 5 years of full time work experience (relevant documents to be submitted)
- Scholarship for Ex-Serviceman, War Veteran's, Defense & Police Wards/Spouse (relevant documents to be submitted)

Nationwide Tie-Ups for Education Loan

Strong Tie-up for Educational Loan : Suryadatta has nation-wide tie-up with leading Nationalized Banks and Private banks. Students can avail educational loan from any Bank from their native places. Against registration of their seat. Required documents will be given by the institute.

Students can also apply online for Education Loan through AICTE initiative : Vidya Lakshmi Education Loan & NSDL under guidance of Ministry of Finance, HRD and Indian Bank Association. Vidya Lakshmi Portal provides single window for Students to access information about various loan schemes provided by banks and make applications for Educational Loans. For details visit :- www.simmc.org

Distinguished Alumni

Over 55,000 + Students & Alumni from All Parts of India & Various Foreign Nation
Our Star Performers

Suryadatta Alumni are placed at key positions in leading National & Multi National Companies across the country and the globe. Few of our star performers are:



Mr. Prashant Dave
 Batch : 2006-08
 Vice President
WGC Wealth
 Rs. 40 Lacs p.a. (CTC)



Mr. Abhijeet Bhade
 Batch : 2011-13
 General Manager
INZIT, South Africa
 Rs. 28 Lacs p.a. (CTC)



Mr. Akshat Shrivastava
 Batch : 2009-11
 Specialist - Innovation
Altimetrik India Pvt. Ltd.
 Rs. 22 Lacs p.a. (CTC)



Ms. Vandana Chandel
 Batch : 2009-11
Startup Entrepreneur
Diet Delicious - Pune



Mr. Aishwarya Nisal
 Batch : 2017-19
 Business Development Associate
BYJUS
 Rs. 10 Lacs p.a. (CTC)



Mr. Avi Shrivastava
 Batch : 2016-18
 Business Dev. Manager
Zoneone Venture Pvt. Ltd.
 Rs. 14.39 Lacs p.a. (CTC)



Mr. Sunil Kumar Sharma
 Batch : 2007-09
 AVP - Wealth Management
Globe Capital Market Ltd.
 Rs. 18 Lacs p.a. (CTC)



Ms. Sakshi Surana
 Batch : 2013-15
 Treasury Manager
Development Bank of Singapore (DBS)
 Rs. 10 Lacs p.a. (CTC)



Mr. Parvez Alam
 Batch : 2005-07
 Chief Manager - Priority Banking
Kotak Mahindra Bank Ltd.
 Rs. 21.2 Lacs p.a. (CTC)



Mr. Kartik Gaur
 Batch : 2007-09
Entrepreneur
Personified Marketing Services Pvt. Ltd.



Mr. Subrat Panda
 Batch : 2005-07
 Deputy General Manager
Vritti Solutions Ltd.
 Rs. 15 Lacs p.a. (CTC)



Ms. Sujata Mukherjee
 Batch : 2010-12
Entrepreneur
Soojata Industries - Mumbai



Mr. Himanshu Shekhar
 Batch : 2010-12
 Key Account Manager
Nestlé India
 Rs. 17 Lacs p.a. (CTC)



Mr. Kunal Oswal
 Batch : 2014-16
HGR Logistics - Co Partner & Founder of NGO 'I wanna Live'
 Rs. 9 Lacs p.a. (CTC)



Mr. Bhavya Yadav
 Batch : 2016-18
 Data Analyst
Data Maran Pvt. Ltd.
 Rs. 8 Lacs p.a. (CTC)



Mr. Tridip Biswas
 Batch : 2012-14
 Account Controller
Madisson Media Group
 Rs. 10 Lacs p.a. (CTC)



Ms. Aditya Narayan
 Batch : 2013-15
Co-founder
Microtek Learning Inc.



Mr. Saurabh Mishra
 Batch : 2010-12
 Country Manager
Otsuka Pharmaceutical Factory, Srilanka
 Rs. 19 Lacs p.a. (CTC)



Mr. Mukesh Tiwari
 Batch : 2009-11
 Sr. Manager Business Development
SIEMENS Financial Services
 Rs. 22 Lacs p.a. (CTC)



Ms. Mable Clara Joseph
 Batch : 2013-15
 Senior Specialist
Standard Chartered Global Business Pvt. Ltd.
 Rs. 7 Lacs p.a. (CTC)

more details visit www.simmc.org

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Suryadatta National Awards to
250+
Distinguished Personalities from
Various Sector from year 2003 to 2019



55,000+
Suryadatta Students and
Alumni Network Across Globe



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: 9112297604 / 8956932418 / 9112297608 / 9112297602 / 8956932412 / 9112297607 / 8956943821 / 8956943820

☎ Career Guidance : SMS your Name
Course & City 8956932400

☎ Give a missed call on
7776072000 / 8956932404

@ Send your Documents
admission@suryadatta.edu.in

🌐 Website
www.simmc.org



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Enhancing Lives for
Sustainable Development

Suryadatta Education Foundation's

Suryadatta Institute of Management & Mass Communication, SIMMC

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Affiliated to Savitribai Phule Pune University, Approved by AICTE, Govt. of Maharashtra & Recognized by Ministry of HRD, Govt. of India
Campus : Saraswati, S. No. 342, Bavdhan, Pune 411021, Maharashtra, INDIA Tel. Nos. : 020 - 67901300

Email : admission@suryadatta.edu.in URL : www.simmc.org / www.suryadatta.org For Virtual Tour Visit : [YouTube](#)

Regd. Office : 2074, Sadashiv Peth, Off. Tilak Road, Pune - 411030, Maharashtra, INDIA

For details & Campus film on : www.suryadatta.org & Follow us on : [f](#) [i](#) [t](#) [v](#) [y](#) [l](#) [g](#) [p](#)

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