



SELF ASSESSMENT REPORT (SAR)  
POSTGRADUATE MANAGEMENT PROGRAM  
**Master of Management Studies (MMS)**

**SIR M VISVESVARAYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH**  
**Wadala, Mumbai**  
**(SVIMS)**

(July, 2023)

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## PART A: Institutional Information

**1. Name and Address of the Institution** : Sir M. Visvesvaraya Institute of Management Studies & Research, Plot No. 117, Road No. 7A, Scheme, No. 57, Sewree Wadala Estate, Wadala (W), Mumbai – 4000 31

**2. Name and Address of the Affiliating University, if applicable** : University of Mumbai  
Rajabai Tower, Fort, Campus,  
Mumbai – 4000 01

**3. Year of establishment of the Institution** : 2010

**4. Types of the Institution:** Affiliated Institution

**5. Ownership Status:** Trust

### **6. Vision of the Institution:**

To be recognized as the premier institute in India imparting globally relevant higher management education and practices.

### **7. Mission of the Institution:**

To nurture socially responsible, innovative business leaders and entrepreneurs through transformative and holistic management education

### **8. Details of all the programs offered by the Institution:**

S. No.	Program Name	Year of Start	Intake at the start of the program	Increase in intake , if any (from the start)	Year of increase	AICTE Approval	Accreditation Status*
1	MMS	2010	60			Yes	Applying first time

**9. Programs to be considered for Accreditation vide this application**

S. No.	Program Name	Current Year Sanctioned Intake	Current Year admitted nos.
1	MMS	60	60

**10. Contact Information of the Head of the Institution and NBA coordinator, if designated:**

i. Name : Dr. Purshottam Patil  
Designation : Director  
Mobile No. : 9820555705  
Email id : [purshottam.patil@svims.com](mailto:purshottam.patil@svims.com)

ii. NBA coordinator, if designated

iii. Name : Prof. Ganapati Kattige  
Designation : NBA Coordinator  
Mobile No. : 9323273215  
Email id : [ganapati.kattige@svims.com](mailto:ganapati.kattige@svims.com)

<b>CRITERION 1</b>	<b>Vision, Mission &amp; Program Educational Objectives</b>	<b>50</b>
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### **1.1 Vision and Mission statements**

#### **A. Availability of the Vision & Mission Statements**

##### **Vision**

To be recognized as the premier Institute in India imparting globally relevant higher management education and practices.

##### **Mission**

To nurture socially responsible, innovative business leaders and entrepreneurs through transformative and holistic management education

#### **B. Appropriateness / Relevance of the Statements**

The Institute endeavors to be amongst the premier Business Schools in India. It resolves to render exemplary quality of management education having relevance to contemporary and futuristic business and societal requirements and conducive within the national and global framework as well.

Mission Elements:

1. To nurture socially responsible business leaders
2. To nurture innovative business leaders
3. To nurture innovative entrepreneurs
4. To deploy transformative management education
5. To foster holistic management education

SVIMS centrally located in the city of Mumbai- the financial capital of India, and with its committed team of professionals associated with leading multinational companies and premier B-Schools based at domestic and overseas locations is dedicated to transform the students into dynamic corporate leaders, adept and ethical professionals as well as ingenious and robust entrepreneurs.

### **1.2 PEOs statements**

#### **A. Listing of the Program Educational Objectives**

PEO1: Capability to identify problems in organizations and to provide solutions by applying relevant management concepts.

PEO2: Competency and skill to engender an innovative outlook and approach to environmental, social, and corporate governance (ESG) and to provide prescriptive solutions through professional practice and learning

PEO3: Aptitude to operate in multi-cultural international organizations by developing strong interpersonal and leadership skills with a global outlook and professional ethics

PEO4: Proficiency in analyzing potential opportunities to develop and run sustainable organizations in the VUCA world

### **1.3 Dissemination among stakeholders**

#### **A. Adequacy in respect of publication & dissemination**

The Vision, Mission and PEOs of the Institute are published and disseminated at the spaces or sessions mentioned below:

- On the Institute's website (<https://svims.com/vision-mission/>)
- In the Institute campus the Vision, Mission and PEOs statements are displayed at: cabins of Director and Dean Academics, every floor of the Institute, faculty rooms, reception, all classrooms, tutorial rooms, computer lab, library, seminar hall, conference hall, administration office and canteen
- The Vision and Mission statements are displayed in the email signatures of Faculty and support staff
- The Vision, Mission and PEOs are conveyed to students during Induction Programs
- The Vision, Mission and PEOs are published in the Institute Newsletter (SVIMSian Newsletter) and Institute Information Dossiers (Placements and Admissions)

The Vision, Mission and PEOs were disseminated amongst the internal and external stakeholders.

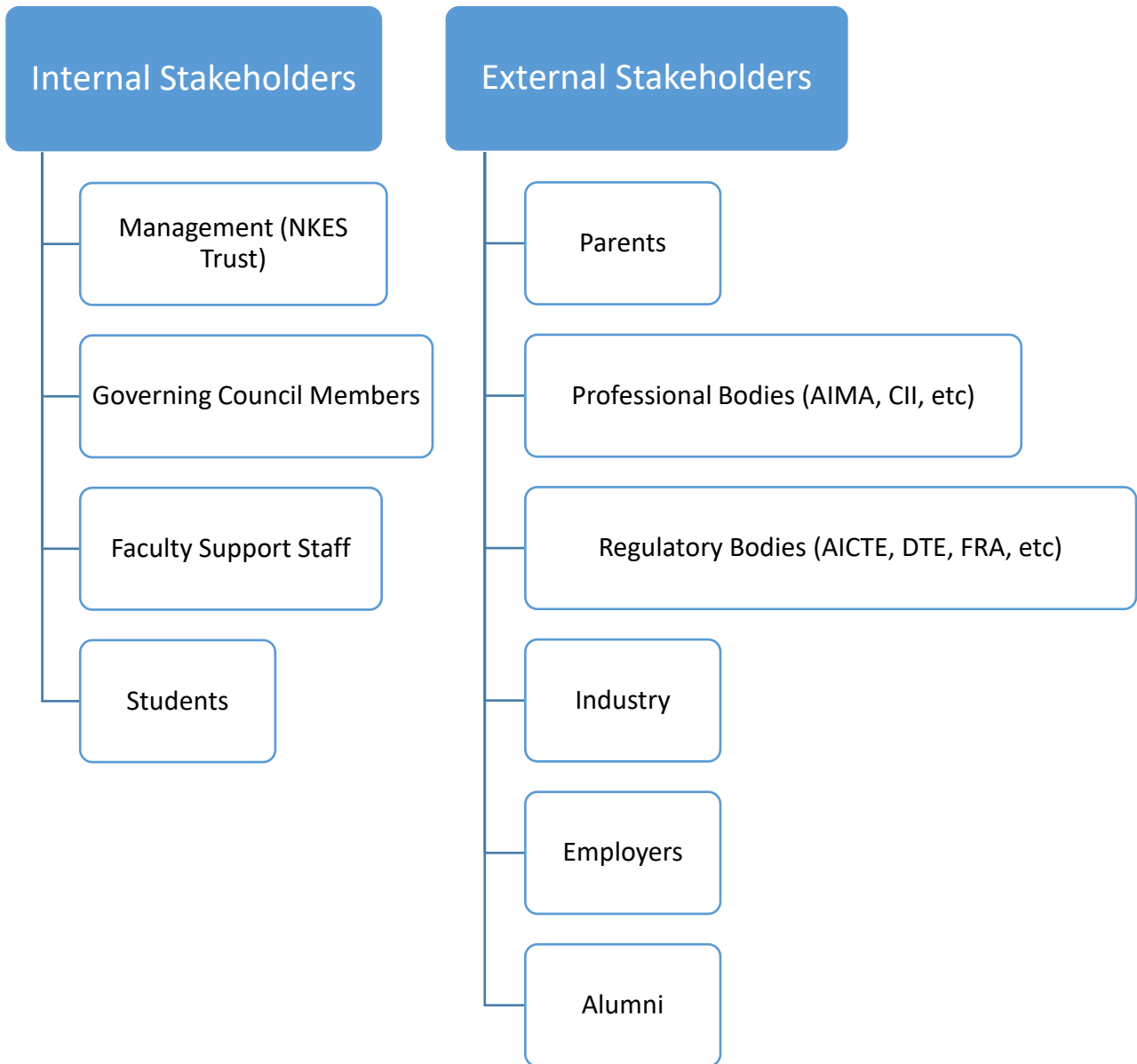


Fig 1 Important Stakeholders of Institution

The internal stakeholders of the Institute include the Management of the National Kannada Education Society, the Governing Council Members, Faculty members, support staff and the students. The external stakeholders include the parents, professional bodies such as Bombay Management Association (BMA), Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce & Industry (FICCI), etc, regulatory bodies such as AICTE, University of Mumbai, Directorate of Technical Education (DTE), Fee Regulatory Authority (FRA), etc, Industry comprising of micro, small and medium enterprises (MSMEs) and multi-national corporations (MNCs), employers of our students consisting of

those visiting our campuses each year such as HDFC Bank, ICICI Banks, Morning Star and also those who have are recently associated with the Institute such as Refinitiv (division of London Stock Exchange Group (LSEG), Nomura, Morgan Stanley and Haldirams.

Notwithstanding that the Institute had strived to disseminate the Vision and Mission statements to all the above-mentioned stakeholders, it was these prominent members that had de facto actively participated in framing these two crucial statements for the organization. Whereas the Vision of the Institute affirms that “to be recognized as the premier institutes in India imparting globally relevant higher management education and practices” it is imperative that the students realize and completely adopt the same during their academic program, more so as they are also one of the foremost beneficiaries of the program. Their awareness and understanding of the Institute’s Vision, Mission and PEOs will enable them to conform their tasks towards the Institution’s strategic perspectives.

### **B. Process of dissemination among stakeholders**

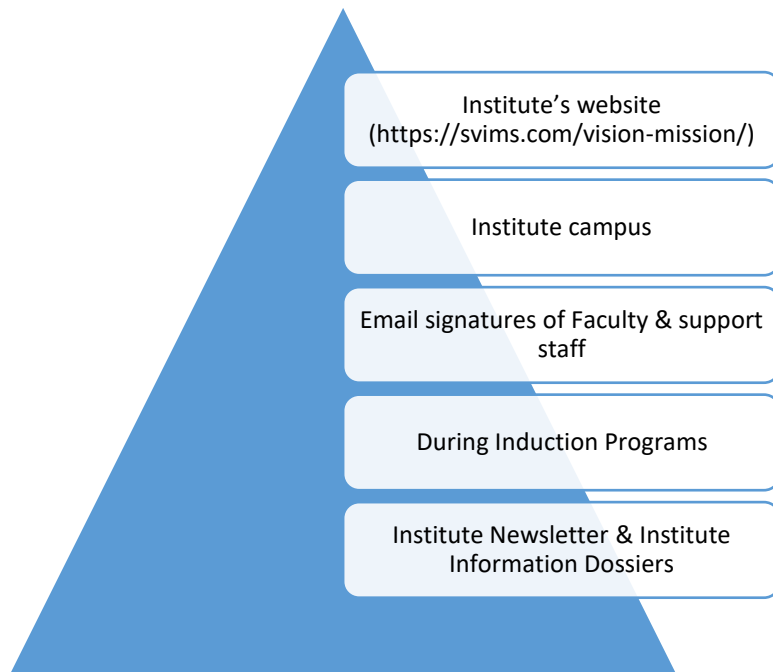


Fig 2 Process of dissemination



- i) The Institute website: As we are aware, most of our stakeholders including our students- both currently enrolled and prospective, parents, employers, regulating bodies including University of Mumbai, AICTE, DTE, Fee Regulatory Authority, etc, alumni, Industry associates, and our well-wishers as well are on digital platforms and would prefer and find it more convenient to explore and understand details about our Institute initially from our Institute's website. Hence it is imperative for our Institute to not only be merely have our digital presence but also have it updated frequently. In this context the Institute website viz., [www.svims.com](http://www.svims.com) serves as a vital instrument. The Vision, Mission and PEOs are displayed appropriately on the given website and the link for the same is <https://svims.com/vision-mission/>
- ii) Institute premises: In the Institute campus the Vision, Mission and PEOs statements are displayed at: cabins of Director and Dean Academics, every floor of the Institute, faculty rooms, reception, all classrooms, tutorial rooms, computer lab, library, seminar hall, conference hall, administration office and canteen
- iii) Email signatures: The Vision and Mission statements are displayed in the email signatures of Faculty and support staff. This serves the purpose of reinforcing the Vision and Mission statements amongst both the internal and external stakeholders.
- iv) Induction Programs: The Vision, Mission and PEOs are conveyed to students during Induction Programs. This facilitates the inculcating of Institute's strategic focus amidst the students as they embark upon the journey of management education.
- v) Institute Newsletter and Dossiers: The Vision, Mission and PEOs are published in the Institute Newsletter (SVIMSian Newsletter) and Institute Information Dossiers (Placements and Admissions).

### C. Extent of awareness of Vision, Mission and PEOs among the stakeholders

Institute acknowledges the importance of stakeholders and take requisite measures for dissemination. Vision, Mission and PEOs are available in NBA Coordinator, Director and Dean Academics places, notice boards. Also the they are made available on the Institute website, social media platforms, brochures, event reports.

### 1.4 Formulation process

#### A. Description of process involved in defining the Vision and Mission

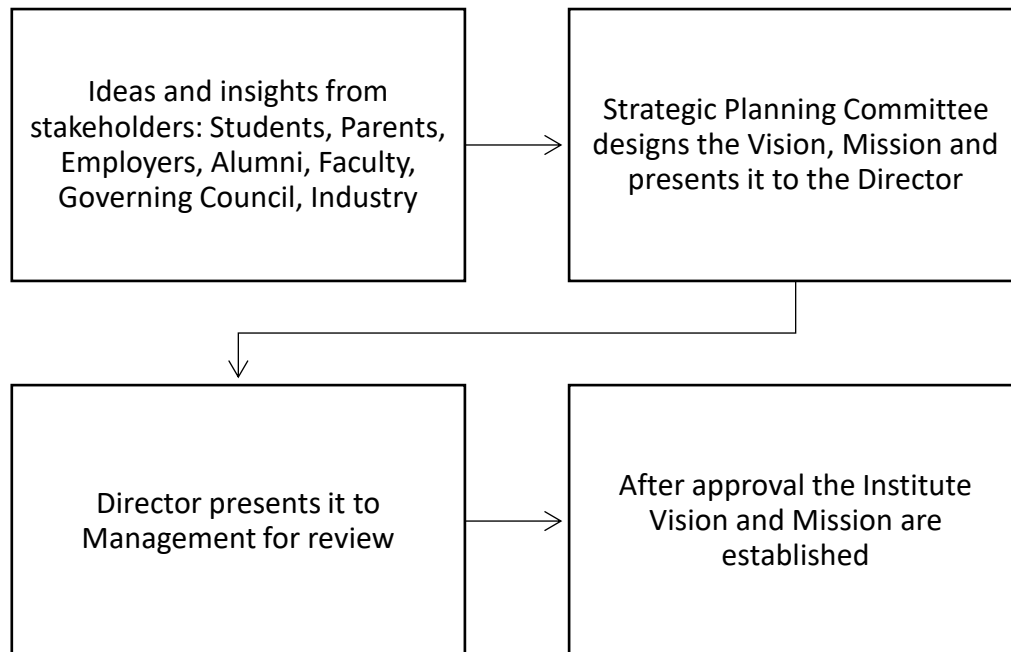


Fig 3 Formulation of Vision and Mission

The National Kannada Education Society (NKE Society) was constituted in 1939 at the behest of Bharat Ratna Sir M. Visvesvaraya. The Vision of the society is “To impart value based all-round education” and its Mission is “Empowerment with Education”.

To address the prevailing dynamic societal and business requirements, the Trust gradually established its several educational Institutions comprising of the NKES High School, NKES Junior College and NKES College of Arts, Commerce & Science. The society commenced its journey to provide management education by establishing Sir M. Visvesvaraya Institute of Management Studies and Research in 2010 to nurture successful entrepreneurs, management professionals and business leaders. The Institute

offers two year fulltime AICTE approved Master of Management Studies (MMS) Program affiliated to the University of Mumbai. The doctrine and the commitment of the NKE Society towards national advancement through excellence in management education is clearly reflected in the Vision, Mission and PEOs statements of the Institute. During the commencing phase in 2010, the Trustees of the NKE Society deliberated with the Director, faculty, support staff, delegates of the University of Mumbai and a few industry experts to sketch the Vision and Mission statements and the same were finalized during the Governing Council meetings. Eventually during 2018, the Vision and Mission statements were derived and reframed in accordance with prevailing vibrant VUCA circumstances and numerous consultations and pondering by business professionals associated with the Bombay Management Association (BMA), Mysore Association, etc corporate mavens from Hindustan Unilever (HUL), Bombay Stock Exchange (BSE), etc successful alumni and eminent educationists from Institute of Chemical Technology (ICT), etc located in India and abroad. The au courant Vision and Mission statements are concise, specific, imbining futuristic educational goals and aspirations aligned with modern-day industrial and societal exigencies and concurrently aptly articulated to inspire the several stakeholders of the Institute.

#### **B. Description of process involved in defining the PEOs of the program**

The program educational objectives (PEOs) are derived from the Vision and Mission statements framed for the MMS Program. The PEO statements broadly depict the standards and merits of the MMS Program actuated by the Institute, and ipso facto as a consequence they pave the way for actualizing its Vision and Mission. The internal stakeholders including the Management, Governing Council, students, faculty and support staff in consultation and deliberation with the external stakeholders including alumni, recruiters, industry, experts from the University of Mumbai and Directorate of Technical Education (DTE) in conjunction with the veterans from professional associations akin to Bombay Management Association (BMA) and Indian Society for Training and Development (ISTD), articulated the PEOs for the MMS Program.

The process for devising the Program Educational Objectives (PEOs) is elucidated in the figure below:

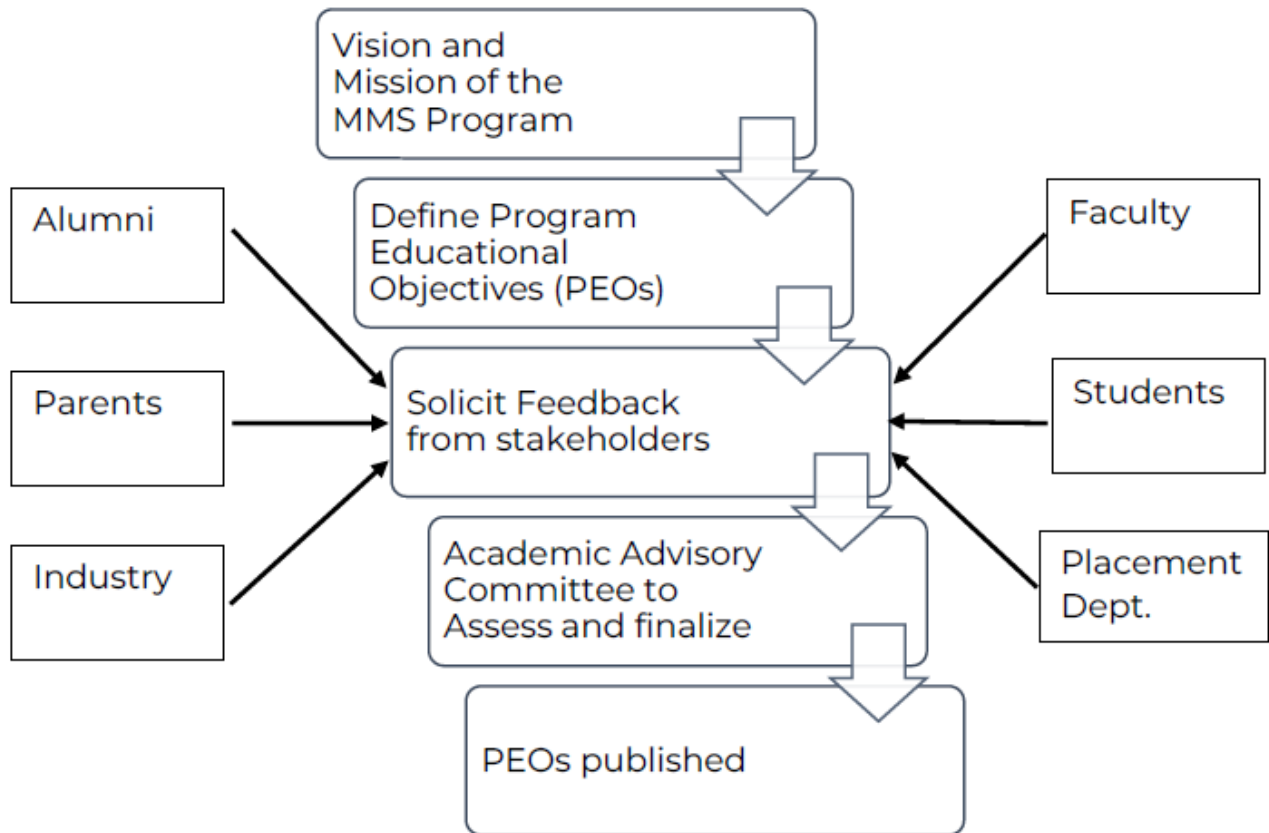


Fig 4 Process of PEO formulation

## 1.5 Consistency of PEOs with the Mission

### A. Preparation of a matrix of PEOs and elements of Mission statement

For purpose of mapping, the Mission statement is further broken up into four elements as below:

1. To nurture socially responsible business leaders
2. To nurture innovative business leaders
3. To nurture innovative entrepreneurs
4. To deploy transformative management education
5. To foster holistic management education

<b>Table 1 Mission of the Institute-PEOs Matrix</b>					
<b>PEO Statements</b>	<b>M1</b>	<b>M2</b>	<b>M3</b>	<b>M4</b>	<b>M5</b>
PEO1:	M	H	H	H	H
PEO2:	M	H	H	M	H
PEO3	L	M	M	H	H
PEO4	M	H	H	M	H

*H: High consistency M: Medium consistency L: Low consistency*

### **B. Consistency/ justification of co- relation parameters of the above matrix**

- The Vision affirms that the Institute strives to provide management education and practices having global relevance to students and subsequently be ranked amongst the premier B- Schools in our country.
- The Mission is derived from the Vision statement and serves to be instrumental to accomplish the Vision of the Institute and is further split into five Mission elements.
- Each of the four PEOs are precisely conducive to fifth Mission element.
- PEO1 which emphasizes on identifying and solving organizational problems by applying management concepts, should facilitate accomplishment of most of the elements in the Mission statement of the Institute.
- PEO3 which includes the operating in multicultural and global milieu has limitations since we do not have many students from other countries and hence should partly assist in accomplishing the first element of the Mission statement.
- PEO2 and PEO4 consist of avant-garde terminologies such as environmental, social, and corporate governance (ESG) and the VUCA world- which requires nurturing of students by adept professionals.
- Accomplishment of the four PEOs will not only foster enhancement of requisite knowledge and skills of the students to cultivate them to be more employable but also put right their attitudes towards productive efforts as envisaged by the premier recruiters.

<b>CRITERION 2</b>	<b>Governance, Leadership &amp; Financial Resources</b>	<b>100</b>
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## 2.1.1 Governance Structure & Policies

### 2.1.1.1 Governing Structure

**A. List the governing, senate, and all other academic and administrative bodies; their memberships, functions and responsibilities; frequency of meetings; and attendance therein, details of monitoring of performance done by the BoG.**

Sir M Visvesvaraya Institute of Management Studies and Research (SVIMS) functions under the directives of AICTE, DTE and the University of Mumbai... There are statutory and non-statutory committees at SVIMS, which help in the governance of the Institute. Authorities and responsibilities are allocated across the hierarchy of SVIMS for effective management and with decentralized governance for efficient operation. The objective of SVIMS governance is to achieve improvement in the quality of education at PG levels by building on existing strengths and making full use of emerging opportunities.

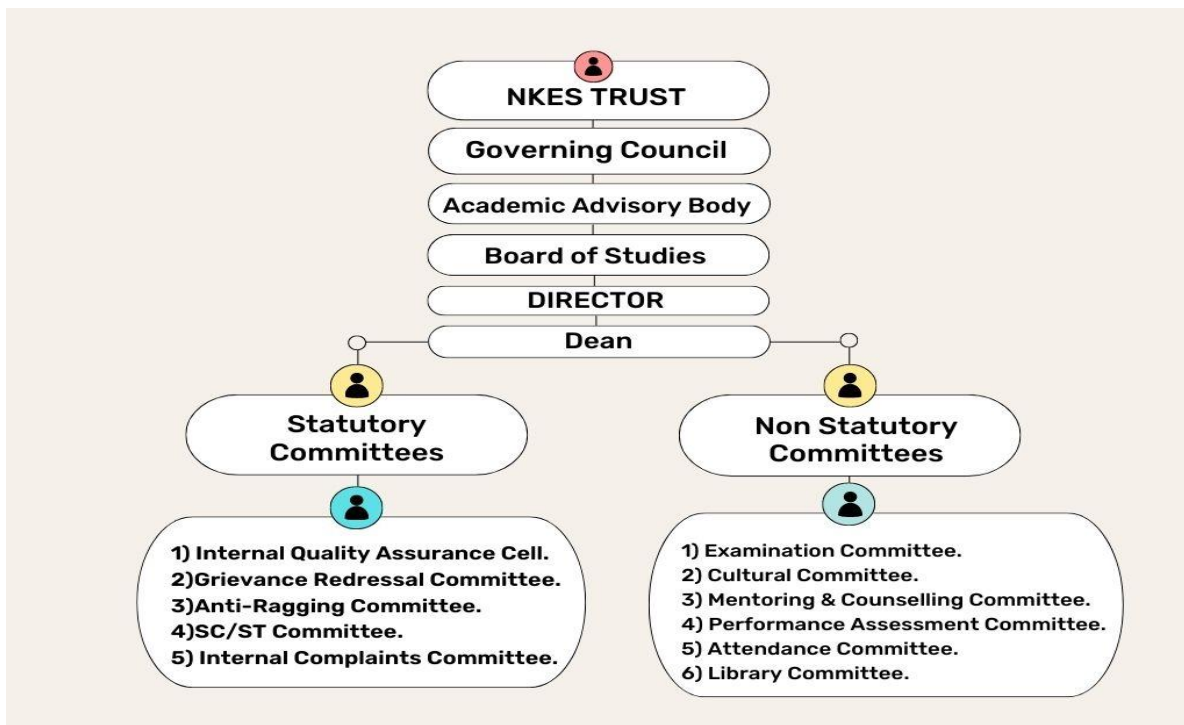


Fig 5 Management Structure

The governing council takes care of smooth functioning and defining standard operating procedures for all kinds of operations. They also further direct the decision-making powers delegations as per the inputs received and statutory requirements. Fig 5 indicates well defined management structure as per requirements. Management committee actively participates, whenever needed.

**Statutory Committees:**

- Internal Quality Assurance Cell
- Grievance Redressal Committee
- Anti-Ragging Committee & Anti-Ragging Squad
- SC/ST Committee
- Internal Complaints Committee
- Alumni Association

**Non-statutory Committees:**

- Examination Committee
- Cultural Committee
- Mentoring and Counselling Committee
- Performance Assessment Committee
- Attendance Committee
- Library Committee

**Governing Council**

The Governing Council's responsibility is collective – being responsible for supervising the institution's activities, determining its future direction, and creating a congenial environment in which the institution's Vision and Mission are attained. The Governance policies underscore the best practices of optimal governance that result in the mutual benefits to all the stakeholders:

The governance and Policy matters are laid down by the Trustees who are aided by the Board of Governors. The Governing Council makes recommendations to the Trustees on matters relating to academics, conduct of the programs, examinations etc. These recommendations are in line with the

directives of the University and AICTE. Once the recommendations of the Governing Council are accepted the same are implemented.

- Strong leadership and management
- Transparency and Integrity
- Process for exemplary teaching, assessment, through appropriate checks and balances
- Promoting Multi-disciplinary research Culture
- Focused Training and Placement Services
- Process to facilitate development of entrepreneurship culture
- Effective support systems for student's progress & Students Participation
- Effective and transparent financial systems with internal and external audits
- Mechanism for feedback from stakeholders and follow through actions
- Established process for strong industry institute interaction for better outcomes
- Processes for promotion of faculty and staff development programs

### **Functions of the Governing Council**

The Governing Council of the Institute is the ultimate administrative body.

It is constituted as per AICTE norms.

The Governing Council approves the mission and strategic vision of the institution, the academic plans and annual budgets in consonance with the interest of the stakeholders.

The Governing Council ensures the establishment and monitoring the accountability factor including financial & operational controls and risk assessment and management.

The Governing Council assesses the institution's performance against the approved plans and compares this against other institutions wherever possible. The Governing Council ensures the achievement of the mission and vision of the institution; future academic plans and research activities by providing direction for implementation and assessment.



The Governing Council approves the allotment of budget towards admissions, academics, placements, regulatory compliances, and Student’s activities, Faculty Development, Research, Infrastructure and Administration.

Frequency of meeting of the Governing Council is annual or whenever deemed necessary. This comprises the Trustees and other eminent people from other walks of life. The role of the Management is to monitor the progress of the Institution and offer recommendations for improvement

**The Governing Council** members are persons with impeccable track record in their respective fields and in academics. They have rich corporate and academic experience by virtue of which they are in a position to provide the right direction to the Institute. Their wise counsels have helped in shaping the vision and mission of the institute. Many of the governing council members have held leadership positions in their respective fields and are eminently qualified to take the institute to greater heights.

<b>Table 2 Governing Council Members</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Position in the Trust</b>	<b>Professional position</b>
1	Mr. Parthasarathi Naik	President, NKES	Retd. Joint Commissioner Income Tax
2	Mr. Ananth Banwasi	Committee Member, NKES	Retd. Asst General Manager, Larsen & Toubro Ltd.
3	Dr G S Shankarling	Vice President, NKES	Head Dyestuff Dept of Institute of Chemical Technology,
4	Ms. Kamala Kantharaj	Vice President, NKES	Group Compliance & Governance Edelweiss Financial Service
5	Dr. M. Ram Mohan Rao	Governing Council Member	Emeritus Professor, IMT, Pro Vost Woxsen School of Business
6	Dr. N. R. Parasuraman	Governing Council Member	Director, SDMIMD
7	Dr. Amit Dutta,	Governing Council Member	Retd. Regional Officer (AICTE)

**Table 2 Governing Council Members**

<b>Sr. No.</b>	<b>Name</b>	<b>Position in the Trust</b>	<b>Professional position</b>
8	Mr. U. R. Bhat,	Governing Council Member	Director Dalton Capital Advisers (India) Pvt .Ltd.
9	Dr. Nagendra V. Chowdhary	Governing Council Member	Vice President & Head-Academics & ET Cases at Time Professional Learning
10	Dr. D. Y. Patil	Governing Council Member	University of Mumbai
11	Mr. Pramod Naik	Governing Council Member	Directorate of Technical Education
12	Mr. Sekhar Natarajan	Governing Council Member	Chairman Monsanto India Ltd.
13	Mr. B. Narayan	Governing Council Member	Group President Procurement & Projects Reliance Industries Limited
14	Dr. Purshottam Patil,	Director, SVIMS	Sir M. Visvesvaraya Institute of Management Studies & Research
15	Dr. Vasumathy Hariharan	Dean Academics	Sir M. Visvesvaraya Institute of Management Studies & Research


  
**SVIMS**
  
 Sir M. Visvesvaraya Institute
   
NKES GROUP of Management Studies & Research

**Sir M. Visvesvaraya Institute of Management Studies & Research,**
  
 Sewree-Wadala Estate, Scheme No-57, Indulal-D. Bhua Marg, Road No
   
 7A, Wadala, Mumbai-400 031

**Governing Council Meeting**

Meeting Date: March 20, 2021

Meeting Venue: SVIMS – Conference Room

Meeting Organizer: Team SVIMS

Meeting Chair: Mr. U. R. Bhat

**Agenda**

1. Welcome Address – Dr. Vasumathy Hariharan
2. Minutes of Previous Meeting & Actions Taken - Dr. Vasumathy Hariharan
3. Highlights of the year under review by Dr. Purshottam Patil
4. Presidential Speech - Mr. U. R. Bhat

**Members Present:**

1. Mr. Parthasarathi Naik
2. Mr. Ananth Barwasi
3. Dr. G. S. Shankarling
4. Dr. M. RamMohan Rao
5. Mr. U. R. Bhat
6. Mr. Nagendra Chowdhary
7. Mr. B. Narayan
8. Mr. Sekhar Natrajan
9. Dr. Purshottam Patil
10. Dr. Vasumathy Hariharan

**Invitee**

1. Mrs. Padmaja Barwasi




**Members who were granted 'Leave of Absence':**



1. Ms. Kamala Kantharaj, Group Compliance and Governance, Edelweiss Financial Services
2. Mr. Sadasshiv Rao, CEO, NIIF Infrastructure Finance Ltd.
3. Dr. N. R. Parasuraman, Director, SDMIMD
4. Dr. C. S. Verma, Regional Officer (AICTE), Nominee of AICTE
5. Dr. D. Y. Patil, University of Mumbai, Nominee of University of Mumbai
6. Mr. Pramod Naik, Directorate of Technical Education, Nominee of DTE

**Agenda 1: Welcome Address**

At the outset, Dr. Vasumathy Hariharan, Dean: Academics, welcomed all the esteemed members and thanked them for agreeing to be a Member of the Governing Council of Sir. M. Visvesvaraya Institute of Management Studies & Research. She hoped that their valuable guidance would steer the institute towards being one of the premier institutes in the field of management education of our country and the world. The committee on its part expressed its wish to actively facilitate development focused on the factors making SVIMS an Institute of Excellence in the country.

**Agenda 2: Minutes of the Last meeting & Actions Taken.**



- The minutes of the Governing Council Meeting (22<sup>nd</sup> September 2019) was approved and ratified.
- **ACTIONS TAKEN:** The Governing body noted the action taken on the decisions of the meeting.
- Dr Purshottam Patil highlighted the unprecedented disruption caused by the COVID 19 pandemic as a result of which the educational institutions had to conduct online classes and also online examinations. The initial days were very difficult but gradually the faculty overcame the technical glitches and started online classes using GOOGLE CLASSROOM. The students had to remain at home for long periods. The students faced extreme difficulties in terms of internet connectivity issues, sickness of self and family members and in certain extreme cases unfortunate death of family members.
- Dr Patil also highlighted the fact that due to the extreme difficulties and complete lockdown in the wake of COVID 19 Pandemic, the Governing Council Meeting for the year 2020 could not be held.
- Dr Vasumathy Hariharan explained the need for keeping the students during the pandemic. She suggested conducting SAMARTH Webinars during the pandemic.

seminars were to be conducted online.

- Capstone projects to be conducted in collaboration with EQUITY LEVERS. The talks with Mr Badri Narayanan were successful and he promised extend full cooperation to the Institute in conduct this online capstone projects. The students will be able to work on the financials of various companies and analyze the companies' balance sheet and P&L Account.

The vote of thanks was delivered by Mr. U. R. Bhat. The Governing Council Meeting was then concluded with the permission of the Chair.

**Fig 6 Minutes of Meeting (Governing Council)**

### **Academic Advisory Body: (AAB)**

#### **Functions of the Academic Advisory Body:**

Promotion of teaching, research and allied activities, covering methods of instructions, evaluation, etc. and suggestions for improvement in academic standards.

To make recommendations to the Governing Council on the proposals received from the Board of Studies of the Institute. To consider matters of academic interest either suo moto or based on a reference made by Board of Studies or Governing Council or Director and to take appropriate actions whenever required.

<b>Table 3 Academic Advisory Body</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Professional position</b>
1	Mr. Parthasarathi Naik	President NKES	Retd. Joint Commissioner Income Tax
2	Mr. Ananth Banwasi	Committee Member, NKES	Retd. Asst General Manager, Larsen & Toubro Ltd.
3	Dr G S Shankarling	Vice President, NKES	Head Dyestuff Dept of Institute of Chemical Technology,
4	Dr Vasumathy Hariharan	Dean Academics, SVIMS	Dean Academics, SVIMS
5	Dr. M. Ram Mohan Rao	Governing Council Member	Emeritus Professor, IMT, Pro Vost Woxsen School of Business
6	Dr. Purshottam Patil	Director, SVIMS	Director, SVIMS

## **BOARD OF STUDIES**

### **Functions of Board of Studies**

The members of the BOS are academicians who are knowledgeable with vast years of experience in the field of Academics. Their advice and ideas are solicited to provide good wholesome education in the field of Management. The meeting of the BOS is held at least once a year.

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Professional position</b>
1	Dr Purshottam Patil	Director, SVIMS	Director, SVIMS
2	Dr Vasumathy Hariharan	Dean Academics, SVIMS	Dean Academics, SVIMS
3	Prof Ganapati Kattige	Asst. Professor, SVIMS	Asst. Professor, SVIMS
4	Dr Aruna Deshpande	Associate Professor, ADMI	Associate Professor, ADMI
5	Dr. M. Ram Mohan Rao	Governing Council Member	Emeritus Professor, IMT, Pro Vost Woxsen School of Business
6	Dr.Smita Shukla	Director In-Charge, ADMI	Director In-Charge, ADMI

**Internal Quality Assurance Cell:**

<b>Table 5 IQAC Members</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1	Prof Ganapati Kattige	Asst Professor, SVIMS	Chairperson
2	Mr Anant Banwasi	Committee Member, NKES	Management Representative
3	Mrs. Kamala Kantharaj	Vice President, NKES	Management Representative
4	Dr Vasumathy Hariharan	Dean Academics, SVIMS	Faculty Representative
6	Dr Nagendra Chowdhary	Governing Council Member	Industry Expert
7	Mr U R Bhat	Industry Expert	Industry Expert

The internal Quality Assurance Cell (IQAC) keeps a close watch on the academic activities as well other extracurricular and co-curricular activities that will help the students blossom into well rounded personalities. The IQAC studies the feedback received from students, parents and other stakeholders and ensure compliance of genuine demands. The IQAC ensures that the infrastructure is optimally utilized.

**GRIEVANCE REDRESSAL COMMITTEE MEMBERS**

The Grievance Redressal Committee consists of senior members. The initial level of grievance redressal for the faculty members and staff members of the Institution is the Director. Issues unresolved will be referred to the Committee.

<b>Table 6 Grievance redressal committee members</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1	Dr Purshottam Patil	Director, SVIMS	Chairperson
2	Mrs Bhavani Bhargav	Hon.Treasurer	Management Representative
3	Mr Yatin Karbhari	Admin Executive,	Staff Representative
4	Prof Ganapati Kattige	Asst Professor, SVIMS	Faculty Representative
5	Mr Nikhil Yeshwante	1st Year MMS student	Student Representative
6	Ms. Tejaswini Suryavanshi	1st Year MMS student	Student Representative
7	Mr Vinay Jain	2nd Year MMS student	Student Representative
8	Ms. Vaishnavi Chaudhary	2nd Year MMS student	Student Representative

### **ANTI RAGGING COMMITTEE (ARC)**

The committee's role is to ensure a peaceful and pleasant academic atmosphere for the newcomers till they settle down in their academic pursuit.

### **MAIN DUTIES AND ACCOUNTABILITIES**

The functions and duties of the Committee shall be as follows:-

- To ensure that no ragging or other unpleasant activities happen in the campus
- To take adequate preventive actions and precautions to prevent ragging and similar activities

- Establish a mechanism that will help students to take up issues with the competent authorities
- Display anti ragging instructions / signage in the campus
- Take suitable action against delinquent students who indulge in ragging and such unpleasant activities

#### **ANTI-RAGGING COMMITTEE MEMBERS**

<b>Table 7 Anti Ragging Committee Members</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1	Dr Purshottam Patil	Director SVIMS	Chairperson
2	Mr Anant Banwasi	Committee Member NKES	Management Representative
3	Dr Vasumathy Hariharan	Dean Academics, SVIMS	Faculty Representative
4	Prof Ganapati Kattige	Asst Professor, SVIMS	Faculty Representative
5	Mr Prajwalit Gawli	1st Year MMS Student	Student Representative
6	Mr Pawan pandey	2nd Year MMS Student	Student Representative
7	Ms Devika Navrat	1st Year MMS Student	Student Representative
8	Ms Anjali Phanse	1st Year MMS Student	Student Representative



## **ANTI-RAGGING SQUAD**

<b>Table 8 Anti Ragging Squad</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1	Prof Priyanka Dukhande	Asst Professor, SVIMS	Faculty Representative
2	Dr Rahul Shah	Associate Professor, SVIMS	Faculty Representative
3	Mrs Prachi Gamre	Executive NBA - Compliance	Staff Representative
4	Ms. Mayuri Chitte	1st Year MMS Student	Student Representative

## **Scheduled Caste / Scheduled Tribe Committee**

As per UGC / AICTE guidelines, a committee is formed for prevention of atrocities against SC/ST students under the Act No. 33 of the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Act, 1989. In case of any grievance in this regard, students can approach the committee for redressal. The committee will suggest measures to prevent atrocities, if any, against any of the SC/ST students in the institute and to ensure the feeling of security amongst them as per the provisions in the said act.

## **ROLES & RESPONSIBILITIES**

- To advise and guide SC/ ST students and help them manage academic and personal issues if any.
- To make the SC/ST students aware of various scholarships / programs of State Govt. and UGC.
- To function as a Grievances Redressal Cell for the grievances of SC/ST students and employees of the college and render necessary help in resolving their academic as well as administrative issues.
- To ensure the prevention of atrocities on the SC, ST Staff, Faculty and Students.
- To hear and resolve the issues/complaints if any; of such nature of Atrocity reported/complained.

<b>Table 9 SC-ST Committee Members</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1	Dr Purshottam Patil	Director SVIMS	Chairperson
2	Mrs Padmaja Banwasi	Hon. Secretary, NKES	Management Representative
3	Prof Ganapati Kattige	Asst Professor, SVIMS	Faculty Representative
4	Prof Priyanka Dukhande	Asst Professor, SVIMS	Faculty Representative
5	Mrs Prachi Gamre	Executive NBA - Compliance	Staff Representative
6	Mr Yatin Karbhari	Admin Executive	Staff Representative
7	Ms Devika Navrat	1st Year MMS Student	Student Representative
8	Mr Nikhil Yeshwante	1st Year MMS Student	Student Representative
9	Mr Ganesh Kamble	2nd Year MMS Student	Student Representative
10	Ms. Renuka Bansode	2nd Year MMS Student	Student Representative

#### **INTERNAL COMPLAINTS COMMITTEE**

The Institute is duty-bound to provide a safe academic and working environment to all women students and employees. As per the guidelines of Supreme Court, UGC, Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act, 2013, an Internal Complaint Committee has been established by the University on 5<sup>th</sup> August, 2016.

As per the guidelines of UGC, and the Supreme Court an Anti-Sexual Harassment Policy has been framed and Internal Complaint Committee (ICC) has been established by the Institute to provide a healthy and pleasant atmosphere to the staff and students of the Institute.

Definition of Sexual Harassment: The behavior characterized by the making of unwelcome and inappropriate sexual remarks or physical advances in a workplace or other professional or social situation. The committee has been constituted to meet the three main principles in preventing and putting an end to any sort of sexual harassment that may occur in the institution:

The functioning of the committee should be in accordance with the policy guidelines laid down in this regard. The main aim of the committee is to prevent and protect employees against sexual harassment Ensuring safe and healthy work environment in the institution The Policy also attempts to set expectations regarding workplace behavior and provide with a framework for reporting non-observance of guidelines. A victim of sexual harassment can be a man or a woman. The victim can be of the same sex as the harasser. The harasser can be a higher-up, colleague, or an outsider who has a business relationship with the Institute

**PROCEDURE TO BE FOLLOWED BY THE COMMITTEE**

The Committee shall meet as per the exigency of the situation. The Committee will advise the complainant to prepare and submit a detailed report of incidents if the written complaint lacks clarity and specific charges, within a period of three (3) days from such direction or time period that the Committee may decide.

The Committee shall direct the perpetrator to prepare and submit a written response to the complaint / allegations within a period of three (3) days from such direction or such other time period as the Committee may decide.

<b>Table 10 ICC Committee</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1	Dr Purshottam Patil	Director SVIMS	Chairperson

<b>Table 10 ICC Committee</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
2	Mrs Padmaja Banwasi	Hon. Secretary, NKES	Management Representative
3	Dr Vasumathy Hariharan	Dean Academics, SVIMS	Faculty Representative
4	Prof Ganapati Kattige	Asst Professor, SVIMS	Faculty Representative
5	Dr Kavita Chakravarty	Asst Professor, Svims	Faculty Representative
6	Mrs Prachi Gamre	Executive NBA – Compliance	Staff Representative
7	Ms Devika Navrat	1st Year MMS	Student Representative
8	Mr Nikhil Yeshwante	1st Year MMS	Student Representative
9	Ms. Renuka Bansode	2nd Year MMS	Student Representative

### **Non Statutory Committees**

#### **Examination Committee for Internal and external exams.**

The main functions of the examination committee is to conduct examinations regularly as prescribed by the university and to declare the results in a timely manner. To this effect, the examination timetable is drawn up for both the internal and external exams. The examination committee discusses with the faculty and the timetable is circulated to the faculty and students. The invigilation work is also assigned by the examination committee to the faculty. Once the exams are done with, the evaluation task is assigned to the respective faculty. The marks are consolidated and the results are published.

For failed students, re-exams are held.

<b>Table 11 Examination Committee</b>		
<b>Sr No.</b>	<b>Name</b>	<b>Designation</b>
1	Dr Purshottam Patil	Director, SVIMS
2	Dr Vasumathy Hariharan	Dean Academics, SVIMS
3	Prof Ganapati Kattige	Asst. Professor, SVIMS
4	Dr Kavita Chakravarty	Asst. Professor, SVIMS
5	Mrs Prachi Gamre	Executive NBA Compliance

### **Cultural Committee:**

The Cultural Committee conducts various cultural activities involving students, faculty and staff. The festivals like Holi, Dussehra, Diwali and Christmas are celebrated to reflect the rich and varied tradition of festivals in India and also to inspire the youth to come together and celebrate the diversity of our Nation. Further, to provide a platform to the young students to showcase their talents in various activities like Dance, Drama & Singing etc. a festival called UTHAAN is celebrated in the campus.

<b>Table 12 Cultural Committee</b>		
<b>Sr. No.</b>	<b>Name</b>	<b>Designation / sub committees</b>
1	Dr Vasumathy Hariharan & Prof Ganapati Kattige	Coordinators
2	Dr P. Dukhande, Prof P Oberoi, Dr Kavita C, Dr R Shah	Sponsorship Committee
3	Dr Vasumathy H, Prof Mani, Ms. Pai, Ms. Prachi	Finance Committee
4	Prof Atul Mandale, Mr Yatin, Ms Sulochana	Sports & Uthaan Registration Desk
5	Prof Mani, Dr Vasumathy H	IT & Management Games
6	Dr Shah, Prof Mani	Discipline Committee

## **MENTORING AND COUNSELLING COMMITTEE**

This committee's role is to ensure that suggestions and advice are offered to all the students and in particular to the needy and troubled ones.

### **MAIN RESPONSIBILITIES**

The responsibilities and duties of the Committee shall be as follows:-

- To hold mentoring / guidance sessions with all students at regular intervals - say twice a month
- Identify students with learning issues and/or other issues and discuss with them, understand their issues and suggest suitable counseling and remedial measures
- Follow up with such students to ensure that they become fully functional
- Take up with higher authorities, in case of serious issues which could not be resolved

<b>Table 13 Mentoring and Counselling Committee</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr Purshottam Patil	Director SVIMS	Chairperson
2.	Dr Vasumathy Hariharan	Dean Academics SVIMS	Faculty Representative
3.	Prof Ganapati Kattige	Asst Professor SVIMS	Faculty Representative
4.	Dr Kavita Chakravarty	Asst Professor SVIMS	Faculty Representative

### **Performance Assessment Committee**

Performance assessment is a continuous process. There is a constant endeavor to upgrade and improve the teaching methodology and the delivery of the same. The institute desires that every teacher becomes a good guide, mentor and effective teacher. There is a continuous appraisal using the Key Responsibility Area matrix

<b>Table 14 Performance Assessment Committee</b>			
Sr. No.	Name	Designation	Position
1.	Dr Purshottam Patil	Director SVIMS	Chairperson
2.	Dr Vasumathy Hariharan	Dean, Academics SVIMS	Faculty Representative
3.	Mr Anant Banwasi	Committee Member, NKES	Management Representative
4.	Mrs Padmaja Banwasi	Hon. Secretary NKES	Management Representative

### **Attendance Committee**

The attendance committee ensures that the faculty and staff scrupulously follow the attendance rules and the leave rules. All faculty and staff are required to mark their presence biometrically at the time of reporting every day and also sign off at the time of leaving the campus. Additionally the faculty and staff are required to sign the attendance register on a daily basis at the time of reporting and also at the time of leaving. Faculty and staff are required to apply for leave before hand and obtain the permission of the Director before they proceed on leave, The faculty and staff are expected to inform the Director/Dean in case of leave owing to sickness and other exigencies. The information should be transmitted by email / WhatsApp. Upon resumption of duty the faculty/staff concerned should submit the leave application without fail. All leaves must be supported by leave applications.

<b>Table 15 Attendance Committee</b>			
Sr. No.	Name	Designation	Position
1	Dr Purshottam Patil	Director SVIMS	Chairperson
2	Dr Vasumathy Hariharan	Dean, Academics SVIMS	Faculty Representative
3	Prof Ganapati Kattige	Asst. Professor SVIMS	Faculty Representative
4	Mr Anant Banwasi	Committee Member, NKES	Management Representative
5	Mrs Padmaja Banwasi	Hon. Treasurer, NKES	Management Representative



## **LIBRARY COMMITTEE**

This committee's function is to ensure that the library is well-maintained with books, reference materials and periodicals to ensure that students make optimum use of the library for enriching their and to provide reference material for Faculty members.

## **MAIN DUTIES AND RESPONSIBILITIES**

The functions and duties of the Committee shall be as follows:-

- Ensure that proper records are maintained in respect of books, journals, newspapers and other materials
- Provide guidance to the students for choosing appropriate books, journals, newspapers and other materials to suit the students' needs
- Proper referencing system is maintained for books, journals, newspapers and other materials which are in demand
- Identify and recommend for purchase good and latest books, journals, newspapers and other materials
- Vet the requests for new books, journals, newspapers and other materials and proceed with the further action

<b>Table 16 Library Committee Members</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1	Dr Purshottam Patil	Director SVIMS	Chairperson
2	Prof Priyanka Dukhande	Asst Professor, SVIMS	Faculty Representative

<b>Table 16 Library Committee Members</b>			
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
3	Mrs Padmaja Banwasi	Hon Treasurer NKES	Management Representative
4	Mrs Sulochana Bhogale	Librarian	Staff Representative
5	Mr Pawan Pandey	2nd Year MMS Student	Student Representative
6	Ms Tejal Nibre	1st Year MMS Student	Student Representative

### **MEETINGS OF THE VARIOUS COMMITTEES**

The meetings of various committees are held on the basis of priority. The meetings are held to discuss important developments that may arise or have arisen in connection with grievances, complaints received.

<b>Table 17 Meeting Details</b>			
<b>Internal Quality Assurance Committee</b>			
<b>Academic Year</b>	<b>Date of Meeting</b>	<b>No. of Members Attended</b>	<b>No. of Members Absent</b>
2020-21	15/07/2020	5	2
	15/10/2020	6	1
	15/12/2020	6	1
	15/03/2021	6	1
2021 - 22	23/07/2021	5	2
	20/10/2021	7	0
	10/12/2021	7	0
	20/04/2022	7	0

<b>Table 17 Meeting Details</b>			
<b>Internal Quality Assurance Committee</b>			
2022 - 23	15/07/2022	7	0
	19/10/2022	7	0
	23/12/2022	7	0
	06/03/2023	7	0
<b>Grievance Redressal Committee</b>			
2020-21	16/10/20	11	0
	16/03/21	11	0
2021 - 22	21/10/21	10	1
	21/04/22	11	0
2022 - 23	21/10/22	10	1
	05/03/23	9	2

<b>Table 18 Grievance Redressal Committee (Student)</b>			
<b>Academic Year</b>	<b>Date of Meeting</b>	<b>No. of Members Attended</b>	<b>No. of Members Absent</b>
2020-21	16/10/20	11	0
	16/03/21	11	0
2021 -22	21/10/21	10	1
	21/04/22	11	0
2022 -23	21/10/22	10	1
	05/03/23	11	0
<b>Anti-Ragging Committee</b>			
<b>Academic Year</b>	<b>Date of Meeting</b>	<b>No. of Members Attended</b>	<b>No. of Members Absent</b>
2020-21	16/10/20	10	0
	16/03/21	10	0
2021 -22	21/10/21	9	1
	21/04/22	10	0
2022 -23	21/10/22	10	0
	05/03/23	10	1
<b>Internal Complaints Committee</b>			
<b>Academic Year</b>	<b>Date of Meeting</b>	<b>No. of Members Attended</b>	<b>No. of Members Absent</b>
2020-21	16/10/20	12	0
	16/03/21	11	1
2021 -22	21/10/21	12	0
	21/04/22	12	0
2022 -23	21/10/22	11	1
	05/03/23	11	1

### **2.1.1.2 SERVICE RULES:**

#### **A. The published service rules, policies and procedures with year of publication**

##### **HR Policies:**

The Institution has clearly laid-down policies for faculty members and non-teaching staff. It begins with a detailed appointment letter clearly spelling out the terms and conditions of appointment and salary details.

##### **Service Rules are stated in the HR Policy Handbook and in the appointment order**

1. The service at this institution shall take effect from the date of joining date.
2. The faculty member shall work under the supervision and guidance of the Director and the Dean-Academics besides the head of the Department and discharge official duties connected with the Educational and Research activities of the Institution and render such other assistance as may be assigned by the authorities of the Institution from time to time.
3. The faculty member of the Institution shall be a full time salaried employee of the Institution and shall devote his/ her whole time to the Institution. No faculty member shall engage in any activity for which emoluments or honorarium is without the written permission of the management.
4. The faculty is expected to engage in research work. He/ She has to publish at least two Research articles in an academic year.
5. The faculty member shall not be permitted to leave the institution during the Academic year. In case he/she wants to leave the institution in the middle of the academic year, 3 months prior notice is to be given by either side

<https://svims.com/hr-policy-handbook/>

<https://svims.com/hr-policy>

### **2.1.1.3 Policies**

**A. Well defined and implemented policies of governance with stakeholders participating in the development of these policies. Extent of awareness among the faculty and students**

**HR policies are mentioned in the HR manual:**

Link for the same is given below.

<https://svims.com/hr-policy-handbook/>

The following aspects are covered in the HR manual.

- Recruitment
- Induction
- Compensation & Benefits
- Code of Conduct
- Attendance - Biometric Attendance System
- Leave Policy
- Performance Management System
- Grievance Redressal Mechanism
- Employee Separation & Exit Process

### **2.1.1.4. Strategic Plan**

In accordance with the mission and vision of the institute, it focuses on the students who can emerge as excellent managers, business leaders, entrepreneurs, and valuable assets of the society at large. This objective of the institute is further expanded to include the development of the students by way of seminars, guest lectures, to enhance and develop the intellectual capability, and the wherewithal to take correct managerial decisions and to enhance the capabilities to deal with different stakeholders effectively.

It was felt by the faculty that the students lacked certain important skills like English communication skills, the Group Discussion skills, and the confidence to face the interview panel. It was also felt that students need to keep abreast of the latest developments happening in industry and the specific sectors at large like marketing, finance and HR.

### **Presence of Strategic Plan:**

#### **Case Studies**

#### **UDAAN – Strategic initiative for the benefit of students**

With a view to preparing the students to face the recruiters and to meet the tough industry standards, it was decided to launch the UDAAN programme. The idea of UDAAN was conceived and put in place in the month of July 2022. The following faculty members were actively involved in this activity.

Dr. Vasumathy Hariharan (Professor, Dean-Academics)

Dr. Priyanka Dukhande (Assistant Prof.)

Dr. Kavita C (Assistant Prof.)

#### **Modus Operandi**

The 2021-23 MMS batch was the inaugural batch.

Topics in finance were identified and distributed amongst faculty members based on their expertise.

Periodic Assessments in the form of Mock Interviews, Presentations and Group Discussions were conducted. The evaluation was shared amongst concerned faculty and the Director. The feedback was provided to the students for improvement.

The allotment of topics was as under:

- Equity Market – Basics, Ratio Analysis, Valuation - Dr. Vasumathy Hariharan
- Concepts in Banking, Fixed Income, Economics, Foreign Exchange - Prof. Gangadharan Mani
- Derivatives, Financial Markets, Mutual Funds & Hedge Funds – Dr. Priyanka Dukhande
- Accounting, Financial Statements – Dr. Kavita Chakravarty

Periodic Assessments in the form of Mock Interviews, Presentations and Group Discussions were conducted. The evaluation was shared amongst concerned faculty and the Director. The feedback was provided to the students for improvement.

At one point it was observed that some students tried to overtake others by virtue of their communication skills and knowledge. Hence, it was collectively decided to divide them into two group – Group A (Above Average), Group B (Below Average) and the faculty were also distributed amongst the two group (Dr. Vasumathy Hariharan (Dean, Academics), Prof. Gangadharan Mani– Group A and Dr. Priyanka Dukhande (Assistant Prof.), Dr. Kavita Chakravarty (Assistant Prof.) – Group B).

The students were given the freedom to sit with any faculty before the interviews for getting trained.

### **Supplementary Sessions.**

**The following supplementary sessions were conducted by external faculty.**

- Communication classes by Prof. Vidya Shenoy
- Advanced Excel by Prof. Abhinav Sharma, IIM (Lucknow)
- Interventional Lectures by Prof. Sagar Gandhi (NISM)
- Skill Development session on Interviews, Group Discussion by Prof. Sidhwa

The entire exercise was focused on making the students strong on topics that had strong linkages with the industry and developing the knowledge and skill sets required to face the challenges.

### **Seminars:**

**1) Mr. Bijo Babu Daniel, of Citi Group**

<https://svims.com/seminar-by-mr-jitin-babu/>

**2) Mr. Salil Thanawala, Principal Partner, Edelweiss Private Wealth**

<https://svims.com/seminar-by-mr-salil-thanawala/>

**3) Mr. Rashmikant, Head – Business Excellence, Tata Power Ltd.**

<https://svims.com/seminar-by-mr-rashmikant/>

**4) Mr. Shrikant Iyengar, Investor and Wealth Manager**



<https://svims.com/seminar-by-mr-shrikant-iyengar/>

**5) Bombay Stock Exchange Visit**

<https://svims.com/bse-visit/>

**6) Visit to State Bank of India, Corporate Head Office, Nariman Point, Mumbai**

<https://svims.com/sbi-visit/>

The Institute has excellent faculty and has enhanced the quality of its program to meet the standards of the industry, and has improved the infrastructure. It has also achieved recognition nationally and internationally. The institute conducted an International conference under the auspices of ICSSR titled “A Sustainable Organization in Technology Driven Era” on April 1st & 2nd, 2022. The International conference was attended by eminent Academics and Corporate Leaders from India and abroad. Papers were presented by many researchers on various topics. In our continued pursuit towards achieving our strategic goals and mending the areas of weakness, we continue our focus on many strategic priorities.

The objectives of the Promotion Policy for faculty are as follows:

- To ensure that all positions are held by employees having the requisite qualifications, exposure and competence
- To synchronize the aspirations for growth and development of the employees with that of the institution
- To be fair and objective in the matters of promotion
- To give due recognition to meritorious performance

The promotion policy of the institute is well laid down and it provides opportunity to faculty and staff for faster promotion based on productivity and contribution. The institute has an open and transparent learning environment. There is a culture of dialogue among faculty, staff, students, and the management on various issues. There is a great deal of emphasis on self- improvement for faculty and staff. Separate budgetary allocations are made for development needs.

## 2.1.2 Faculty Empowerment

### 2.1.2.1. Faculty Development Policies

The institution should have a well-defined faculty development policy to ensure that faculty continues to meet high standards.

The Faculty pool is highly valued by the institute. The institute has a well-designed policy right from faculty selection, their work and engagement, salary and benefits, leave rules, accountability and performance appraisal, career advancement, consultancy and training engagement, research incentives, and with a separate description of faculty development policies.

The following FDPs were conducted by the Institute during the period under review.

#### Details of FDPs conducted:

Table 19 FDP Conducted		
Date of FDP	Topic	Speaker/s
18 <sup>th</sup> and 30 <sup>th</sup> January 2020	Designing Research for Publication	Prof Narendra Sannabhadti Dr Vasumathi Hariharan
25 <sup>th</sup> , 26 <sup>th</sup> , & 27 <sup>th</sup> Nov 2021	Advanced Multivariate Data Analysis using SPSS	Dr Kuldeep Kumar Prof of Economics, Bond Business School, Gold Coast Australia Dr P Suganthi, Asst Prof, SRM School Of Management, Chennai
25 <sup>th</sup> Feb 2022	Emerging Trends in Teaching Techniques during the Post Pandemic Era	Dr Ashok Chachadi, Former Dean & Director Kousali Institute of Management Studies, Karnataka

### 2.1.2.2. Decentralization, delegation of power and Collective decision making

A. List the names of faculty members who have been delegated powers for taking administrative decisions. Mention details in respect of decentralization in working.

Sr. No.	Name of the Faculty	Designation	Administrative powers
1	Dr,Vasumathy Hariharan	Dean - Academics	Decisions regarding academics, FDPs, Conferences
2	Dr Rahul Shah	Associate Professor	Decisions regarding Entrepreneurship Development and Club activities involving students like Finance Club, Marketing Club, Stock-market simulation activities
3	Prof. Ganapati Kattige	Asst. Professor Head of Examinations	Decisions regarding Examinations Dept. & General Administration
4	Dr Kavita Chakravarty	Asst. Professor	Decisions regarding Seminars and FDPs
5	Dr Priyanka Dukhande	Asst. Professor	Decisions regarding FDPs, Academics Timetable and coordination

The Institute adheres to and is governed by the norms provided by AICTE, DTE, and Shikshan Shulka Samiti from time to time. The faculty at SVIMS has been delegated administrative powers. Various activities undertaken at the Institute are being collectively carried out with the help of coordination and decision-making power in the hands of the appointed faculty members. Powers have been delegated to the faculty members to conduct the activities and appropriately take decisions for administration of the activities/events. The faculty members are empowered to take decisions, right from generating ideas of any event/activities, till the execution of the activities/ events. It starts with seeking approval for the events, preparation of the budget for the event, forming various committees, decision related to distribution of the roles and responsibilities to the committee members, decision related to spending

of the approved funds, review meeting conduction, handling discrepancy, handling grievances, ensuring maintaining discipline, smooth conduction of the events/activities, closing of the event, documentation, collecting various bills, preparing the expenditure statement, submitting the same to the accounts section, and timely submission of all the vital documents to IQAC and the office.

### **B. Financial and administrative powers delegated to the Principal, Head of Departments and relevant in-charges of the faculty members**

Along with administrative powers, the faculty members are given financial responsibilities. The Director appoints Event Coordinators / Activity Coordinators for Academic / Co-Curricular / Extra Curricular Activities conducted at the Institute. The appointed faculty co- coordinators are authorized to spend as per the pre-sanctioned budget for the event / activity. The financial power would include preparation of the event budget, seeking approval of the budget with discussion with the Director, getting the budget sanctioned, authority to allocate the funds to various committees, decisions related to spending of the funds, collection and recording the bills/receipts, record and document statements of the actual expenses and keep track with the funds available, submission of the bills to the accounts section along with Expenditure statement.

The Institute has the system of Imprest cash account. The mechanism for maintaining the Imprest cash account is given below.

The Imprest cash is maintained by the Director, the Dean and the Examination Department

#### **Director:**

#### **Imprest Account -Director:**

The Director is empowered to hold Imprest cash up to Rs. 25,000/- for the following:

- 1) Any expenditure relating to entertainment of guests, outside faculty visiting the campus.
- 2) Petty cash expenditure relating to seminars and conferences.
- 3) Expenditures relating to mementos
- 4) Any advance to be paid for purchase of books or other literature

The expenditure voucher has to be jointly signed by the Director and the Head of the Department. In the absence of the Director, the Dean will be one of the signatories

The expenditures are pre-approved by the management. Once the amount is exhausted, the cash amount is replenished

**Imprest Account - Dean Academics and controller of examinations**

The Dean is empowered to hold imprest cash up to Rs.20, 000/- for

- 1) Any expenditure relating to entertainment of guests, outside faculty visiting the campus.
- 2) Petty cash expenditure relating to seminars and conferences.
- 3) Expenditures relating to mementos
- 4) Any advance to be paid for purchase of books or other literature
- 5) Any expenditure relating to purchase of stationery
- 6) Petty cash expenditure relating to photocopies

The expenditure voucher has to be jointly signed by the Dean and the Director. In the absence of the Dean, the expenditure voucher will be signed by the Director and Dean Academics.

The expenditures are pre-approved by the management. Once the amount is exhausted, the cash amount is replenished.

**Imprest Account - Librarian:**

The Librarian is empowered to hold Imprest cash up to Rs.5,000/- for

- 1) Any expenditure relating to purchase of Periodicals and newspapers
- 2) Petty cash expenditure relating to photocopies

The expenditure is pre-approved by the management. Once the amount is exhausted, the cash amount is replenished.

The expenditure voucher must be signed jointly by the Librarian and the Dean or Director.

**Financial & Administrative powers**

Administrative Powers of the Director at SVIMS are more of executive and developmental powers. Director holds all the powers related to the proper administration of the Institute. Director leads, develops and manages the functioning of the Institute to ensure that it achieves the highest standard of excellence and is responsible for communicating and conveying the policies and plan of action for proper functioning. The role of the director is to formulate the plan of actions in line with the VISION and MISSION and strategic decisions made by the Trust/ top management. The Director is responsible

for coordinating with the regulatory bodies (AICTE, UGC); in order to handle all aspects related to Faculty Development, Research and Consultancy activities as well as Accreditation Process. The Director holds the power to regulate the standard of academic programs and its quality implementation at the Institute. The Director also oversees that the code of conduct is well- maintained by students and staff. Director has the control mechanisms to keep track of financial and academic matters. Director holds the decision making power in all areas right from smooth functioning, admission related aspects, good financial governance through budget provisions for various developmental and maintenance activities, delegation of roles and responsibility to the staff and faculty, delegation of certain financial powers to the Heads of various committees, decisions regarding staff and faculty overall development. The Director has the powers to delegate the academic functioning of the Institute to the Dean of Academics.

#### **Administrative Powers of Dean - Academics**

Dean academics has all the powers to take decisions related to academics (Administration, Implementation and Development) as delegated by the Director. He /she is responsible for implementing the strategic plan developed by the Management, exhibit academic leadership by managing and developing the quality of the teachers and the students through appropriate academic inputs, interventions, preparation of academic calendar, allocation of the courses to the faculty, monitor the implementation of the scheduled activities, allocation of duties to the faculty members, monitoring the quality of teaching, learning and research activities and encouraging new academic initiatives, formation of student- clubs for different activities for debates, discussions and collection of feedback from the stakeholders regarding the quality, and conduct a rigorous follow up for the same and conduction of academic audits.

### **C. Demonstrate the utilization of financial administrative powers for each of assessment years**

#### **Financial Powers of the Director**

The Director is authorized to sanction or incur expenditure up to Rs. 20,000/- as a single expenditure as per the requirements without prior permission in case of urgency. The high value expenditures are normally executed with advanced planning and prior sanctioning from the Trust. In case there is an emergency, the required funds are sanctioned within a day by the Trustees. In addition, the Director holds the power of budget allocation and approval of finances for developmental activities at the Institute.

#### **Financial Powers delegated to the Dean Academics**

Dean Academics has the powers to sanction the proposals related to the student development. The Dean is authorized to sanction or incur expenditure up to Rs. 5,000/- as a single expenditure without prior permission as per requirement. The faculty members prepare the sanction note and get the approval of Dean Academics which then is forwarded for the approval of the Director.

### **D. Procedure for decision making on issues such as strategic development and resourcing with respect to educational provision and management of educational resources**

The institute has a well-laid out policy as far as strategic development and resourcing with respect to educational provision and management of educational resources are concerned. The conference rooms and seminar hall are well quipped to conduct conferences, Faculty Development Programs and Management Development Programs. They are fitted with high quality projectors, ACs, comfortable seats, microphone systems, cordless mics etc. The sanction and approval for the same are made by the management in consultation with the Director and other faculty. As these are vital requirements for conferences and seminars, sufficient financial resources are made available by the management.

### 2.1.3 Effective Governance Indicators

#### 2.1.3.1. Grievance redressal mechanism

##### A. Specify the mechanism and composition of grievance redressal cell

The Institution has effective grievance redressal mechanism for faculty, staff and students. The grievances received are resolved as and when these are received. There is a grievance redressal committee that looks into the grievances and sets the resolution process in motion. A follow up is also done to ensure that the grievance has actually been resolved. The grievance is recorded in the grievance redressal register. The register is checked on a daily basis. The grievances are brought to the notice of the Director. The Director takes cognizance of the grievance and discusses the issue with the faculty. The grievances that are resolvable by simple directions /instructions are resolved then and there. Other grievances are discussed in the grievance redressal committee meeting and resolved.

<b>Table 21 Meeting Details</b>			
<b>Grievance Redressal Committee (Staff)</b>			
<b>Academic Year</b>	<b>Date of Meeting</b>	<b>No. of Members Attended</b>	<b>No. of Members Absent</b>
2020-21	16/10/20	11	0
	16/03/21	11	0
2021 - 22	21/10/21	10	1
	21/04/22	11	0
2022 - 23	21/10/22	10	1
	06/04/23	11	0
<b>Grievance Redressal Committee (Student)</b>			
<b>Academic Year</b>	<b>Date of Meeting</b>	<b>No. of Members Attended</b>	<b>No. of Members Absent</b>
2020-21	16/10/20	11	0
	16/03/21	11	0
	21/10/21	10	1



2021 -22	21/04/22	11	0
2022 -23	21/10/22	10	1
	03/03/23	11	0

### **2.1.3.2 Transparency**

#### **A. Information on the policies, rules, processes is to be made available on the website**

A handbook of policies is available for reference by the faculty and staff in the following link on institute's website.

<https://svims.com/hr-policy-handbook/>

#### **B. Dissemination of the information about student, faculty and staff**

The students are provided with book-lets and brochures that contain complete information about the course, the faculty, and the infrastructure facilities available in the campus. The students are taken for a tour of the campus whereby they get a fair idea about the campus infrastructure. The students are put through the external induction programme. The students get an opportunity to mingle with faculty and other fellow students that enables them to pursue the course in a congenial atmosphere. The faculty and staff are provided with a copy of the policy handbook that enables them to read and understand the policies. Their signatures are obtained in a separate register.

<https://svims.com/induction/>

The details of faculty – qualifications, teaching experience and specializations are available in the following link.

<https://svims.com/core-faculty/>

### **2.1.3.3 Leader and faculty selection process**

#### **A. Effective implementation**

The faculty selection process is a well-defined process. The process is followed as per the university guidelines.

#### **B. A well-defined and followed selection process should be there for leader and faculty selection process. Institute should provide sufficient proofs of such processes being in existence**

##### Description of the process:

- The draft of the advertisement for the appointment of the faculty is forwarded to the university
- Once the approval is received from the university, an advertisement is placed in the national newspaper for the post of Faculty
- The eligible candidates are advised to apply within 15 days of the advertisement
- The applications (CVs) are short-listed as per the requirements and eligibility criteria
- The selection committee comprises the (i) Chairperson of the Governing Council (who will be Chairperson of the selection committee), (ii) Director of the Institute, (iii) two university nominees (iv) SC/ST/OBC representative
- The selection is based on the performance of the candidate at the interview.

### **2.1.3.4 Stability of the Academic Leaders**

Retention and stability are the most important factors in the growth of the Institution. The Director and Head of Department Research have served the Institute and completed 5 years of tenure. The strong stability is visible in the positions of the academic leaders.

Dr Purshottam Patil, Director of SVIMS has been at the helm of the institute for the last four years. Dr. Vasumathy Hariharan, has continuously held the Dean's position for the last four years. Professor Ganapati Kattige has been with the Institute for the past eleven years. The remaining faculty have put in 4-5 years of service

Dr Purshottam Patil, Director, Date of Joining: April 2, 2018

Dr Vasumathy Hariharan, Dean, Date of joining: August 29, 2018

Prof. Ganapati Kattige, IQAC Chairperson, Date of Joining: July 01, 2011

Dr Rahul Shah, Associate Professor, Date of Joining: June 18, 2018

Dr Priyanka Dukhande, Assistant Professor, Date of Joining: June 01, 2019

## **2.2 Financial Resources**

### **2.2.1 Budget Allocation, Utilization, and Public Accounting at Institute level**

#### **2.2.1.1 Adequacy of Budget Allocation**

At SVIMS, budget allocation is a systematic process. The allocation is done by funding the appropriate amount designated to each expenditure head. The Director allocates and approves the maximum amount of funding required to spend on a given item, event or program, which is then sanctioned by the Trustees. This designated amount is a limit which is not to be exceeded by the coordinator authorized to incur the expenses for any particular event or program.

This systematic step-wise process for Budget formulation is done for each year. Coordinators for all major areas are advised to formulate their estimated budget after proper evaluation of requirements. The coordinators then prepare a proposal of budget for each planned activity in a particular head like FDPs Samarth, Saksham, and Celebration of Founders' Day, Out-bound induction program, industrial visits, National and International Conferences and in-house training programs for the financial year and submit it to the Director. The Director after scrutiny and discussions regarding justification of the proposed budget with the faculty forwards the proposals to the Trustees. After discussion with the Trustees, the Director approves the budget.

#### **2.2.1.2 Utilization of allocated Funds**

At SVIMS, systematic processes are followed for Fund allocation and utilization. All calculations are scientifically performed before sanctioning the budget and after the expenditure and records are well-kept at the admin office by the Accountant. Allocated funds are properly utilized as per the major and minor heads through the conduct of various activities and events as scheduled on a regular basis. This Fund allocation and utilization is clearly reflected in the annual Balance sheet which is audited by the External Auditors.

#### **2.2.1.3. Availability of the audited statements on the Institute's website**

Yes, the audited statements are available on the institute's website. SVIMS believes in transparency and dissemination of required information to its stakeholders, so all the records are updated regularly and

uploaded on the website. The link for the same is as below.

<https://svims.com/wp-content/uploads/2023/06/Audited-Statement.pdf>

The detailed records of documentation are available in the admin office. One can easily access it whenever required.

## Financial Statements

At SVIMS, systematic processes are followed for Fund allocation and utilization. All calculations are scientifically performed before sanctioning the budget and after the expenditure and records are well-kept at the admin office by the Accountant. Allocated funds are properly utilized as per the major and minor heads through the conduct of various activities and events as scheduled on a regular basis. This Fund allocation and utilization is clearly reflected in the annual Balance sheet which is audited by the External Auditors.

Budget & Actual Exps. from F.Y. 2019-20 to F.Y. 2022- 23

<b>Table 22 Budget Details</b>									
Sr. No.	Items	Budgeted in CFY	Actual Expenses in CFY	Budgeted in CFYm1	Actual Expenses In CFYm1	Budgeted in CFYm2	Actual Expenses in CFYm2	Budgeted in CFYm3	Actual Expenses in CFYm3
		2022-23	2022-23	2021 - 22	2021 - 22	2020-21	2020-21	2019 - 20	2019 -20
1	Teaching and Non- Teaching Staff Salary	12,000,000	10,862,032	10,500,000	9,835,249	9,500,000	8,979,134	10,000,000	9,445,030
2	Library	400,000	195,670	400,000	264,283	300,000	152,214	400,000	211,683
3	Digital S services	500,000	334,700	500,000	343,261	400,000	272,373	400,000	258,252

**Table 22 Budget Details**

Sr. No.	Items	Budgeted in CFY	Actual Expenses in CFY	Budgeted in CFYm1	Actual Expenses In CFYm1	Budgeted in CFYm2	Actual Expenses in CFYm2	Budgeted in CFYm3	Actual Expenses in CFYm3
		2022-23	2022-23	2021 - 22	2021 - 22	2020-21	2020-21	2019 - 20	2019 -20
4	Repairs & Maintenance	700,000	471,865	800,000	692,261	500,000	310,774	600,000	455,181
5	Printing & Stationery	400,000	226,097	400,000	205,037	200,000	44,303	500,000	225,674
6	Advertising	400,000	204,616	300,000	109,834	300,000	183,804	700,000	485,508
7	Students Personality Development	2,200,000	2,051,160	1,300,000	875,000	300,000	112,000	1,000,000	847,911
8		1,600,000	1,435,000	300,000	184,316	500,000	377,936	700,000	576,831

**Table 22 Budget Details**

Sr. No.	Items	Budgeted in CFY	Actual Expenses in CFY	Budgeted in CFYm1	Actual Expenses In CFYm1	Budgeted in CFYm2	Actual Expenses in CFYm2	Budgeted in CFYm3	Actual Expenses in CFYm3
		2022-23	2022-23	2021 - 22	2021 - 22	2020-21	2020-21	2019 - 20	2019 - 20
	Placement Activities								
9	Seminar & Conferences	500,000	374,013	100,000	-	100,000	-	400,000	235,367
10	Social Gathering	700,000	562,121	100,000	33,471	50,000	-	400,000	114,950
11	Student & Faculty Welfare	400,000	290,656	300,000	178,302	100,000	41,129	300,000	159,446
12	Azadi Ka Amrit Mahotsav	700,000	523,326	-	-	-	-	-	-

**Table 22 Budget Details**

Sr. No.	Items	Budgeted in CFY	Actual Expenses in CFY	Budgeted in CFYm1	Actual Expenses In CFYm1	Budgeted in CFYm2	Actual Expenses in CFYm2	Budgeted in CFYm3	Actual Expenses in CFYm3
		2022-23	2022-23	2021 - 22	2021 - 22	2020-21	2020-21	2019 - 20	2019 - 20
	International Conference								
13	Alumni Relations	500,000	392,495	-	-	50,000	-	200,000	23,240
14	Insurance	100,000	57,921	100,000	53,967	100,000	86,884	100,000	43,330
15	Miscellaneous Expenses	300,000	128,356	400,000	271,634	200,000	67,241	500,000	215,940
16	Digital Campaign	1,000,000	655,400	1,100,000	988,315	800,000	413,824	100,000	-
17	Security Service	500,000	299,832	500,000	299,746	600,000	428,208	500,000	368,668



**Table 22 Budget Details**

Sr. No.	Items	Budgeted in CFY	Actual Expenses in CFY	Budgeted in CFYm1	Actual Expenses In CFYm1	Budgeted in CFYm2	Actual Expenses in CFYm2	Budgeted in CFYm3	Actual Expenses in CFYm3
		2022-23	2022-23	2021 - 22	2021 - 22	2020-21	2020-21	2019 - 20	2019 -20
TOTAL		22,900,000	19,065,260	17,100,000	14,334,676	14,000,000	11,469,824	16,800,000	13,667,011
Percentage of Utilization of Budget (%)		83.25%		83.83%		81.93%		81.35%	

### 2.2.1.1. Adequacy of budget allocation

At SVIMS, budget allocation is a systematic process. The allocation is done by funding the appropriate amount designated to each expenditure head. The Director allocates and approves the maximum amount of funding required to spend on a given item, event, or program, which is then sanctioned by the Trustees. This designated amount is a limit which is not to be exceeded by the coordinator authorized to incur the expenses for any event or program.

This systematic stepwise process for Budget formulation is done for each year. Coordinators for all major areas are advised to formulate their estimated budget after proper evaluation of requirements. The coordinators then prepare a proposal of budget for each planned activity in a particular head like FDPs Samarth, Saksham, Celebration of Founders' Day, Out-bound induction program, industrial visits, National and International Conferences and in-house training programs for the financial year and submit it to the Director. The Director, after scrutiny and discussions regarding justification of the proposed budget with the faculty, forwards the proposals to the Trustees. After discussion with the Trustees, the Director approves the budget.

### 2.2.1.2. Utilization of allocated funds

At SVIMS, systematic processes are followed for Fund allocation and utilization. All calculations are scientifically performed before sanctioning the budget and after the expenditure and records are well-kept at the admin office by the Accountant and Office superintendent. Allocated funds are properly utilized as per the major and minor heads through the conduct of various activities and events as scheduled on a regular basis. This Fund allocation and utilization is clearly reflected in the annual Balance sheet which is audited by the External Auditors.

<b>Table 23 Utilization of Allocated Funds</b>				
<b>Sr. No.</b>	<b>Financial Year</b>	<b>Budget Allocated (Rs)</b>	<b>Actual Expenditure (Rs)</b>	<b>% of Utilization</b>
1	2022 - 23	22,900,000	19,065,260	83%
2	2021 - 22	17,100,000	14,334,676	84%

<b>Table 23 Utilization of Allocated Funds</b>				
3	2020 - 21	14,000,000	11,469,824	82%
4	2019 - 20	16,800,000	13,667,011	81%

**2.2.1.3. Availability of the audited statements on the institute’s website**

Yes, the audited statements are available on the institute’s website. SVIMS believes in transparency and dissemination of required information to its stakeholders, so all the records are updated regularly and uploaded on the website. The link for the same is as given below:

<https://svims.com/wp-content/uploads/2023/06/Audited-Statement.pdf>

The detailed records of documentation are available in the admin office. One can easily access it whenever required.

<b>CRITERION 3</b>	<b>Program Outcomes and Course Outcomes</b>	<b>100</b>
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**3.1 Establish the linkage between the Course Outcomes, the Program Outcomes (PO's) and Program Specific Outcomes.**

**a. List of Program Outcomes:**

PO1: Apply knowledge of management theory and practices to solve business problem

PO2: Foster analytical and critical thinking abilities for decision making based on data.

PO3: Ability to develop value-based leadership quality

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspect of business

PO5: Ability to lead themselves and others in the achievement of organizational goals contributing effectively to teamwork

PO6: Enhance marketability by enabling applications of business skills

**b. Program specific outcomes (PSO):**

PSO1: Illustrate and apply business techniques and methods for socially responsible causes leading to effective organization behavior.

**3.1.1: Course Outcomes (CO's) (The table below mentions the CO's of ONE subject per semester)**

Table 24 (3.1.1) shows one subject from each semester and their course outcomes.

Table 24 Course Outcomes Details		
Semester 1 : Course Name : Perspective Management ( Course Code - MG1001) Year 2021-23		
CO	Course Outcomes	BT levels
CO.1	Sketch multiple perspectives that impact business & life.	3
CO.2	Demonstrate various organizational processes, behaviors & theories	4
CO.3	Examine how internal and external environment shape organizations and their response	4
CO.4	Distinguish the role of managers and citizens in society	5

CO.5	Appraise cohorts behavioral, skills & mindset of a manager and of a leader.	5
CO.6	Create the approaches & their consequences during the crisis (decision) management	6
Semester 2 : Course Name : Business Research Methods (Course Code- MG2006) Year 2021-23		
CO.1	Determine various techniques of deciding the type of research based on his understanding of the importance of research and various methods that researcher used to investigate problems	3
CO.2	Categorize various types of variables and linking them through the hypothesis.	5
CO.3	Measure the variables by means of various scales of measurement and analytical techniques.	4
CO.4	To design a research for practical understanding	6
CO.5	Analyze the data, interpretation of results for making meaningful decisions by using the SPSS analysis tool	5
CO.5	Prepare a research report based on the understanding of business research methodology	6
Semester 3 : Course Name : Security Analysis and Portfolio Management (Course Code – F306) Year 2021-23		
CO.1	Use the information available and take effective investment decisions	3
CO.2	Demonstrate learning in theoretical and practical background in the field of investments	4
CO.3	Compare the available investment avenues for investments in terms of risk and return	4
CO.4	Select investments like equity, bond, mutual funds etc. according to the risk perception of the investors	5
CO.5	Design suggestive portfolios for their clients after analyzing their risk-return profile	5
CO.6	Perform Portfolio construction, evaluation, and revision	6

Semester 3 : Course Name : Consumer Behaviour (Course Code – M306) Year 2021-23		
CO.1	Identify the dynamics of human behavior and the basic factors that influence the consumers decision process	4
CO.2	The students will be able to demonstrate how concepts may be applied to marketing strategy	3
CO.3	Students will be able to explore and compare the core theories of consumer behavior in both consumer and organizational markets	5
CO.4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments	6
CO.5	Students will be able to appraise models of Consumer Behavior and determine their relevance to marketing situations	6
CO.6	Analyze various disruptions impacting the marketplace and study its impact on the behavioral patter.	4
Semester 3 : Course Name : Compensation & Benefits (Course Code – H305) Year 2021-23		
CO.1	Apply the reward strategies in the current business scenario	3
CO.2	Analyze the Elements of Compensation Structure	4
CO.3	Apply the statutory requirements of Provident Fund, ESIC, Gratuity, Superannuation, Bonus under Payment of Bonus Act in the current compensation plan	3
CO.4	Create Pay slip paying attention to all the norms in an organization and considerations of Labor laws.	6
CO.5	Create the compensation & benefit policy for smooth working of organization	6
CO.6	Analyze & evaluate the retention of employees linked with compensation	5
Semester 4 : Course Name : Integrated Marketing Communication (Course Code – M405) Year 2021-23		
CO.1	Enable the students, understand the nature of integrated marketing communication and its key elements.	3

CO.2	Study the basic elements of the marketing mix and applicability in the communication purposes for IMC planning process	3
CO.3	Examine how integrated marketing communications helps build brand identity, and brand relationship and create brand equity through brand synergy.	4
CO.4	Equip the learner with skills to develop and evaluate effective integrated marketing communications campaigns	6
CO.5	Distinguish between Sales Promotion & Advertising and show situations where each of these work	4
CO.6	Present issues & challenges in reputation management & how to deal with the situations	5
Semester 4 : Course Name : Commercial Banking (Course Code – F405) Year 2021-23		
CO.1	Interpret basic schemes of deposit and credit, dangers of money laundering and usefulness of preventive vigilance	3
CO.2	Apply concepts of term loan and working capital for appraisal of credit proposal	3
CO.3	Understand and analyze the backdrop of history of Indian banking, banking sector reforms and related areas	4
CO.4	Evaluate banking laws and measures taken towards financing priority sector schemes based on the risks in the banking operations	5
CO.5	Understand and evaluate the importance of ALM and its impact on profitability	5
CO.6	Create exemplary framework based on role of monetary policy, functions of RBI in supervision and control of commercial banks and thereby suggest desired banking products for retail investors	6
Semester 4 : Course Name :Strategic Human Resources Management i.e. SHRM (Course Code H406) Year 2021-23		
CO.1	Apply SHRM concept in HRM function of recruitment, selection, training and Development, performance management in real organizational scenario.	3

CO.2	Evaluate the various approaches to SHRM in present corporate world.	4
CO.3	Evaluate various SHRM models and processes used in various organizations.	4
CO.4	Categorize various roles and responsibilities of HR in SHRM	5
CO.5	Articulating various policies and procedures for talent management, Competency & Potential Development & Organizational Effectiveness.	6
CO.6	Articulating, devising & planning HR strategies based on global dimensions.	6

**SPOB Model: Sir M Visvesvaraya Institute of Management is always the initiator in innovative approaches.** SPOB is an abbreviation for Specific, Purposeful, Outcome and Blooms Taxonomy level. All the course outcomes prepared by the faculties are prepared based on SPOB model.

**3.1.2. CO-PO matrices of courses selected** (One matrix to be mentioned for each semester)

The matrices given below indicate the mapped values which are obtained by taking the ratio of Course outcomes BT level and Program Outcome BT level in view of highest attainment possible

i.e. **(CO BT level/PO BT level) \* 3**

The ratio of CO/PO must not be greater than 1 since any attainment greater than 100% cannot be achieved.

Since MMS is a post graduate degree course the BT (blooms taxonomy) level for the course outcomes have to be necessarily equal to or greater than 3 i.e. apply, Analyse, Evaluate and Create. The average score in the tables ranges between 1 & 3. The scores above 2.5 is considered a high score, scores between 1.5 and 2.5 is medium score and scores between 1 to 1.5 is low score respectively in Table 3.1.2 to 3.1.9

**Semester 1: Course Name: Perspective Management (Course Code - MG1001)**

Table 25 CO-PO Matrix						
	PO1	PO2	PO3	PO4	PO5	PO6
CO.1	1.80	1.80	1.50	2.25	1.50	2.25



<b>Table 25 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.2	1.80	1.80	1.50	2.25	1.50	2.25
CO.3	2.40	2.40	2.00	3.00	2.00	3.00
CO.4	2.40	2.40	2.00	3.00	2,00	3.00
CO.5	3.00	3.00	2.50	3.00	2.50	3.00
CO.6	3.00	3.00	2.50	3.00	2.50	3.00

The table have average value greater than 2.5 for almost all the program outcomes. The gaps still present in the system can be normalized in due course of time.

Semester 2 : Course: Business Research Methods (Course Code- MG2006)

<b>Table 26 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.1	1.80	1.80	1.50	2.25	1.50	2.25
CO.2	3.00	3.00	2.50	3.00	2.50	3.00
CO.3	2.40	2.40	3.00	3.00	3.00	3.00
CO.4	3.00	3.00	3.00	3.00	3.00	3.00
CO.5	3.00	3.00	2.50	3,00	2.50	3.00
CO.6	3.00	3.00	3.00	3.00	3.00	3.00

The table have average value greater than 2.5 for almost all the program outcomes which shows the high attainments projection. The gaps still present in the system can be normalized in due course of time through a well-designed process.

Semester 3 : Course : Security Analysis and Portfolio Management (Course Code – F306)

<b>Table 27 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.1	1.80	1.80	1.50	2.25	1.50	2.25

<b>Table 27 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.2	1.80	1.80	1.50	2.25	1.5	2.25
CO.3	2.40	2.40	2.00	3.00	2.00	3.00
CO.4	3.00	3.00	2.50	3.00	2.50	3.00
CO.5	3.00	3.00	3.00	3.00	3.00	3.00
CO.6	3.00	3.00	2.50	3.00	2.50	3.00

The table has average value greater than 2.5 for almost all the program outcomes which shows the high attainments projection. The gaps still present in the system can be normalized in due course of time through a well-designed process.

Semester 3 : Course : Consumer Behaviour (Course Code – M306)

<b>Table 28 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.1	2.40	2.40	2.00	3.00	2.00	3.00
CO.2	1.80	1.80	1.50	2.25	1.50	2.25
CO.3	3.00	3.00	2.50	3.00	2.50	3.00
CO.4	3.00	3.00	3.00	3.00	3.00	3.00
CO.5	3.00	3.00	3.00	3.00	3.00	3.00
CO.6	2.40	2.40	2.00	3.00	2.00	3.00

The table has average value greater than 2.5 for almost all the program outcomes which shows the high attainments projection. The gaps still present in the system can be normalized in due course of time through a well-designed process.

Semester 3 : Course : Compensation & Benefits (Course Code – H305)

<b>Table 29 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.1	3.00	1.80	1.80	1.50	2.25	1.50

<b>Table 29 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.2	3.00	2.40	2.40	2.00	3.00	2.00
CO.3	3.00	3.00	3.00	2.50	3.00	2.50
CO.4	3.00	3.00	3.00	3.00	3.00	3.00
CO.5	3.00	3.00	3.00	3.00	3.00	3.00
CO.6	3.00	2.40	2.40	2.00	3.00	2.00

The table has average value greater than 2.5 for almost all the program outcomes which shows the high attainments projection. The gaps still present in the system can be normalized in due course of time through a well-designed process.

Semester 4 : Course : Integrated Marketing Communication (Course Code – M405)

<b>Table 30 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.1	1.80	1.80	1.50	2.25	1.50	2.25
CO.2	1.80	1.80	1.50	2.25	1.50	2.25
CO.3	2.40	2.40	2.00	3.00	2.00	3.00
CO.4	3.00	3.00	3.00	3.00	3.00	3.00
CO.5	2.40	2.40	2.00	3.00	2.00	3.00
CO.6	3.00	3.00	2.50	3.00	2.50	3.00

The table has average value greater than 2.5 for almost all the program outcomes which shows the high attainments projection. The gaps still present in the system can be normalized in due course of time.

Semester 4 : Course Name : Commercial Banking (Course Code – F405)

<b>Table 31 CO-PO Matrix</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO.1	1.80	1.80	1.50	2.25	1.50	2.25

<b>Table 31 CO-PO Matrix</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO.2	1.80	1.80	1.50	2.25	1.50	2.25
CO.3	2.40	2.40	2.00	3.00	2.00	3.00
CO.4	2.40	2.40	2.00	3.00	2.00	3.00
CO.5	3.00	3.00	2.50	3.00	2.50	3.00
CO.6	3.00	3.00	3.00	3.00	3.00	3.00

The table has average value greater than 2.5 for almost all the program outcomes which shows the high attainments projection. The gaps still present in the system can be normalized in due course of time.

Semester 4 : Course Name :SHRM (Course Code H406)

<b>Table 32 CO-PO Matrix</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO.1	1.80	1.80	1.50	2.25	1.50	2.25
CO.2	2.40	2.40	2.00	3.00	2.00	3.00
CO.3	2.40	2.40	2.00	3.00	2.00	3.00
CO.4	3.00	3.00	2.50	3.00	2.50	3.00
CO.5	3.00	3.00	3.00	3.00	3.00	3.00
CO.6	3.00	3.00	3.00	3.00	3.00	3.00

The table has average value greater than 2.5 for almost all the program outcomes which shows the high attainments projection. The gaps still present in the system can be normalized in due course of time.

The major processes used to ensure the quality of assessment tools in the organization (tools mentioned above).

Periodic discussion with the faculty members handling their respective course (subject).  
Discussions with the faculty members regarding internal assessments

The final Course Outcomes of a semester are reviewed by a Performance Assessment Committee constituted for this purpose. The committee consists of three members appointed by the Director Dr. Purshottam Patil. The three members are: Director- Dr. Purshottam Patil, Dean Dr. Vasumathy Hariharan, Controller of Examination Prof. Ganapati Kattige.

CO-PSO Mapping

Semester 1: Course Name: Perspective Management (Course Code - MG1001)

<b>Table 33 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.1	2.25
CO.2	2.25
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

Semester 2 : Course: Business Research Methods (Course Code- MG2006)

<b>Table 34 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.1	2.25
CO.2	3.00
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

Semester 3 : Course : Security Analysis and Portfolio Management (Course Code – F306)

<b>Table 35 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.1	2.25

<b>Table 35 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.2	2.25
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

Semester 3 : Course : Consumer Behaviour (Course Code – M306)

<b>Table 36 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.1	3.00
CO.2	2.25
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

Semester 3 : Course : Compensation & Benefits (Course Code – H305)

<b>Table 37 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.1	2.25
CO.2	3.00
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

Semester 4 : Course : Integrated Marketing Communication (Course Code – M405)

<b>Table 38 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.1	2.25
CO.2	2.25
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

Semester 4 : Course Name : Commercial Banking (Course Code – F405)

<b>Table 39 CO-PSO Matrix</b>	
CO	<b>PSO1</b>
CO.1	2.25
CO.2	2.25
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

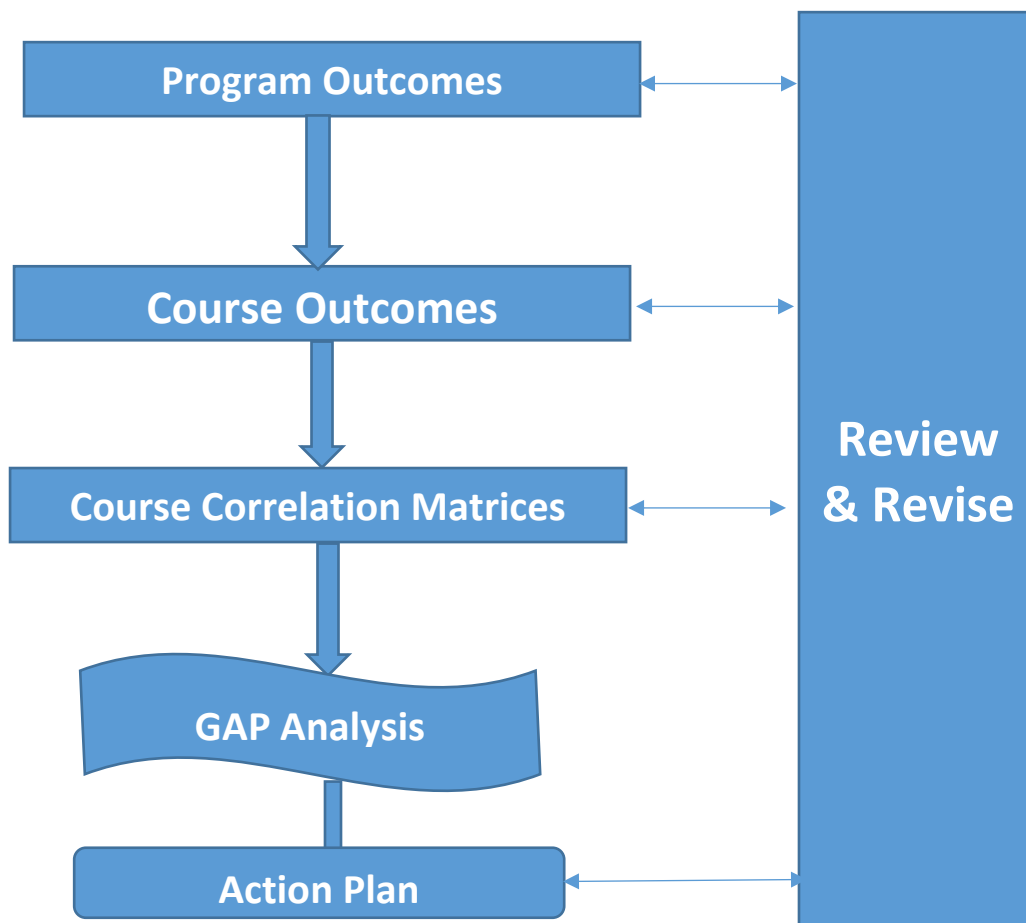
Semester 4 : Course Name :SHRM (Course Code H406)

<b>Table 40 CO-PSO Matrix</b>	
	<b>PSO1</b>
CO.1	2.25
CO.2	3.00
CO.3	3.00
CO.4	3.00
CO.5	3.00
CO.6	3.00

The correlation between program outcomes and course outcomes is presented in Table. The process of mapping is explained in section 3.1.1.

### Attainment of Program Outcomes

Sir M Visvesvaraya Institute of Management Studies & Research applies direct and indirect methods to attain the program outcomes.



**Fig 7 PO-CO Attainment and Action Plan Process**

A major component of the direct method being measured through Course Outcomes (CO's). Andragogy, learning activities, assessments and resources are all designed to help students to achieve the course outcomes.

The diagram shows the process map for PO – CO Attainment and action plan.

### Program Outcomes

Program Outcomes are the statements which deliver a message, about what skill sets, attitudes and Knowledge, a student must have at the end of the formal MMS Program offered by the University of Mumbai. POs are broader statements that describe what a student will be able to do after his formal learning after their Post Graduate Degree. POs deal with the general aspects of the program, the



competencies and expertise a student possesses after completion of the program. The POs adopted by the National Board for Accreditation (NBA) for accreditation of program are based on initial capabilities, competence, skills, etc. These parameters are called attributes and they vary from discipline to discipline and level to level.

The major purpose behind deciding the course outcomes is to make the expectations and priorities clear, with the knowledge that there will be other benefits that students avail from the courses and programs.

Five POs are already given by the NBA (as per the new guidelines) one program outcome i.e. PO6 and one Program specific outcome is decided in a meeting held on 25th February 2022.

The following are the program outcomes as given by NBA

PO1: Apply knowledge of management theory and practices to solve business problem

PO2: Foster analytical and critical thinking abilities for data based decision making

PO3: Ability to develop value-based leadership quality

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspect of business

PO5: Ability to lead themselves and others in the achievement of organizational goals contributing effectively to teamwork

PO6: Enhance marketability by enabling applications of business skills

#### **PROGRAM SPECIFIC OUTCOME (PSO)**

PSO1: Illustrate and apply business techniques and methods for social responsible causes leading to effective organization behavior.

#### **3.3.1 Course -PO Mapping matrix of all courses in the program**

<b>Semester</b>	<b>Course</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>
Semester I	Perspective Management	2.40	2.40	2.00	2.75	2.00	2.75	2.75
	Financial Accounting	2.50	2.50	2.08	2.88	2.17	2.88	2.88
	Business Statistics	2.90	2.90	2.42	3.00	2.42	3.00	3.00
	Operations Management	2.37	2.37	2.17	2.75	2.05	2.75	2.75
	Managerial Economics	2.20	2.20	1.84	2.63	1.83	2.75	2.63

Table 41 PO and PSO attainment								
Semester	Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1
	Organizational Behavior	2.50	2.50	2.17	2.75	2.17	2.75	2.75
	Negotiations and Selling Skills	2.50	2.50	2.17	2.75	2.17	2.75	2.75
	Effective & Management Communication	2.60	2.60	2.33	2.88	2.33	2.88	2.88
Semester II	Marketing Management	2.50	2.50	2.17	2.75	2.17	2.75	2.75
	Financial Management	2.90	2.90	2.42	3.00	2.42	3.00	3.00
	Operations Research	2.60	2.50	2.25	2.75	2.25	2.75	2.75
	Business Research Methods	2.70	2.70	2.42	2.88	2.42	2.88	2.88
	Human Resource Management	2.60	2.60	2.33	2.75	2.33	2.75	2.75
	Business Environment	2.60	2.40	2.25	2.75	2.25	3.00	3.00
	Analysis of Financial Statements	2.20	2.20	1.83	2.63	2.08	2.63	2.63
	Entrepreneurship Management	2.08	2.40	1.92	2.63	2.75	2.75	2.75
Semester III (Common Subjects)	Strategic Management	2.40	2.08	2.75	3.00	2.17	3.00	3.00
	International Business	2.70	2.37	2.25	2.08	2.25	2.63	2.75
	Summer Internship Project	2.90	2.90	2.83	3.00	2.67	3.00	3.00
Semester III (Finance Specialization)	Financial Markets & Institutions	2.40	2.40	2.083	2.75	2.08	2.75	2.75
	Corporate Valuation and Mergers & Acquisition	2.30	2.30	1.92	2.63	2.75	2.63	2.63
	Security Analysis and Portfolio Management	2.60	2.60	2.17	3.00	2.17	3.00	3.00
	Financial Regulations	2.70	2.70	2.42	2.88	2.42	2.88	2.88
	Derivatives and Risk Management	2.70	2.70	2.25	3.00	2.25	3.00	3.00

<b>Table 41 PO and PSO attainment</b>								
<b>Semester</b>	<b>Course</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>
	International Finance	2.50	2.50	2.25	2.75	2.25	2.75	2.75
Semester III (System Specialization)	Database Management System and Data Warehousing	2.40	2.40	2.08	2.75	2.08	2.75	2.75
	Enterprise Management System	2.08	2.30	2.08	2.88	2.75	2.88	2.88
	Big Data and Business Analytics	2.40	2.40	2.08	2.75	2.08	2.75	2.75
	Knowledge Management	2.08	2.30	2.30	2.08	2.75	2.88	3.00
	Software Engineering Digital Business	2.08	2.40	2.75	2.75	2.75	3.00	2.75
	Digital Business	2.70	2.70	2.42	2.88	2.42	2.88	2.88
	Semester III (Marketing Specialization)	Sales Management	2.50	2.50	2.25	2.25	2.25	2.75
Marketing Strategy	2.50	2.50	2.25	2.75	2.25	2.75	2.75	
Consumer Behaviour	2.60	2.60	2.33	2.88	2.33	2.88	2.88	
Services Marketing	2.80	2.80	2.50	3.00	2.50	3.00	3.00	
Product & Brand Management	2.70	2.70	2.50	2.88	2.50	2.88	2.88	
Rural Marketing	2.70	2.70	2.50	2.88	2.50	2.88	2.88	
Semester III (HRM Specialization)	Training & Development	2.60	2.60	2.25	2.88	2.25	2.88	2.88
	Compensation and Benefits	2.60	2.60	2.33	2.88	2.33	2.88	2.88
	Competency Based HRM and Performance Management	2.30	2.30	2.00	2.75	2.00	2.75	2.75
	Labour Law and Implications on Industrial Relations	2.60	2.60	2.25	2.88	2.25	2.88	2.88

Table 41 PO and PSO attainment								
Semester	Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1
	HR Planning and Application of Technology in HR	2.60	2.60	2.25	2.88	2.25	2.88	2.88
	HR Analytics	2.70	2.70	2.42	2.88	2.42	2.88	2.88
Semester III (Operations Specialization)	Supply Chain Management	2.40	2.40	2.08	2.75	2.08	2.75	2.75
	Operations Analytics	2.08	2.40	2.17	2.75	2.17	2.75	3.00
	Service Operations Management	2.30	2.08	2.33	2.88	2.75	2.88	2.88
	Manufacturing Resources Planning & Control	2.50	2.50	2.25	2.75	2.25	2.75	2.75
	Materials Management	2.50	2.50	2.17	2.75	2.17	2.75	2.75
	Strategic Operations Management	2.50	2.50	2.17	2.75	2.17	2.75	2.75
Semester IV (Core Subjects)	Project Management	2.50	2.50	2.17	2.75	2.17	2.75	2.75
	General Management (Final Project)	2.08	2.40	2.08	2.25	2.17	2.09	2.75
	Functional Specialization (Final Project)	2.08	2.40	2.08	2.25	2.33	2.88	2.75
	Social Relevance (Final Project)	2.08	2.40	2.08	2.25	2.17	2.50	2.75
Marketing	Integrated Marketing Communication	2.40	2.40	2.08	2.75	2.08	2.75	2.75
Finance	Commercial Banking	2.40	2.40	2.08	2.88	2.08	2.88	2.88
HRM	Strategic HRM	2.60	2.60	2.33	2.88	2.33	2.88	2.88
	OD & Change Management	2.08	2.40	2.33	2.75	2.40	3.00	3.00

<b>Semester</b>	<b>Course</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>
Operations	Strategic Sourcing Supply Management	2.40	2.40	2.08	2.75	2.08	2.88	3.00
System	Strategic Information Technology Management	2.40	2.40	2.08	2.88	2.08	3.00	3.00

### **3.2 Course Outcomes**

#### **3.2.1 Describe the assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based**

University examination is considered as 80% while internal test is considered as 20%. Internal examinations include case studies, question papers like university examinations, students' oral tests, presentations that they developed.

Question papers aligned with Blooms Taxonomy bring uniformity in computation. The progress of students from LOT to HOT is evident from this process, while students are also made aware of the skills and competencies requirements to be developed in them.

#### **3.2.2 Record the attainment of course outcomes of all courses with respect to set attainment levels**

<b>Name of Subject</b>	<b>CO</b>
Perspective Management	3.0
Financial Accounting	2.5
Business Statistics	3.0
Operations Management	3.0
Managerial Economics	3.0
Organizational Behavior	3.0
Negotiation and Selling Skills	3.0
Effective & Management Communication	2.5
CORPORATE SOCIAL RESPONSIBILITY	2.8
ENTREPRENEURSHIP MANAGEMENT	3.0
MARKETING MANAGEMENT	2.8
ANALYSIS OF FINANCIAL STATEMENTS	3.0
HUMAN RESOURCE MANAGEMENT	2.8
FINANCIAL MANAGEMENT	3.0
BUSINESS RESEARCH METHOD	2.1
OPERATIONS RESEARCH	3.0
INTERNAIONAL BUSINESS (CORE)	2.7
STRATEGIC MANAGEMENT (CORE)	3.0
SUMMER INTERNSHIP (CORE)	3.0
International Finance	2.6

<b>Table 42 COs Attainment Level</b>	
<b>Name of Subject</b>	<b>CO</b>
Financial Markets & Institutions	2.3
Corporate Valuation, Merger & Acquisition	3.0
Financial Regulations	2.2
Securities Analysis & Portfolio Management	3.0
Derivatives & Risk Management	2.6
Consumer Behaviour	1.3
Product & Brand Management	1.5
Marketing Strategy	2.7
Sales Management	1.1
Rural Marketing	2.3
Services Marketing	3.0
HR Planning & Application Of Technology In HR	3.0
HR Analytics	2.1
Compensation & Benefits	2.9
Competency Based HRM & Performance Management	3.0
Training & Development	3.0
Labour Law & Implications On Industrial Relations	3.0
Enterprise Management System	3.0
Digital Business	3.0
Database Management System & Data Warehousing	3.0
Software Engineering	3.0
Big Data And Business Analytics	3.0
Knowledge Management	3.0
PROJECT MANAGEMENT (CORE)	3.0
GENERAL MANGEMENT	3.0
FUNCTIONAL SPECIALISATION	3.0
SOCIAL RELEVANCE	3.0
INTEGRATED MKTG COMMUNICATIONS (MKTG)	3.0
COMMERCIAL BANKING (FINANCE)	3.0
OD AND CHANGE MANAGEMENT (HRM)	1.9
Strategic Information Technology Management (IT)	1.8

### **3.3 Attainment of Program Outcomes and Program Specific Outcomes**

#### **3.3.1 Describe the assessment tools and processes used to gather the data to evaluate program outcomes and program specific outcomes**

SVIMS has developed attainDI software for computation of POs and PSO



CO-PO and CO-PSO at SVIMS is the employability opportunity for students. Specially developed case studies equivalent to recruitment process is the major focus of attainment.

PSO is developed as per alumni profiles of student.

CO-PO is focused on employability of students while CO-PSO is focused on making students profile like alumni profiles.

This focus was found aligned with the aspirations of students. Software developed for attainment, found reduction in possible errors and also the logic is developed by faculty and students in python programming.

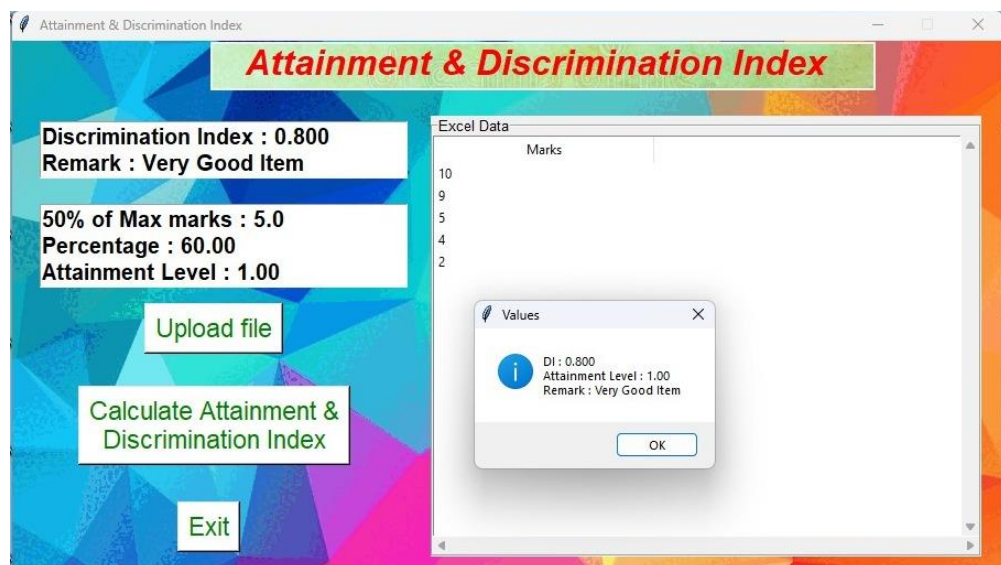


Fig 08 attainDI software developed by SVIMS

#### A. List of Assessment processes

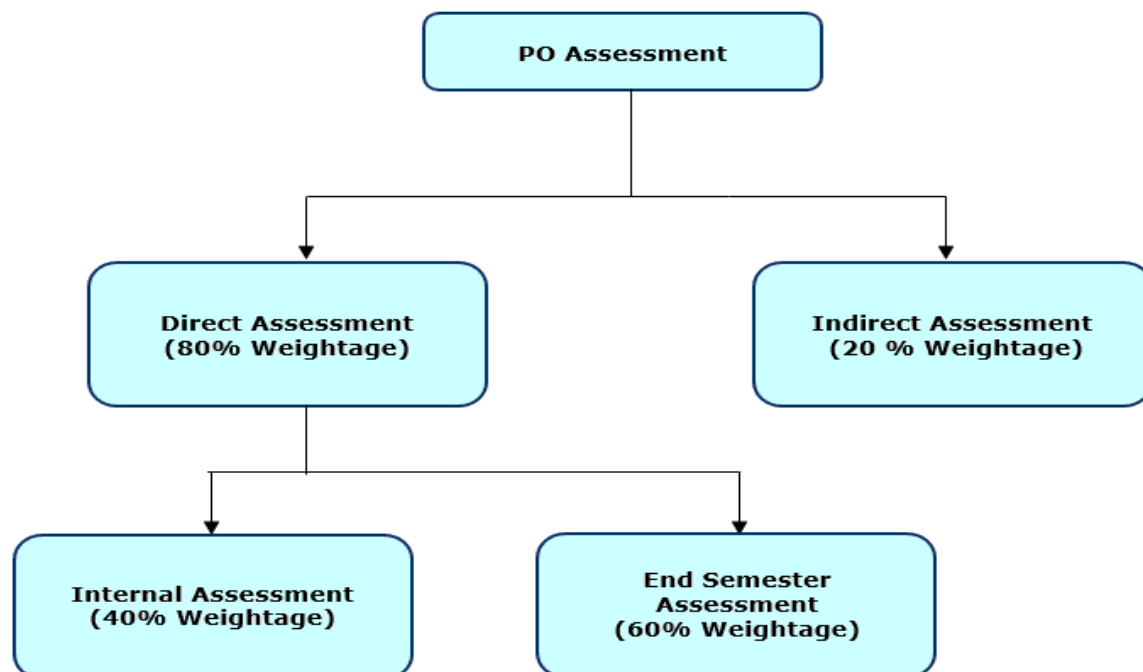
The Program Outcomes (POs) are measured both through direct and indirect measures. (Figure 3.2)

- **Direct Assessment Measures**

Direct assessments measure the students' knowledge or skills of measurable outcomes through direct examination or observation. Direct assessments of the students' learnings are conducted for a course using various assessment tools such as cycle test, quizzes, assignments, presentations, reports and end semester exams.

- **Indirect Assessment Measures:**

Indirect measures can provide information about students’ perception of their learning. Exit surveys are conducted for students after the completion of the program.



**Fig 9 PO Attainment Measures**

The overall attainment of POs is calculated using weighted average of values obtained from direct and indirect measurement tools. Generally, 80 percent weight is allotted to values derived from direct measurement with the rest 20 percent through indirect measurement methods such as students’ perception surveys.

The performance of a student in each course is assessed by the faculty by means of continuous evaluation components such as class test, assignments, seminars, quizzes, projects, and case analysis etc. in addition to the end semester examinations conducted at the end of the Semester.

A list of direct assessments methods is given below.

Description of various tools for the assessment is mentioned in Table 23.

<b>Table 43 Assessment Tools for Direct Measurement – Internal Assessments</b>	
<b>Assessment type</b>	<b>Description</b>
Quiz	The Quiz is designed to evaluate students in terms of their conceptual understanding and the skills acquired by students during the course of study.
Class test	A written test of duration 30 to 60 minutes which evaluate the conceptual understanding and skills acquired by students during the course of study.



<b>Table 43 Assessment Tools for Direct Measurement – Internal Assessments</b>	
<b>Assessment type</b>	<b>Description</b>
Slip test	A short 5-minute written test on topics discussed in the current or previous session
Cycle test	Written test of 90 minutes' duration, twice in a semester
Class participation	Class discussion is included in courses which involve discussions. The purpose is to improve articulation skills of students.
Assignment	The assignments may involve exercises, problem solving, short-notes, term paper, case-lets with specific questions, conceptual questions etc. These are to be submitted within the time period specified by individuals or groups.
Mini-project	Mini projects on a specific problem or topic to study in detail.
Presentation/Viva	Presentation on selected topics or present the work done in mini-project or assignments.
Company Practice	Students plan and meet a manager in a company and conduct an interview to learn the policies and practices in the company.
Case Analysis	The Case Analysis Method assists students in identifying typical problems in specific functional areas of management. This develops critical thinking skills.
Written case analysis	Equivalent to an open book exam. Case is circulated in advance and the questions are posed in the class. Written submissions are made in the class.

Company Practice – Sample Instructions and Discussion Points is shown in the following figure

**Expected Outcome:**

**Understand the HR practices in a company in the context of the industry and competition.**

**Preparation:**

1. Get familiar with the company – vision, mission, values, its businesses etc. This information will be available in the company’s website.
2. Some familiarity with the industry in which the company operates.
3. What is the industry in which the company is operating? Who are the main competitors for the company?
4. Recent news about the company in the press and internet.
5. Try and get to know the names of top people in the company.
6. Organizational structure (if available in public domain)
7. Be familiar with the discussion points.

**Discussion points:**

- Challenges and opportunities the company is facing.
- How the business is organized – divisions, geographies etc.
- Organizational structure in the context of its business and industry.
- What is the organizational culture? How it is relevant to the industry and business?
- Employee strength, location, categories etc. The overall strength of employees in the HR function vis-à-vis the overall employee size of the company.
- How the HR function is organized - talent acquisition, compensation management, engagement, performance management, training and development etc. – challenges pertaining to the industry, company, geographical area, business etc.
- Major challenges, if any, faced by HR in terms of talent acquisition and retention. What is the attrition in the company? (HR can pass this question if he / she is not comfortable in answering this.)
- General recruitment and selection processes including types of tests, interviews and other processes. Do they do anything that is different from competitors?
- What is the induction given to the new recruits?
- Motivational measures in terms of compensation, benefits, incentives and rewards.
- Is there any benchmarking done with competitors / industry in the area of compensation.

**Figure 10 Practice – Sample Instructions and Discussion points**

The process of collecting evidence and measuring PO attainment values starts with Scanning the courses and Electives for the relevant content and assessment tools capable of measuring attainment of the POs. In each course, a set of Course Outcomes, which students are expected to demonstrate, are designed carefully to align with the POs. Tests, examinations and assignments both individual and group plays an important role in defining the level of learning which a student

is expected to achieve in the courses (attainment of Course Outcomes) and hence in the program (attainment of Program Outcomes).

#### **B. Quality of assessment processes & Tools used**

The lists of all the activities undertaken by the examination department include:

##### **List of Activities in Examination Department:**

#### 1. Conducting the Mid Term Examination (After at least 50% Syllabus)

Mid- term examinations are conducted after the completion of 50% syllabus or at-least 7 sessions of the respective course. Academics informs the examination about Syllabus completion and accordingly mail is sent to the faculties where they are given the window of 10 days to complete their written assessment.

#### 2. Sending the mails to faculties for mid-term examination along with format for the question paper.

(Note: Exams of 20 marks will be conducted by the faculty during their regular sessions)

The faculties have to submit the question papers in the required formats (2 sets each with assigned CO and without CO) and model answer sheet as well. Both the question papers so prepared must have at-least 50% questions different

#### 3. Sending MAIL to students.

Students are notified about the examination. The students have their mail ID's assigned by the Institute through which they receive the notification from the examination department. Which is closely monitored by the director, Dr. Purshottam Patil and Examination Head Prof. Ganapati Kattige

#### 4. Sending online format to faculties for marks.

All the faculties report their internal and External assessment marks through online format as well as hard copy. Meetings are conducted by the examination department to train the faculties in Course Outcome based assessments.

#### 5. Creating the list of faculties taking subjects semester wise and specialization wise along with the contact details and mail ids.

The examination department is provided the list of the faculties along with the courses they are undertaking in the institute for that semester. It makes the Examination department to officially proceed for conducting semester end examination.

#### 6. Deciding the dates of Semester End Examination.

Although tentative dates were already given by academics. Sometimes those dates can be modified. After all the assigned faculties finishes their courses and send syllabus completion confirmation to academics, the semester End Examinations dates are decided.

7. Sending mail to the faculties for the QUESTION PAPERS and the MODEL ANSWERS.

The faculties have to submit the question papers in the required formats (2 sets each with assigned CO and without CO) and model answer sheet as well. Both the question papers so prepared must have at-least 50% questions different

8. Taking out notice for the examination for students

It is necessary to notify students at-least 30 days before their semester end examinations.

9. Sending mail to the students.

10. Getting answer sheets stamped.

The answer sheets (both Internal & External Assessment) need to be stamped.

11. Preparing the following:

- Time Table

Time Table is communicated to the students and the faculties through common notice mail

- Hall Tickets

Examination department issue the hall tickets to all the students before appearing in the examinations

- Supervisor Sheet

The supervisor sheet is prepared and monitored for the examinations. All faculty members are given equal number of duties.

- Paper allotment sheet (For giving & collecting papers)

Number of papers given and collected by the invigilator need to be monitored.

- Supervisors report

Each and every supervisor has to fill the supervisor report

- Attendance sheets

- Checking of question papers for printing.

- Sitting arrangements

- Getting no dues certificate from admin, academics & Library

12. Entering the marks.

Marks are verified in the answer sheet and the mark lists. In case soft copy is submitted by the faculty, they are also verified in the answer sheet.

13. Verification of marks.

The marks are verified after collating them in a final sheet also.

14. Gracing

Gracing is done according to the rules specified in University of Mumbai ordinance.

15. Declaring the results.

Results are declared within 1 month of conducting the semester end examination.

16. Preparing the Time table for remedial classes

If any students have failed in a particular subject, remedial classes are organized for those students, so that they can comfortably appear for KT examination.

17. Conducting the KT examination.

18. Declaring the result.

Summer Internship Projects and Final Projects (3 Separate projects i.e. Social relevance, Specialization & General Management. The quality assessment includes:

- a. Reporting to their respective guides in a regular interval.
- b. Guides report about the students individually
- c. Presentations by students about their project in front of external examiners from industry

All the steps mentioned above are prepared taking into consideration, that quality of assessment tools and process needed to be checked at every step.

Dean Academics Dr. Vasumathy Hariharan and Examination Head Prof. Ganapati Kattige keep track of proper co-ordination between academic activities and examinations, which works in synchronization to maintain the quality of assessments.

**3.3.2 POs and PSO attainment table**

<b>Table 44 CO-PO/PSO attainment matrix</b>								
<b>Semester</b>	<b>Course</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>
Semester I	Perspective Management	2.4	2.4	2	2.75	2	2.75	2.75
	Financial Accounting	2.5	2.5	2.08	2.88	2.17	2.88	2.88
	Business Statistics	2.9	2.9	2.42	3	2.42	3	3
	Operations Management	2.37	2.37	2.17	2.75	2.05	2.75	2.75
	Managerial Economics	2.2	2.2	1.84	2.63	1.83	2.75	2.63
	Organizational Behavior	2.5	2.5	2.17	2.75	2.17	2.75	2.75

Table 44 CO-PO/PSO attainment matrix								
Semester	Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1
	Negotiations and Selling Skills	2.5	2.5	2.17	2.75	2.17	2.75	2.75
	Effective & Management Communication	2.6	2.6	2.33	2.88	2.33	2.88	2.88
Semester II	Marketing Management	2.5	2.5	2.17	2.75	2.17	2.75	2.75
	Financial Management	2.9	2.9	2.42	3	2.42	3	3
	Operations Research	2.6	2.5	2.25	2.75	2.25	2.75	2.75
	Business Research Methods	2.7	2.7	2.42	2.88	2.42	2.88	2.88
	Human Resource Management	2.6	2.6	2.33	2.75	2.33	2.75	2.75
	Business Environment	2.6	2.4	2.25	2.75	2.25	3	3
	Analysis of Financial Statements	2.2	2.2	1.83	2.63	2.08	2.63	2.63
	Entrepreneurship Management	2.08	2.4	1.92	2.63	2.75	2.75	2.75
Semester III (Common Subjects)	Strategic Management	2.4	2.08	2.75	3	2.17	3	3
	International Business	2.7	2.37	2.25	2.08	2.25	2.63	2.75
	Summer Internship Project	2.9	2.9	2.83	3	2.67	3	3
Semester III (Finance Specialization)	Financial Markets & Institutions	2.4	2.4	2.083	2.75	2.08	2.75	2.75
	Corporate Valuation and Mergers & Acquisition	2.3	2.3	1.92	2.63	2.75	2.63	2.63
	Security Analysis and Portfolio Management	2.6	2.6	2.17	3	2.17	3	3
	Financial Regulations	2.7	2.7	2.42	2.88	2.42	2.88	2.88
	Derivatives and Risk Management	2.7	2.7	2.25	3	2.25	3	3
	International Finance	2.5	2.5	2.25	2.75	2.25	2.75	2.75

Table 44 CO-PO/PSO attainment matrix								
Semester	Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1
Semester III (System Specialization)	Database Management System and Data Warehousing	2.4	2.4	2.08	2.75	2.08	2.75	2.75
	Enterprise Management System	2.08	2.3	2.08	2.88	2.75	2.88	2.88
	Big Data and Business Analytics	2.4	2.4	2.08	2.75	2.08	2.75	2.75
	Knowledge Management	2.08	2.3	2.3	2.08	2.75	2.88	3
	Software Engineering Digital Business	2.08	2.4	2.75	2.75	2.75	3	2.75
	Digital Business	2.7	2.7	2.42	2.88	2.42	2.88	2.88
Semester III (Marketing Specialization)	Sales Management	2.5	2.5	2.25	2.25	2.25	2.75	2.75
	Marketing Strategy	2.5	2.5	2.25	2.75	2.25	2.75	2.75
	Consumer Behaviour	2.6	2.6	2.33	2.88	2.33	2.88	2.88
	Services Marketing	2.8	2.8	2.5	3	2.5	3	3
	Product & Brand Management	2.7	2.7	2.5	2.88	2.5	2.88	2.88
	Rural Marketing	2.7	2.7	2.5	2.88	2.5	2.88	2.88
Semester III (HRM Specialization)	Training & Development	2.6	2.6	2.25	2.88	2.25	2.88	2.88
	Compensation and Benefits	2.6	2.6	2.33	2.88	2.33	2.88	2.88
	Competency Based HRM and Performance Management	2.3	2.3	2	2.75	2	2.75	2.75
	Labour Law and Implications on Industrial Relations	2.6	2.6	2.25	2.88	2.25	2.88	2.88
	HR Planning and Application of Technology in HR	2.6	2.6	2.25	2.88	2.25	2.88	2.88
	HR Analytics	2.7	2.7	2.42	2.88	2.42	2.88	2.88
	Supply Chain Management	2.4	2.4	2.08	2.75	2.08	2.75	2.75

<b>Table 44 CO-PO/PSO attainment matrix</b>								
<b>Semester</b>	<b>Course</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PSO1</b>
Semester III (Operations Specialization)	Operations Analytics	2.08	2.4	2.17	2.75	2.17	2.75	3
	Service Operations Management	2.3	2.08	2.33	2.88	2.75	2.88	2.88
	Manufacturing Resources Planning & Control	2.5	2.5	2.25	2.75	2.25	2.75	2.75
	Materials Management	2.5	2.5	2.17	2.75	2.17	2.75	2.75
	Strategic Operations Management	2.5	2.5	2.17	2.75	2.17	2.75	2.75
Semester IV (Core Subjects)	Project Management	2.5	2.5	2.17	2.75	2.17	2.75	2.75
	General Management (Final Project)	2.08	2.4	2.08	2.25	2.17	2.09	2.75
	Functional Specialization (Final Project)	2.08	2.4	2.08	2.25	2.33	2.88	2.75
	Social Relevance (Final Project)	2.08	2.4	2.08	2.25	2.17	2.5	2.75
Marketing	Integrated Marketing Communication	2.4	2.4	2.08	2.75	2.08	2.75	2.75
Finance	Commercial Banking	2.4	2.4	2.08	2.88	2.08	2.88	2.88
HRM	Strategic HRM	2.6	2.6	2.33	2.88	2.33	2.88	2.88
	OD & Change Management	2.08	2.4	2.33	2.75	2.4	3	3
Operations	Strategic Sourcing Supply Management	2.4	2.4	2.08	2.75	2.08	2.88	3
System	Strategic Information Technology Management	2.4	2.4	2.08	2.88	2.08	3	3
Direct Attainment		2.468	2.493	2.234	2.755	2.287	2.819	2.836
Indirect Attainment		2.1	2.5	2.1	2.1	2.5	2.3	2.2
Final Attainment		2.39	2.49	2.21	2.62	2.33	2.72	2.71

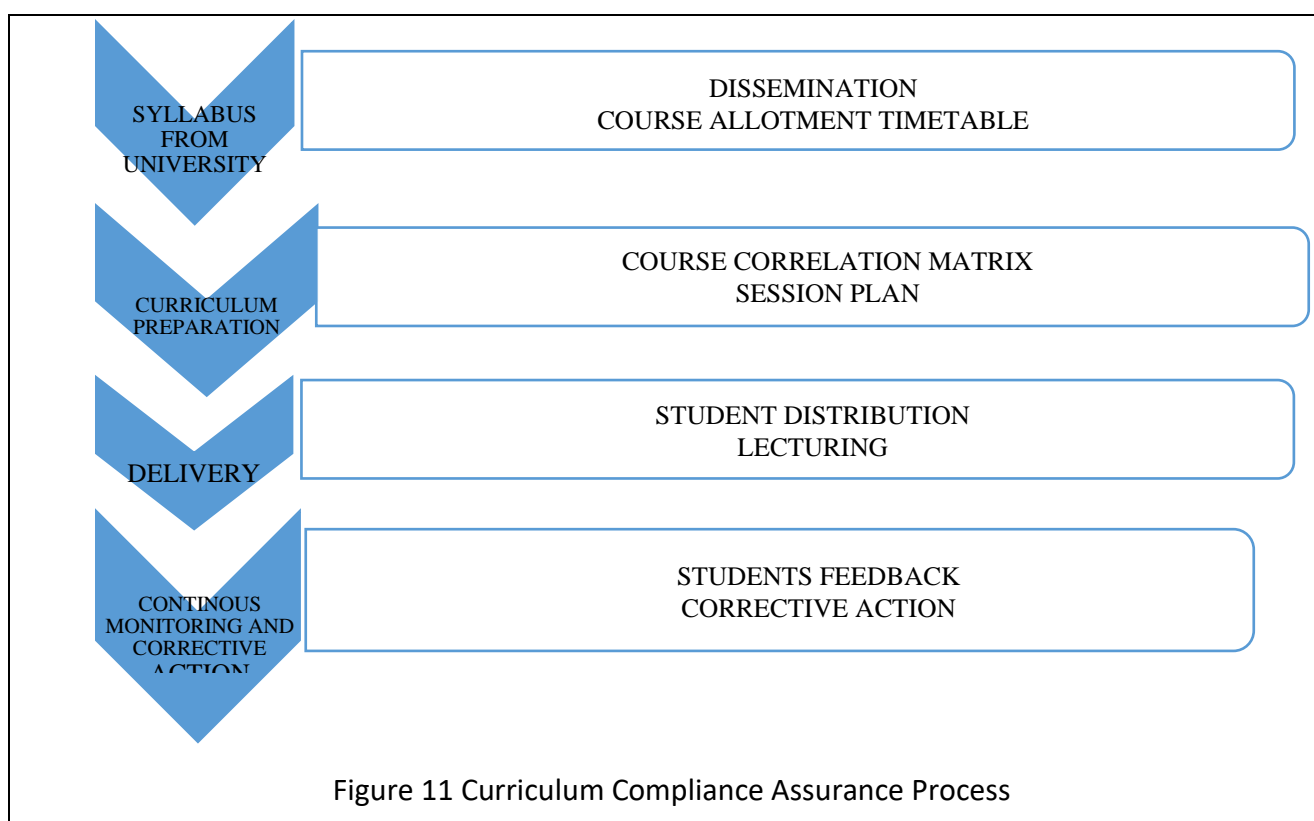


<b>CRITERION 4</b>	<b>CURRICULUM AND LEARNING PROCESS</b>	<b>125</b>
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#### 4.1 Curriculum

##### 4.1.1 State the process used to identify extent of compliance of the University curriculum for attaining the Program Outcomes

- The institute is affiliated to the University of Mumbai. Hence it adheres to the Program curriculum and syllabi prescribed by the university. The University revises the curriculum from time to time and the latest prescribed syllabi by them is followed by the Institute. The latest revision of syllabus of Master of Management Studies program was prescribed by University of Mumbai in 2017. The link for the same is given below.
- <https://old.mu.ac.in/wp-content/uploads/2016/06/MMS-Sem-I-and-II-20.02.17.pdf> (for I and II Semesters)
- <https://old.mu.ac.in/wp-content/uploads/2016/06/MMS-Sem-III-and-IV.pdf> (for III and IV Semesters)
- The Dean Academics on receipt of the revised syllabus from the University disseminates the same to the heads of the Departments. This in turn is disseminated to faculty members for making suitable changes in the session plan and make them ready for delivery. The compliance system followed is as depicted in the Exhibit 4.1.



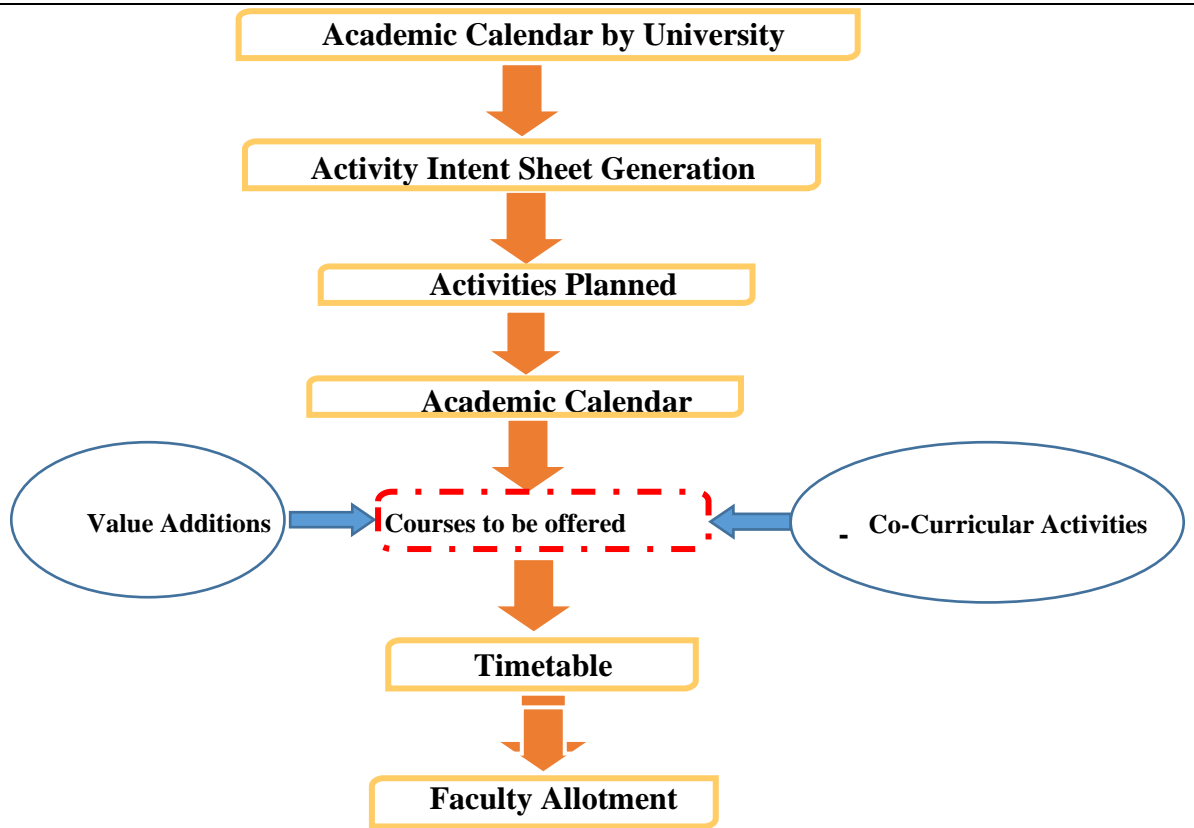


Fig 12 University Curriculum Compliance Process

#### 4.1.2. Appropriateness of gaps identified & actions taken to bridge gap

The session plans are prepared after completing the Course correlation Matrix. This is required in the wake of certain gaps that exist in the syllabus that makes us take corrective actions. We have identified two gaps. They are Curricular Gap and the second is Attainment Gap. These gaps exist in the areas of Knowledge and Skill. To bridge the Curricular gap various Certification courses on Analytics, NISM, Digital marketing, Equity levers, Soft Skills session, Mock Interviews were conducted.

<b>Table 45 CURRICULAR GAPS IDENTIFIED AND REMEDIAL RESPONSES</b>						
<b>Semester</b>	<b>Courses</b>	<b>LO as per university</b>	<b>BT</b>	<b>PO (BT)</b>	<b>Gap Identified</b>	<b>Remedial Measures</b>
<b>Sem I</b>	Perspective Management	Understand	Understand	Apply	General Management Skills	Role Play
	Financial Accounting	Apply, Understand	Apply	Create	Requirements of industry high	Guest lectures
	Business Statistics	Apply, Understand	Apply	Create	Analytical Skills	Certificate course on Business Analytics
	Operations Management	Apply, Understand	Apply	Evaluate	Critical thinking skills	Assignments on new developments in OM like industry 4.0
	Business Research Methodology	Apply, Understand, Interpret	Remember, Understand	Evaluate, Create	Projects to Paper	Students undertake projects with Faculty, present papers in Conference and Publish their papers

<b>Table 45 CURRICULAR GAPS IDENTIFIED AND REMEDIAL RESPONSES</b>						
<b>Semester</b>	<b>Courses</b>	<b>LO as per university</b>	<b>BT</b>	<b>PO (BT)</b>	<b>Gap Identified</b>	<b>Remedial Measures</b>
<b>Sem II</b>	Entrepreneurship Management	Reorient, expose,	Apply	Create	Start Up Fest	Students to develop business models and present
	Marketing Management	Learn, Understand	Remember, Understand	Apply, Analyze, Evaluate	Certificate Courses in Digital Marketing	Students encouraged to certificate courses, and evaluated based on the projects submitted
	Developing Teams & Effective Leadership	Learn, Understand	Remember, Understand	Apply, Evaluate, Create	Student Clubs	Clubs like Finance, Marketing, HR initiated and students conduct activities
<b>Sem III (Marketing )</b>	Marketing Strategy	Understand,	Understand,	Apply	Project based learning	Students are motivated to select the company and devise a road map to identify the tactics.
	Service Marketing	Understand,	Understand,	Apply	Students Exposure	The cohorts are encouraged to evaluate the services that can contribute to economy's growth and development
	Consumer Behaviour	Understand,	Understand,	Apply	Practical Training	Individuals are taken to field trip to understand the

Table 45 CURRICULAR GAPS IDENTIFIED AND REMEDIAL RESPONSES						
Semester	Courses	LO as per university	BT	PO (BT)	Gap Identified	Remedial Measures
						consumer's behaviour by observation and questionnaire
	Sales Management	Learn, Understand	Learn, Understand	Apply	Field Trip	Students are encouraged to go on the field and promote goods to gain confidence and build courageous environment
<b>Sem III (Finance)</b>	Financial Market & Institutions	Understand	Understand	Apply	Field Trip	Students are encouraged to go to banks and identify the differences of banking activities in public sector banks and private sector banks
	Security Analysis and Portfolio Management	Learn, Understand	Remember, Understand	Create	Analytical Skills	Assignments about the company's portfolio and analysis is made accordingly
	Derivatives and Risk Management	Learn, Understand	Remember, Understand	Create	Certifications and Value Additions	1. UDAAN (Placement Training on Finance)

<b>Table 45 CURRICULAR GAPS IDENTIFIED AND REMEDIAL RESPONSES</b>						
<b>Semester</b>	<b>Courses</b>	<b>LO as per university</b>	<b>BT</b>	<b>PO (BT)</b>	<b>Gap Identified</b>	<b>Remedial Measures</b>
						2. Financial Model using Excel, Guest Sessions by Industry Experts 3. Certifications from National Institute of Securities Market (NISM)
	International Finance	Learn, Understand	Remember, Understand	Create	Awareness on Economics Situations	Compulsory Newspaper Reading Sessions
<b>Sem III (Human Resource)</b>	Training & Development	Learn	Remember, Understand	Create	Platform to engage and interact	Role plays
	Compensation & Benefits	Understand	Understand	Evaluate	Certification	Certifications from online portals like nptel.com
	Competency based HRM & Performance Management	Understand	Understand	Evaluate	Bridge the gap between Industry and company	Opportunities to connect with HR of the companies and measuring the performance

<b>Table 45 CURRICULAR GAPS IDENTIFIED AND REMEDIAL RESPONSES</b>						
<b>Semester</b>	<b>Courses</b>	<b>LO as per university</b>	<b>BT</b>	<b>PO (BT)</b>	<b>Gap Identified</b>	<b>Remedial Measures</b>
	HR Planning & Application of Technology in HR	Understand	Understand	Create	Hands on Experience	Developing the HR Plan in integration with technological platform
<b>Sem IV</b>	Project Management	Apply	Apply	Create	Case based learning	Professionals are molded to work on project and are asked to prepare the learning outcomes

#### 4.1.2 State the components of the curriculum

Course Component	Curriculum Content (% of total number of credits of the program)	Total number of contact hours	Total number of credits
Program Core	60	1521	72
Program Electives	26	312	32
Open Electives	NIL		
Summer Project	3.33	8	4
Internships/Seminars	NIL		
Final Dissertation	10	24	12
Any other (Specify)			
<b>Total Number of Credits</b>			<b>120</b>

#### 4.1.3 Transaction of the curriculum

Table 46 Curriculum Details						
Course Code	Course Title	Total Number of contact hours				No. of Credits
		Lecture (L)	Tutorial (T)	Practical# (P)	Total Hours	
<b>Semester I</b>						
MG1001	Perspective Management	40	0	0	40	4
MG1004	Financial Accounting	40	0	0	40	4
MG1003	Business Statistics	40	0	0	40	4
MG1007	Operations Management	40	0	0	40	4



<b>Table 46 Curriculum Details</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Total Number of contact hours</b>				<b>No. of Credits</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical# (P)</b>	<b>Total Hours</b>	
MG1006	Managerial Economics	40	0	0	40	4
MG1002	Negotiation and Selling Skills	40	0	0	40	4
MG1005	Organizational Behaviour	40	0	0	40	4
MG1008	IT Skills for Management and Technology Platform	40	0	0	40	4
<b>Semester II</b>						
MG2004	Marketing Management	40	0	0	40	4
MG2005	Financial Management	40	0	0	40	4
MG2007	Operations Research	40	0	0	40	4
MG2006	Business Research Method	40	0	0	40	4
MG2003	Human Resource Management	40	0	0	40	4
MG2009	Corporate Social Responsibility	40	0	0	40	4

<b>Table 46 Curriculum Details</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Total Number of contact hours</b>				<b>No. of Credits</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical# (P)</b>	<b>Total Hours</b>	
MG008	Analysis of Financial Statements	40	0	0	40	4
MG2001	Entrepreneurship Management	40	0	0	40	4
<b>Semester III</b>						
C301	International Business (Core)	40	0	0	40	4
C302	Strategic Management (Core)	40	0	0	40	4
C303	Summer Internship (Core)	40	0	0	40	4
<b>FINANCE</b>						
F317	International Finance	40	0	0	40	4
F304	Financial Markets & Institutions	40	0	0	40	4
F305	Corporate Valuation, Merger & Acquisition	40	0	0	40	4
F307	Financial Regulations	40	0	0	40	4
F306	Securities Analysis & Portfolio Management	40	0	0	40	4

<b>Table 46 Curriculum Details</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Total Number of contact hours</b>				<b>No. of Credits</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical# (P)</b>	<b>Total Hours</b>	
F308	Derivatives & Risk Management	40	0	0	40	4
<b>MARKETING</b>						
M306	Consumer Behaviour	40	0	0	40	4
M308	Product & Brand Management	40	0	0	40	4
M305	Marketing Strategy	40	0	0	40	4
M304	Sales Management	40	0	0	40	4
M314	Rural Marketing	40	0	0	40	4
M307	Services Marketing	40	0	0	40	4
<b>HUMAN RESOURCE MANAGEMENT</b>						
H308	HR Planning & Application Of Technology In HR	40	0	0	40	4
H310	HR Analytics	40	0	0	40	4
H305	Compensation & Benefits	40	0	0	40	4
H306	Competency Based HRM &	40	0	0	40	4

<b>Table 46 Curriculum Details</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Total Number of contact hours</b>				<b>No. of Credits</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical# (P)</b>	<b>Total Hours</b>	
	Performance Management					
H304	Training & Development	40	0	0	40	4
H307	Labour Law & Implications On Industrial Relations	40	0	0	40	4
<b>SYSTEMS (INFORMATION TECHNOLOGY)</b>						
S305	Enterprise Management System	40	0	0	40	4
S313	Digital Business	40	0	0	40	4
S304	Database Management System & Data Warehousing	40	0	0	40	4
S308	Software Engineering	40	0	0	40	4
S306	Big Data And Business Analytics	40	0	0	40	4
S307	Knowledge Management	40	0	0	40	4
<b>OPERATIONS</b>						

<b>Table 46 Curriculum Details</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Total Number of contact hours</b>				<b>No. of Credits</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical# (P)</b>	<b>Total Hours</b>	
O308	Materials Management	40	0	0	40	4
O307	Mfg. Resource Planning Control	40	0	0	40	4
O305	Operations Analytics 2	40	0	0	40	4
O306	Service Operations Management	40	0	0	40	4
O312	Strategic Operations Mgmt.	40	0	0	40	4
O304	Supply Chain Management	40	0	0	40	4
<b>Semester IV</b>						
C401	Project Management	40	0	0	40	4
C402	Project in General Management					4
C403	Project in Functional Specialization					4
C404	Project in Social Relevance					4
<b>FINANCE</b>						
F405	COMMERCIAL BANKING	40	0	0	40	4

<b>Table 46 Curriculum Details</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Total Number of contact hours</b>				<b>No. of Credits</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical# (P)</b>	<b>Total Hours</b>	
<b>MARKETING</b>						
M405	INTEGRATED MARKETING COMMUNICATIONS	40	0	0	40	4
<b>HUMAN RESOURCE MANAGEMENT</b>						
H406	STRATEGIC HRM	40	0	0	40	4
<b>SYSTEMS (INFORMATION TECHNOLOGY)</b>						
S405	STRATEGIC INFORMATION TECHNOLOGY MANAGEMENT	40	0	0	40	4
<b>OPERATIONS</b>						
O406	STRATEGIC SOURCING SUPPLY MANAGEMENT	40	0	0	40	4

## 4.2. Learning Processes

### 4.2.1 Describe process followed to improve quality of Teaching and Learning

The process followed at SVIMS is depicted. The syllabus prescribed by the University of Mumbai is followed.

The Academic process is developed based on the syllabus prescribed.

The Academic system is developed based on the Academic Calendar and other requisites expected by the University.

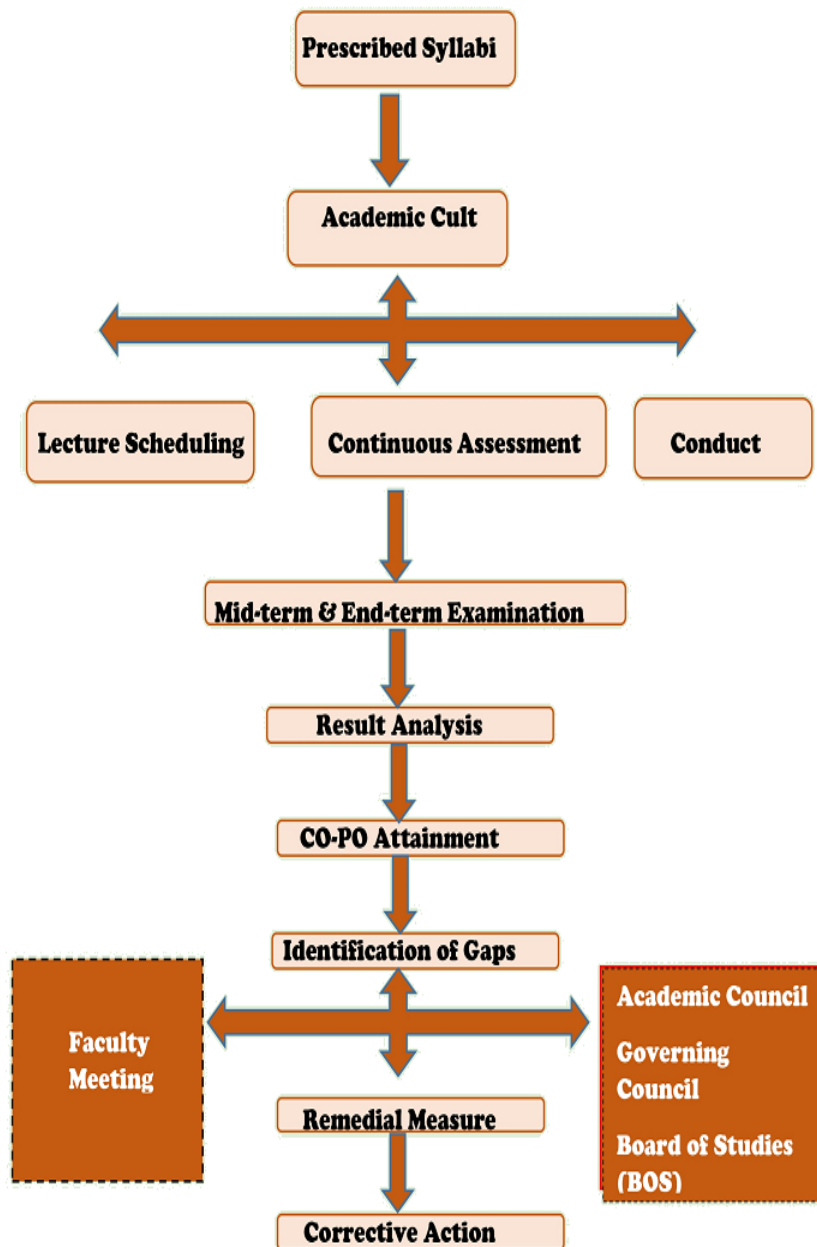


Fig 13 Learning Process at SVIMS

The Academic Department receives the set of newly admitted students from the administrative department.

The roll number of the students are assigned, and the attendance roster is prepared.

The Academic System practiced at SVIMS is as exhibited below.

The suggestions from faculty members are incorporated & final Academic Calendar is circulated.

In parallel to this the institute offers various certificate courses and training sessions to equip the students. The model followed to decide the certificate courses are outlined as given below.

The suggestions given by the Governing Council for certificate

courses are taken into consideration first and then the feedback from the Recruiters, Board of Studies and the Alumni are also considered.

Based on the suggestions, various proposals for conducting Certificate courses are lined up and taken up for discussion in the faculty meeting.

#### 4.2.1.A. Adherence to Academic Calendar

Once the Academic Department receives the Academic Calendar from the University, the planning of the events starts for the semester. The Dean sends mails to Heads of Departments requesting them to submit the events planned during the year. These events are added to the calendar and the new Academic Calendar is prepared and circulated for suggestions. The courses of each semester consist of Core and Electives. The elective-intent list is circulated among the students and the electives are finalized in the Faculty Meeting.

<b>Table 47 Academic Calendar Adherence Process at SVIMS</b>				
<b>Academic Calendar Batch 2020-22</b>				
<b>Batch</b>	<b>Activity</b>	<b>Target Date</b>	<b>Actual Date</b>	<b>Deviation</b>
2020-2022	Induction	13 <sup>th</sup> January 2021	13 <sup>th</sup> January 2021	Nil
	Commencement of Lectures of Semester I	18 <sup>th</sup> January 2021	18 <sup>th</sup> January 2021	Nil
	Guest Lectures (Debate)	19 <sup>th</sup> March 2021	19 <sup>th</sup> March 2021	Nil
	Mid term	23 <sup>rd</sup> March 2021	23 <sup>rd</sup> March 2021	Nil
	End Term Exam	14 <sup>th</sup> May 2021	14 <sup>th</sup> May 2021	Nil
	Commencement of Lectures of Semester II	26 <sup>th</sup> May 2021	26 <sup>th</sup> May 2021	Nil
	Mid term	1 <sup>st</sup> July 2021	1 <sup>st</sup> July 2021	Nil
	End Term Exam	30 <sup>th</sup> August 2021	30 <sup>th</sup> August 2021	Nil
	Summer Internship	9 <sup>th</sup> September 2021	9 <sup>th</sup> September 2021	Nil
	Commencement of Lectures of Semester III	13 <sup>th</sup> November 2021	13 <sup>th</sup> November 2021	Nil
	Placement Talk	2 <sup>nd</sup> December 2021	2 <sup>nd</sup> December 2021	Nil



	Mid term	7 <sup>th</sup> December 2021	7 <sup>th</sup> December 2021	Nil
	End Term Exam	18 <sup>th</sup> January 2021	18 <sup>th</sup> January 2021	Nil
	Commencement of Lectures of Semester IV	16 <sup>th</sup> February 2022	16 <sup>th</sup> February 2022	Nil
	Mid term	2 <sup>nd</sup> April 2022	2 <sup>nd</sup> April 2022	Nil
	End Term Exam	14 <sup>th</sup> May 2022	14 <sup>th</sup> May 2022	Nil
<b>Academic Calendar Batch 2021-23</b>				
<b>Batch</b>	<b>Activity</b>	<b>Target Date</b>	<b>Actual Date</b>	<b>% Deviation</b>
2021-2023	Induction	10 <sup>th</sup> December 2021	10 <sup>th</sup> December 2021	Nil
	Commencement of Lectures of Semester I	20 <sup>th</sup> December 2021	20 <sup>th</sup> December 2021	Nil
	Mid term	25 <sup>th</sup> March 2022	25 <sup>th</sup> March 2022	Nil
	End Term Exam	12 <sup>th</sup> April 2022	12 <sup>th</sup> April 2022	Nil
	Commencement of Lectures of Semester II	15 <sup>th</sup> April 2022	15 <sup>th</sup> April 2022	Nil
	Summer Internship	1 <sup>st</sup> May 2022	1 <sup>st</sup> May 2022	Nil
	Mid term	4 <sup>th</sup> August 2022	4 <sup>th</sup> August 2022	Nil
	End Term Exam	6 <sup>th</sup> October 2022	6 <sup>th</sup> October 2022	Nil
	Commencement of Lectures of Semester III	8 <sup>th</sup> October 2022	8 <sup>th</sup> October 2022	Nil
	Mid term	11 <sup>th</sup> December 2022	18 <sup>th</sup> December 2022	7 Days
	Placement Talk	2 <sup>nd</sup> January 2023	2 <sup>nd</sup> January 2023	Nil
	End Term Exam	14 <sup>th</sup> January 2023	14 <sup>th</sup> January 2023	Nil
	Commencement of Lectures of Semester IV	28 <sup>th</sup> January 2023	28 <sup>th</sup> January 2023	Nil
	Mid term	1 <sup>st</sup> March 2023	3 <sup>rd</sup> March 2023	2 Days
	End Term Exam	6 <sup>th</sup> June 2023	6 <sup>th</sup> June 2023	Nil

<b>Academic Calendar Batch 2022-24</b>				
<b>Batch</b>	<b>Activity</b>	<b>Target Date</b>	<b>Actual Date</b>	<b>% Deviation</b>
2022-2024	Induction	19 <sup>th</sup> November 2022	19 <sup>th</sup> November 2022	Nil
	Commencement of Lectures of Semester I	20 <sup>th</sup> November 2023	20 <sup>th</sup> November 2023	Nil
	Guest Lectures	2 <sup>nd</sup> December 2023	2 <sup>nd</sup> December 2023	Nil
	Mid term	8th February 2023	8th February 2023	Nil
	End Term Exam	10 <sup>th</sup> March 2023	10 <sup>th</sup> March 2023	Nil
	Commencement of Lectures of Semester II	23 <sup>rd</sup> March 2023	23 <sup>rd</sup> March 2023	Nil

#### **4.2.1 B. Improving instructional methods-using pedagogical initiatives**

Various initiatives are taken at the institute to improve the learning process of the students. These are designed based on the specialization that the students wish to pursue during their two-year program. The initiatives include list of such initiatives is exhibited in the following table.

<b>Table 48 Types of Pedagogical Initiatives</b>	
<b>Sr. No.</b>	<b>Topics</b>
1.	Samarth Seminar/Webinar
2.	Club Activities
3.	Udaan Activities
4.	Margadarshi
5.	Certifications (Business Analytics, Advance Excel, etc.)

- The college has a Learning Management System (LMS).
- The classrooms are technology-enabled with computers, projector, and mic.
- During Covid, classes were taken through Google Classroom.
- The attendance and class participation were captured using Google Attendance and Chat windows.

#### 4.2.1 C. Methodologies to support weak and encourage bright students

##### I) To Support Weak Students

- Weak students are identified based on examination results, academic attendance, response to assignments, class participations, attentiveness, active learning and self-initiative etc. Subsequently the related issues are resolved with additional tutorials, remedial classes and mentoring.
- SVIMS identifies students with specific disabilities and encourages them to participate and perform at par with others.
- The faculty members are given proper instructions to take care of them and monitor their performance very carefully and closely. Each batch has a class Coordinator.
- The instructions are prepared by the Academic Dean and approved by the Director. The same is disseminated to the Class Coordinators.
- Remedial sessions are conducted for the students who are weak due to either Learning Disability (Zain Shaikh) and Hearing Disability (Vivek Hattarkal) in their studies and now with the help of Attendance and Learning Attitude weak students are identified and appropriate steps are taken. Ms.Kamini Pagare of Batch 2019-21 with disability of Cleft lip was taken special care and she got placement in Atos.
  - Support to specially abled students (Divyang):

<b>MMS Batch</b>	<b>Academic Year</b>	<b>Student name</b>	<b>Challenge/s</b>	<b>Support/ Assistance provided by Institute during MMS Program</b>
2018-20	2019-20	Ms. Kamini Pagarae	Cleft lips	Successfully obtained final placement at Atos, Employee ID: 5081250
2019-21	2020-21	Mr Ashraf Zain Khan	LD (Learning Disability)	MMS Roll No. 22. Successfully completed the course in the first attempt

2021-23	2022-23	Mr. Vivek Hattarkal	Hearing impaired in both ears	Successfully obtained final placement at PIB Insurance Brokers Pvt. Ltd.
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## II) To Encourage Bright Students

### For Bright Students

For bright students at SVIMS, we encourage and motivate the students to participate & host (compere) the college events so as to build confidence and make them employable.

### Light of SVIMS Award for Meritorious Performance in Academics

SVIMS encourages students who excel in academics with Award of Merit. This award is given to students who score the highest marks. Top scoring student from each Specialization is identified and awarded separately during the Convocation. Similarly, one student from every batch is identified for his contribution to the institution Academic and non-academic, through a discussion with all faculty members. He/she is awarded as Light of SVIMS. The batch-wise details of the awardees are as given below.

<b>Table 50 Awards for Academic Excellence</b>		
<b>Batch</b>	<b>Student Name</b>	<b>Specialization</b>
2018-20	Mr Akash Mishra	Finance
	Mr.Mandar Varadkar	Marketing
	Ms.Shraddha Bendre	HR
	Mr.Umair Chaudhary	Operations
2019-21	Mr.Ganesh Zodape	Finance
	Ms.Akshata Shettigar	Marketing
	Ms.Bhavika Trimukhe	IT
	Ms.Sneha Dornala	HR
2020-22	Mr.Sangam Prajapati	Finance
	Mr.Vinay Jain	Marketing
	Mr.Pranav Saraiya	IT
	Ms.Anjali Gosain	HR

Table 51 Light of SVIMS Awards	
Batch	Student Name
2018-20	Mr.Akash Mishra
2019-21	Ms.Sneha Dornala
2020-22	Mr.Priyesh Mohite

### Scholarships to meritorious and deserving students

The Institute had interacted with Faculty members and based on their feedback students were selected for their exemplary performance in diverse areas such as academics, attendance, conduct in the Institute, curricular, co-curricular and extra- curricular activities, class participation, etc and were awarded scholarships, details as below:

Table 52 Scholarship Details		
MMS Batch	Academic Year	Total amount of scholarships awarded
2019-21	2020-21	Rs 4,22,000/-
2020-22	2021-22	Rs 5,02,000/-

**NKES Sir M Visvesvaraya Institute of Management**  
Plot 117 Road No.7A, Wadala(W),Mumbai-31

**Scholarship Payable to Students**  
Ledger Account

2021-22  
1-May-2022 to 31-May-2022

Date	Particulars	Vch Type	Vch No.	Debit	Page 1 Credit
1-5-2022	Dr Opening Balance				6,72,500.00
17-5-2022	Cr Bank of Baroda Ch. No. 000277 Being NEFT to 40 MMS 2nd year students (Batch 2020-22) towards Scholarship ( It is to be noted ARA Rs.2500/ - paid by SVIMS on behalf of Aboli Bhandare deducted from her Scholarship amount ) i.e 15000-2500=12500 + 39 *15000 (585000)	Payment	43	5,97,500.00	
	Cr Bank of Baroda Ch. No. 000278 Being NEFT to Sangam Prajapati, Sneha Wayangankar, Renuka Bansode, Umesh Reddy & Faizan Ali Shaikh towards scholarship allotted for MMS 2nd year Batch - 2020-22. i.e 5*15000	Payment	44	75,000.00	
				6,72,500.00	6,72,500.00

**NKES Sir M Visvesvaraya Institute of Management**  
Plot 117 Road No.7A, Wadala(W), Mumbai-31

**Scholarship to Students**  
Ledger Account  
*2020-21*  
1-Mar-2021 to 31-Mar-2021

Page 1

Date	Particulars	Vch Type	Vch No.	Debit	Credit
1-3-2021	Cr <b>2nd Year Tuition Fees Receivable - 2020-21</b> <i>Being Scholarship availed to Ashraf khan, Jitendra Yadav, Sahil More, Rakesh Patel, Pavankumar Hotkar, Anis Mohammad Rs. 10000/- each</i>	Journal	128	60,000.00	
25-3-2021	Cr <b>Bank of Baroda</b> <i>Ch. No. 000072 Being NEFT to 2nd year MMS students towards Scholarship as per list enclosed (2020-21 2nd year Batch)</i>	Payment	232	4,22,000.00	
	Cr <b>Bank of Baroda</b> <i>Ch. No. 000072 Being NEFT to 2nd year MMS student towards Scholarship to Govind Jadhav - Due to difference in IFSC code his amount is debited later by the Bank so accounted separately</i>	Payment	232	10,000.00	
	Cr <b>Bank of Baroda</b> <i>Ch. No. 000073 Being cheque issued in favour of Faizal Khan towards Scholarship - 2020-21 2nd year MMS batch</i>	Payment	233	10,000.00	
				5,02,000.00	
	Dr <b>Closing Balance</b>				5,02,000.00
				<b>5,02,000.00</b>	<b>5,02,000.00</b>

Fig 14 Scholarship Details

#### 4.2.1 D. Quality of class room teaching

- All the faculty members are well experienced in teaching. The total teaching experience in years of all the faculty put together is 84 years. (Average is 14 years).
- They use case studies, role plays, projects, group presentations to make the teaching more interactive and interesting. Usage of ICT tools will make the students easily understand the concepts.
- The level of understanding is checked by conducting quizzes and giving assignments and also conducting question and answer sessions,
- The faculty are trained new pedagogical methods by conducting Faculty Development Programs.

#### 4.2.1 E. Student feedback of teaching process and actions taken

At SVIMS, the voice of student is very important. Students feedback on teaching and learning process is taken on start of academic session (within 15 days) and later on twice in a semester.

<b>Table 53 Students Feedback Format</b>					
<b>Subject</b>		<b>Financial Accounting</b>	<b>Perspective Management</b>	<b>Business Research Methods</b>	<b>Business Statistics</b>
Sr. No.	Parameters	Dr. Kavita C	Dr Rahul Shah	Dr Priyanka Dukhande	Prof. Ganapati K
1	The faculty is well prepared for each class				
2	The faculty has a thorough knowledge of the subject				
3	The faculty explains giving practical examples				
4	The Faculty creates interest in the subject				
5	The Faculty encourages participation				
6	Encourages students to ask questions and participate				
7	The Faculty is punctual and regular				

**Table 53 Students Feedback Format**

<b>Subject</b>		<b>Financial Accounting</b>	<b>Perspective Management</b>	<b>Business Research Methods</b>	<b>Business Statistics</b>
8	The Faculty covers all the topics in the course				
9	The Faculty makes the use of allotted time well				
10	The Faculty is fair in evaluation and feedback				
11	The Faculty is available for consulting and mentoring after class				
12	The Faculty is open to providing support whenever needed				
13	The Faculty is audible, loud and clear in the class				
14	The Faculty makes complex aspects and concepts simple and easy to understand				
15	The Faculty focuses on application of theory learnt into practice				



Table 53 Students Feedback Format					
Subject		Financial Accounting	Perspective Management	Business Research Methods	Business Statistics
16	The Faculty is a good role model				

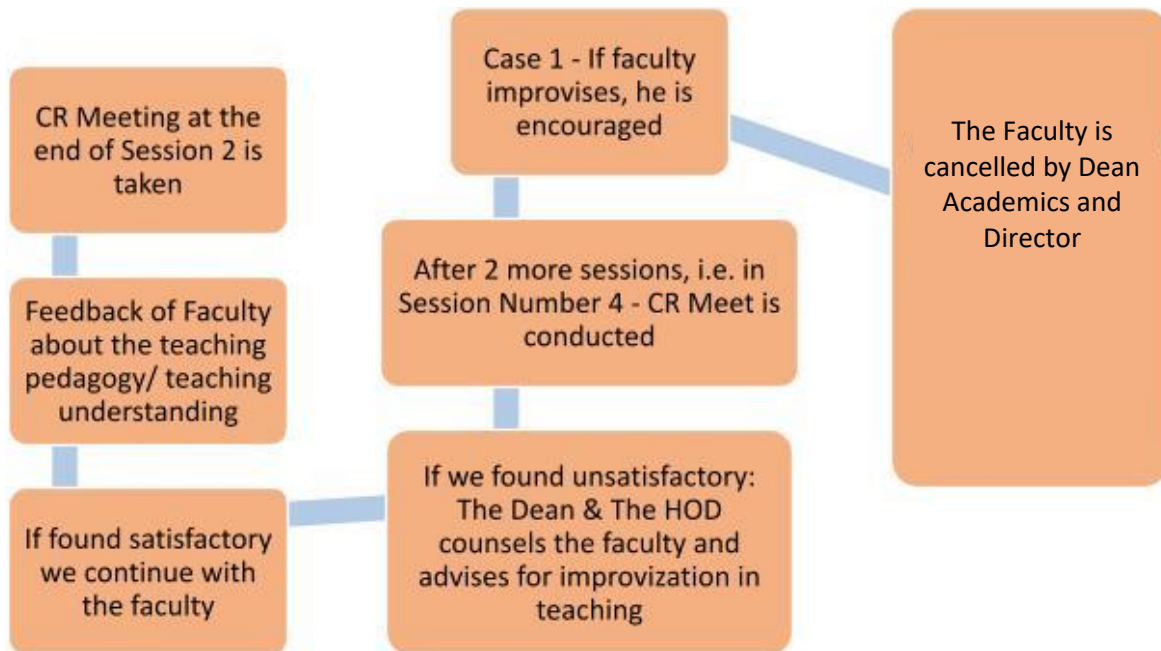


Fig 15 Action taken on student feedback

The feedback taken is analyzed and corrective action is suggested to faculty. Dean Academics then verifies the action taken by faculty with students completing the feedback loop.

During 2020-2022,

During the feedback session with the CR Reunka Bansode and CR Pawan Pandey, a query was raised for a faculty teaching Financial Management. The feedback was taken during that time and it was found that students were unable to match the speed of the faculties' level. After which, the faculty was counselled by the Dean Academics and Director. The response of the same was conducted after couple of sessions and found that faculty raised to the occasion and the required result was observed.

During 2021 - 2023,

While going through a feedback session with the CR Nevin Mathews and CR Gurunarayan Pandey, the students had difficulty comprehending the course online as it was pandemic year. Students had multiple challenges from connection issues to learning numerical subjects and also unable to have attention span. The Core committee of The Director and Dean Academics with the senior professors meeting was summoned to which everyone unanimously came to a solution to come down to the levels of students. Faculties teaching numerical subjects created interesting pedagogy by teaching sums and solving sums in unique & creative manner. One of the instances was noticed where a faculty named Dr. Priyanka D Madam, used Tripod Camera Stand and converted wardrobe into a class board while solving and teaching sums.

During 2022 - 2024,

In the interim of the course via an evaluation process with the CR Ankita Bhosale and CR Vedant Tanawade, the cohort had dilemma in gauging the technical subjects for which during assessment session it was observed about the subject knowledge of students was not up to the mark as they were gaining only theoretical knowledge and practical knowledge was not being given preference. The Core committee of The Director, The Dean and Placement head was organized after which the faculty was guided the importance of the subject and accordingly in recurring feedback sessions the confidence of the students was visible. The words of appreciation was also expressed by the committee for responding to the situation.

#### **4.2.2. Quality of continuous assessment and evaluation processes**

The students are assessed using both Direct and Indirect Assessment techniques. All Faculty members are instructed specifically to engage in continuous evaluation. The students are evaluated based on both internal and external examination systems. The internal evaluation comprises of a combination of more than one of the following.

##### **4.2.2 A. Process for internal semester question paper setting and evaluation and effective process implementation**

The Internal evaluation of the students are based on

- a. Midterm examination
- b. Project works
- c. Presentations
- d. Viva-Voce e. Assignments
- e. Class Participation and Attendance
- f. Quizzes.

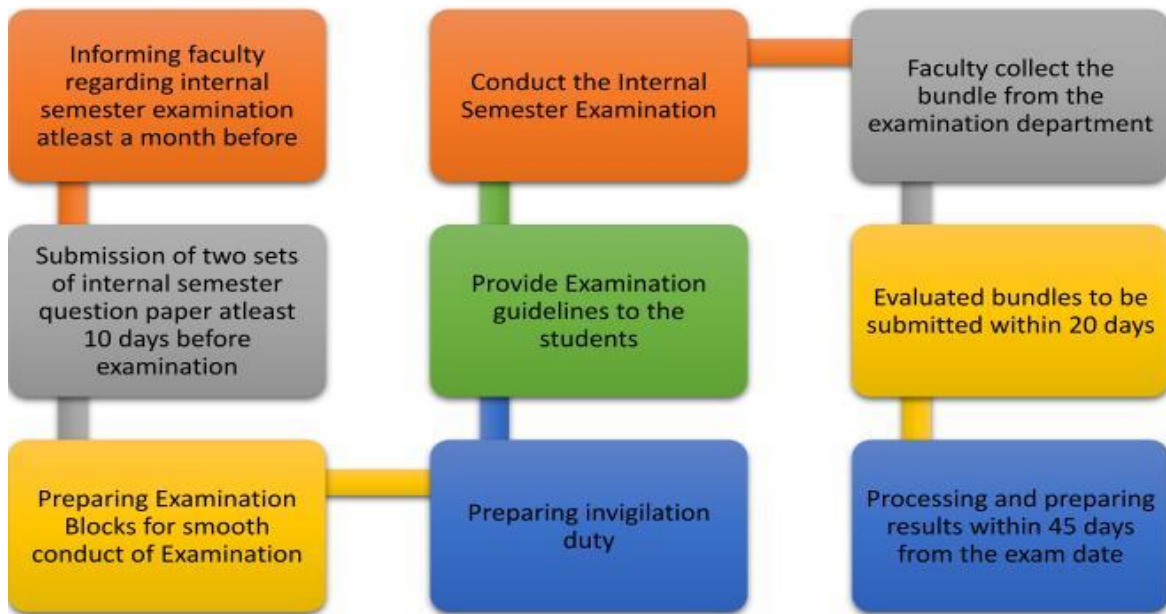


Fig 16 Process for Internal Semester Question Paper Setting

1. The faculty members are given the choice to select a combination of all or any five (minimum) of the evaluation techniques provided here. (Refer Session Plans). These are captured in the Session Plans by the faculty and submitted to the academics and examination department before the commencement of classes. The session plan adheres to the schedule and syllabus prescribed by the University and the course outcome are also listed across every session planned by the faculty member.
2. The Examination department plans the conduct of internal evaluation (IE) that is midterm examination after at least five sessions are completed.
3. The schedule for conduct of midterm examination is prepared by the Examination Department and the same is shared with all the faculty members and students.

4. The question papers with CO's are submitted by the faculty members well in advance to the examination department and the exams are conducted in the class under the supervision of the concerned faculty and the exam department

5. The faculty members are expected to complete the evaluation and the share with the same with the examination for calculation of attainment levels.

<b>Table 54 Continuous evaluation components and its weightages</b>		
<b>Internal Component</b>	<b>Methodology</b>	<b>Weightage in marks out of 40</b>
Assignments	A topic is given to the class and the students are expected to submit a hand-written assignment on same	5
Midterm examinations	Mid-term exams are conducted once the faculty completes 5 -6 sessions. Two sets of question papers are prepared for 20 marks with specific course outcomes and the exams are conducted by the respective faculty members during their sessions	20
Case Analysis	A Case is discussed in the class by the faculty, and the students are instructed to seek answers to the questions given and submit either as an assignment or as a presentation	5
Case Presentation		5
Project works	A topic is assigned to a group of five to six students and the students are expected to work towards the objectives stated by them in the project proposal	5
Project Reports and presentations	A report is prepared on the projects taken by the students and the students present the same in the class.	5

<b>Internal Component</b>	<b>Methodology</b>	<b>Weightage in marks out of 40</b>
Quiz	A set of questions, based on the portions covered so far, is prepared by the faculty and the students take turns to answer the same	5
Class Participation	Students who actively participate in the class during the sessions are rewarded marks	5
Attendance	Students who attend sessions regularly and maintain an average of over and above 75 % till 100% are rewarded	5

The faculty members are expected to submit the internal evaluation scheme along with the Session plan. The session plans are collected and shared with the students before the start of the sessions. The template for the Session plan is given here as example. Students who fail in the internal examinations are allowed to appear for the Mid Term examination again or present the project report again.

#### **4.2.2 B. Process to ensure questions from outcomes/learning levels perspective**

Question paper is supposed to test the CO attainment levels. The question paper template shared with the faculty contains mapping of questions with Cos. Even discrimination index of each question is calculated to know the quality of questions.

<b>Sr. No.</b>	<b>Topics</b>	<b>BT Levels</b>
1.	Q.1 Case Study (Compulsory)	3, 4, 5, 6
2.	Q.2 to Q.7	3, 4, 5

#### 4.2.2. C. Evidence of COs coverage in class tests/mid-term tests

Mid-term test questions are mapped with Course Outcomes. The projects and assignments are also used to test the coverage of Course outcomes, which is evident from the database available. Such initiatives further facilitates for computing the program outcomes.

#### 4.2.2. D. Quality of Assignment and its relevance to COs.:

At the end of each topic students are given assignments related to the topic. Students are made to go through the content available on the internet or books or magazines available in the library to complete the assignment. The time to complete assignment is decided by the concerned faculty. After submission of the assignment the faculty evaluates the same and gives feedback to the students. If the quality of the submitted assignments are not up to the mark the topic needs to be repeated. These assignments are related generally to the attainment of COs of Bloom's Taxonomy level 5 and 6 i.e., evaluation and creation.

<b>Sr. No.</b>	<b>Topics</b>	<b>BT Levels</b>
1.	Class Test	3, 4
2.	Assignment/Viva Voce	5, 6
3.	Class Participation	3, 4, 5
4.	Case Studies	4,5,6

#### 4.2.3. Quality of student reports/dissertation

##### A. Identification of projects and allocation methodology to Faculty Members

There are two types of projects and they are as follows:

**SIP (Summer Internship Projects)** – Based on the internship of the student and experience of the faculty

– Allocation of Faculty is assigned

**Final Project** – There are three projects which every cohort is required to qualify which is based on the specialization the student opts in Semester III & Semester IV. Based on the specialization students opt – Allocation of faculty is done.

**Guidelines for End Term Project**  
**Master of Management Studies – Semester IV**  
**University of Mumbai**

The MMS specialization project is the curriculum of MS program. The students as expected to synthesize, integrate & apply that they have acquired during entire program, across all semesters that approximate a professional practice experience.

***It is mandatory & a full credit course for 300 marks. The format mentioned herein is mandatory for all MMS students irrespective of their specialization.***

**Project 1: Focus Area: General Management      Marks: 100**

The semester 4 mandatory project in the area of General management is the culmination of the management learning's through Semester 1 - 3. The students are expected to synthesize integrate & apply skills that they have acquired during the first three semester' s w.r.t. the areas of General Management. This is a mandatory & a full credit course for 100 marks, for all MMS students irrespective of their specialization. This key objective of this project is to provide the student with an opportunity to study a management challenge in a systematic manner. The project should enable you to apply the conceptual knowledge that you have acquired in a practical manner.

Steps Involved:

1. Arriving at a topic for research
2. Literature Study
3. Defining the project objectives
4. Defining the Project Plan
5. Methodology of the Research
6. Interpretation & reporting the finding

**Project 2: Focus Area: Your Specialization**      Marks: 100

This project needs to be in the area of student' s specialization, i .e.: Marketing/ Finance/ Human Resource/ Operations. The project should showcase the application of your conceptual learning of the area of your specialization from semester 1 -3.

Identify the area that you want to pursue the project in, which could be in any of the following ways:

1. The students is placed in the organization, identifies a problem through independent data analysis &/ or consultation with a field organization & presents it to the guide for approval as a project synopsis
2. The students aspires to be a part of the company/ industry & hence takes up the organization for better understanding by developing a project synopsis
3. Student choses a topic that is of interest to him or her

**Project 3: Focus: Social relevance**      Marks: 100

The main aim of this project is to enable the students to be aware of their social responsibilities & encourage them to explore project areas for finding sustainable solutions to challenges which are social in nature. The students can select any area for study which is in the social realm viz. Environmental Protection, Waste Management, Disaster Management, Saving/ Harvesting water, Malnutrition to name a few.

**Evaluation of Project Report**

The evaluation of the project report will be done in two phases viz. – the written report & the viva-voce exam



<b>Table 57 Evaluation Criteria for Project Work</b>		
<b>Project Report</b>	<b>Max. Marks</b>	<b>Marks Obtained</b>
Choice of Project	05	
Definition of Objectives of the Study, Scope of the Study	10	
Methodology including Literature Review, primary data & secondary data search, questionnaire design	10	
Field work	10	
Analysis of data, report writing, language	10	
Recommendations, suggestions, Bibliography	10	
Applicability of the Study	05	
<b>Total ( A)</b>	60	
Viva Voce Exam		
Ability to discuss the key challenge taken up, objective & scope of the study	10	
Ability to discuss the report, methodology & literature	10	
Ability to discuss data analysis, interpretation of results & recommendations	15	
Overall communication & Language	05	
<b>Total (B)</b>	40	
<b>Total ( A+B)</b>	100	

#### **4.2.3 B. Types and relevance of the reports and their contribution towards attainment of POs**

As per the University mandate, every student pursuing MMS course has to complete three project works during the final semester and submit a report based on the same. Final projects are further classified into three types and they are as follows:

1. Project based on any topic related to Management in General
2. Project based on their area of specialization like Finance, Marketing or Human Resource Management
3. Project based on Corporate Social Responsibility

One faculty member is identified as Project Coordinator. She/he is assigned to prepare the guidelines for Project work. The faculty members are allotted with students based on their specialization. The guidelines are amended as per the requirements of the program and batch. The students are monitored on a regular basis. The faculty members enter marks in the google sheet prepared specifically for the purposes of evaluation on a regular basis after which the marks are collated and submitted to examination team.

#### 4.2.3. C Process for monitoring and evaluation

##### Evaluation process followed for Batch 2018 -20 and Batch 2019-21

<b>Table 58 Project Evaluation Details and Rubrics Formulation</b>		
<b>Date</b>	<b>Work to be done</b>	<b>Evaluation</b>
Initial Information Report (IIR)	1.Letter from organization 2.Proposed title and functional area 3.Need for study 4.Objectives of study	5
Project Proposal	1.Literature review 2.Research methodology 3.Instrument design 4.Test survey result	15
Interim Report I	1. Evaluation by Industry faculty 2. Rough draft with inference and findings with Chapters I and II 3. Presentation by student (if required)	15
Interim Report II	Submission of draft report with Chapters I,II,III and IV	15
Final Report	Submission of final report as per guidelines and instructions of the respective guides with all chapters corrected and edited.	25
Internal Marks by Company Guide	Submission	25

The students are evaluated during the entire duration of the project. Their performance is evaluated on the stages given in the Table and Exhibit.

#### 4.2.3 D. Process to assess individual and team performance

The internal guide, i.e. The faculty members evaluate the students and submit their marks.

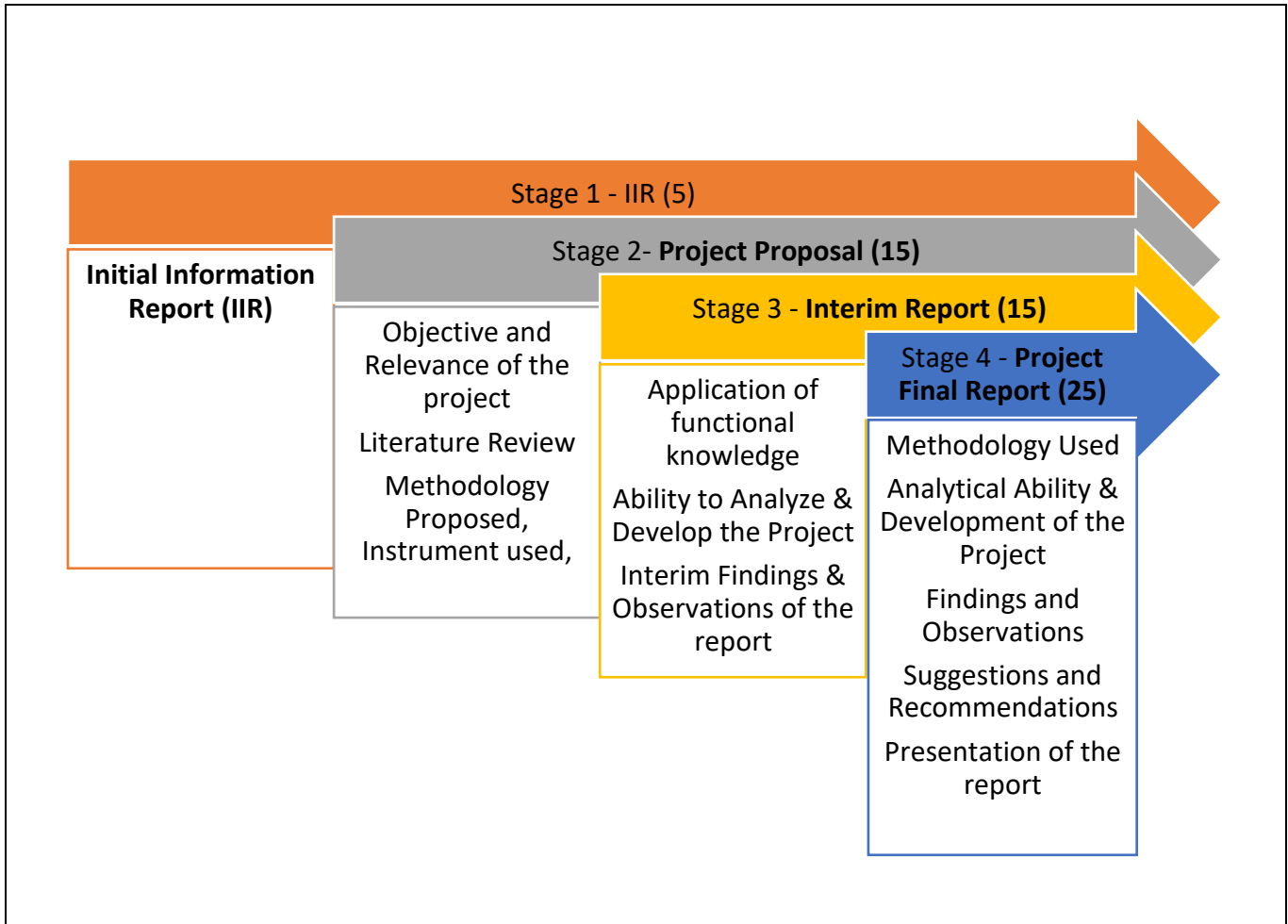


Fig 17 Project Work Monitoring Process

- Faculty members from other reputed business schools, industry-experts and alumni are invited to evaluate the projects as external examiner.
- The students are made to present their report in the form of Power point slides in front of the examiners.
- Their marks are keyed in as external component. The performance of the students are as shown in the Tables.

#### 4.2.3 E. Quality of dissertation

Dissertation is considered as paramount importance. The result analysis of previous batches gives the starting point of analysis of quality to be implemented in next batches.

<b>Table 59 Types of dissertation and its result analysis</b>					
<b>BATCH-2019-21 (SEM 3) (PROJECT RESULT ANALYSIS)</b>					
<b>SR.NO.</b>	<b>SUBJECT</b>	<b>APPEARED</b>	<b>PASS</b>	<b>FAIL</b>	<b>PASS PERCENTAGE</b>
1	SUMMER INTERNSHIP	47	47	0	100
<b>BATCH-2019-21 (SEM 4) (PROJECT RESULT ANALYSIS)</b>					
<b>SR.NO.</b>	<b>SUBJECT</b>	<b>APPEARED</b>	<b>PASS</b>	<b>FAIL</b>	<b>PASS PERCENTAGE</b>
1	SOCIAL RELEVANCE	47	47	0	100
2	GENERAL MANAGEMENT	47	47	0	100
3	FUNCTIONAL SPECIALISATION	47	47	0	100
<b>BATCH-2020-22 (SEM 3) (PROJECT RESULT ANALYSIS)</b>					
<b>SR.NO.</b>	<b>SUBJECT</b>	<b>APPEARED</b>	<b>PASS</b>	<b>FAIL</b>	<b>PASS PERCENTAGE</b>
1	SUMMER INTERNSHIP	48	48	0	100
<b>BATCH-2020-22 (SEM 4) (PROJECT RESULT ANALYSIS)</b>					
<b>SR.NO.</b>	<b>SUBJECT</b>	<b>APPEARED</b>	<b>PASS</b>	<b>FAIL</b>	<b>PASS PERCENTAGE</b>
1	SOCIAL RELEVANCE	47	47	0	100
2	GENERAL MANAGEMENT	47	47	0	100
3	FUNCTIONAL SPECIALISATION	47	47	0	100

The monitoring process of students were amended following the feedback received from company guides and the external examiners. The revised guidelines are as reported in the Table.

**Methodology to assess individual contribution/understanding of the project as well as collective contribution/understanding**

<b>Table 60 Project Guidelines</b>		
<b>Project Report</b>	<b>Max. Marks</b>	<b>Marks Obtained</b>
Choice of Project	05	
Definition of Objectives of the Study, Scope of the Study	10	
Methodology including Literature Review, primary data & secondary data search, questionnaire design	10	
Field work	10	
Analysis of data, report writing, language	10	
Recommendations, suggestions, Bibliography	10	
Applicability of the Study	05	
<b>Total (A)</b>	<b>60</b>	
Viva Voce Exam		
Ability to discuss the key challenge taken up, objective & scope of the study	10	
Ability to discuss the report, methodology & literature	10	
Ability to discuss data analysis, interpretation of results & recommendations	15	
Overall communication & Language	05	
<b>Total (B)</b>	<b>40</b>	
<b>Total (A+B)</b>	<b>100</b>	

<b>CRITERION 5</b>	<b>STUDENT QUALITY AND PERFORMANCE</b>	<b>100</b>
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<b>Table No. 5.1 Student Intake</b>					
ITEM	2022-2023	2021-2022	2020-2021	2019-2020	2018-2019
APPROVED INTAKE	60	60	60	60	60
NUMBER OF STUDENTS ADMITTED (N)	60	54	48	47	35

<b>Table No. 5.2 Success Rate</b>			
YEAR OF ENTRY	Total number of students admitted	Number of students who have completed	
		I year	II YEAR
2022-2023	60	-	-
2021-2022	54	53	-
2020-2021	48	47	44
2019-2020	47	47	47
2018-2019	35	35	35

### 5.1 Enrollment Ratio (Admissions)

<b>Table 61 Enrollment Ratio (Admissions)</b>			
YEAR OF ENTRY	NUMBER OF STUDENTS ADMITTED	SANCTIONED INTAKE	ENROLLMENT RATIO
2022-2023	60	60	100.00%
2021-2022	54	60	90.00%
2020-2021	48	60	80.00%
<b>Average Enrollment Ratio</b>			<b>90.00%</b>

## 5.2 Success Rate (Students clearing in minimum time)

ITEM	2020-2022	2019-2021	2018-2020
NUMBER OF STUDENTS ADMITTED	48	47	35
NUMBER OF STUDENTS WHO HAVE GRADUATED IN MINIMUM TIME	44	47	35
SUCCESS INDEX	0.9166	1.00	1.00
AVERAGE SUCCESS INDEX	0.9722		

## 5.3 Final Year Academic Performance (Percentage marks scored)

ACADEMIC PERFORMANCE	2020-2022	2019-2021	2018-2020
MEAN OF CGPA OR MEAN PERCENTAGE OF ALL SUCCESSFUL STUDENTS (X)	8.04	7.45	8.08
TOTAL NUMBER OF SUCCESSFUL STUDENTS (Y)	44	47	35
TOTAL NUMBER OF STUDENTS APPEARED IN THE EXAMINATION (Z)	48	47	35
API = $X*(Y/Z)$	7.37	7.45	8.08
AVERAGE API =	7.63		

## 5.4 Placement, Higher Studies and Entrepreneurship

### 5.4.1 PLACEMENT

ITEM	2021-2022	2020-2021	2019-2020
Total Number of Students admitted in First year of the program (N)	48	47	35
No. of students placed in companies or Government Sector (x)	45	41	28



Table 64 Placement, Higher Studies & Entrepreneurship			
ITEM	2021-2022	2020-2021	2019-2020
No. of students pursuing Ph.D./Higher studies (y)	0	0	0
No. of students turned entrepreneur (In the areas related to management discipline) (z)	1	2	2
$x+y+(1.2*z) =$	46.2	43.4	30.4
Placement Index: $x+y+(1.2*z)N$	0.96	0.92	0.87
Average Placement $(P1+P2+P3)/3$	0.92		
Assessment Points = 30 X average placements	27.6		

Table 65 Quality of Placement			
Item	(2021-22)	(2020-21)	(2019-20)
	Management Stream (M1)	Management Stream (M2)	Management Stream (M3)
No. of students placed:	45	41	28
Median Salary for Placement	Rs. 3.20 Lakhs	Rs. 3.14 Lakhs	Rs. 3.09 Lakhs
Highest Salary	Rs. 26,00,000	Rs. 5,50,000	Rs. 4,50,000

Table 66 Program Name and Assessment Year (MMS) 2018-2020 Batch			
Roll No.	Name of the Student	Company Name	Appointment Letter- Reference Number with date
9001	Bendre Shraddha Rajendra	HDFC Bank Limited	21/07/2020
9003	Chaudhary Obaidurrahman Abdussamad	Own Business (Entrepreneur)	Awaited
9004	Chaudhary Umair Ahmed Abdul Qayum	Own Business	L.K. Enterprises (entrepreneur)

<b>Table 66 Program Name and Assessment Year (MMS) 2018-2020 Batch</b>			
<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>	<b>Appointment Letter-Reference Number with date</b>
9005	Dabhade Haresh Subhash	Kotak Mahindra Life Insurance Company Limited	24/10/2019
9006	Darvatkar Siddhesh Dnyandev	Fino Payments Bank Ltd.	16/02/2021
9007	Gaikwad Shraddha Sudam	Kotak Mahindra Life Insurance Company Limited	23-10-2019
9008	Ghanekar Swapnil Chandrakant	Randstad	17-12-2019
9009	Gupta Anjali Umesh	Kotak Mahindra Bank	09/03/2021
9010	Ingale Tejashvi Dnyaneshwar	HDFC Bank Limited	26/11/2019
9011	Jain Kartik Manoj	Kotak Mahindra Life Insurance Company Limited	23/10/2019
9012	Janjire Soniya Appasaheb	Square Yards Consulting Pvt. Ltd.	07/01/2020
9014	Khan Salman Tajmmul	Fino Payments Bank Ltd.	24/01/2020
9015	Khan Umeera Naushad Ali	Square Yards Consulting Pvt. Ltd.	10/01/2020
9016	Mishra Aakash Dinesh	HDFC Bank Limited	Applicant No :- 73376842 dated 21st july 2020
9017	More Prachi Ganesh	Kotak Mahindra Bank	Awaited
9019	Nagwekar Shrutika Dattaram	HDFC Life Insurance Company Limited	12/12/2019
9020	Pagare Kamini Deepak	Atos	5081250 - Employee ID

<b>Table 66 Program Name and Assessment Year (MMS) 2018-2020 Batch</b>			
<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>	<b>Appointment Letter- Reference Number with date</b>
9021	Parkar Hamza Hafiz	Union Press LLC	Union Press (entrepreneur)
9023	Patil Mangesh Rajendra	State Street Syntel Services	BDA-D/B29/454/1558/2020 18th Feb 2020
9024	Rasal Ashish Deepak	IDFC First Bank	Ref No: 19000WGW 06/01/2020
9025	Raul Vishal Dhananjay	BSA Polycontainers Pvt. Ltd.	14/01/2021
9026	Sangolikar Aarti Ambadas	Randstad India Private Limited	17/12/2019
9028	Shaikh Shaban Ramzan	Citicorp Services India Private Limited	24/01/2020
9029	Shaikh Shehbaz Ahmad Abdulsami	Atos	24/03/2020
9031	Sharma Suraj Vindo	Kotak Mahindra Life Insurance Company Limited	23/06/2021
9032	Shetty Sanmith Sadanand	HDFC Bank Limited	Applicant No :- 53376845 dated 23rd July 2020
9034	Sonawane Sagar Ramesh	Haygot Services Private Limited	06/01/2020
9035	Tipale Sakshi Vinod	IIFL	Awaited
9036	Varadkar Mandar Balkrishna	Kotak Mahindra Life Insurance Company Limited	Awaited
9037	Yadav Vandana Rampher	ScaleneWorks People Solutions LLP	REF/SCALENCE/27-10 27/10/2021

**Table 67 Program Name and Assessment Year (MMS 2019-2021 Batch)**

<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>	<b>Appointment Reference Number with date</b>	<b>Letter-</b>
10001	Ande Simran Dnyanendra	Equitas Small Finance Bank	72046	
10002	Chaugle Ashwini Ashok	My Holidays resort	Awaited	
10003	Chawatekar Pranali Diwakar	Atos	Awaited	
10005	D'Mello Natasha Nelson	Ernst & Young LLP	1 <sup>st</sup> April 2021	
10006	Dornala Sneha Bhaskar	CodeArray Technologies Pvt. Ltd.	20 <sup>th</sup> April 2021	
10007	Enmul Komal Rajesh	Atos	Awaited	
10009	Gandhi Prasad Chandrakant	AXIS Bank	29 <sup>th</sup> December 2021	
10011	Gangurde Prachi Rajendra	Kotak Mahindra Bank	24 <sup>th</sup> August 2021	
10012	Ghoderao Vishakha Jagdish	DST Worldwide Services India Private Limited	31 <sup>st</sup> August 2021	
10013	Ghuge Santosh Pandurang	AXIS Securities Limited	17 <sup>th</sup> April 2021	
10014	Shervegar Greeshma Ashok	Atos	Awaited	
10015	Hotkar PavankumarVijaykumar	Hudl India Pvt. Ltd.	7 <sup>th</sup> July 2022	
10016	Hulhule Shivani Raju	State Street Syntel Services Limited	Awaited	
10017	Jadhav Govinda Arjun	Own Business (Entrepreneur)	Awaited	
10018	Kalyan Chanda Shivanand	IDFC First Bank Limited	28 <sup>th</sup> Jan 2021	
10019	Kamani Vrushali Sunil	ridgeLoyalty Customer	Awaited	

**Table 67 Program Name and Assessment Year (MMS 2019-2021 Batch)**

		Experience Management LLP	
10021	Kawade Shubham Sambhaji	HDFC Life Insurance Company Limited	2 <sup>nd</sup> September 2021
10022	Khan Ashrafzain Javed Alam	Ahad Enterprises – own enterprises	Awaited
10023	Khan Faizal Sartaj	Deloitte	14/02/2022
10024	Khandelwal Aashay Atul	Whitehat Education Technology Private Limited	18/10/2020
10025	Maheshwaram Sagar Laxman	ICICI Bank Limited	Ref no. 1384042211 15/02/2021
10026	Mailk Kirti Rajesh	Kotak Mahindra Bank	19 <sup>th</sup> May 2021
10027	Maurya Prashant Shashikant	GlobeOp Financial Services Technologies (India) Private Limited	14-10-2021
10028	Memon Anis Siddique	Oracle	Awaited
10029	Mhatre Varad Ramesh	HDFC Life Insurance Company Limited	4 <sup>th</sup> September 2021
10030	Misal Mayuri Mahendra	ICICI Bank Limited	Awaited
10031	Mohite Sayali Sayaji	HDFC Life Insurance Company Limited	6 <sup>th</sup> Aug 2021

<b>Table 67 Program Name and Assessment Year (MMS 2019-2021 Batch)</b>			
10032	Mohite Vijaya Deepak	ICICI Bank Limited	Ref no. 1384044228 23/02/2021
10033	More Sahil Santosh	Axis Bank	Awaited
10034	Nikuse Aranta Rahul	HDFC Life Insurance Company Limited	6 <sup>th</sup> Aug 2023
10035	Patel Rakesh Rajendra	CIEL HR Services Private Limited	CIEL/28474/AL/Asian Paints/Nov/2021 dated 25 <sup>th</sup> Nov 2021
10036	Pathak Jigar Rajesh	GlobeOp Financial Services Technologies (India) Private Limited	18 <sup>th</sup> April 2021
10037	Pawar Ganesh Rajesh	Atos	Awaited
10038	Raikuwad Kamlesh Shridhar	Atos	Awaited
10039	Rane Tejashree Vijay	Atos	7 <sup>th</sup> April 2021
10041	Sanap Roshan Baburao	Government Job – Dep. Of Post	
10042	Sanzgiry Sagar Rohan	U-TO Solutions (India) Private Limited	11 <sup>th</sup> April 2021
10043	Sastry Sushmita Ravishankar	Atos	Awaited
10044	Sawardekar Aakansha Sunil	E Clerx Services Ltd.	11 <sup>th</sup> August 2021
10045	Sawant Aniket Anil	Own Business (Entrepreneur)	Awaited
10046	Shettigar Akshata Vadiraj	MTM SHIP MANAGEMENT INDIA PVT. LTD	Awaited

<b>Table 67 Program Name and Assessment Year (MMS 2019-2021 Batch)</b>			
10048	Trimukhe Bhavika Ramchandra	HDFC Life	11 <sup>th</sup> June 2021
10050	Zodape Ganesh Kavichandra	Acura Solutions	02/09/2021

<b>Table 68 Program Name and Assessment Year (MMS 2020-2022 Batch)</b>			
<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>	<b>Appointment Letter- Reference Number with date</b>
11001	Awate Nilesh Anant Archana	Atos Syntel	Awaited
11002	Bansode Renuka Uttam Rupali	Hiranandani Financial Services Private Limited	11/03/2022
11003	Bhandare Aboli Deepak Sonal	PNB	Awaiting
11004	Borse Sonal Nandkishor Gurudakshina	Atos Syntel	Awaited
11005	Burde Arya Naresh Archana	Wipro	26532045 Dated 10th April 2023
11006	Chaudhari Vaishnavi Dhananjay Jayashri	Atos Syntel	Awaited
11007	Chiraboina Vijay Narsimlu Ramlu Sujata	htf consultancy - own business	Awaited
11008	Gaikwad Hrutik Ravindra Manisha	State Street Syntel Services	25th March 2022
11009	Golatkar Piyush Pradeep Prerna	State Street Syntel Services	: Atos Manual / 2022 dated 21st April 2022
11010	Goregaonkar Apeksha Sunil Manisha	State Street Syntel Services	16th August 2022
11011	Gosain Anjali Singh Mahendra Singh Vinita	Eagle Burgmann India Pvt. Ltd.	12th April 2022

**Table 68 Program Name and Assessment Year (MMS 2020-2022 Batch)**

<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>	<b>Appointment Letter- Reference Number with date</b>
11012	Ingale Yadnesh Kamalakar Aarti	State Street Syntel Services	Atos Manual / 2022 dated 25th April 2022
11014	Jadhav Akanksha Arun Anuja	Arete Capital Service Pvt. Ltd.	appointment no. 2022-23/3851
11015	Jagtap Akshay Narendra Vandana	Aegas Federal Life Insurance Company Limited	25th June 2021
11016	Jain Vinay Prakash Lalita	Own Business	The Inside Store
11017	Kadlak Jyoti Vilas Hemlata Hemlata	NSEIT Limited	31/05/2022
11018	Kamble Ashish Anil Sheetal	State Street Syntel Services	Atos Manual / 2022 dated 9th May 2022
11019	Kamble Ganesh Sandip Sunita	Atos Syntel	27th August 2022
11020	Kamble Vibhawari Vilas Nilam	Kotak Mahindra Bank	appointment no. 12814400 6th June 2022
11021	Kapse Suraj Prakash Pratiksha	TORQ Commodities Private Limited	30/03/2022
11022	Khot Shriniket Rajendra Smita	State Street Syntel Services	Atos Manual / 2022 dated 25th April 2022
11024	Mohite Priyesh Pradip Vijaya	Morning Star	Ref. No: MSTAR202100320 dated 12th Jan 2022
11026	Nadar Sowmiya Kamatchi Murugesan Shyamala	Bizsol Realt Clarity Consultancy Private Limited	25/04/2022
11027	Nadar Stajina Manova Princess	State Street Syntel Services	Atos Manual / 2022 dated 6th June 2022
11028	Niwate Apeksha Anant Aparna	Atos Syntel	Awaited



**Table 68 Program Name and Assessment Year (MMS 2020-2022 Batch)**

<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>	<b>Appointment Letter- Reference Number with date</b>
11029	Pandey Pawan Rajesh Nirmala	Randstad India Private Limited	17th Feb 2022
11030	Patil Rohit Bharat Malati	State Street Syntel Services	11th April 2022
11031	Phanse Anjali Santosh Shubhangi	Lonar Technologies Private Limited	24th may 2022
11032	Prajapati Sangam Govind Beena	GlobeOp Financial Services (India) Private Limited	25th February, 2022
11033	Reddy Umesh Narayan Nayna	Own Business	Awaited
11034	Rupwate Rohan Chandrakant Anita	Naukri	14/10/2022
11035	Sanap Pravin Tukaram Meerabai	Xanadu Realty	Awaiting
11036	Saraiya Pranav Dhiren Veena	Rendered Ideas Softgame Private Limited	7th February 2022
11037	Sarode Harshal Pramod Mohini	Ranstad India Private Limited	Empcode 1565933 dated 14th June 2022
11038	Savne Karan Pramod Pratibha	Mount Meru India Pvt. Ltd.	22/03/2022
11039	Shah Harshvardhan Avinash Ujwala	Compuage Infocom Ltd	11/07/2022
11040	Shaikh Faizanali Ramzan Ali Nazma	Savera Lime depot	Awaited
11041	Shelke Neha Manoj Megha	State Street Syntel Services	22nd August 2022

**Table 68 Program Name and Assessment Year (MMS 2020-2022 Batch)**

<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>	<b>Appointment Letter- Reference Number with date</b>
11042	Shetty Shrishti Sudhakar Surekha Surekha	Atos Syntel	Atos Manual / 2022 dated 6th June 2022
11043	Shinde Komal Ankush Aparna	Anand Rathi Share and Stock Brokers Limited	May 11,2022
11044	Shinde Yojana Mahendra Mansi	Atreus Consultancy	Awaited
11045	Shirkar Sanjota Dinesh Laxmi	FEM Constructions India Pvt. Ltd.	1st August 2022
11046	Sonawane Sharad Govind Suvarna	State Street Syntel Services	Atos Manual / 2022 Dated 9th June 2022
11047	Somanshu Verma Sangeeta	Mount Meru India Pvt. Ltd.	22/03/2022
11048	Wayangankar Sneha Prashant Priyanka	NTT	Awaited
11049	Zinjurde Pravin Machindra Alka (TWS)	Shamrock International Ltd.	18/04/2022

**5.5 – Student Diversity**

<b>Table 70 Student Diversity</b>										
YEAR	SANCTIONED INTAKE	GENDER	NUMBER OF STUDENTS ADMITTED							
			WITHIN STATE	OUTSIDE STATE	OTHER COUNTRY	MANAGEMENT STREAM	OTHER STREAMS	FRESHER	EXPERIENCED	TOTAL
2022-2023	60	MALE	31	0	0	27	4	27	4	31
		FEMALE	29	0	0	24	5	26	3	29
2021-2022	60	MALE	25	0	0	22	3	22	3	25
		FEMALE	29	0	0	24	5	27	2	29
2020-2021	60	MALE	26	0	0	24	2	24	2	26
		FEMALE	22	0	0	19	3	21	1	22

## 5.6 Professional activities

### 5.6.1 Student's participation in professional societies/ chapters and organizing management events (Institute Level)

<b>Table 71 Students Event Participations</b>				
<b>S N</b>	<b>Date</b>	<b>Event Name College / Institution</b>	<b>Student Name</b>	<b>Event participated/ Prize won</b>
1.	01/02/2021	The SVIMSIAN Newsletter	Priyesh Mohite	Organizing Committee
2.	01/02/2021	The SVIMSIAN NEWS LETTER	Piyush Golatkar	Organizing Committee
3.	01/02/2021	Cognitive Class	Bhavika Trimukhe	Certificate for Machine Learning with Python
4.	01/02/2021	Cognitive Class	Bhavika Trimukhe	Certificate for Statistics 101
5.	01/02/2021	Expertrons	Bhavika Trimukhe	Certificate of Appreciation
6.	01/02/2021	Linkedin Learning	Bhavika Trimukhe	Certificate for CompTIA Network+ (N10-007) Cert Prep:1 Understanding Networks
7.	01/04/2021	Equity Levers	Tejashree Rane	Certification for Accounting Basics
8.	01/04/2021	Equity Levers	Tejashree Rane	Certificate for Investment Analysis Skills
9.	01/04/2021	Equity Levers	Tejashree Rane	Certificate for Financial Analysis
10.	01/04/2021	Corporate Finance	Piyush Mohite	Certificate for Excel Crash Course – Spread Sheet Formulas for Finance

## 5.6.2 Student publications

<b>S N</b>	<b>Student Name</b>	<b>Name of Article</b>	<b>Name of the Journal / books Month</b>	<b>ISSN/ISBN NO.</b>
1	Chaudhary Uamir Ahmed Abdul Qayum Sahibunnisa	A study on marketing strategies of Internet Entertainment service provision in India	International Journal of Advance and Innovative Research	2394-7780
2	Anjali Gupta	To study recruitment and selection process at OM SAI RAM Investment	International Journal of Advance and Innovative Research	2394-7780
3	Soniya Janjire	To study the customer relationship management of HDFC bank	International Journal of Advance and Innovative Research	2394-7780
4	Aakash Dinesh Mishra and Dr. Vasumathy Hariharan	A study on impact of E-learning on knowledge level of students	International Journal of Advance and Innovative Research	2394-7780
5	Haresh S Dabhade and Dr. Vasumathy Hariharan	The emergence of E-retailing/ E-commerce in the India market	International Journal of Advance and Innovative Research	2394-7780
6	Manadar Vardkar	Sustainability of non-banking financial companie's in emerging digital world	International Journal of Advance and Innovative Research	2394-7780
7	Ashish Rasal	Consumer Perception towards jio	International Journal of Advance and Innovative Research	2394-7780

**Table72 Student publications details**

S N	Student Name	Name of Article	Name of the Journal / books Month	ISSN/ISBN NO.
8	Aarti Sangolikar	To study the strategy used by Mumbai dabbawala for time management	International Journal of Advance and Innovative Research	2394-7780
9	Hamza Parkar	Comparative study between NESTLE MAGGI AND (ITC) IMPERIAL TABACCO COMPANY YIPPEE NOODLE AND NISSAN TOP RAMEN	International Journal of Advance and Innovative Research	2394-7780
10	Kamini Deepak Pagare	Consumer perception towards patanjali products	International Journal of Advance and Innovative Research	2394-7780
11	Chaudhary Obaidurrahnam Abdussamad and Dr. Vasumathy hariharan	A study on analysis of digital marketing over conventional marketing over conventional marketing	International Journal of Advance and Innovative Research	2394-7780
12	Vishal Raul	Comparison of DMART and BIG BAZAAR	International Journal of Advance and Innovative Research	2394-7780
13	Shraddha Rajendra Bendre	The growth and marketing strategies adopted by FMCG companies (HINDUSTAN UNILEVER & PROCTER & GAMBLE)	International Journal of Advance and Innovative Research	2394-7780
14	Shrutika Nagwekar	To study the marketing strategy of Cadbury	International Journal of Advance and Innovative Research	2394-7780

**Table72 Student publications details**

S N	Student Name	Name of Article	Name of the Journal / books Month	ISSN/ISBN NO.
15	Suraj Sharma	To study the customer preference towards kirana store	International Journal of Advance and Innovative Research	2394-7780
16	Vinitkumar Madan Pathrabe	Customer usage and adaption of technology in banking sector	International Journal of Advance and Innovative Research	2394-7780

**Table 73 Student publications details (Institute level publications)**

S N	STUDENT NAME	Name of Article	Name of the Journal / books Month
1	Piyush Golatkar	Meditation (Dhyan)	The SVIMSIAN Newsletter
2	Priyesh P. Mohite	Is handwriting losing its significance?	The SVIMSIAN Newsletter
3	Bhavika Trimukhe	Recycling Start-Up	The SVIMSIAN Newsletter
4	Vrushali Kamani	Journey of learning	The SVIMSIAN Newsletter
5	Pawan Pandey	Success Story of Balaji Wafers & Virani Brothers	The SVIMSIAN Newsletter
6	Anjali Phanse	Dear Dad	The SVIMSIAN Newsletter
7	Vijay Chiraboina	The Reality of Life	The SVIMSIAN Newsletter
8	Natasha D' Mello	My Journey to Ernst & Young	The SVIMSIAN Newsletter
9	Priyesh Mohite	Can I interest you in a sarcastic comment?	The SVIMSIAN Newsletter

**Table 73 Student publications details (Institute level publications)**

S N	STUDENT NAME	Name of Article	Name of the Journal / books Month
10	Vaishnavi Chaudhary	The Rafale Deal	The SVIMSIAN Newsletter
11	Anjali Phanse	Benefits of Yoga Asanas	The SVIMSIAN Newsletter
12	Arya Burde	Laughter is the Best Medicine	The SVIMSIAN Newsletter
13	Sowmiya Nadar	There's always something good waiting for you	The SVIMSIAN Newsletter
14	Pawan Pandey	Eight important lessons from "Rich Dad Poor Dad"	The SVIMSIAN Newsletter
15	Pawan Pandey	Evergrande	The SVIMSIAN Newsletter
16	Priyesh Mohite	Success cannot be allowed to enter the head, and failure cannot be Allowed to consume the heart	The SVIMSIAN Newsletter
17	Pawan Pandey	Lessons By Chanakya	The SVIMSIAN Newsletter
18	Faizan Shaikh	The Story of SriLanka's Economy	The SVIMSIAN Newsletter
19	Harshal Sarode	India's forex reserves to face \$256 billion overseas debt challenge in next 12 months	The SVIMSIAN Newsletter
20	Nevin Mathew	Global Warming Is Real	The SVIMSIAN Newsletter



<b>CRITERION 6</b>	<b>Faculty Attributes and Contributions</b>	<b>250</b>
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Name of Faculty Member	Qualification		Year of attaining higher qualification	Association with the institute	Designation	Date on which designated as Professor/Associate Professor	Date of Joining the Institution	Department	Specialization	Academic Research			Currently Association (Y/N) Date of Leaving (In case Currently Associated is (" No" )	Nature of Association (Regular/Contractual)
	Degree (Highest Degree)	University								Research Paper Publication	PhD Guidance	Faculty Receiving Ph.D during the Assessment Years		
Dr. Purshottam Patil	Ph.D	RTM Nagpur University	2016	Yes	Director	April 02, 2018	April 02, 2018	MMS	Marketing	8	2	0	Y	Regular
Vasumathy Hariharan S	PhD	Alagappa University	2011	Yes	Professor	August 29, 2018	August 29, 2018	MMS	Finance	10	2	0	N 30/05/2023	Regular
Dr. Rahul Shah	PhD	Shri JJT University, Rajasthan	2017	Yes	Associate Professor	June 18, 2018	June 18, 2018	MMS	Marketing	12	Yes	0	Y	Regular

<b>CRITERION 6</b>	<b>Faculty Attributes and Contributions</b>	<b>250</b>
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Name of Faculty Member	Qualification		Year of attaining higher qualification	Association with the institute	Designation	Date on which designated as Professor/Associate Professor	Date of Joining the Institution	Department	Specialization	Academic Research			Currently Association (Y/N) Date of Leaving (In case Currently Associated is (" No" )	Nature of Association (Regular/Contractual)
	Degree (Highest Degree)	University								Research Paper Publication	PhD Guidance	Faculty Receiving Ph.D during the Assessment Years		
Prof.Ganapati Kattige	MMM	University of Mumbai	2002	Yes	Assistant Professor	-	July 01, 2011	MMS	Operations	1	NA	NA	Y	Regular
Dr. Priyanka Vilas Dukhande	PhD	Shri JJT University, Rajasthan	2021	Yes	Assistant Professor	-	June 01, 2019	MMS	Finance	3	NA	NA	Y	Regular
Dr. Kavita Chakravarty	PhD	Shri JJT University, Rajasthan	2019	Yes	Assistant Professor	-	July 17, 2021	MMS	Finance	3	NA	NA	Y	Regular

<b>CRITERION 6</b>	<b>Faculty Attributes and Contributions</b>	<b>250</b>
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Name of Faculty Member	Qualification		Year of attaining higher qualification	Association with the institute	Designation	Date on which designated as Professor/Associate Professor	Date of Joining the Institution	Department	Specialization	Academic Research			Currently Association (Y/N) Date of Leaving (In case Currently Associated is (" No" )	Nature of Association (Regular/Contractual)
	Degree (Highest Degree)	University								Research Paper Publication	PhD Guidance	Faculty Receiving Ph.D during the Assessment Years		
Prof. Deepan Bhatt	MMS	Mumbai University	1983	Yes	Assistant Professor	-	April 01, 2017	MMS	Marketing	1	NA	NA	N July 17, 2021	Regular

### 6.1 Student-Faculty Ratio

No. of PG Programs in the Management Department: 01 (MMS)

No. of Students in PG (MMS Course) 1st Year= 60

No. of Students in PG (MMS Course) 2nd Year = 60

No. of Students = Sanctioned Intake = 120 (60 per year)

S=Number of Students in the Department = PG1 + PG2 = 120

F = Total Number of Faculty Members in the Department = 6

Student Faculty Ratio (SFR) =  $S/F = 120/6 = 20$

The below table represents the information regarding Student-Faculty Ratio

Year	2022-23	2021-22	2020-21
Total No. of students in department (S) (First year+ Second year)	120	120	120
Total No. of faculty in the Department (F)	6	6	6
Students- Faculty Ratio (SFR = S/F)	20	20	20
Average SFR $\{(SFR1+ SFR2+SFR3/3)\}$	20		

Table Student Faculty Ratio

The average student faculty ratio for the last three years is 20

#### Information about the regular and contractual faculty

The below table represents the information regarding total number of faculty appointed as Regular and Contractual faculty in the department

Academic Year	Total number of regular faculty in the department	Total number of contractual faculty in the department
2022-23	6	Nil
2021-22	6	Nil
2020- 21	6	Nil

As per the above table the department had 6 regular faculty members and no contractual faculty members for all three academic years (2020-21, 2021-22, and 2022-23).

## 6.2 Faculty Cadre

The below table represents the information regarding faculty cadre in the department

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
2022-23	1	2	1	1	3	3
2021-22	1	2	1	1	3	3
2020- 21	1	2	1	1	3	3
Average Numbers	RF1=1	AF1= 2	RF2= 1	AF2= 1	RF3=3	AF3=3

Table No. 6.04 Faculty Cadre

$$\text{Cadre Proportion} = [(AF1/RF1) + (AF2/RF2*0.6) + (AF3/RF3*0.4)] * 10$$

$$= 30$$

The above table represents the faculty cadre (grades: Professor, Associate Professor, Assistant Professor). The cadre proportion for the department is 30.

## 6.3 Faculty Qualification

The below table represents the information regarding the Faculty Qualification (PHD and Master's degree)

	X	Y	F	$FQ=2.0 \times [(10X + 4Y)/F]$
2020-21	4	2	6	16
2021-22	4	2	6	16
2022-23	5	1	6	18
Average Assessment	16.66			

Table Faculty Qualification

X= no. of faculty with Ph.D., Y = no. of faculty with M.B.A., F = no. of faculty required to comply 1:20 Faculty Student ratio

The above table represents the average assessment of faculty qualification. The average assessment for the department is 16.66

## 6.4 Faculty Retention

The table below shows the names of the faculty members in the MMS department from the year 2019 to 2023 and the retention percentage over the span of three years considering 2019-20 as the base year.

2019-20	2020-21	2021-22	2022-23
Dr. Purshottam Patil	Dr. Purshottam Patil	Dr. Purshottam Patil	Dr. Purshottam Patil
Dr. Vasumathy Hariharan	Dr. Vasumathy Hariharan	Dr. Vasumathy Hariharan	Dr. Vasumathy Hariharan
Dr. Rahul Shah	Dr. Rahul Shah	Dr. Rahul Shah	Dr. Rahul Shah
Prof. Ganapati Kattige	Prof. Ganapati Kattige	Prof. Ganapati Kattige	Prof. Ganapati Kattige
Prof. Deepan Bhatt	Prof. Deepan Bhatt	Prof. Deepan Bhatt (upto July 2021)/ Dr. Kavita Chakravarty (from July 2021)	Dr. Kavita Chakravarty
Dr. Priyanka Dukhande	Dr. Priyanka Dukhande	Dr. Priyanka Dukhande	Dr. Priyanka Dukhande
6	6	6	6

Item	Retention Ratio
2019-20	Base Year
2020-21	$(6/6*100) = 100\%$
2021-22	$(6/6*100) = 100\%$
2022-23	$(6/6*100) = 100\%$
Average Retention of Faculty as 2019-23	100%

Table Faculty Retention

The above table shows the average retention of faculty from 2019- 2023. The average percentage for the department is 100%.

## 6.5 Faculty Initiatives on Teaching and Learning

Faculty initiatives on teaching and learning can encompass a wide range of activities aimed at improving the quality of education and fostering a positive learning environment for students. Here are some examples of faculty initiatives in this area undertaken at Sir M. Visvesvaraya Institute of Management Studies & Research (SVIMS):

1. Mentoring Programs: At SVIMS, we regularly conduct faculty mentoring programs to support new or junior faculty members in their teaching roles. Experienced faculty provide guidance, feedback and support to their mentees, helping them develop effective teaching strategies, manage classroom challenges, and navigate the academic environment.
2. Technology Integration: During the pandemic & post pandemic, considering the fact of many operational jobs being established online, faculty at SVIMS integrated the educational technologies into their teaching practices. This was done by leveraging learning management systems, multimedia resources, online collaboration tools and other technological tools to enhance student engagement, facilitate communication and create interactive learning experiences.
3. Pedagogical Research and Innovation: Faculties are guided to engage in pedagogical research and innovation by experimenting with new teaching methods, incorporating emerging educational theories & exploring interdisciplinary approaches. This allows faculty to contribute to the advancement of teaching and learning practices and create a culture of continuous improvement.

Thus, the faculty initiatives demonstrate a commitment to enhancing the teaching and learning experiences of students, fostering professional growth among faculty members and promoting a culture of excellence in higher education institutions.

### A. The work must be made available on Institute Website

Practices at SVIMS like Professional Development Workshops, Curriculum Development, Inclusive Teaching Practices (ITP) and Pedagogical Research and Innovation are available at the website. At SVIMS, we organize workshops and training sessions for Faculties & Support Staff to enhance their teaching skills, explore innovative teaching methods and stay updated with the latest pedagogical research. These workshops cover topics such as active learning strategies, assessment techniques, inclusive teaching practices, technology integration, student engagement, administration management to name a few for our team.

Curriculum Development: Apart from the University of Mumbai’s curriculum, we encourage faculties to collaborate review and revise the tactical strategy to ensure its alignment with learning objectives, industry trends, and student needs. This may involve integrating new topics, updating outdated content, incorporating interdisciplinary approaches and simultaneously exploring experiential learning opportunities.

Website Link (1) - <https://svims.com/seminar-by-mr-jitin-babu/>

Website Link (2) - <https://svims.com/sbi-visit/>

**B. The work must be available for peer review and critique**

The work is reviewed using University Syllabus and Session plan of the faculty members that is been reviewed by external members of Academic Fraternity by assessing and suggesting the necessary changes. Example, Strategic Management, Services Marketing and Marketing Strategy are subjects related to General management and Marketing were reviewed by Prof. Venkat Iyer (Marketing Consultant).

Example:

Peer Review –

Subject – Strategic Management

Class- MMS (Semester III)

Faculty – Dr. Purshottam Patil (Director)

Peer Reviewed – Prof. Venkat Iyer (Marketing Consultant)

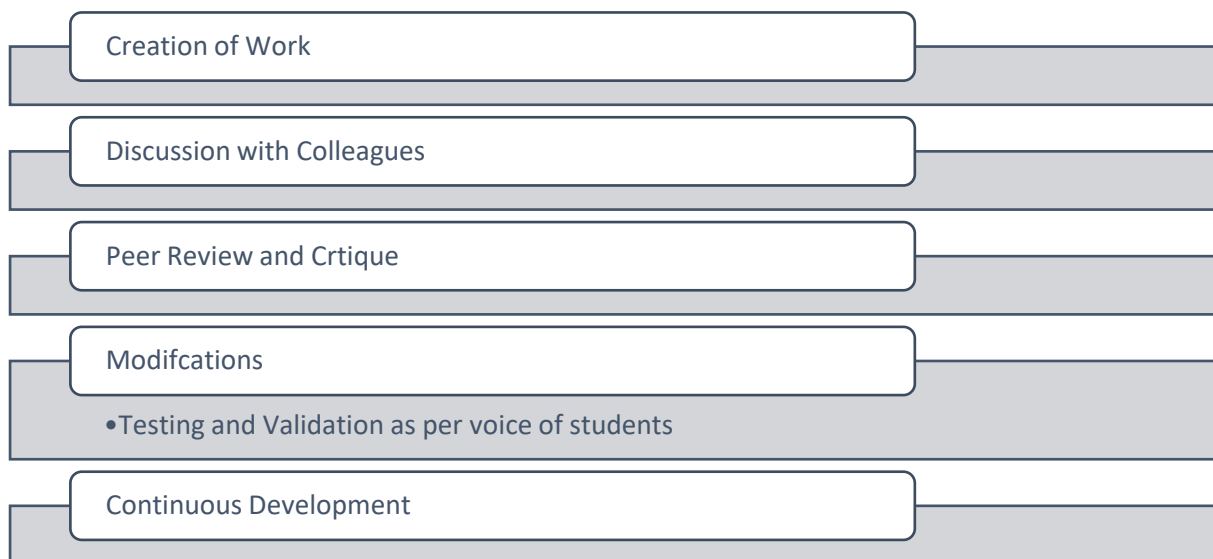


Fig 18 Steps for faculty initiatives



9	29/8	Competing in Global Markets: Differences in Culture	Lecture using PPT, Discussion on difference in culture, demographics and markets globally
10	5/9	Differences in Demographic and Markets, Multi Country and Global competition concepts, Strategy options Competing in Emerging Markets	Lecture using PPT, Discussion on difference in demographics and markets globally
11	12/9	Mergers and Acquisitions, Strategic alliance & Joint Ventures, Vertical Integration, Offensive , Defensive Strategies	Lecture using PPT. Discussion on Diebold, Hubris Hypothesis: Daimler-Chrysler
12	19/9	Strategy Evaluation and Control Types of Control, Evaluation & Control Criteria Pre & Post Implementation	Lecture using PPT
13	3/10	Change management and Turn – around strategies	Lecture using PPT, Discussion: Turnaround Strategy by Whitney
14	10/10	Case studies & presentation	Group Presentations & Evaluation
15	17/10	Practice Exam	Written Test

**Suggestions:**

**MCQ & exercises for application of concepts**

**Example- The most renowned Corporate Portfolio analysis tool is:**

**Application based Questions-**

**Example Make the SWOQ Analysis of Axis Bank**

**Why do companies opt for mergers?**

**Recommended reading:**

**Book Title- Integrated Strategy and Information Technology.**

**Author- William G. Zikmund, Raymond McLeod and Faye W. Gilbert**



**Venkat Iyer**

Fig 19 Peer review of Strategic Management course

**C. The work must be reproducible and developed further by other scholars**

In today's academic landscape, it is crucial for faculty members to ensure that their teaching materials, including session plans and course materials, are reproducible and accessible to

other scholars. By making these resources available on a website, faculty members enable collaboration and knowledge-sharing among educators, promoting the development and enhancement of educational content course materials play a significant role in the education process. These materials encompass lecture notes, presentations, readings, assignments, and supplementary resources that support the learning outcomes of a course. By making course materials available on a website, faculty members enable other scholars to access and modify these resources to suit their own instructional needs. This accessibility promotes the dissemination of innovative teaching strategies and encourages continuous improvement in course design and delivery.

D. Statement of clear goals, use of appropriate methods, significance of results, effective presentation and reflective critique

Pedagogy at SVIMS

SVIMS approaches pedagogy systematically and in a planned manner taking into consideration the challenges posed by today's competitive environment. The delivery of lecture sessions is done through both offline and online mode.

In the online mode, the students log into google classroom. The google classroom allows the faculty to upload PPTs, videos, and other relevant material. The students can also submit their assignments in the google classroom. In the offline mode, the students are taught using case-studies, AV presentations and surprise tests in the class.

The Academic Calendar is prepared after receiving the syllabus from the University (UOM) in consultation with the Dean taking into account the nature of the deliverables. The University website provides the semester-wise subjects to be handled by the Institute. The lectures are scheduled as per the university guidelines. Apart from the classroom sessions the students are encouraged to enroll for Certification Courses (like NISM certifications) that are industry recognized. There are club activities relating to the students' area of specialization

The teaching faculty plays a full-fledged role in teaching, mentoring sessions, co-curricular activities to ensure that there is holistic development of the students. The faculty members ensure that the students are able to grasp the concepts of the subjects and are able to apply the same for practical problems. Apart from pedagogy the faculty also acts as mentors to students. The students are divided as per the specialization and mentors are assigned to different groups of students. The mentor-mentee meetings are held at least twice a month.

The concerns of the students are addressed in these meetings. If the student is encouraged to ask questions in the class and get his doubts clarified. This way the students are able to shed their inhibitions. The faculty brings in innovation in the teaching methods by using videos, PPTs, simulation exercises and case study discussions.

The teachers engage the students in the following activities:

- Class participation
- Simulation of entrepreneurial activities
- Usage of ICT in classroom activities
- Revision sessions
- Encouraging students to undertake short-term courses to upgrade skills and knowledge
- Encouraging students to write articles in journals
- Submission of assignment
- Attendance at guest lectures addressed by eminent experts

The evaluation of the feedback is in 2 parts. (i) Feedback about the teaching faculty and (ii) feedback about the guest faculty. The feedback so received is evaluated by the Dean for further improvement and enhancement. Summer internship projects and final semester projects form another important pedagogical exercise to evaluate the students. Under University of Mumbai norms there are two types of internships - The summer Internship after Semester III. The students are expected to work as summer interns and produce a project report based on their internship. The type of project report they submit would essentially depend on the type of work they were assigned during the student's internship.

During semester IV, the students are expected to submit three project reports covering the following areas.

a) General Management, b) area of specialization, and c) Corporate Social Responsibility.

Each of these projects carry 100 marks. The students are evaluated both internally and externally through the process of viva voce. The internal assessment carries 60 marks and the external assessment carries 40 marks. The external examiner shall be a faculty from outside or an expert from the industry/Academia/research Organization who will evaluate the final semester project alone.

Faculty Development Program – Attended by the Faculty Members

<b>Table 74 Faculty Development Programs attended by Faculty Members</b>			
Sr. No.	Name of Faculty	FDP attended	Year
1	Dr. Purshottam Patil	Two-Day FDP on Qualitative Research Publication	2023
2	Dr. Vasumathy Hariharan	Two-Day FDP on Qualitative Research Publication	2023
3	Dr. Rahul Shah	Two-Day FDP on Qualitative Research Publication	2023
4	Prof. Ganapati Kattige	Two-Day FDP on Qualitative Research Publication	2023
5	Dr. Priyanka Dukhande	Two-Day FDP on Qualitative Research Publication	2023
6	Dr. Kavita C.	Two-Day FDP on Qualitative Research Publication	2023
7	Dr. Purshottam Patil	FDP on “Innovative & Impactful Session”	2023
8	Dr. Vasumathy Hariharan	FDP on “Innovative & Impactful Session”	2023
9	Dr. Rahul Shah	FDP on “Innovative & Impactful Session”	2023
10	Prof. Ganapati Kattige	FDP on “Innovative & Impactful Session”	2023
11	Dr. Priyanka Dukhande	FDP on “Innovative & Impactful Session”	2023
12	Dr. Kavita C.	FDP on “Innovative & Impactful Session”	2023
13	Dr. Purshottam Patil	Emerging Trends in Teaching Techniques during the Post Pandemic Era	2022
14	Dr. Vasumathy Hariharan	Emerging Trends in Teaching Techniques during the Post Pandemic Era	2022
15	Dr. Rahul Shah	Emerging Trends in Teaching Techniques during the Post Pandemic Era	2022

<b>Table 74 Faculty Development Programs attended by Faculty Members</b>			
Sr. No.	Name of Faculty	FDP attended	Year
16	Prof. Ganapati Kattige	Emerging Trends in Teaching Techniques during the Post Pandemic Era	2022
17	Dr. Priyanka Dukhande	Emerging Trends in Teaching Techniques during the Post Pandemic Era	2022
18	Dr. Kavita C.	Emerging Trends in Teaching Techniques during the Post Pandemic Era	2022
19	Dr. Purshottam Patil	Three Days FDP on Research Tools Advanced Multivariate data analysis using SPSS	2021
20	Dr. Purshottam Patil	Online FDP on Insights of NBA	2021
21	Dr. Vasumathy Hariharan	Three Days FDP on Research Tools Advanced Multivariate data analysis using SPSS	2021
22	Dr. Vasumathy Hariharan	ATAL and AICTE Training conducted Online Elementary FDP on “Technology Disruptions in Management”	2021
23	Dr. Rahul Shah	Three Days FDP on Research Tools Advanced Multivariate data analysis using SPSS	2021
24	Prof. Ganapati Kattige	Three Days FDP on Research Tools Advanced Multivariate data analysis using SPSS	2021
25	Dr. Priyanka Dukhande	Three Days FDP on Research Tools Advanced Multivariate data analysis using SPSS	2021
26	Dr. Kavita C.	Three Days FDP on Research Tools Advanced Multivariate data analysis using SPSS	2021
27	Dr. Purshottam Patil	Two Days FDP on Research Publication Designing Research for publication	2020
28	Dr. Purshottam Patil	Two Days FDP on Research Publication Designing Research for publication	2020
29	Dr. Vasumathy Hariharan	Two Days FDP on Research Publication Designing Research for publication	2020

<b>Table 74 Faculty Development Programs attended by Faculty Members</b>			
Sr. No.	Name of Faculty	FDP attended	Year
30	Dr. Rahul Shah	Two Days FDP on Research Publication Designing Research for publication	2020
31	Prof. Ganapati Kattige	Two Days FDP on Research Publication Designing Research for publication	2020
32	Dr. Priyanka Dukhande	Two Days FDP on Research Publication Designing Research for publication	2020
33	Dr. Kavita C.	Two Days FDP on Research Publication Designing Research for publication	2020

### **6.6 Management Development Programme**

The MDP is meant for professionals who are already working in the field of Marketing, Banking, Finance, Financial Services, International Trade and Trade finance, HR and Analytics, for businessmen, exporters and importers and for the students and academics.

Benefits of MDP

- Provides a platform for participants to learn from each other's experience
- Helps in building a strong network of professionals in the industry
- Develop new skills and knowledge
- Career advancement opportunities
- Empower individuals to build an organization that can meet growing challenges
- Participants will get access to contemporary thinking and develop the needed insight and attitude

Sir M Visvesvaraya Institute of Management Studies and Research provides a platform to above mention category of participants to enroll in our Customized designed programmes that addresses to the Corporate Learning. We as an institute acts as a facilitator or the Learning center for the same. The company professionals' approach to our Institute by overseeing our website and we organize such MDP for them.

Following are the MDP programs conducted in our college –

On Human Resource Management -

A one-of-a-kind MDP on HRM was organized on 15<sup>th</sup> February 2020 in collaboration with National Human Resources Welfare Association (NHRWA), Bangalore, on the theme “Unemployment in India and probable solutions”. The audience comprised of various HR and TPO heads from different Institutes of Mumbai. Around 70 participants attended the same.

Emotional Intelligence –

This MDP was organized to the Businessmen’s and New Joiners in the firm. The key note speaker for the same was Mr. Faroq Sidhwa. It was organized on 20th January 2022. Around 20 participants attended the same.

‘How technology enables business transformation in organizations’

This MDP was organized to the Marketing professionals and other academicians. The key note speaker for the same was Mr. Parmeshwaran Iyer. It was organized on 1st April 2022. Around 50 participants attended the same.

New Foreign Trade Policy 2023 & Indian Rupee Invoicing -

This MDP was meant for professionals who are already working in the field of International Trade and Trade finance. The key resource person was Mr. V. Rajagopal and Mr. Sudhakar Kasture. It was organized on 13th May 2023. Around 15 participants attended the same.

Table 75 List of Management Development Programme			
Sr No	Topic	Duration	No. of Participants
1	HR Conclave	5 hours	70
2	Emotional Intelligence	2.5 hours	20
3	How technology enables business transformation in organizations	3 hours	50
4	New Foreign Trade Policy 2023 & Indian Rupee Invoicing	6 hours	15







Fig 22 MDP on 'New Foreign Trade Policy 2023 & Indian Rupee Invoicing'

## 6.7 Faculty Performance, Appraisal and Development System

### A. A well-defined performance appraisal and development system instituted for all the assessment years

SVIMS has a well-structured Faculty Performance Appraisal System which is systematically implemented annually to improve the academic performance and research activities among faculties. Performance appraisal of faculty is extremely important as the performance of the students critically depend on the quality of the teaching imparted to the students.

The diagrammatic representation of performance appraisal is as follows:

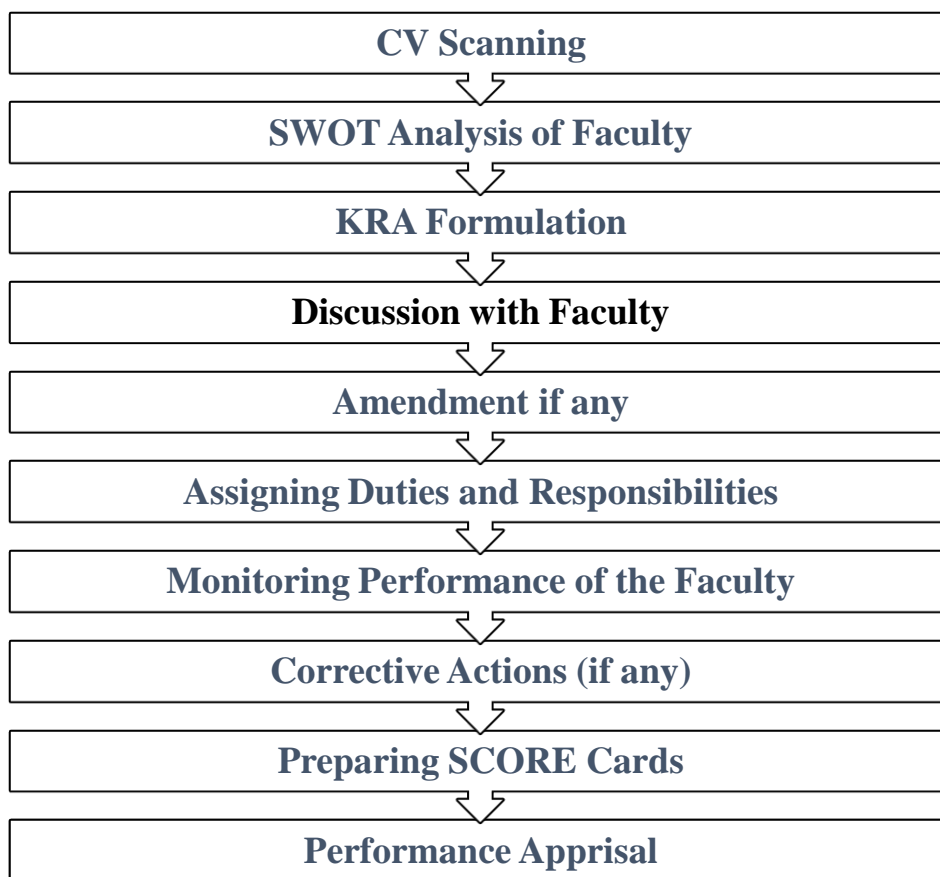


Fig 23 Process of Performance Appraisal

1. The SWOT analysis of the faculty is done by the Dean- Academics and the Director based on the feedback given by the students and also on the basis of the assessment made by the Dean himself/herself by personal interaction
2. The Key Result Areas (KRA) for each faculty member is given to the faculty for measuring the attainment each year.
3. The faculty discusses the KRA is with the Director and amendments if any are made after mutual consent.
4. The KRA assigns the duties and responsibilities to the faculty and marks are assigned to various criteria. The objective is to ensure that the faculty strives to score full marks for each of the assigned criteria.
5. If the faculty falls short in the performance corrective steps like counselling, hand-holding are taken. The reason for the faculty's lack of performance is studied. ‘
6. After observing the overall performance, SCORE cards are prepared by the Director and the appraisal is given accordingly.

## B. Its Implementation and Effectiveness

The objective of the feedback system at SVIMS is to provide a comprehensive assessment of faculty members' performance in terms of lecture delivery, research publication, and portfolio associated activities.

The system aims to promote continuous improvement, recognize achievements, and ensure the overall enhancement of teaching and research quality.

Implementation Plan:

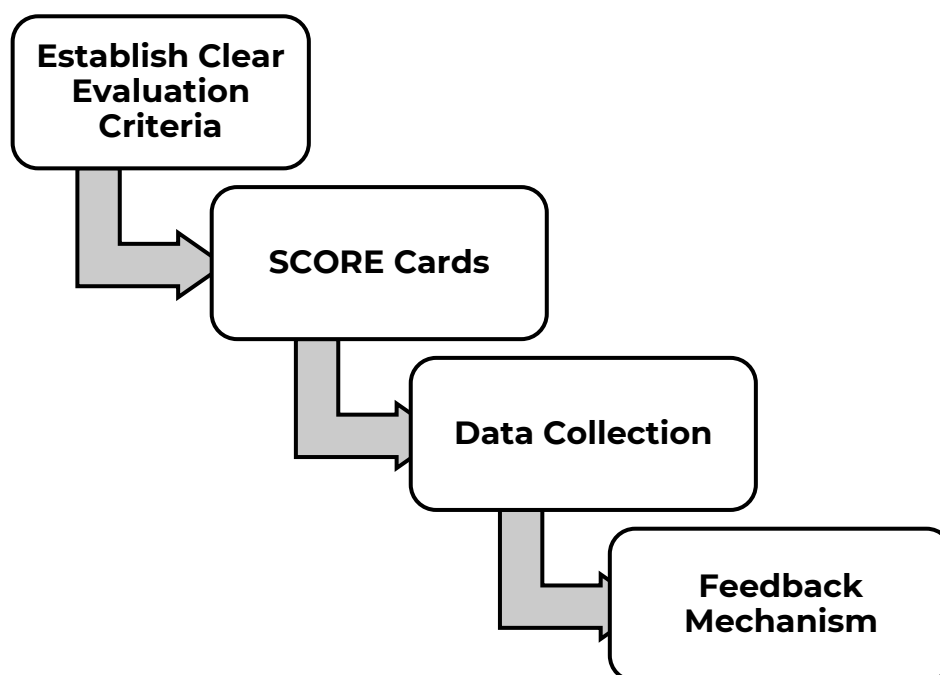


Fig 24 Implementation Plan

Establish Clear Evaluation Criteria: The well-defined evaluation criteria is prepared based on some crucial points like lecture delivery, research publication, and portfolio activities.

Score Cards: A standardized scoring system is followed at SVIMS that allows for consistent evaluation across different faculty members and disciplines.

Data Collection: The faculty data is collected from various sources, such as student evaluations and departmental assessments.

Feedback Mechanism: At SVIMS regular feedback sessions are scheduled on one-on-one basis to discuss the evaluation results and encourage open and constructive discussions to address strengths, areas for improvement, and development opportunities.

By implementing a feedback system that incorporates score cards based on lecture delivery, research publication, and portfolio activities, SVIMS can create a comprehensive assessment framework. This system will facilitate continuous improvement, encourage research productivity, and enhance the quality of teaching, ultimately contributing to the overall development and reputation of the institution.

Key Result Areas (KRAs) AY 2022-23				Employee: Dr. Vasumathy Hariharan
S N	KRA	Key Performance Indicator (KPI)	Weightage (%)	Target
1	Academics	Enhance Academic Delivery System	25%	To draft and display Academic Calendar for AY 2022-23 & AY 2023 on SVIMS and SVM Business School websites before Jan 15, 2023 and June 30, 2023, respectively
				To monitor student attendance and ensure the defaulter students with less than 75% attendance are not more than 5% of the total enrolled students for the Program
				To ensure the prescribed course syllabus of all courses of all SVIMS Programs are completed as per the prescribed schedule
				To ensure the number of students failing in the first attempt is not more than 15% of the students enrolled for courses allotted
		Course Files	2%	To prepare and submit Academic Budget for AY 2022-23 and AY 2023-24 before Jan 15, 2023 and May 31, 2022, respectively
				To ensure Student Projects (Summer Internship & Final Semester) are submitted & evaluated as per prescribed guidelines
				To compile and maintain course files of 100% courses through respective Faculty Members
Lecture Feedback	2%	To submit the session plan before commencement of the course and course file within a month after completion of course, in prescribed format for all courses allotted		
Remedial coaching	2%	To ensure course Lecture Feedback from students is collected from respective Faculty member, twice during each semester		
Student Mentoring	2%	To conduct and maintain 100% remedial coaching records for the courses allotted		
2	Research	Student Mentoring Files	2%	To conduct student mentoring sessions and maintain Student Mentoring Files as prescribed for all students allotted
		Paper publications	2%	To publish at least two research papers listed in the UGC-CARE List
		SVIMS Research Journal	5%	To restart the SVIMS Research Journal and ensure each Faculty member publishes atleast two papers in UGC Care Journal
		Research Grants	5%	To procure at least one research grant from government/ non- government sources
3	Conference /Seminars	Research Policy	15%	To draft and finalize SVIMS Research Policy before Jan 15, 2023
		Research Centre	15%	To initiate establishment of SVIMS Research Centre
4	Accreditation	Conference & FDPs	9%	To coordinate at least two FDPs and one International Conference before May 30, 2023
		Seminars/Poster presentation	9%	To coordinate at least one Seminar/ Poster Presentation/ Panel Discussion
5	GC / BoS	Accreditation Work	15%	To maintain and submit requirements in prescribed formats and schedule for the criteria allotted
		GC Meetings	5%	To organize at least one Governing Council Meeting during the Academic Year
6	New Program	BoS Meetings	5%	To organize at least one meeting of the Board of Studies Members during the Academic Year
		New Program/ Certification	5%	To initiate at least one new Program/ Certification course which could generate revenue for Institution, before Feb 28, 2023
7	HR	HR Policy	5%	(1) To comply with the HR Policy (including attendance and leave guidelines) of the Institute in all respects (2) To ensure that there is no 'leave without pay' in any month due to availing leaves more than those stipulated in the HR Policy (3) To ensure that there is no deduction of CL/PL in any month due to late coming




8	Institutional Support	Support Institutional Initiatives	3%	To participate and support Institute's inter-departmental initiatives, including those taken up by Placements, Admissions and Cultural/Sports depts.
9	Student Welfare	Students Development & Student Support	5%	To take up initiatives or any other responsibilities related to student development assigned by the Institution including accompanying students for Industrial Visits or outbound inductions.


 Received  
  
 12/14/22  


Fig 25 Appraisal

### 6.8 Visiting/ Adjunct Faculty

Sir M. Visvesvaraya Institute of Management Studies and Research offers various courses to the students especially that will help them to get job ready skills. The curriculum is set by the

University of Mumbai but the college is given a liberty to select the courses from the electives given. These electives are selected majorly in Semester III as the specialization open for the students. Few courses which require a proper guidance in semester I and II are also offered to the visiting faculty members. The institute provides the core specialization as Marketing, Finance, HR, apart from that the institute also provides specializations of HR and Systems. Hence, in order to meet the same requirement numerous visiting faculty members having rich knowledge from academia or industry are called to teach the students so the out-program outcomes can be fulfilled.

As per the requirement of courses we offer them 30 hours to 40 hours teachings for each course. These professors are given an appointment letter and the syllabus copies to master their subjects as to the said guidelines. Also, faculty members are given liberty to extra sessions if required.

Batch	Semester	No. of Hours (per course)	Remuneration per Hours
XXX1	I/II/III/IV	39	Rs. 1000/-
XXX2	II	39	Rs. 1000/-
XXX3	III	39	Rs. 1000/-
XXX4	IV	39	Rs. 1000/-

Sr. No	Subject	Name of the Visiting Faculty	Semester	No. of Hours (total)	Total Amount Paid
2021-22					
1	HRP and application of technology	Prof. Vaibhavi Oak	III	30	Rs.30000/-
2	Organizational Behavior	Prof. K.V.Ganpathy	I	37.5	Rs. 37500/-

Table 77 Details of Visiting Faculty					
Sr. No	Subject	Name of the Visiting Faculty	Semester	No. of Hours (total)	Total Amount Paid
3	Organization Development	Prof. K.V.Ganpathy	IV	27	Rs. 27000/-
4	Business Statistics	Prof. P.Nimalan	I	36.5	Rs.36500/-
2022-23					
5	Advanced Excel (Certification Course)	Prof. Abhinav Sharma	II	30.5	Rs. 30500/-
6	Financial regulation	Prof. N.Venugopal	III	39	Rs. 39000/-
7	Competency based HRM	Prof. K.V.Ganpathy	III	27.5	Rs.27500/-
8	Product and brand management	Prof. Suresh Bhat	III	22	Rs. 19000/-
9	International Business	Prof. Sunifa Gonsalves	III	32	Rs. 32000/-
10	HRP	Prof. F.H. Sidhva	III	33	Rs. 33000/-
11	IT Skills	Prof. Sagar Dhavade	I	31	Rs. 31000/-
12	Strategic HRM	Prof. F.H. Sidhva	IV	31	Rs. 31000/-
13	Project Management	Prof. Ankita and Prof. Naveen Rohatgi	IV	43.5	Rs. 43500/-
2023-24					
14	Operation Research	Dr. Sandeep Bhanot	II	39	Rs. 39000/-

The above table represents the list of visiting faculty teaching in the MMS department for the four semesters.

### 6.9 Academic Research

Sir M Visvesvaraya Institute of Management Studies and Research motivates faculty for Research. In order to motivate faculty members the institute has conducted various FDP on varied topics of research and Conferences. As a part of KRA the institute has made research mandatory to all.

<b>Table 78 Journal Conference Proceedings and Paper Publication Details</b>			
<b>Sr No</b>	<b>Name of Faculty</b>	<b>Conferences Details</b>	<b>Year</b>
1	Dr. Purshottam Patil	International Journal of Health Sciences (Awareness, acceptance and penetration of cryptocurrencies in the Indian market with special reference to Bitcoin)	2022
2	Dr. Purshottam Patil	International Journal of Health Sciences (An exploratory study on factors influencing the buying behavior of organic food consumers in the Mumbai region)	2022
3	Dr. Rahul Shah	International Journal of Health Sciences (Awareness, acceptance and penetration of cryptocurrencies in the Indian market with special reference to Bitcoin)	2022
4	Dr. Rahul Shah	A Study on Identifying Mutual Fund as an asset class for Alternative Investment with special reference to Mutual Fund amongst Generation Z	2022
5	Dr. Kavita Chakravarty	A Study on Identifying Mutual Fund as an asset class for Alternative Investment with special reference to Mutual Fund amongst Generation Z	2022
6	Dr. Priyanka Dukhande	A Study on Identifying Mutual Fund as an asset class for Alternative Investment with special reference to Mutual Fund amongst Generation Z	2022
7	Dr. Rahul Shah	E-Rupee – A Future of India’s Digital Payment	2022



<b>Table 78 Journal Conference Proceedings and Paper Publication Details</b>			
<b>Sr No</b>	<b>Name of Faculty</b>	<b>Conferences Details</b>	<b>Year</b>
8	Dr. Kavita Chakravarty	E-Rupee – A Future of India’s Digital Payment	2022
9	Dr. Priyanka Dukhande	E-Rupee – A Future of India’s Digital Payment	2022
10	Prof. Ganapati Kattige	An exploratory study on factors influencing the buying behavior of organic food consumers in the Mumbai region	2022
11	Dr. Kavita Chakravarty	Millennial Investor's preference towards NPS & PPF - A comparative study	2022
12	Dr. Kavita Chakravarty	A comparative study on Preference to Gold & Gold ET	2022
13	Dr. Kavita Chakravarty	A study on impact of performance analysis of HDFC mutual funds	2022
14	Dr. Priyanka Dukhande	‘A study on impact of performance analysis of HDFC Mutual Funds with special reference to growth schemes & balanced schemes’	2022
15	Dr. Priyanka Dukhande	Comparative Study on Preference of Investment Amongst Generation Y With Reference To Gold and Gold ETF, Vol. LXIV, No. 1 (VI), pg 338 -345	2022
16	Dr. Vasumathy Hariharan	Heuristics, investments and planning among young investors of India.	2022
17	Dr. Vasumathy Hariharan	Factors influencing sustainable consumption behaviour of young consumers in Chennai City,	2022
18	Dr. Vasumathy Hariharan	Accounting Methods and Business Performance in Long Run-A Study On Street Vendors Of Mumbai,	2022
19	Dr. Vasumathy Hariharan	Comparative Study on Preference of Investment Amongst Generation Y With Reference To Gold and Gold ETF, Vol. LXIV, No. 1 (VI), pg 338 -345	2022
20	Dr. Rahul Shah	Research & teaching Skill Enhancement	2021

<b>Table 78 Journal Conference Proceedings and Paper Publication Details</b>			
<b>Sr No</b>	<b>Name of Faculty</b>	<b>Conferences Details</b>	<b>Year</b>
21	Dr. Rahul Shah	Entrepreneurship: Past, Present and Future	2021
22	Dr. Vasumathy Hariharan	"Benchmarking Currency Risk Management Practices Of Small And Medium Enterprises"	2021
23	Dr. Vasumathy Hariharan	"Corporate Social Responsibility And Firm Performance In Women Led Export Organizations"	2021
24	Dr. Rahul Shah	Certificate of Gratitude	2020
25	Dr. Rahul Shah	Managing Online Classes and Co-creating Moocs	2020
26	Dr. Rahul Shah	Stress management during and post covid-19	2020
27	Dr. Rahul Shah	Creative , technical and career aspect of skill making organized	2020
28	Dr. Rahul Shah	Future of Examination Blooms Taxonomy and Multiple Assessment Tools	2020
29	Dr. Rahul Shah	Cyber Security During Covid-19	2020
30	Dr. Rahul Shah	Evaluation Form Offline to Online Teaching	2020
31	Dr. Rahul Shah	Bada Business an Imitative By Dr. Vivek Bindra	2020
32	Dr. Rahul Shah	Innovating education	2020
33	Dr. Rahul Shah	Forensic Science for Society	2020
34	Dr. Rahul Shah	Covid-19 and its impact on capital market	2020
35	Dr. Rahul Shah	Start ups story	2020
36	Dr. Rahul Shah	Forensic Science for Society	2020
37	Dr. Rahul Shah	E-Learning Tools for Effective Teaching and Learning	2020
38	Dr. Rahul Shah	Services powered by start ups	2020
39	Dr. Rahul Shah	Economic outlook for the Naya Bharat	2020
40	Dr. Rahul Shah	Intellectual Property Rights (IPR)	2020
41	Dr. Rahul Shah	Developing entrepreneurship skills	2020
42	Dr. Rahul Shah	Social entrepreneurship	2020
43	Dr. Rahul Shah	Impact Of Breath in our lives and Stress free Teaching	2020
44	Dr. Rahul Shah	Next Generation skill set for managers	2020

**Table 78 Journal Conference Proceedings and Paper Publication Details**

<b>Sr No</b>	<b>Name of Faculty</b>	<b>Conferences Details</b>	<b>Year</b>
45	Dr. Rahul Shah	Financial Fundamental for Millennials	2020
46	Dr. Rahul Shah	Inculcating Universal Human Values in Technical Education	2020
47	Dr. Rahul Shah	Opportunities, Innovation in Renewable Energy and sustainability	2020
48	Dr. Rahul Shah	Innovation in the post Covid Era: A Perspective	2020
49	Dr. Rahul Shah	Resilience at the of pandemics	2020
50	Dr. Rahul Shah	Designing a Business Plan in Times of Covid-19	2020
51	Dr. Rahul Shah	Spiritual Values & Judicial ethos	2020
52	Dr. Rahul Shah	Productive thinking in Research Methodology with special to E-Commerce	2020
53	Dr. Rahul Shah	Fundamentals of Yoga & Nutrition during Covid-19	2020
54	Dr. Rahul Shah	Impact OF Covid-19 On Financial Sector - Challenges & opportunities	2020
55	Dr. Rahul Shah	Promoting Entrepreneurship in Family Business	2020
56	Dr. Rahul Shah	faculty Development Workshop on E-learning	2020
57	Dr. Rahul Shah	Managing online classes and co- creating Moocs	2020
58	Dr. Rahul Shah	Faculty development of E- learning	2020
59	Dr. Rahul Shah	Data Centricity In Administration	2020
60	Dr. Rahul Shah	Unlimited Mind Power	2020
61	Dr. Rahul Shah	Emerging trends in Teaching Technology	2020
62	Dr. Rahul Shah	Career Guidance & Opportunities for ACCA aspirants	2020
63	Dr. Rahul Shah	Impact OF Covid-19 On commerce and Tourism industry	2020
64	Dr. Rahul Shah	Living Forward	2020
65	Dr. Rahul Shah	Role of Teachers in Teaching, Learning and Curriculum Enrichment with Modern Technology	2020
66	Dr. Rahul Shah	Innovation And Entrepreneurship Ecosystem in Educational Institute	2020

<b>Table 78 Journal Conference Proceedings and Paper Publication Details</b>			
<b>Sr No</b>	<b>Name of Faculty</b>	<b>Conferences Details</b>	<b>Year</b>
67	Dr. Rahul Shah	Changes In the Higher Education Sector and Strategies for Management Education in India	2020
68	Dr. Rahul Shah	Live Faculty Development Workshop on E-Learning	2020
69	Dr. Rahul Shah	TEDx Gateway Salon: Public Service-Bold Ideas to Actions	2020
70	Dr. Rahul Shah	The World Has Changed : Philanthropy and Compassion during these Unprecedented Times	2020
71	Dr. Rahul Shah	The World Has Changed : The Future of India and COVID-19	2020
72	Dr. Rahul Shah	A New Beginning	2020
73	Dr. Rahul Shah	Forensic Science for Society	2020
74	Dr. Rahul Shah	Supplying India's Biggest Agriculture Crop During The Lockdown	2020
75	Dr. Rahul Shah	Restoring Synergy of Mind, Body and Soul with Homeopathy	2020
76	Dr. Rahul Shah	Employment Career Awareness Program	2020
77	Dr. Rahul Shah	Investing Lesson From The COVID Crisis	2020
78	Dr. Rahul Shah	The Value of Values	2020
79	Dr. Rahul Shah	Start-Up Insights	2020
80	Dr. Rahul Shah	Examination and promotion in view of COVID-19 Pandemic	2020
81	Dr. Rahul Shah	Marketing Strategy Post COVID-19	2020
82	Dr. Rahul Shah	Paradiagram Shift Webinar	2020
83	Dr. Kavita Chakravarty	"Emerging Opportunities and Challenges in Indian Economy: An Interdisciplinary Approach" - A study of Investment Awareness among College going Students of Navi Mumbai Area	2020
84	Dr. Priyanka Dukhande	The awareness of microfinance lending model in empowering women: A study related to Navi Mumbai City	2020
85	Dr. Priyanka Dukhande	Comparative Study of Microfinance Lending Models between Banks and Credit Societies	2020

<b>Table 78 Journal Conference Proceedings and Paper Publication Details</b>			
<b>Sr No</b>	<b>Name of Faculty</b>	<b>Conferences Details</b>	<b>Year</b>
86	Dr. Priyanka Dukhande	Microfinance Loan Disbursement process in Navi Mumbai Co-operative Bank Ltd	2020
87	Dr. Vasumathy Hariharan	Third International Research E- Conference on Building Core Competencies – Disrupting the Disruptions	2020
88	Dr. Vasumathy Hariharan	Higher Education – A virtual Summit during	2020
89	Dr. Vasumathy Hariharan	GSU CIBER International Business Webinar Series	2020
90	Dr. Vasumathy Hariharan	“Three C Model of Tax Compliance WRT the Changing contours of Direct Tax Structure in India”,	2020

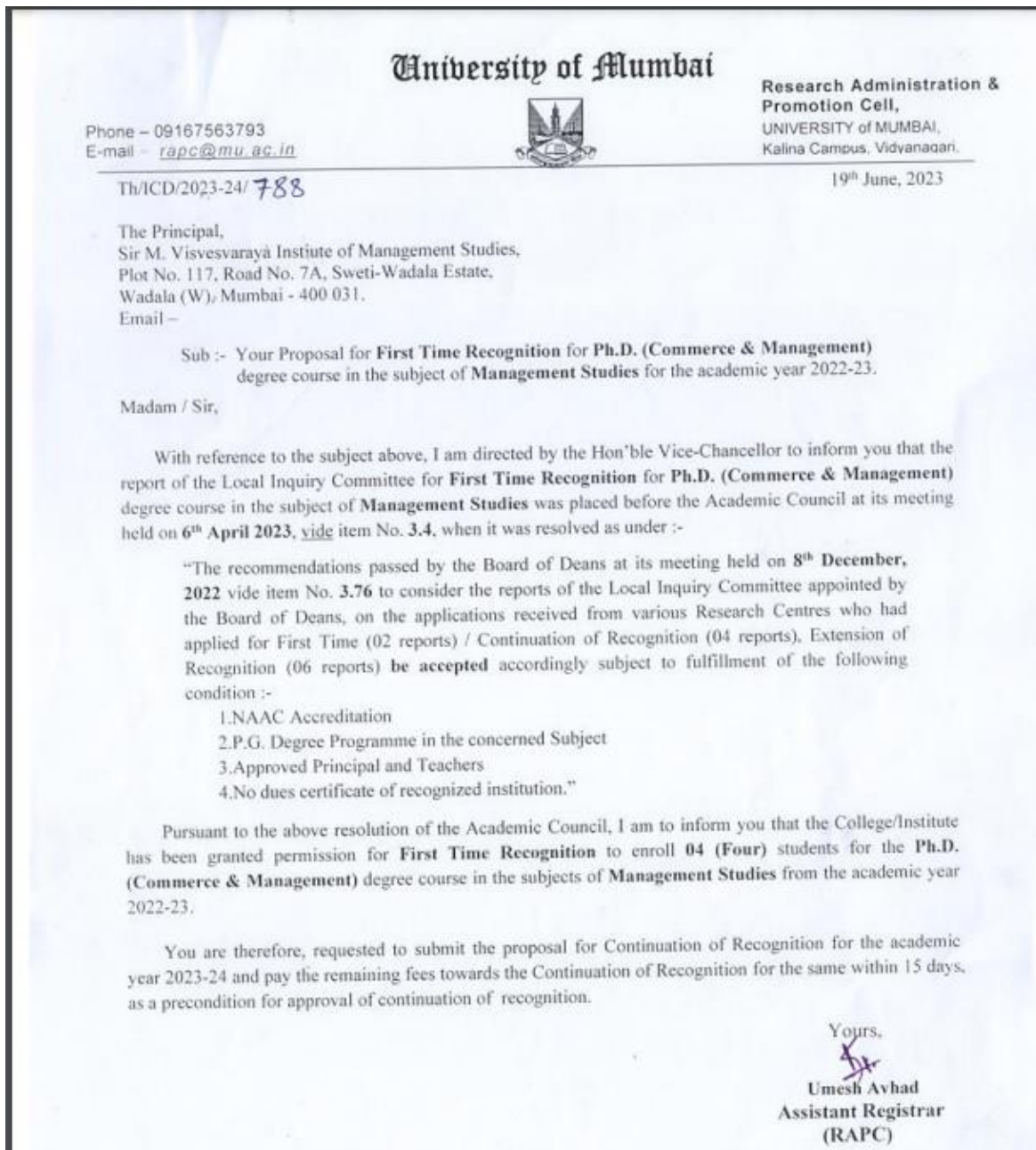
<b>Table 79 Faculty Conference Publication and Participation Details</b>			
<b>Sr. No.</b>	<b>Name of the Faculty</b>	<b>Book /Chapter Published</b>	<b>Year</b>
1	Prof. Deepan Bhatt	Consumer Behaviour and Marketing Communication	2022
2	Dr. Kavita Chakravarty	Relationship Matters – A Reflection from H.R. Manage (Case Study)	2023

The above table represents the details of the publications and participation in various publication. List of Ph.D. /Fellowship titles (FPM) awarded during the assessment period while working in the Institute.

Dr. Priyanka Dukhande have completed her PHD during her working with the Institute. She joined the Institute in the MMS Department from Year 2020-21. She was awarded with the same in the year 2021.

<b>Table 80 List of Faculty completed Ph.D</b>				
Sr. No.	Name of the Faculty	Stream	Year of Completion	Thesis Title
1	Dr. Priyanka V. Dukhande	Commerce & Management	2021	“A study on sustainable development with respect to Microfinance specifically related to Navi Mumbai area”

Its very interesting to note in this regard that the institute has recently been approved as the Ph.D research center by the University of Mumbai under the department of commerce and management for the subject of management studies.



**Fig 26 University of Mumbai Approved PhD Research Center**

### 6.10 Sponsored Research

The NKE Society Group of Institutions viz., Sir M Visvesvaraya Institute of Management Studies and Research (SVIMS), SVIMS Business School and NKES College of Arts, Science & Commerce had organized a two-day multi-disciplinary International Conference PRATISANDHI- “A sustainable organization in technology driven era” sponsored by the Indian Council of Social Science Research (ICSSR), New Delhi, under the aegis of University of Mumbai and as part of the Government of India’s ‘Azadi ka Amrit Mahotsav’ initiative. The

conference was held on April 1, 2022 and April 2, 2022 at the NKE Society’s Wadala, Mumbai campus and its theme was “Sustainable organization in technology driven era”.

A total of over 140 researchers from India and abroad had registered for the international conference and the compendium of abstracts was released during the conference. Over 98 research papers were presented during the conference – both in the offline and online mode. The International Conference proved to be grand success.

The papers were published in SCOPUS Journals and UGC Care Journal. Total around 17 papers were published in the SCOPUS Journals named International Journal of Health Sciences (IJHS) ISSN: 2550-6978 E-ISSN: 2550-696X and 39 papers in the UGC Care Journal named Purana, ISSN No: 0555-7860 (Only Print Version Journal).

<b>Table 81 Details of Sponsored Research</b>				
Sr. No.	Year	Conference Name	Sponsored Agency	Amount Received from ICSSR
1	2022	PRATISANDHI	ICSSR	2 , 00, 000



Figure27 PRATISANDHI - International Conference

### 6.11 Consultancy/Testing/Training

SVIMS has recently in the year 2023 applied for consultancy projects to various corporate. Many Corporates are interested in disseminating their projects to the Institute. Understanding these requirements, the Institute has set up SVIMS Industrial Research and Consulting Center (SIRCC) with an objective to support and partner with the industry to solve



similar challenges and growth obstacles. SIRCC has been working in this domain for quite some time and its focus is to strengthen this division, collaborate with more corporate and industry partners over the next few years.

Experienced faculty from globally reputed institutions are on the panel of SIRCC. Professor Sandip Kumar – Associate Professor, Department of Energy Science and Engineering, IIT Bombay has given his kind consent to be on the panel and support SIRCC activities.

Dr Shankarling, Head-Dyestuff, Department of Institute of Chemical Technology (ICT) is also on the Governing Council of the institute.

### **6.12 Faculty as consultant of the industries**

As per POs, faculty has identified, nature of industries, suitable for student. List of projects are prepared and work plan is scheduled.

### **6.13 Preparation of teaching Cases**

SVIMS follow the University of Mumbai Curriculum. Each course has to relate to practical examples and live case studies in order to match the overall CO-PO attainment matrix. The major objective of teaching cases is to meet the program specific objective that is illustrate and apply the Business Techniques and methods (different to different courses) for socially causes and effective organization behavior. Hence, from academics it has been made compulsory to all the faculty members to bring innovativeness in teaching by introduction of various cases during teaching the courses. The faculty members are encouraged to use as many cases as possible in the lectures. During the periodic review, it was found that faculty members were using cases written by other authors found in the text books, magazines, open ended sources and reviews from articles. In order to bring originality for the same it was decided to hold an online two days Faculty Development Program (FDP) on Case Writing. It's our Institute policy that every alternate year such sessions will be conducted.

The two days Faculty Development Program (FDP) was conducted by a renowned case author Dr. Dorris John, Head Research and Case Development, AMITY University on 13th and 14th March 2021. The workshop began by discussing some 'Classic Cases'. Then, the following were discussed:

- What is a Case?
- Difference between a Case and an article

- Objectives of using Cases
- Types of Cases
- There was a discussion on “THE H.L.L. Vs. THE P&G CASE”

Total nine faculty members attended the FDP.

Based on this, all faculty members were instructed to present a case written by taking the inputs from the Resource person after a week. The feedback provided by the resource person was used to amend the case appropriately for classes. Some faculty members have even attempted to publish the same.

Critical thinking Skills is developed amongst students by discussing various case studies in the class. One of the pedagogical learning techniques adopted in the class is to discuss the highlights of the case and ask students to brain-storm on the given case (either individually or in group). One such innovating case study learning can be seen best in the subject of Business Research Methods (BRM) where students have to mandatory make a research report by referring literature review as one of the chapters. Also, the same can be observed in their final project book.

Also, the question paper has a mandatory question of 20 marks that is only related to the case study.

<b>Table 82 Teaching Caselets</b>			
S N	Name of the Faculty	Subject	Teaching Cases
1	Dr. Purshottam Patil	Strategic Management	1)Successful launch of Gillette Mach3 in US market 2)Degrowth of Railways (Lewitt Thesis, 1980) 3)Coca Cola: from soft drinks to beverage (Criticism of Lewitt Thesis by BCG) 4)Controversies of MNCs: GSK's Horlicks case 5)Controversies of MNCs: GSK's Horlicks case 6)Mergers and Acquisitions: The Diebold growth case 7)The Daimler Chrysler Merger: A Cultural Mismatch? 8)Rethinking Domino's expansion plan

Table 82 Teaching Caselets			
S N	Name of the Faculty	Subject	Teaching Cases
			10)Modern Foods: Disinvestment 11)Apple's iPhone in China: Can Apple Cash in on the World's Biggest Mobile Market?
		Entrepreneurship Management, Sem II, MMS	1)Entrepreneurship Journey of Sridhar Vembu of Zoho: Taking Silicon Valley to the Village 2)Case on CIIE, Ahmedabad
2	Prof. Ganapati Kattige	Operations Management	1) Beer Game: Reduction of Bull whip effect 2) Demo game of Paper boat making on Bottle neck Process 3) Paper plane making exercise to know how assembly line works 4) Caselet: Kamadhenu foods Operations Strategy
3	Dr. Priyanka Dukhande	Derivatives Market and risk Management	1)Case Study on Large Losses in Derivatives Market 2)Simulation Exercise in F&O segment using SAMCO App
		Financial Markets and Institutions	1)Case Study on Hindenburg Report? 2) Credit Suisse Crisis 3)Silicon Valley Failure 4)Demonetization – Boon or Curse
		Business Research Methods	Literature Review: Cases of various Research Articles
4	Dr. Kavita C	Financial Accounting	1) Case Study On 5 Years Income Statement Analysis Of Tata Motors 2) Case Study On 5 Years Balance Sheet Analysis Of Syntel

Table 82 Teaching Caselets			
S N	Name of the Faculty	Subject	Teaching Cases
			3) Case Study On 5 Years Cash Flow Statement Analysis Of Amazon
		Financial Statement Analysis	1) Case Study On Ratio Analysis Of Apple Inc For Income Statement. 2) Case Study On Ratio Analysis Of HDFC Bank For Balance Sheet. 3) Case Study On Free Cash Flows (Fcf) Of Tesla Company.
5	Dr. Rahul Shah	Marketing Strategy	1)USA Today: Innovation in an Evolving Industry 2)Apple’s Winning Marketing Strategy 3)Monsanto Balances the Interests of Multiple Stakeholders
		Service Marketing	1)Uber: Competing as Market Leader in USA versus Being a Distant Second in China 2)Banyan Tree: Branding the Intangible 3)Customer Asset Management at DHL in Asia 4)Starbucks: Delivering Customer Service 5)LUX: Staging a Service Revolution in a Resort Chain 6)KidZania: Shaping a Strategic Service Vision for the Future

Example of Teaching Caselet

Subject – Operations Management

Class – MMS (Semester II)

Jayesh Shetty, the owner of Mookambika Mess (Mookambika) in Mangaluru, India was in deep thought. The ever-increasing competition in the fast food industry was taking its toll on his business. He was constantly thinking about opening a full-service economical restaurant

and taking Mookambika closer to his customers. He had five potential locations in mind. However, he had not been able to pinpoint the final location. He now had very less time to finalize the location, he had to inform investors of his decision during the investor meeting scheduled in two days. Jayesh wanted an in-depth evaluation of these potential locations before the meeting.

Mookambika started operations with a single outlet near Mysore Circle, Mangaluru. Majority of Mookambika's customers were students of university. Most of the other customers were medical patients, labourers, and families from around the region. For them distance was the problem.

Mangaluru is a city in Karnataka with the student community constituted over 25 per cent of the city's population including international students. Most students belonged to the upper middle class of society. Mangaluru had witnessed a surge in medical tourism, as it attracted many patients from India and abroad. In addition, the construction of infrastructure projects brought a huge migratory labour force to the region; The ancient Udupi Shri Krishna Temple and other spiritual places also brought in domestic and international tourists.

Recently many fast-food restaurant chains had opened outlets in the region, causing a dip in business for Mookambika. Considering that these brands had better logistics, including home delivery, they were denting Mookambika's business. Online food aggregators, too, were harming Mookambika.

Recently University management allowed three more vendors to cater to the same set of customers. Even though Jayesh kept the price reasonable compared to the three other vendors it affected Mookambika's revenue.

By opening a full-service economical restaurant in the Mangaluru region he wanted to cater to the needs of the lower middle class by providing them with hygienic food at affordable rates. For daily wage workers, patients, and budget tourists—high-priced food venues were out of their budgets; and roadside food stalls offered unhygienic food.

With the price of land in Mangaluru is very high level, he felt that places around Jeppu or Ullal regions would be more reasonable, and that the competition would be more manageable. Also, apart from serving his existing customers in this region, he would be able to serve quality food to a lower demographic. Over the past year, he shortlisted five potential locations around the area. They are Jeppu, Ullal, Yeyyadi, Suratkal and Port area.

With his vast experience Jayesh knew that the three most important criteria for setting up a restaurant were space within the facility, parking space outside the facility, and the ability to serve hot and fresh food to customers not only in the restaurant but also through home delivery. He knew for home delivery time should not be long. He knew that he would have to focus more on tourists, patients, students, and migratory laborers from other states rather than on locals. Since the cost of land in these five locations were almost the same and he knew that a prominent location was the key to success for this type of business.

The survey report detailed the set of criteria for evaluation, along with their importance in selecting the restaurant location. Jayesh wanted a complete assessment of these five potential locations before making the final decision. However, his research is recommended differential weightages to be given to the criteria in selecting the best location.

Jayesh's chain of thoughts was broken by the sudden entry of his manager Menon carrying the survey report (see table). Looking anxious, he told Jayesh, "Sir, we have to decide fast. I just heard that a couple of restaurants are opening up by the end of this monsoon season."

<b>Criteria/Location</b>	<b>Weightages</b>	<b>Ujjal</b>	<b>Port Area</b>	<b>Yeyyadi</b>	<b>Jeppu</b>	<b>Suratkal</b>
Size of facility	24	7.2	8.4	6.5	7.5	9.5
Size of parking space	20	8.0	6.0	5.0	8.5	8.3
Response time for Home delivery	16	6.0	6.5	8.0	4.0	7.5
Availability of infrastructure	13	8.5	9.5	7.0	8.5	4.5
Size of population	10	7.5	7.8	5.3	5.5	8.0
Availability of roadnetwork	7	9.0	8.0	6.5	8.5	8.5
Number of competitors	6	9.0	3.0	5.0	2.0	1.0
Distance to market	4	2.0	3.2	5.4	4.0	2.5

**Case study questions.**

1. Analyze the above case and identify the challenges faced by Jayesh.
2. Evaluate the location feasibility for the new restaurant of Mr. Jayesh also Justify the same.
3. Identify other factors that Jayesh should consider for his success? Design a model by considering those factors.

Criterion 7	Industry & International Connect	100
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## 7.1. Industry Connect

### 7.1.1. Initiatives related to industry interaction including industry internship/summer training / study tours/ guest lectures

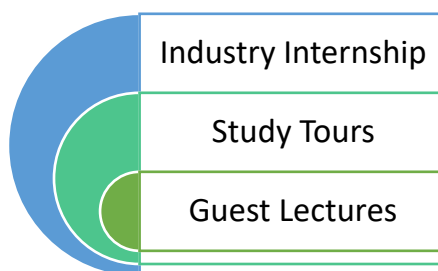


Figure 28 Initiatives for industry interaction

#### Industry Internship/ Summer Training

The students' intake for MMS Program is from different streams such as Commerce, Science, Computers, Arts and Engineering. Until graduation these students are not exposed to industry working. Hence after completion of Semester II all the students enrolled for the MMS Program are sent for Industry Internship or summer training. Students get exposed to industry and thereby they acquire the benefits as below:-

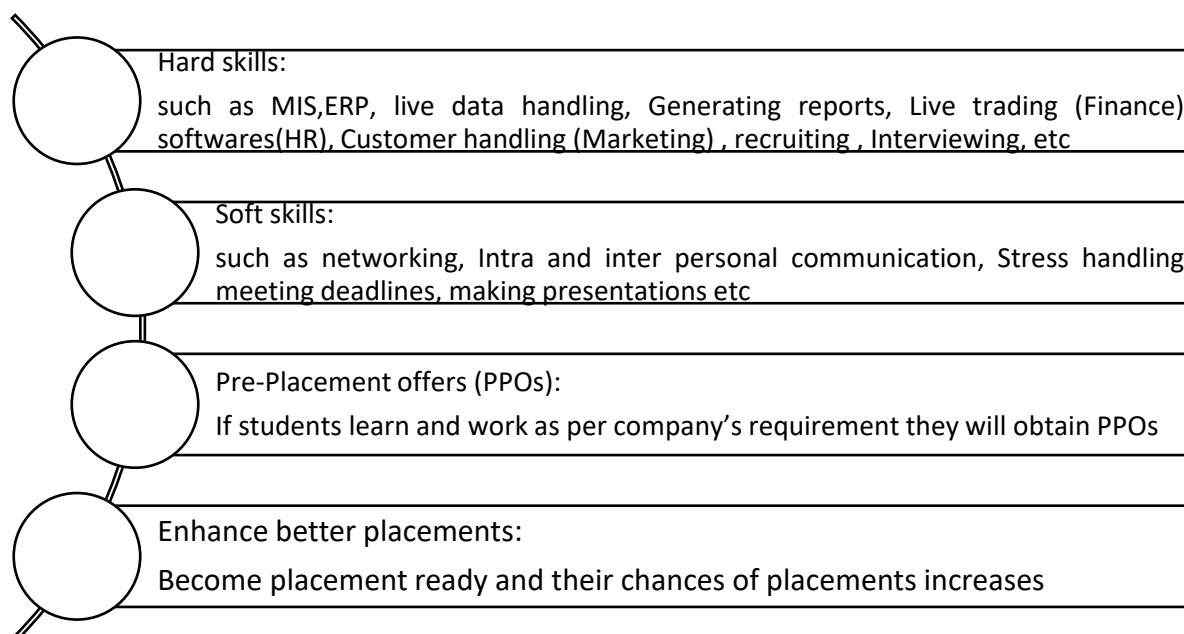


Fig 29 Benefits of Students Internships

The philosophy of the Institute is to provide job opportunity to every student who enrolls for the MMS programme. PO6 of the MMS Program of the Institute which emphasizes on



enhancing marketability of students by enabling applications of their business skills should be accomplished during this process.

Every year the placement cell of the Institute contacts companies for summer internship from the month of January for the May-June session of the given year. All the students are initially segregated as per their specialization and their CVs are made and sent for the company's screening process. Shortlisted students are subsequently invited for the interview and on selection they take up training there. The Institute has been successful in giving the training to all the students with a view to get selection in the companies. The list and related details for 3 relevant batches is mentioned below:

<b>Table 84 Summer Internship for 2021-2023 batch</b>			
<b>Sr. No.</b>	<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>
1.	12001	Bagwe Siddhesh	Entrepreneur
2.	12002	Bhowal Rani	Aditya Birla Sunlife
3.	12003	Bohra Dharma	Shoppers Stop
4.	12004	Borkar Asmita	Shoppers Stop
5.	12005	Chitte Mayuri	Aditya Birla Sunlife, Fundsroom
6.	12006	Choudhary Anjum	Aditya Birla Sunlife, Fundsroom
7.	12007	Dabhade Aniket	CA firm
8.	12008	Darade Samruddhi	Shoppers Stop, Career Council
9.	12009	Dasurkar Akash	Shoppers Stop
10.	12010	Dengale Sakshi	Hindustan Aeronautics Limited (HAL)
11.	12011	Desai Shivani	Aditya Birla Sunlife
12.	12012	Prajwalit Gawali	Career Council
13.	12013	Goregaonkar Rohit	Shipping karo
14.	12014	Gurunarayan Pandey	Solar Bizlee
15.	12015	Jadhav Rupali	Thane Janata Sahakari Bank (TJSB)
16.	12016	Jadhav Sakshi	Career Council
17.	12017	Jadhav Simran	Aditya Birla Sunlife
18.	12018	Jayant Joshi	CA firm
19.	12019	Kadam Apurva	Magnik
20.	12020	Kale Omkar	SVIMS

**Table 84 Summer Internship for 2021-2023 batch**

<b>Sr. No.</b>	<b>Roll No.</b>	<b>Name of the Student</b>	<b>Company Name</b>
21.	12021	Kamble Sushil	Career Council
22.	12022	Kawale Dhanashri	RCF
23.	12023	Kolge Shraddha	Growth Arrow
24.	12024	Suchita Kongare	KS Business Solution
25.	12025	Kumar Hekre	Shoppers Stop
26.	12026	Akshay Kumbhar	Infosys
27.	12027	Mathew Nevin	Aditya Birla Sunlife, CA firm In Kerala
28.	12028	Maurya Akshata	Shipping Karo
29.	12029	Maurya Manisha	Thane Janata Sahakari Bank (TJSB)
30.	12030	Mishra Kaustub	Magnik
31.	12031	Namugade Sharwari	Magnik
32.	12032	Narone Siddharth	Vinit Bohra & Associates
33.	12033	Navrat Devika	Dipesh Thakkar & Co (CA)
34.	12034	Nibre Tejal	Wealth Fundas
35.	12035	Pachupate Disha	Shipping karo
36.	12036	Panda Deepak	Aditya Birla Sunlife
37.	12037	Pathan Aasma	TLS
38.	12038	Sushant Roakde	TLS
39.	12040	Salve Hrithik	Anita Dongre
40.	12041	Sahil Satve	Career Council
41.	12042	Saurabh Deshmukh	Magnik
42.	12044	Shrungarpure Pradosh	Aditya Birla Sunlife
43.	12045	Singh Priyanka	Magnik
44.	12046	Singh Shivani	TLS
45.	12047	Sonawane Saurabh	TLS
46.	12048	Sonali Sonkamble	TLS
47.	12051	Suryawanshi Tejaswini	Aditya Birla Sunlife/Career council
48.	12052	Tambe Pranjal	Magnik
49.	12053	Tawade Prachi	Thane Janata Sahakari Bank (TJSB)

**Table 84 Summer Internship for 2021-2023 batch**

Sr. No.	Roll No.	Name of the Student	Company Name
50.	12054	Vishwad Neeraj	Aditya Birla Sunlife, Funds room
51.	12055	Vivek Hattarkal	TLC
52.	12056	Waghchore Pratiksha	Magnik
53.	12057	Yadav Satyam	Aditya Birla Sunlife, Fundsroom
54.	12058	Yeshwante Nikhil	Sofitel Hotels

**Table 85 Summer Internship for 2020-22 Batch**

Sr. No.	Name of the Student	Company Name
1.	Aboli Bhandare	R.D. Shetty & Co
2.	Akanksha Jadhav	Ageas Federal LIC
3.	Anjali Gosain	Adani Electricity
4.	Anjali Phanse	CA Firm
5.	Apeksha Goregaonkar	Universal Tribes
6.	Apeksha Niwate	CNK & Associates LLP
7.	Ashish Kamble	SS Kopre & Sons
8.	Akshay Jagtap	Ageas Federal LIC
9.	Arya Burade	iFortis Corporate
10.	Faizan Shaikh	Universal Tribes
11.	Ganesh Kamble	SM & MP
12.	Harshvardhan Shah	Tenhard
13.	Hrutik Gaikwad	Universal Tribes
14.	Harshal Sarode	Universal Tribes
15.	Jyoti Kadlak	Universal Tribes
16.	Karan Sawne	PNB Metlife
17.	Komal Shinde	iFortis Corporate
18.	Neha Shelke	Universal Tribes
19.	Nilesh Awate	iFortis Corporate
20.	Pawan Pandey	SM & MP
21.	Piyush Golatkar	Ageas Federal LIC

**Table 85 Summer Internship for 2020-22 Batch**

<b>Sr. No.</b>	<b>Name of the Student</b>	<b>Company Name</b>
22.	Pravin Sanap	Devonyks Technology Pvt Ltd
23.	Priyesh Mohite	SM & MP
24.	Pranav Saraiya	iFortis Corporate
25.	Pravin Zinjurde	Tenhard
26.	Renuka Bansode	L&T Financial Services
27.	Rohit Patil	Trade Tales
28.	Rohan Rupwate	SBI
29.	Sangam Prajapati	SM & MP
30.	Sanjota Shirkar	iFortis Corporate
31.	Sharad Sonawane	Genesys International Corp
32.	Shriniket Khot	Ageas Federal LIC
33.	Shrishti Shetty	Rakesh K Chauhan & Associates
34.	Shruti Mengane	SS Kopre & Sons
35.	Sneha Jadhav	Universal Tribes
36.	Sneha Wayangankar	Triature
37.	Sonal Borse	iFortis Corporate
38.	Somanshu Verma	Diamond Plaster Ornament
39.	Sowmiya Nadar	iFortis Corporate
40.	Stajina Nadar	Tutedude
41.	Suraj Kapse	Global Trading Corporation
42.	Umesh Reddy	Ageas Federal LIC
43.	Vibhawari Kamble	Ageas Federal LIC
44.	Vijay Chiraboina	Universal Tribes
45.	Vinay Jain	iFortis Corporate
46.	Vaishnavi Chaudhari	Mehta Equities
47.	Yojana Shinde	Universal Tribes
48.	Yadnesh Ingale	Universal Tribes

<b>Table 86 Summer Internship for 2019-21 Batch</b>		
S N	Student name	Company name
1	Natasha Nelson D'Mello	Aditya Birla Sunlife
2	Prashant Shashikant Maurya	Aditya Birla Sunlife
3	Faizal Sartaj Khan	Visara Systems
4	Aakansha Sunil Sawardekar	TTSL
5	Kirti Rajesh Mailk	Aditya Birla Sunlife
6	Govinda Arjun Jadhav	PharmEasy
7	Jagruti Prakash Gaikwad	TTSL
8	Prachi Rajendra Gangurde	Aditya Birla Sunlife
9	Ashwini Ashok Chaugle	SVIMS
10	Roshan Baburao Sanap	Metropolitan eximChem Pvt limited
11	Aranta Rahul Nikuse	Aditya Birla Sunlife
12	Varad Ramesh Mhatre	Aditya Birla Sunlife
13	Prasad Chandrakant Gandhi	Aditya Birla Sunlife
14	PavankumarVijaykumar Hotkar	SVIMS
15	Aniket Anil Sawant	Aditya Birla Sunlife
16	Mayuri Mahendra Misal	Shriram LIC
17	Rakesh Rajendra Patel	Aditya Birla Sunlife
18	Komal Rajesh Enmul	Shriram LIC
19	Chanda Shivanand Kalyan	Shriram LIC
20	Sushmita Ravishankar Sastry	KRG Consultants
21	Jitendra Raibahadur Yadav	Aditya Birla Sunlife
22	Akshata Vadiraj Shettigar	L&T Infotech
23	Ganesh Kavichandra Zodape	Shriram LIC
24	Greeshma Ashok Shervegar	Shriram LIC
25	Mohd Kaif Arshad Ali Siddique	SVIMS
26	Anis Siddique Memon	Aditya Birla Sunlife
27	Ganesh Rajesh Pawar	Yes Bank
28	Vijaya Deepak Mohite	Visara Systems
29	Sneha Bhaskar Dornala	Aditya Birla Sunlife

<b>Table 86 Summer Internship for 2019-21 Batch</b>		
S N	Student name	Company name
30	Sahil Santosh More	Aditya Birla Sunlife
31	Vrushali Sunil Kamani	TTSL
32	Ashrafzain Javed Alam Khan	Aqbus Enterprises Pvt Limited
33	Jigar Rajesh Pathak	Aditya Birla Sunlife
34	Shubham Sambhaji Kawade	SVIMS
35	Santosh Pandurang Ghuge	TTSL
36	Shivani Raju Hulhule	Motilal Oswal
37	Sagar Rohan Sanzgiry	Aditya Birla Sunlife
38	Bhavika Ramchandra Trimukhe	Shriram LIC
39	Vishakha Jagdish Ghoderao	Aditya Birla Sunlife
40	Kamlesh Shridhar Raikwad	Aditya Birla Sunlife
41	Pranali Diwakar Chawatekar	Aditya Birla Sunlife
42	Aashay Atul Khandelwal	Aditya Birla Sunlife
43	Simran Dnyanendra Ande	SVIMS
44	Tejashree Vijay Rane	Shriram LIC
45	Sayali Sayaji Mohite	TTSL
46	Abhishek Ganesh Dhungana	SVIMS
47	Sagar Laxman Maheshwaram	Aditya Birla Sunlife

#### Study Tours:

In MMS Program, the study tours are considered a good practice for knowledge enhancement of students. The Institute has resolved to organize this vital practice which thereby provides international and national exposure to students. The students are exposed to factory visits, interactions, networking directly and the working structures and systems of companies during such initiatives.

During such study tours the students acquire benefits as mentioned below:

Working of the Company	Students learn the processes, systems, procedures of the functioning of factories
Learning the Standard Operating Procedures (SOPs)	Students learn importance of creating the SOPs and how the process continues even if work force changes
Importance of reports	Students are exposed to charts, reports etc which are handed over to department
Networking Inside the company	Communication amongst employees when several departments are working simultaneously
Team work	Students understand the importance of working in teams

Figure 30 Benefits of Study Tours

The Institute strives to provide optimum industry exposure to every student who enrolls for the MMS programme. PO5 of the program which underlines the cultivating of the capability to lead to accomplish organizational goals is aptly addressed during such initiatives of study tours and nurtures students to effectively contribute as a team player in organizations

The basic purpose of study tours is to enhance students' exposure to factories and understand the working of the unit. The students are taught regulations such as the health safety norms, and related statutory compliances of the human resources management. Amongst other aspects, students also learn ways working in diversity, the respect to workmen who work for the company, cross cultural exposure and many more.

The Institute conducts then study tours for its students year after year. The students are provided with National and International exposure during such initiatives- details as mentioned below, to keep them abreast with cross cultural aspects:

## International Study Tours

- MMS (2021-23 batch) students had visited Dubai for a week-long industrial visit. The students had visited the factories of Romana Waters, Sterling Perfumes and Curtin University as well. They also enjoyed visiting several malls and popular shopping areas at Dubai to explore the market and consumer buying behaviour at the International Commercial business hubs at Dubai

## Domestic Study Tours

- The students of MMS (20 22-24 batch) had visited SBI's (State bank of India) corporate Head office at Mumbai. They visited the museum at the bank and also attended the career talks by the Chief General Manager. SBI. Also, Students were taken to Bombay Stock Exchange (BSE), where they observed the live trading on the terminals

Fig 31 International and Domestic Study Tours

Glimpses of International Study Tour for MMS (2021-23 Batch) students:



Fig 32 International Study Tour: Visit to Curtin University, Dubai by MMS (2021-23 Batch)





Fig 33 International Study Tour: Guest Lecture by Mr Daniel, CEO- Curtin University, Dubai for MMS (2021-23 Batch)



Fig 34 International Study Tour: Visit to Romana Water Industries, Dubai on Feb 27, 2023 by MMS (2021-23 Batch)



Fig 35 International Study Tour: Visit to Sterling Perfumes, Dubai on March 01, 2023 by MMS (2021-23 Batch)

### Guest Lectures:

During the MMS programme, the students study the syllabus prescribed by the University of Mumbai which is widely followed by all its affiliated institutions. The Institute is also strictly adhering to the norms and follows the prescribed syllabus entirely. The syllabus prescribed the University is a basic guideline to constitute and teach the course which is updated within a span of 4-5 years. Contrary to that, the industry needs are changing at radical speed. Thus to keep students updated with latest happenings it is expected that they should be exposed to new developments in various sectors. With this perspective, the Institute organizes guest lectures from Industry experts from time to time.

The students subsequently are exposed to sessions of industry experts and thereby they gain the benefits mentioned below:

#### Exposure to industry progress and advancements

- Students learn emerging domains such as Business Analytics, Fintech, AI, ML, Blockchain, etc

#### Practical Applications and Challenges

- Experts come with hands on experience ,thus they share real life challenges and applications in the industry

#### Experience sharing

- The guest subject experts make the students aware about the challenges or problems they may encounter in future which makes them future ready

#### Placement opportunities

- Through guest lectures students interact with prospective employers too , they sometimes are considered by employers for Job

Fig 36 Guest Lectures: Benefits to students

How MMS programme attains its Programme Outcome:-

The philosophy of SVIMS is to make the students placement ready , thus a good emphasis is laid on additional learning by way of Guest lectures by industry professionals. The PO which is considered here is -PO1: To apply knowledge of management theory and practices to solve business problem.

The Students are required to study more than the basic prescribed syllabus and after holistic development they should use it for solving business problems.

The work done by SVIMS on Guest lectures:-

1. Samarth Series: SVIMS has created a guest lecture series under the name of Samarth Series. The dedicated day for Samarth is Saturday when most of the Corporate experts are willing to come to the campus and share their knowledge with students growth. The institute has not restricted only to offline lectures but has online lectures also if it is overseas. During Pandemic too students were exposed to industry experts through online mode. Every year SVIMS organizes good no. of guest lectures under Samarth series. The details are as below:

Table 87 Guest lectures by Industry experts: List of sessions of 'Samarth Series'

S N	Name of the Resource Person	Date
1	Mr. Sadashiv Rao, CEO IDFC, Mumbai	01-07-2019
2	Mr. V. Ranganathan, MD & CEO, Cerebra Integrated Technologies	01-07-2019
3	Mr. Shashi Vyas, Pancham Nishad Creatives Pvt Ltd.	01-08-2019
4	Mr. Narayan Bhargav, MD, Calibehr Ltd	01-08-2019
5	Ms Sharada Sundar, Certified Trainer & NLP Practitioner	01-08-2019
6	Mr. Gopal Krishnan, Former Executive RBI	02-08-2019
7	Mr. Manish Makhijani, Global PDC Director at Unilever	21-02-2019
8	Mr. Subhash Talekar, President, Mumbai Dabbawala Association	23-02-2019
9	Ms. Chhaya Nagpure, HR General Manager, FRR	04-07-2019
10	Mr. Rajesh Haldipur, Director, Realtime Techsutra Pvt Ltd	04-07-2019
11	Mr. Ramaswamy Krishnan, Founder & Managing Director, Apire Infinite & TAB India	05-07-2019
12	Mr. R Shridhar, Personal Coach, Energenie Academy	06-07-2019
13	Mr. Srikanth Iyengar, Sr. Management Professional in Indian Capital Markets	15-06-2019
14	Mr. Kamal Somani, MD, SPA Security Ltd, Mumbai	17-07-2019

Table 87 Guest lectures by Industry experts: List of sessions of 'Samarth Series'

S N	Name of the Resource Person	Date
15	Mr. Shankhar, General Secretary, All India Union Bank Employee Association	17-07-2019
16	Ms. Anupama Banwasi, HR Professional	14-09-2019
17	Ms Sharada Sundar, Certified Trainer & NLP Practitioner	17-09-2019
18	Ms. Kamala Kantharaj	23-05-2020
19	Prof Narendra	30-05-2020
20	Mr Gireesh Sabari	14-06-2020
21	Prof Venkataraman	21-06-2020
22	Mr. Sunil Sharma	28-06-2020
23	Mr. Prasad Rajappan	05-07-2020
24	Mr. Giri Subramanian	02-08-2020
25	Ms. Pauline Serrao	08-09-2020
26	Ms Arathi K Parigi	07-12-2020
27	Mr. Khanjan Lodhavia, Asst. Vice-President, Deutsche Bank	14-08-2021
28	Mr. Pinakin Dave, Additional General Manager, BSE, MUMBAI	16-07-2022
29	C.A. Pradeep Godbole, Director, RCPA	30-07-2022
30	Mr. Kunal Rambhia, Featuring on CNBC TV 18, CFA & CIRA	27-08-2022
31	Mr. Ranjit Pawar, Managing Director- South Asia at Refinitiv, an LSEG Business	10-09-2022
32	Mr. Srikanth Iyengar, Investor - Capital Markets, Venture Investing & Alternative Investments	01-10-2022
33	Mr. Manish Makhijani, Global Insights Director at Unilever	15-10-2022
34	Mr. Rashmikant, Head – Business Excellence, Tata Power	26-11-2022
35	Mr Salil Thanawala Principal Partner, Edelweiss Private Wealth	03-12-2022
36	Mr. Jitin Babu Daniel, VP - Projects, CitiCorp Services Pvt, Belfast, UK	16-12-2022
37	Prof. Venugopal	28-01-2023

‘Margdarshii series’:- The Institute acknowledges and recognizes the accomplishments and expertise of its alumni too. Under the ‘Margdarshii series’ the alumni conduct guest lectures for students mostly specialization wise and prepare students for interviews, subject knowledge, challenges they faced as freshers’ and address their related issues. They mentor them as per the need. In this way the students gain to learn in more of peer setups.

### 7.1.2. Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer projects

#### Curriculum Development

MMS is a professional programme which nurtures the students to being market ready. The students are supposed to be matching their pace with the changes happening in industry. For this knowledge they are taught industry acceptable content, for which the academicians and Industry experts develop the course in sync with the industry requirements.

When industry experts or Subject matter experts design the curriculum following benefits can be achieved:-

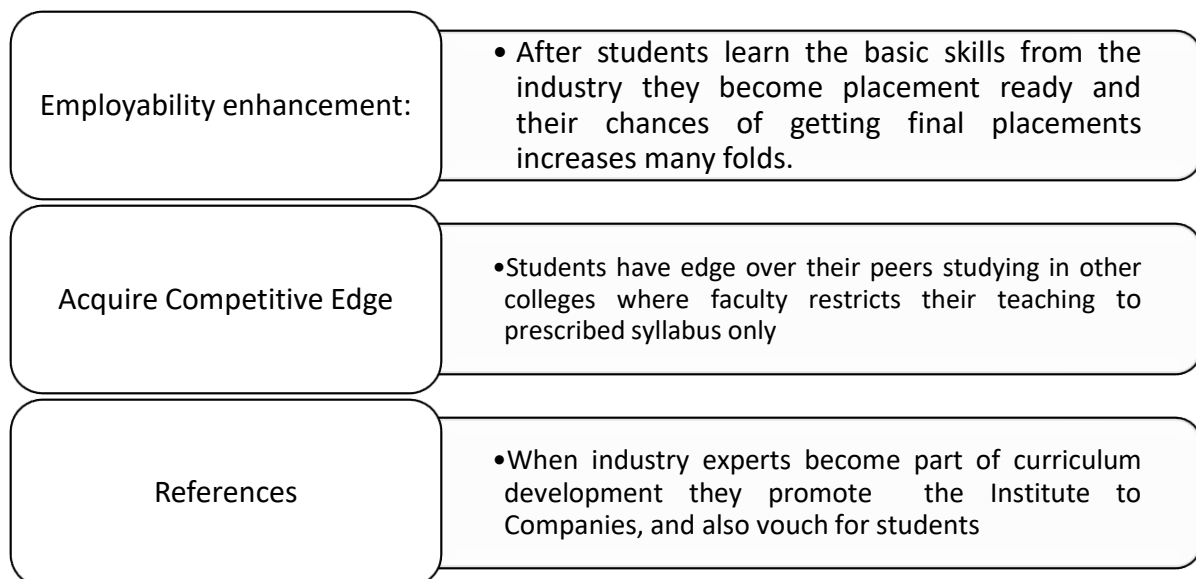


Fig 37 Industry professionals in Curriculum development: Benefits to students

The primary approach of the Institute is to make the students enrolling for its MMS Program market ready. The PO6 of the Program precisely enumerates this thought process in which highlights the aspect of cultivating applications-oriented skills sets as enabler for

marketability of its future managers. The basic purpose of training is to enhance students employability by teaching them application of business skills.

SVIMS has constituted the Governing Council which comprises of practicing industry professionals, consultants, entrepreneurs and academicians. They meet and review the syllabus from time to time to understand what more relevant improvements are required. Sometimes they take advice from their own references in the industry. They also suggest the people who are good at certain subject to be invited for guest lectures.

Participation of Industry professionals for Projects or assignments as examiners:-

Projects:-As a part of the curriculum prescribed by the University of Mumbai, the students enrolled for the Institute's MMS Programme are required to complete and submit total of four projects of one hundred marks each, Semester III and IV. The projects are on Summer Internship at the end of second semester and on general management, corporate social responsibility and subject specialization project during fourth semester. The purpose of these projects are to make students utilize the knowledge gained during four semesters and convert them into usable applications as a final project report.

Assignments:-As a part of continuous evaluation for all the subjects students are required to conduct and submit few assignments during the progress of learning the prescribed courses. These assignments are issued by the faculty time to time to the students as an internal evaluation component. The purpose is to make the students learn and apply in any relevant question or situation given as assignments. These assignments foster independent application based thinking in the students.

As practice at the Institute, along with the core faculty, a selected few industry professionals have also extended their support and guidance in evaluating students' projects.

Benefits of participation of Industry professionals for Projects or assignments as examiners

The students are exposed to industry experts while working on the projects or assignments, and subsequently are benefited on aspects as below:

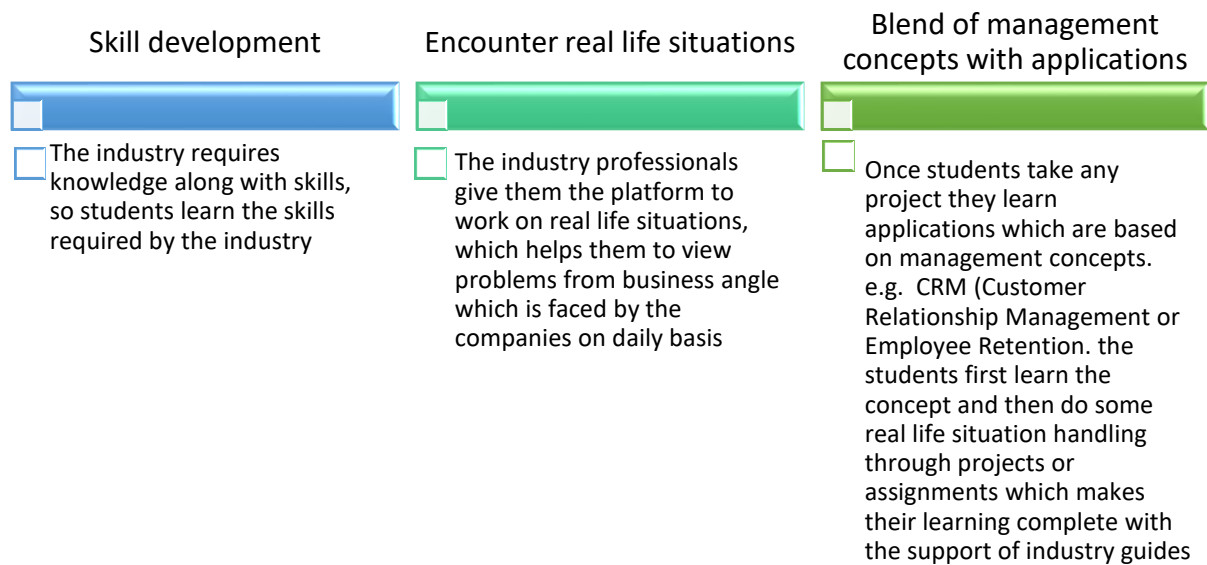


Fig 38 Industry professionals for Projects as examiners: Benefits

The work done by SVIMS for participation of Industry professionals for Projects or assignments as examiners

Assignments :-Every year the Institute invites many industry experts to teach some crucial subjects like Business Analytics, HR analytics, Ethics and corporate governance etc. The reason being these subjects consist a lot of applications and students are required to learn the skills, thus these professionals provide students with cases, situations or working problems as assignments to acquaint them with current industry practices and trends. These are then critically evaluated by the experts and marks are correspondingly awarded- out of maximum of forty marks, under internal assessment category. Almost, 25-30 % marks are allocated to enhance their critical thinking and foster problem handling skills in the students.

Projects:- As the students are required to work on four projects during their MMS course , all the students are required to be working with industry during the given time. The students join the industry in two phases-

i) As interns during summer internship for 2 months where they work under two guides - one industry guide and other Institute's guide. A regular follow-up and feedback is taken and shared for understanding the performance of the students. At the end of 2 months internship and on successful completion, a project completion certificate duly signed by guide is awarded to the students. This document is vital before marks are allotted to students.



ii) After the completion of third semester, the students enter the fourth semester where they have only 2 academic subjects and 3 projects for stipulated semester evaluation. The projects are on CSR, general management and subject specialization as prescribed by syllabus of University of Mumbai. The Institute provides the students with practical exposure, thus we place them into different companies as interns or trainees and allow them to work under industry experts. For the CSR project, few of the students work with Non-Government organizations (NGOs) to get the practical exposure to societal problems and subsequently they try to study and address them. Once they spend a substantial tenure in the industry, the Institute conducts projects assessments and then announces the viva-voce again by industry professionals or faculty members from diverse Institutes. In this way students are exposed to industry and as stipulated requirement the students work sincerely and acquire valuable learnings.

### **7.1.3. Initiatives related to industry including executive education, industry sponsored labs, and industry sponsorship of student activities**

#### Executive education:-

The Institute has not limited itself to fresh graduates but has also extended its knowledge to corporates by way of executive education pertaining to MDPs (Management Development Program). The executives take up small duration programs for study and enhance their knowledge. The MDPs are mostly organized based on requirements or demands by the industry for a duration of 1-2 days. The SMEs (Subject Matter Experts) and faculty of the specialized field work together to prepare a module and the content is delivered to Industry professionals. The purpose is to connect and keep abreast with the new happenings and expectations of the industry.

Program Outcomes plays vital role in making students industry ready. POs defined by SVIMS makes vital judgement of students for competency and skills. PSOs developed adheres to making students equivalent to the alumni profiles so that they also continue to be benefited

The Executive education benefits the institute in a substantial ways:-

**Table 88 Attendance list of participants for MDP dated May 13, 2023**

S N	Participant name	Designation	Department	Mobile number	Organization
1	Mr. Naman Shah	Senior Manager	Treasury Department	9723222323	The South Indian Bank Ltd
2	Mr. Revansid Todkari Ramchandra	Asst. Manager	Treasury Department	9594295065	The South Indian Bank Ltd
3	Mr Chattopadhyay Abhi	MM3	Mumbai Main	9874674743	Bank of Baroda
4	Mrs Patil Sushma Shailendra	MM2	Worli	9869300236	Bank of Baroda
5	Mr Nikam Rahul Mohan	JM1	Opera House, Mumbai	9987127969	Bank of Baroda
6	Mr Mungekar Raj Shantaram	MM2	Kandivali, Mumbai	8082537336	Bank of Baroda
7	Mr Bhandare Yogesh Uday	MM3	Vile Parle, Mumbai	9664341750	Bank of Baroda
8	Ms. Divya Salian	Asst Manager Operations		9773780549	Nomura Services India Pvt Ltd
9	Vanshika Amonkar			9220987221	SIFL
10	Mr Balaji venkatesan			7639965757	Karur Vysya Bank

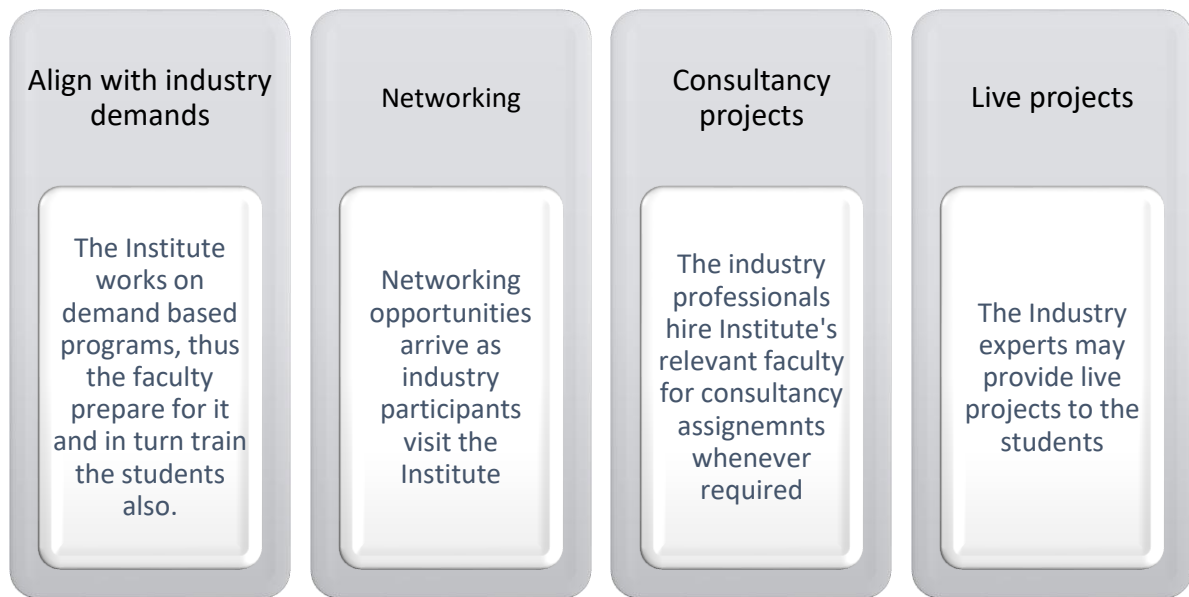


Fig 39 Initiatives related to Industry: Executive Education

The perspective of the Institute is to develop the students holistically. The PO1 which is which considers problem solving as the crucial application of management theory and practices, highlights the importance of involvement of the Institute in the growth of the industry. The faculty prepares and work on industry problems and also bring live situations to the lecture to train students.

The Institute had conducted four MDP programs as follows:

i) MDP on HRM: This program was conducted on 15<sup>th</sup> February 2020. The topic which was taken up was on “Unemployment In India and its probable solutions.” This program was organized in association with National Human Resource Welfare Association (NHRWA).

b) MDP in association with SIFL: This program was organized on 13<sup>th</sup> May 2023, in association with Satyadevi Institute of Financial Learning (SIFL), on the topic “Foreign trade policy and rupee invoicing”. This program majorly had attendance from bankers as participants. The list of attendees for the program is as below:

c) MDP on ‘Emotional Intelligence’

This Management Development Program was organized for the Businessmen and New Joiners in the firm. The key note speaker for the same was Mr. Faroq Sidhwa. It was organized on 20<sup>th</sup> January 2022. Around 20 participants attended the same.

d) MDP on ‘How technology enables business transformation in organizations’

This MDP was organized for the Marketing professionals and other academicians. The key note speaker was Mr. Parmeshwaran Iyer. It was organized on 1st April 2022. Around 50 participants attended the given session.

Industry sponsorship of student activities:-

The Business Schools are considered as the connoisseurs between society and business world. The corporates look for the opportunities where they can provide their help to the B-School and in return they get publicity. The Institute following the trend has invited companies to support its events in a big way. The basic purpose of sponsorship is to showcase the management skills learnt by the students to industry delegates.

The sponsorship activities benefit the institute in a substantial way, precisely as stated below:-

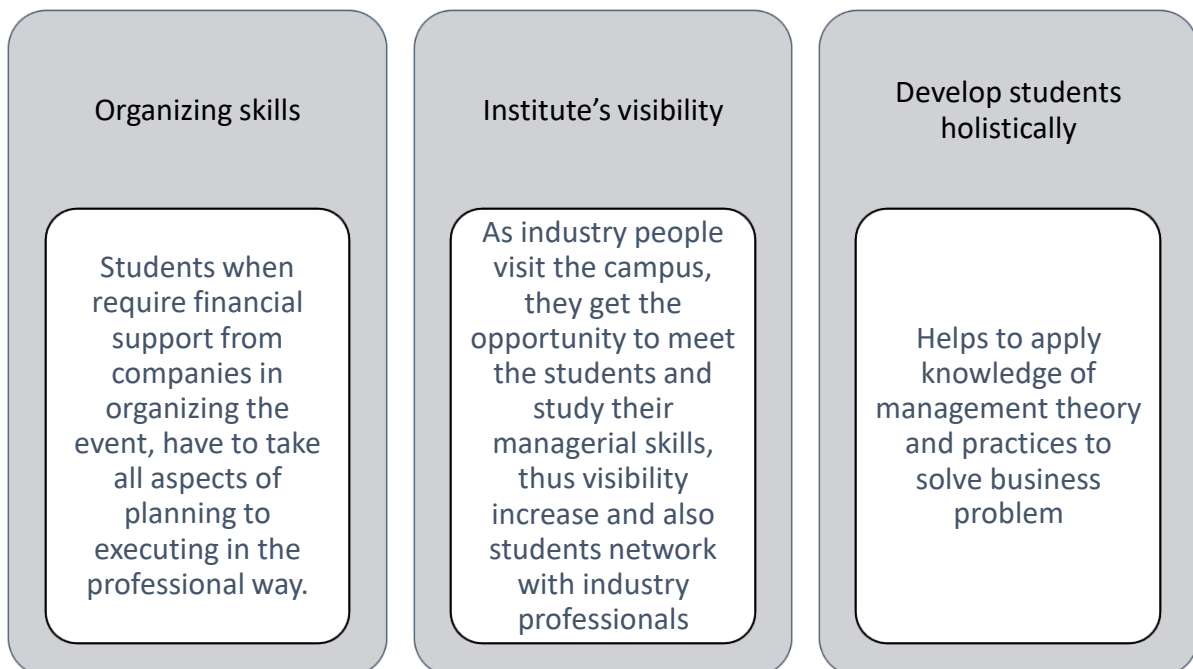


Fig 40 Industry sponsorships of student activities

Inter College Fest organized by the Institute:

Uthaan- an inter college fest is organized by the Institute every year. It is a student driven activity where right from event planning to executing, students are involved. The students are asked to bring the financial support from sponsorships by corporates and other organizations. Here the students give presentations to corporates about the foot falls, benefits, visibility etc. They convince the corporates to sponsor and in turn what corporates would gain from it. The students are organizing the mega event once in a year and corporates support it in a big way.

#### 7.1.4. Involvement of industry professional as members of various academic bodies/board

S N	Name of the Professional	Designation & Name of the Organization	Name of the Academic bodies/ board
1	Dr. N. R. Parasuraman	Director, SDMIMD	Governing Council
2	Mr. U. R. Bhat	Director Dalton Capital Advisors (India) Pvt .Ltd	Governing Council
3	Mr. Sekhar Natrajan	Chairman, Monsanto India Ltd.	Governing Council
4	Mr. B. Narayan	Group President Procurement & Projects, Reliance Industries Limited	Governing Council

#### 7.2. International Connect

Student Immersion Programs-

The B-Schools are always keen on teaching its students the cross cultural aspects of the business. In view of the same, the international immersion programmes are designed and serve as instrumental in this direction.

The benefits observed on account of organizing such global immersion programs are as follows:

- a) Cross cultural aspects:- The students get exposed to cross cultural aspects of countries when they visit those countries.
- b) Global working:- Students learn working of companies on global standards. The certifications required for smooth functioning of companies, the laws pertaining to labour, factories act, etc are told to students.
- c) Boost confidence:-The students visit to any such foreign country makes them more confident and broaden their career horizons.

Dubai Immersion programme:- With a perspective to prepare students for global careers, the Institute had included International Study tours in the two years learning journey of students,

during their MMS program. During the year 2023, Dubai was chosen as the destination and students of MMS visited the United Arab Emirates (UAE). The students visited two renowned organizations during the tour, as below:

1. Sterling Perfumes which is a conglomerate and caters to cosmetics, perfumes business. Students spent the entire day at the company factory, learning and observing the manufacturing facilities, labs, etc. They also were made to participate in contest organized by the company. The students were asked to make videos for the promotion of their perfume business and they were awarded for the good work.

2. Romana waters was another industry which was chosen during the immersion program where students spend half a day where they learnt the collection, cleaning, packaging and then logistics of the packaged drinking water. The students had a quality time exploring the facility as packaged drinking water is a very important business in Dubai.

3. Dubai Mall: The students visited Dubai mall which is one of the largest commercial center in Asia. They visited large number of International brands outlets and also observed the process of promoting their brands to people of various countries visiting as tourists. They also learnt their merchandising for attracting customers. They also studied the International brands price parity.

#### Faculty Exchange Programs-

Purpose of Faculty Exchange Program:-

The students are required to have holistic development not only on Indian backdrop but also on the foreign backdrop. Faculty Exchange Program is an initiative where students get guidance from In-house faculty along with faculty working abroad in different Universities and Vice Versa where Institute's faculty visit foreign Universities to impart knowledge to their students. It's a symbiotic relationship. Both Institutes nurture themselves with knowledge sharing.

The institutes since its inception emphasizes and supports Faculty exchange initiatives, which benefit the faculty members and students as below:

- a) Global Foot print:- The exchange of faculty resources helps to make a mark of the Institute globally. The students of both the countries get exposed to the knowledge from faculty of different origins towards promising global corporate careers.

- b) Global Initiatives:- The faculty are not only sent for teaching but also the research initiatives, certifications, possibility of conferences, etc which are consequently explored to make the Institutional bonding stronger.
- c) Instill confidence:- When students learn from faculty from diverse backgrounds they become more confident as they know many things before hand and when they secure global opportunities they confidently and responsibly align with them.

Faculty members of the Institute teaching in foreign University:-

- a) Curtin University:-The Institute had sent its faculty members to teach in Curtin University at its Dubai Campus. The Professors of the Institute viz., Dr. Purshottam Patil & Dr. Vasumathy Hariharan had interacted with the students of the Master Degree program of Curtin University and guided them for International careers on 27<sup>th</sup> February 2013 at the Curtin University, Dubai Campus.

Faculty from abroad teaching the students of the Institute:

- a) At Curtin University, Mr. Daniel Adkins, Group CEO of Transnational Academic Group, Education Management Service Provider of Curtin University Dubai addressed the students of the Institute on the topic: 'Time Management' on 27<sup>th</sup> February 2023. It was a great learning experience for students.
- b) Mr. Vibhor Bhatnagar, Senior Assistant Professor, Mejiro University, Tokyo, Japan, delivered lecture to MMS students on the topic "Global Cultural Integration at your workplace". He discussed about different countries and the cultural shocks. The students gained precious learnings from the session. This program was held on 6th September 2022.

<b>CRITERION 8</b>	<b>Infrastructure</b>	<b>75</b>
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### **8.1. Classrooms & Learning Facilities**

#### **A) Adequate well - equipped classrooms to meet the curriculum**

- The Institute has well equipped ICT enabled Class Rooms for regular and elective courses. (6 in number).
- The class rooms are air conditioned and have inbuilt LCD Projectors, PCs, white boards and sound systems for seamless delivery of technology enabled lectures.
- There is a seminar hall for student's seminar presentations and viva.
- There are rest rooms for boys and girls. A playground and a canteen. Adequate recreational facilities like indoor games and outdoor games.
- The syndicate hall (conference room) serves the purpose of special meeting for campus and internships with industry personnel.
- There are two well-equipped computer labs with the latest systems and software. The whole campus is Wi-Fi enabled.

Area of the Learning Facilities and other Essential Infrastructure in the College Campus are in line with the AICTE requirements as mentioned in the tables in the following pages.



**Table 90 Details of infrastructure facilities as per AICTE requirements**

<b>Room No.</b>	<b>Room Type ( Class Room / Laboratory / Toilet etc. )</b>	<b>AICTE Requirement for Carpet Area ( in Meter Square )</b>	<b>Carpet Area (in Meter Square)</b>
CR1	Classroom-1	66	82.50
CR2	Classroom-2	66	82.50
T1	Tutorial ( Ground Floor) Room-1	33	44.60
T2	Tutorial ( Ground floor) Room - 2	33	44.60
S1	Seminar Hall	132	138.24
L1	Library	100	135.72
CC1	Computer Center-1	150 sq. mtr ( both rooms put together )	63.50
CC2	Computer Center-2		63.50
CC	Server Room		22.29
R3	Class Room-3	66	82.50
CR4	Class Room-4	66	69.12
S8	Exam Control Office	30	33.44
S9	Security	10	10.77
S7	Conference Room	30	31.22
S4A	Housekeeping	10	10.00
S4	Maintenance	10	12.29
S3	Placement Office	30	44.6
G6	Reception Area	30	40.7
G3	Administrative Office	20	20.7

**Table 90 Details of infrastructure facilities as per AICTE requirements**

<b>Room No.</b>	<b>Room Type ( Class Room / Laboratory / Toilet etc. .)</b>	<b>AICTE Requirement for Carpet Area ( in Meter Square )</b>	<b>Carpet Area (in Meter Square)</b>
G2	Director office	30	40.19
G12	Central Store	30	44.6
F6	Faculty Room (First Floor)	5 sq. mtr each	53.8
F10	Pantry for Staff	10	10.29
F8	Office all Inclusive	150 sq. mtr	150
13	Toilet	350	350
F11	Boys Common Room	75	75
F7	First Aid cum Sick Room	10	22.29
S12	Girls Common Room	75	75
T1	Cafeteria	150	150
14	Stationery Store	10	44.28



Fig 41 NBA Accreditation Room



Fig 42 Faculty Room



Fig 43 Seminar Hall



Fig 44 Auditorium



Fig 45 Faculty Conducting Sessions in Classrooms



Fig 46 Students Attending Lectures in Classroom



Fig 47 Meetings in Conference Room



Fig 48 Meetings in Conference Room



Fig 49 Director's Cabin

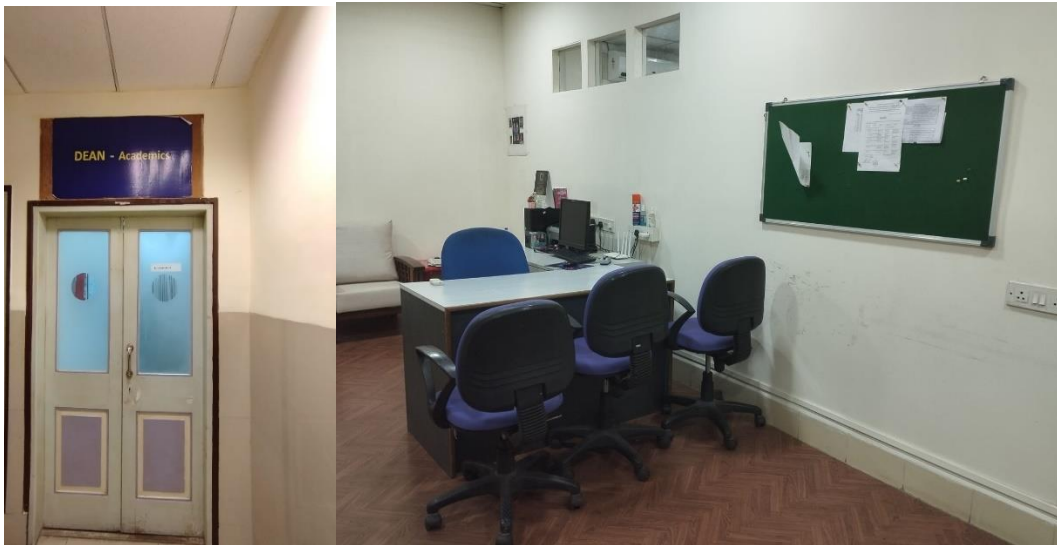


Fig 50 Dean Academics



Fig 51 Placement Lounge - Industry Meet

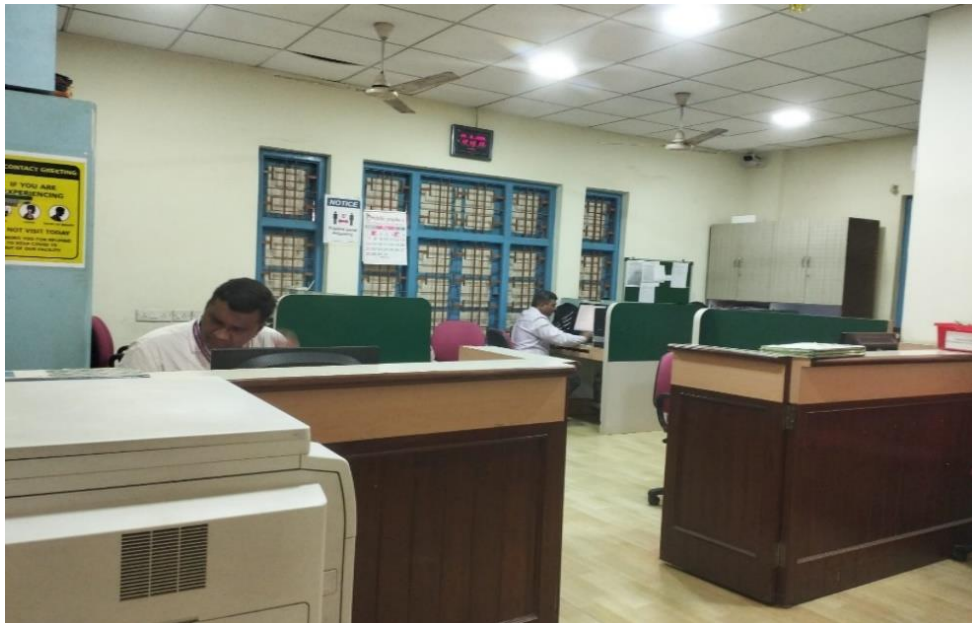


Fig 52 Administrative Office





Fig 53 Tutorial Room

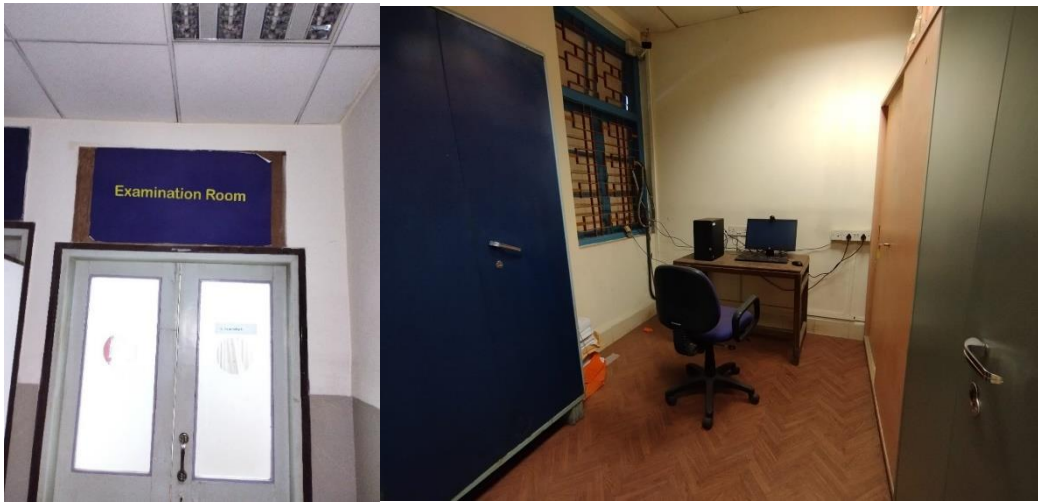


Fig 54 Examination Room



Fig 55 First Aid Room



Fig 56 Fairly large Playground for Football, Cricket and Volley Ball



Fig 57 Indoor Hall facilities for Carrom and Badminton



Fig 58 Indoor Hall has facilities for Chess and Table Tennis

### **8.1 B) Availability of E-learning facilities , Utilization ; Initiatives to ensure students learning**

1. Faculty has been conducting online lectures through Google Meet, Students have taken up tests / examinations (Multiple Choice Questions) through the online Google Forms platform.

2. During later part of pandemic the classes were being conducted in the hybrid mode. The students who are eligible to come to the campus were attending the physical class room teachings while the students who were not eligible due to the want of vaccination were made to attend the same lectures online.
3. The webinars (industry connect –Samarth Seminars) were conducted online.
4. During our international conference – Pratisandhi, there were international speakers delivering their talks online. There were also some remote paper presentations.
5. Students are encouraged to take online NPTEL courses. Our institution is approved NPTEL chapter.
6. Our Computer labs are NISM accredited for conducting their exams. Our students have taken NISM Certification exams in our labs and have qualified.
7. Our Samarth Seminars are broadcast through facebook live and can be viewed by our alumni and other stake holders.
8. In library we have EBSCO E- Resources subscription and JGate Journals which can be referred online made available to students and faculties alike not only from the campus even from outside by using their login credentials.
9. Students are encouraged to take MOOC online courses for soft skills and other curriculum related topics to hone their skills.
10. We encourage faculty to give assignments in ChatGPT which will encourage students to get accustomed to the usage of Open AI softwares.

## **8.2. Library**

Sir. M. Visvesvaraya Institute of Management Studies & Research, Mumbai is having well equipped library that includes latest national and international journals, it also has E-learning support form EBSCO and J-gate. The Library is located on the 1st floor of the building and it is named as “ **Parvati Chandrasekhar Library.** ” The Reading Section is well furnished to accommodate 38 students at a time and provides conducive environment for study. Library has all types of latest text books, reference books, periodicals and journals. Library uses the latest software of “ e - Granthalaya ” a library Management System, which enables students and faculties (Internal as well as visiting) to refer books available in the library. It also maintains record of books, Journals and Research projects. Institute annually subscribe

international e-journals and make them available on all computers installed in the institute. Library has also taken an initiative to tie up with other libraries like National Digital Library (NDL) and many others, to augment its services.

The details of Hard and Electronic Resources available in the library are as follows:-

<b>Table 91 Library Resources</b>	
<b><u>Resources</u></b>	<b><u>Available</u></b>
Reading Room Capacity	100
Library Management Software	e- Granthalaya
Volumes	8,046
Titles	3,968
e-Book Volumes	10,757
e-Book Titles	9,685
Total e- journals Indexed and Full Texted Journals )	17,193
Journals ( Printed Copy )	36
Multimedia PC	2
Number of Seats in reading space	38
Working Hours	9.30 am to 5.30 pm ( on all working days )

<b>Table 91 Library Resources</b>	
<b>Resources</b>	<b>Available</b>
Availability of Internet	Yes
Computerization Search , Indexing OPAC	Yes
Availability of Exclusive Server	Yes
Printer	1

### 8.2 a. Availability of relevant learning resources including e-resources and Digital Library

<b>Table 92 Details of Print and E Resources in the Library</b>				
<b>Sr. No.</b>	<b>Particulars</b>			<b>Holdings</b>
<b>I Print Resources</b>				
1	Books	Titles	3928	7967
		Volumes	7967	
2	Periodicals	International	3	42
		National	33	
		Magazine	6	

<b>Table 93 Non Print Resources ( E Resources )</b>			
3	E-Books	EBSCO Business Source Elite	10757
4	E-Journals	J-Gate	17193
5	Institutional & Associate Memberships	1. e – Shodh Sindhu ( South Asia Archives & World e - book Library ) 2. Shodhganga	
6	Digital Portals	NDL : National Digital Library	

## 8.2. B. Accessibility to Students

- Awareness Workshops for the effective usage of online sources like EBSCO and J - Gate are conducted regularly.
- Using Online Public Access Catalogue (OPAC) , students can search the library online catalogue by Author, Title and Keywords.
- A Student will be allowed to keep a book for 10 days from the date of issue. It may be renewed for further period of 10 days only.
- Students should have their Photo Identity Card whenever they come to the Library.
- Issue and Return Hours: 10.00 AM to 5.30 PM.

User Category	No. of Books	Retention Period ( in Days )	Renewal ( in Days )
Students	2	10	10
Faculty	10	30	30

S. No.	Section	Services
1	Textbook	Books available for circulation
2	Reference	It contains Pharmacopoeias , Encyclopedias , Dictionaries, Handbooks , Thesaurus , Year Books , Glossaries, Maps and Atlases etc.
3	Periodicals	National & International Journals, Magazines in Print and Online form.
4	Back Volumes	Volumes of previous year issues of Journals.

Table 95 Different types of Print Resources Availability		
S. No.	Section	Services
5	Circulation	It provides lending services and facilities for return and renewal of books.
6	New Arrivals	Inform by email to faculties newly purchased books.
7	Question Papers	Collection of previous year's question papers

Information Services provided by the Library are as follows:-

- Article / Content Alert Service
- Online Access to Database Services
- User Orientation
- Question Bank / Research Guidance
- OPAC ( Online Public Access Catalogue)



Fig 59 Section of the Library





Fig 60 Library Sessions for the Students - a part of the Course Curriculum



Fig 61 Book Review Sessions in Library conducted at Regular Intervals

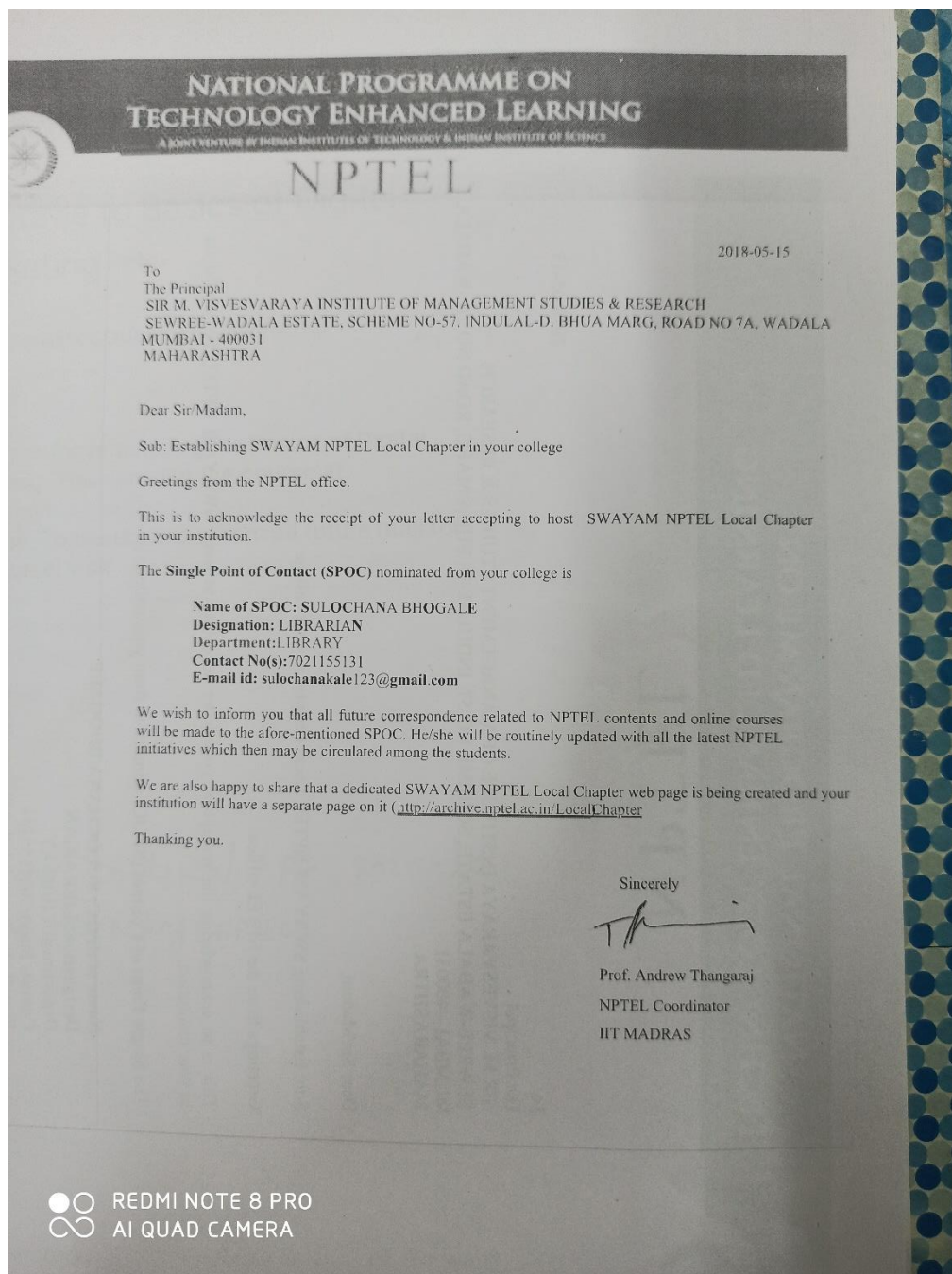


Fig 62 Collaboration with NPTEL

Swayam Certification courses in collaboration with NPTEL are available for faculty as well as learners ( Swayam is an Indian Government Massive Open Online Course Platform providing educational opportunities for a vast number of University and College learners ) .

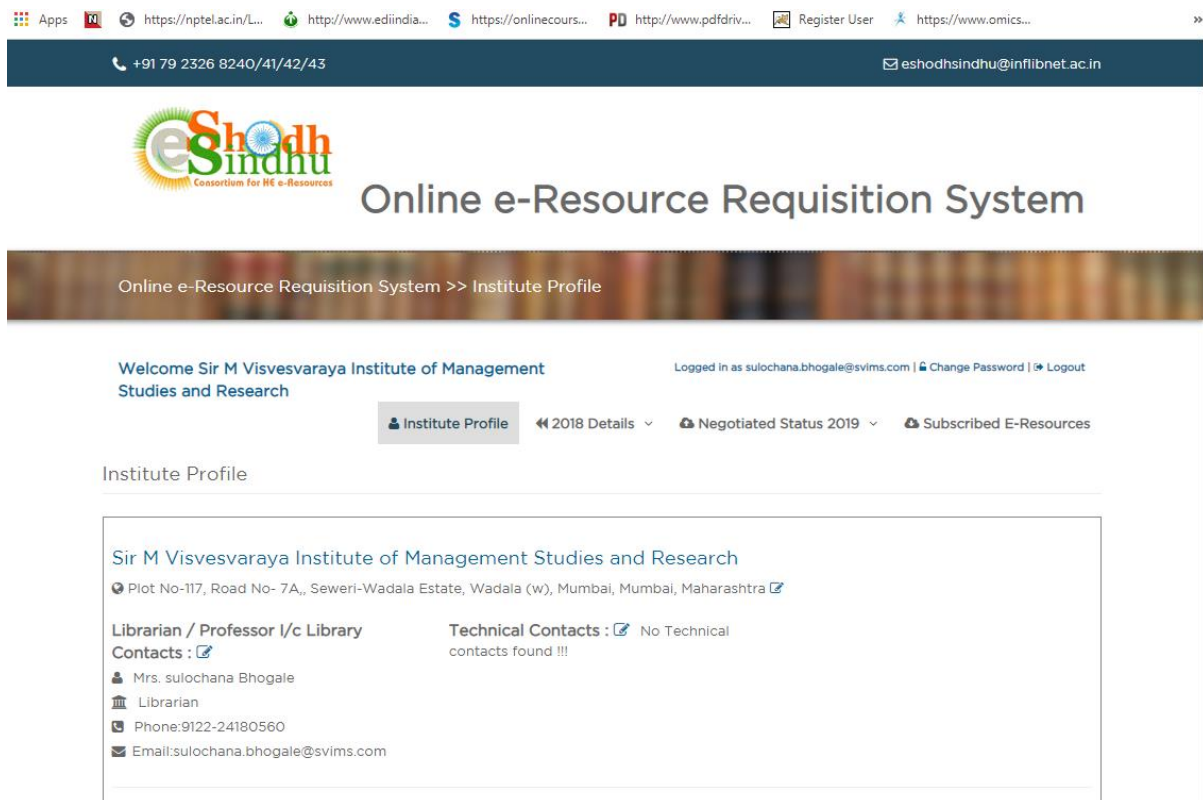


Fig 63 Screen Shot - Shodh Sindhu

Shodh Sindhu - e-resource requisition Portal which provides access to e-books , articles & various web based learning resources to the faculty as well as students

### 8.3 IT Infrastructure and Learning Management System

Availability of composite hardware, software, network resources and services required for the existence, operation and management of an institution's IT environment.

The computer center facility in SVIMS is equipped with the latest and advanced technologies. Entire campus is fully networked with LAN and Wi-Fi. The IT department takes care of hardware, software internet connectivity and related issues. The spacious Computer lab facilities aids the students in research work, project work and online academic activities.



Fig 64 Section of Computer Lab

#### NETWORK RESOURCES

- Wi-Fi Campus
- Sophos XG - 135 Firewall
- D-link DGS 1024 Gigabit Switches
- Internet Bandwidth : 500 Mbps

#### HARDWARE FACILITIES

Table 96 Details of Hardware facilities available		
Sr. No.	Particulars	Quantity
1.	Computers	103
2.	Printers	9
3.	Wall Mounted Projectors	12
4.	Portable Projectors	1
5.	Document scanner	2
6.	Wi-Fi Routers	5
7.	UPS	1
8.	LED TV	1
9.	Laptop	3

Software facilities:

Table 97 Software facilities	
Sr. No.	Software facilities
	<b>Licensed Software</b>
1.	Microsoft® Desktop Education All Languages License Software Assurance Open Value Level E 1 Year Academic Enterprise
2.	Microsoft® Win Server Standard Core All Languages License Software Assurance Open Value 16 Licenses Level E 1 Year Academic AP
3.	Microsoft Office Professional Plus 2013 / 2016 / 2019
4.	Quick heal Antivirus Pro
5.	Tally ERP 9.2

Table 98 List of Open Source Software	
S.No.	Open Source Software
1.	C ++
2.	Adobe Reader
3.	Google Chrome
4.	Mozilla Firefox
5.	VLC Player
6.	Media Player Classic
7.	Java SE
8.	7 Zip



Fig 65 Computer Lab Sessions

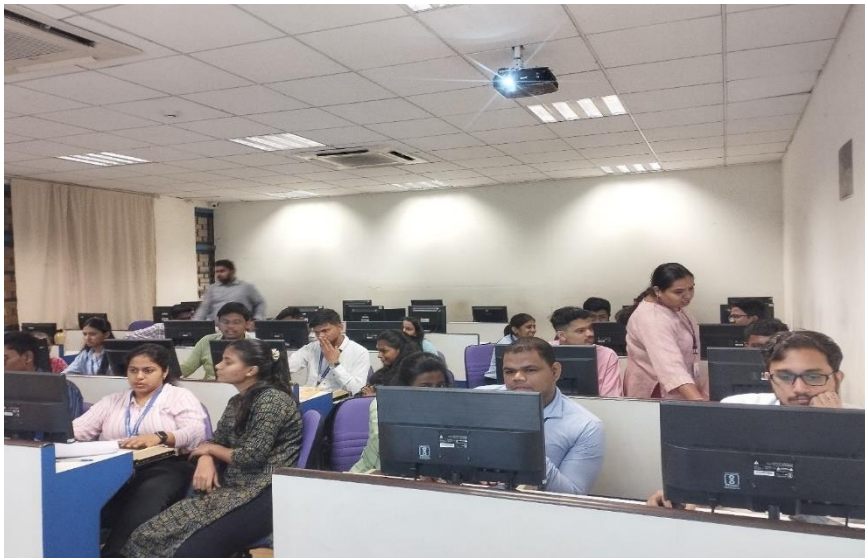


Fig 66 Faculty Guidance in the Computer Lab Sessions

### **8.3 (B) Learning Management System (LMS) – Availability of LMS related core functionalities like sharing of learning resources, Assessment and external learning linkages, 24/7 learner support , Discussion Forums and learner engagement**

The LMS deployed by SVIMS runs on the existing IT Infrastructure i.e. Network Resources, Hardware & Software Configuration on the existing PCs (as mentioned above) and is being extensively used by the faculty and students.

<https://svims.gnomio.com/>

This LMS is cloud based MOODLE (Modular Object-Oriented Dynamic Learning Environment, which provides learning environment, anytime anywhere. This helps in making students active learners while they are actively engaged in learning.

LMS is being used extensively by SVIMS in the following areas: -

- Smart classrooms with inbuilt projectors and Multimedia systems for PowerPoint presentations and videos
- ICT comprises of NPTEL lectures.
- Course wise audio video lectures by faculty in Google Classrooms
- Group Discussion
- Case Study
- Role Play
- Mental Modelling.
- In-Basket Exercise
- Instructional Aids.
- Activity Based Learning
- Management Games
- Simulation
- Use of motion pictures, educational films and video clips.
- Webinars
- Use of technology and instructional resources
- Blended Learning
- Hybrid Learning
- Mind Mapping Exercise
- Brainstorming and Team Project

<b>Criterion 9</b>	<b>Alumni Performance &amp; Connect</b>	<b>50</b>
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**9.1 A. Alumni Association duly formed.**

At SVIMS, the alumni association was formed on 01/12/2018. The idea for the formation of the association was felt to connect with the alumni and get them involved in the Institute’s initiatives.

Thus with a few student members a body was formed. The names of the students that were part of this association at the beginning are as below.

1. Ms Divya Salian, MMS (2014-16 Batch)
2. Ms Ashwini Akki, MMS (2013-15 Batch)
3. Ms Vibha Kattige, MMS (2014-16 Batch)
4. Mr Manoj Nair, MMS (2012-14 Batch)
5. Mr Dhananjay Bairy, MMS (2011-13 Batch)

With the help of the above 5 students the first Alumni Meet was held on the 16<sup>th</sup> December 2018.

Subsequently due to increased interaction with the alumni the Institute arranged its second Alumni meet in 2019, The formation of the association has helped SVIMS in the areas of getting Placement JD’s from clients, inviting alumni for guest lectures, mentoring of students and support of the Alumni in making the SVIMS brand stronger consequently indirectly facilitating better acquisition of students to the Institute.

**9.1 B Registration of the Alumni Association**

The Institute has initiated the process of registration of Alumni Association. The name is registered with the with the registration authorities and is awaiting the registration details.

The name of Alumni Association is approved by RoC- Mumbai. The name of the company is “SVIMS Alumni Association”. The reference no. is AA3020374.

The screen shot of the name approval with RoC-Mumbai is given below with the reference number.



reliability, and security.

1 results found :

LLPIN/CIN/Form INC-1 Ref No	Company / LLP Name	State	Incorporation Date	Company Name Status
AA3020374	SVIMS ALUMNI ASSOCIATION		-	Reserved

Fig 67 SVIMS Alumni Association name registration reference

Final registration as Company is expected within few days.

The following is the list of our distinguished Alumni who are part of the SVIMS Alumni Association main committee at present.

<b>Table 99 List of SVIMS Alumni Association Committee members</b>			
<b>Sr. No</b>	<b>Designation in Committee</b>	<b>Name of the Committee Member</b>	<b>MMS Batch</b>
1	Director	Divya Salian	2014-16
2	Director	Aditya Naik	2016-18
3	Director	Dhananjay Bairy	2011-13
4	Member	Deepak Soni	2014-16
5	Member	Vibha Kattige	2014-16
6	Member	Sanmit Shetty	2015-17
7	Member	Renuka Bansode	2020-22

As per the MOU of SVIMS Alumni Association it will ensure the alumni are well connected with their alma mater. It will work for the mutual benefit of the institute and the association in turn the students and the alumni.

## 9.2 Involvement of Alumni

Alumni represent the face of the institute in the market place. Their performance at the companies becomes a tool for them to reach out to campuses for further hiring. Besides this any student, seeking admission in the institute looks at placements and how its alumni are moving in the corporate ladder. It's the Alumni that make their institute proud. Due to the quality placement done by the institute, the alumni feel it is their duty to pay back to the institute.

Assistance in Placement: At SVIMS the assistance of Alumni in placements/internships cannot be ignored. The groomed & nurtured alumni at the Institute sends Placement/Internship Openings that they come across from their existing companies as also from their associates in the corporate world.

The Institute has taken several initiatives to connect its alumni. During the unprecedented pandemic when several citizens were rendered jobless, with a view to support its alumni the Institute started the 'SVIMS Job Connect' WhatsApp group. With a view to assist each other the alumni posted job requirements available in their organization or elsewhere to support those who were in need of the same. The attached table shows the details of the different alumni connect with the current batches:

### (1) AXIS BANK

VFS is hiring Fresher's for Officer Operations Position.

Walk-in interviews starting from 1 Dec 2022 to 9th December 2022. (Excluding Saturday & Sunday)

Location: Urmi Axis Building, 1st Floor, Behind Famous Studio, Mahalakshmi, Mumbai, Maharashtra 400018

[Sent in 'SVIMS Job Connect' WhatsApp group by Ms. Shweta Bhalerao, Batch (2017-2019)]

### (2) Do you guys have anyone who has worked in accounts department of Distribution firm?

Basically I am looking for a candidate who knows about daily vehicle settlements billing have knowledge of Tally. If you have any contact, please share my contact details.

Company Details:

DV Enterprises

Distributor of Tata Consumers, Wipro India, Emami, Parle Namkeen & Reliance.

Location: Goregaon East

[Sent in 'SVIMS Job Connect' WhatsApp group by Mr. Deepak Soni (2014-2016 Batch)]

(3) New Vacancies in my office - Import Pricing, Export Pricing, Import Documentation, Export Documentation - 1 Post Each. Min 2 to 3 Years' Experience required. If anyone from International Sea/Air Freight / Logistics field and looking for a job, please send your resume to darshan@mililogistics.com - Office Location Goregaon East w.e.f. 1st April 23. (5 Mnts walking distance from Western Exp Highway).

[Sent in 'SVIMS Job Connect' WhatsApp group by Mr. Durvas Mavalankar (2012-2014 Batch)]

(4) Company Name – NSE IT

Requires HR Interns for 3 months, immediate joining from 30<sup>th</sup> May' 2022.

Stipend – Rs. 12,000 Per month

[Sent in 'SVIMS Job Connect' Whatsapp group by Ms. Suman Singh (Batch 2017-2019)]

### **Alumni meet:**

'SVIMSpire'- SVIMS Alumni Meet: In order to foster our ties with the alumni we arrange alumni meet on an annual basis. Such meets help the alumni catch up with their batch mates as well as others. This helps in networking amongst them for exploring opportunities in the future.

The few images of such meets organized in the past three years are presented as below:

Alumni Meet 2023

Invitation e-flyer for 'SVIMSpire 2023'- SVIMS Alumni Meet

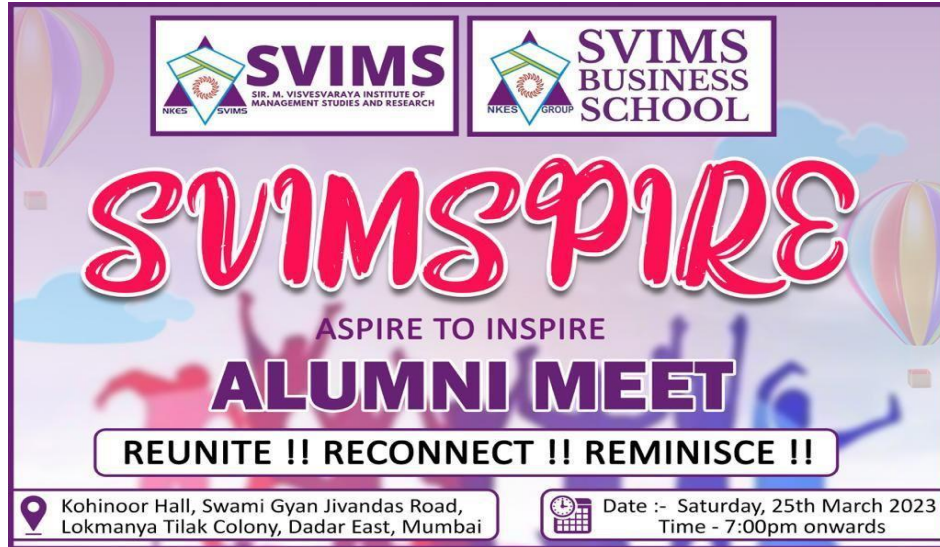


Fig 68 Invitation for Alumni Meet

Agenda for the 'SVIMSpire 2023'- Alumni Meet

**Program Schedule for Alumni Meet**

**On 25<sup>th</sup> March'23**

<b>Sl. No.</b>	<b>Time</b>	<b>Event</b>
1.	7:00 pm- 7:10 pm	Welcome Address (by the Director SVIMS)
2.	7:10 pm – 7:40 pm	Lighting of the lamp & Inaugural Address (by honorable trustees)
3.	7:40 pm – 7:50 pm	Felicitation of our “Distinguished Alumni”.
4.	7:50 pm – 8:10 pm	Meet and Greet, exclusively for all Alumni & Interaction between Alumni and Faculty
5.	8:10 pm – 9:30 pm	Games Session & DJ session with selfie Clicking at the selfie booth
6.	9:30 pm - 9:35 pm	Vote of thanks
7.	9:35 pm- 10:40 pm	Dinner

Fig 69 Agenda of alumni meet



# SHREEKRISHNA REFRESHMENTS

Kohinoor Road, Opp Dadar Central Railway Station  
Dadar (East), Mumbai - 400 014.

Ref No \_\_\_\_\_

Date \_\_\_\_\_

Bill To:- SVIMS		Phone :- 9004554875/9082950892		Invoice #:		SKR2223MAR162	
Address:- Sewree-Wadala Estate, Scheme No-57, Indralal-D3 Bhau Mang, Road No 7A, Wadala, Mumbai-00 031				Invoice Date:		25-03-2023	
GST NO :- 27AAATN2208D1Z2		Email :- priyanka.oberoi@svims.com					
Event Date :- 25/03/2023		PANNO :-					
Item	Description	HSN/SAC	Qty	Unit Price	GST	Price	
A	FOOD & BEVERAGE	996334	300	1100	5%	220000	
B						0	
Invoice Subtotal						220000	
TOTAL (A+B)					GST @2.5%	5500	
					SGST @2.5%	5500	
Bank Details: AXIS BANK						Grand Total	231000
Account Name: Shreekrishna Refreshment		GST NO:- 27AIFTR5427K1Z4		Advance		171517	
Account No: 92202044601891		PANNO:- AHPFK5427K		Bal Total		59483	
IFSC Code: UTIB0000124							
Guest Signature		For SHREEKRISHNA REFRESHMENTS					
Guest Name							

Fig 70 Alumni Meet (2023) Dinner Bill

### **Report On Alumni Meet 2023**

The Alumni Association of Sir M Visvesvaraya Institute of Management Studies & Research had organised “SVIMSPIRE 2023” a programme to facilitate, consolidate and coordinate Alumni Activities at Kohinoor Banquet Hall on 25th March 2023. The alumni meet is to reconnect with the Alumni and celebrate their success and various achievements.

The college report was presented highlighting the various milestones reached in the past year. Alumni also interacted with the students and gave motivational talk regarding preparing for studies and placements. The students enjoyed Management Games and DJ session along with lots of selfies at the selfie booth, had their dinner and parted with happy memories.



Fig 71 Alumni interacting and re-calling old memories during the meet







Fig 74 Alumni Engaged in a Mimicry



Fig 75 Alumni at Selfie booth



Fig 76 Alumni at Selfie Booth

### Alumni visit to Institution & Interaction with Students

Alumni visit the institution regularly and interact with the students sharing them about their experiences in the industry.

<b>Table 100 Details of Alumni visit &amp; interaction</b>						
<b>Sr. No.</b>	<b>Year Ascending Order</b>	<b>Name of Alumni</b>	<b>Passed out Batch</b>	<b>Alumni Engagement Details</b>	<b>Purpose of Engagement Photo if any</b>	<b>Remarks</b>
1	2021	Sneha Dornala	2019-2021	Shared JD for Placement Code Array	Available	Students of 2020-22 batch applied
2	2022	Savita Rai	2010-2012	Shared JD for placement Aditya Birla	Available	Shared with students
3	2022	Suman Singh	2016-2018	Shared JD for Internship at NSEIT	Available	One student applied & selected
4	2022	Prachi More	2018-2020	Shared JD for Placement in HR Operation	Available	Shared with students
5	2021	Swapnil Pradhan	2014-2016	Employment opportunities in E-commerce and Supply chain Management	Available	Students benefited from his address
6	2019	Soham Prabhulkar	2012-2014	Employment opportunities abroad	Available	
7	2019	Pritam Kumar	2013-2015	Lectures in Perspective Management	Available	Students gained knowledge

<b>Table 100 Details of Alumni visit &amp; interaction</b>						
<b>Sr. No.</b>	<b>Year Ascending Order</b>	<b>Name of Alumni</b>	<b>Passed out Batch</b>	<b>Alumni Engagement Details</b>	<b>Purpose of Engagement Photo if any</b>	<b>Remarks</b>
8	2022	Divya Salian	2014-2016	Mock Interviews	Available	Students gained experience & confidence to face interviews.

### **Alumni involvement in Curriculum development**

Alumni who have spent a good amount of time working in the corporate are now in a position to advise the Institute about the new developments happening in the market place. They advise on how the existing students need to be prepared for facing the new & evolving professional challenges. Some of them suggest making changes in the curriculum or tweaking the syllabus to impart students with the new set of skills required in the market.

The Institute has valued these suggestions and worked out plans on how to incorporate them. The suggestions received from a few of the alumni are as below.

#### Students sharing thoughts on Curriculum development

(Shruti Bangera, Morgan Stanley, 2015-2017 Batch)

“This is the best college to do MBA. The return on investment is good. College fees are best as compared to other MBA colleges in Mumbai. One can choose this college to grow personally and professionally as well.

They focus on personal development by combining extracurricular activities with the syllabus. They appoint best Visiting faculties from the top best colleges. The faculties here provide proper guidance. They arrange different events for personal growth which is very much important along with studies. The exam structure is very much in line with industry requirements. The environment here is friendly.”

Student sharing thoughts on Curriculum development

(Kiran Sawant, Consultant at Australia, 2015-2017 Batch)

'SVIMS is a place where education is not a business, and the students are served with the perfect diet which is sufficient for them to be healthy- wealthy and make a bright future ahead.

Talent is nurtured by the great Professors who devoted their lives to academics and are now in a self-actualization mode to help young talent. SVIMS made me more disciplined and helped me to grow not only professionally but holistically as a good human being.

SVIMS has an amazing campus and facilities through which we not only get facilitated with a course but get accustomed to mingling with a broad spectrum of people.

After completing of Management studies, I started my career in International Business Development with Zenith Rubber and successfully developed new markets for South Korea, Israel, UK, USA. Later, I joined Itochu Corporation, where I was handling various industries projects with a Portfolio of USD 5-7 million.

Then in the year 2021, I moved to Australia. With initial research and struggle, finally I started my own business in refractory products supply and consulting services for Oceania region steelmaking companies. After successfully delivering a couple of furnace bricks relining projects, I have signed a contract with Itochu Australia to handle their Australia -New Zealand steelmaking/refractory products supply business.

All I can say, it was not a smooth ride, taking a shortcut isn't always profitable, doing the right thing may take longer but just trust the process, your reward is sure. Please feel free to ask any doubts and questions.'

Student sharing thoughts on Curriculum Development

(Swapnil Ghanekar, Morning Star, 2018-20 Batch)

'Before joining MMS (Finance) I had completed my BMS Finance so I was familiar with the syllabus of the course since I was having overview of upcoming subject.

But when course actually started I came to know that it is not the same thing which I learned in past but it is different as the method/art of teaching the similar syllabus was different and I think it matters a most for each and every student as everyone has different way of

understanding the topic. So here in SVIMS main focus was on live case studies, debates etc. rather than just covering the syllabus. I had very good discussion with Atul Sir, Rahul Sir, etc. after lecture hours or any live cases. Atul sir was one who used to bring many live cases regarding automobile sector and start discussions with me as he knew that it was one of my favorite sector, then had very good discussion with Rahul sir regarding investments, stock market etc. And he always says that "paisa hamesha chalte rehna chahiye" and also his activity of maintaining record and information regarding equity and financial terms help me in my corporate career. So basically my point is that here faculty members not only focuses on teaching the respective topics but helps to show a path or implement the same in our day to day life. And last but not the least Vasumathy Maam, she was also one of the big pillar for my success as she always says "problem hai toh mere pass laao hum solution nikalenge but don't hold that work too long". Her method of implementing right decision at right time helped me lot in my corporate life. Sorry If I missed anyone but I. SVIMS following practice of such leaders helped me in climbing my corporate ladder along with covering the syllabus.

And Today I am working as Equity Analyst at Morningstar India Pvt. Limited and I am successfully able to take right decisions at right time and also achieve great success in my day to day work by following such practices that are taught by such good leaders.

So I would like to conclude by saying that each any every subject/course is easy to learn once you have goods leaders who not only teaches you but helps to implement/relate with your day to day activities.

Thanks for giving me opportunities to express my thoughts and Wish a good luck to SVIMS for future endeavors.'

### **Alumni assistance in Entrepreneurship**

We have two alumni who have started their own enterprise and doing well for themselves.

Below are the details of the two Entrepreneurs viz

Mr. Deepak Soni (2014-2016) and Mr. Gaurav Tibbe (2015-2017).

#### **9.01 Alumni in Entrepreneurship**

- Current Work Profile:

- Operation Manager at DV Enterprises, a Proprietor firm, official distributor of Britannia, Parle Agro, Tata Consumer Product, Wipro Consumer. Catering services from Andheri to Kandivali.
- Previous Job Profile:
  - Deputy Manager in Evonik India Pvt Ltd Healthcare Division. (1 year)
  - Assistant Category Manager (SW&T) in Mumbai Duty Free (5 years)
- Education:
  - PG: MMS in Operation Management
  - Graduation: B Pharmacy
- Alumni Deepak Soni (Batch 2014-16) owner of DV Enterprises. Distributors for FMCG products in Western Mumbai addressing students on how to become Entrepreneurs (Addressed students on 03-06-2023) at SVIMS campus



Fig 77 Alumni in Entrepreneurship Deepak Soni

### **Alumni mentoring of Students**

Our alumni take active interest in mentoring the students. During induction program every year one alumnus conducts the session for the new batch. He guides the students what to expect from the course and how to get maximum value from the course.

Alumni also mentor the students before the placement session. They counsel the students who are preparing for the placement interviews. They give tips about the interview question and how to prepare for the interview and what industry expects from the freshers. Following are the links for SVIMS website where the photos and details of Ms.Divya Salian(2014-16 batch) and Aditya Naik (2016-18) mentoring the students.

[Divya Salian https://svims.com/links/](https://svims.com/links/)

[Divya Salian - 1 https://svims.com/links/](https://svims.com/links/)

### **Alumni Connect in Student Mentorship & Project guidance for Projects for MMS 2020-22 Batch**

Student mentoring is a vital area in any management institute, as this helps in making the student understand what is expected of him when he is undergoing the 2-year program. Students' learning is gauged by their submission of the project reports, which are part of the curriculum. This is where the testing, application, evaluation and the creation of the learning done is reflected. At SVIMS we have roped in alumni along with the faculty to collaborate for mentoring for the projects. The alumni share their experience & insights to make the project reports more meaningful from the industry perspective. The details below show the Alumni mentorship in student's project along with faculty.

<b>Table 101 Alumni connect in Mentorship for 2021-23 batch</b>	
Mentee's for Project in Finance MMS 2021-23 Batch	Mentor for Projects: Faculty & Alumni Prof G Mani & Mr. Aditya Naik Alumni 2017-19 Batch working at Morning Star & Ms. Divya Salian, working at Nomura, Alumni 2015-17 batch
Jadhav Rupali	
Jadhav Sakhshi	
Jadhav Simran	
Joshi Jayant	
Kawale Dhanashri	
Kolge Shraddha	

<b>Table 102 Alumni connect in Mentorship for 2020-22 Batch</b>	
Mentee's for Project in Finance	Mentor for Project, Faculty & Alumni Dr. Priyanka Dukande & Mr. Swapnil Ghanekar 2018-20, Associate at Morning Star
Harshal Sarode	
Neha Shelke	
Shrishti Shetty	
Komal Shinde	

Project Report involving Alumni Mr. Swapnil Ghanekar (MMS, Finance) of 2018-2020 Batch helping students prepare a professional quality report





**MUMBAI UNIVERSITY**

A Project Report on

A study on **"A study on Customer and Market Demand for IFORTIS Event"**

Submitted By

**Ms Sanjota Shirkar**

Roll No -11045

For the Degree of

The Master of Management Studies

UNIVERSITY OF MUMBAI

Under the Guidance of

Prof. Dr. Priyanka Dukhande

And

Mr Swapnil Ghanekar (Alumni 2018-20)



SIR M VISVESVARAYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

SEWREE WADALA ESTATE, WADALA, MUMBAI 400031

ACADEMIC YEAR 2020-2022

Fig 78 Project report front page showing our Alumnus Mr.Swapnil Ghanekar (2018-20 batch) guiding a student in her project



**MUMBAI UNIVERSITY**

A Project Report on

**“A Study on Generating Sales funnel and promoting of Tenhard India through Digital Marketing”**

Submitted By

**Mr Pravin Zinjurde**

**11049**

For the Degree of

The Master of Management Studies

UNIVERSITY OF MUMBAI

Under the Guidance of

Prof. Dr. Purshottam Patil

And

Mr Ajay Rao (Alumni 2010-12)



SIR M VISVESVARAYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

SEWREE WADALA ESTATE, WADALA, MUMBAI 400031

ACADEMIC YEAR 2020-2022

Fig 79 Mr.Ajay Rao( 2010-12 batch) alumni guiding a student in his project

Alumni connect in Mentorship for 2020-22 Batch

<b>Table 103 Project Report involving Alumni Mr. Ajay Rao (MMS, Marketing) of 2010-2012 Batch helping students to prepare a professional quality report</b>	
ROHAN RUPWATE	Mentor for Project Faculty & Alumni Dr. Purshottam Patil & Mr Ajay Rao 2010-12
FAIZAN SHAIKH	
SOMANSHU VERMA	
PRAVIN ZINJURDE	

## Resources raised through alumni

The institute with the help of the alumni is currently conducting the funding of the alumni related activities and some faculty members. Resources raised through the alumni help in incurring expenses related to alumni meet and other developmental activities.

### 9.3 Methodology to Connect with Alumni & its Implementation

**Database of Alumni:** SVIMS has the database of the alumni since inception. A substantial amount of this database is with the names of the companies in which our alumni are working and his/her designation in that company.

The database is maintained in excel sheet and is updated on getting the necessary updates from the alumni on their movements in the corporate hierarchy.

Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Apoorva Vastrad	apoorvavast rad206@g mail.com	9867126574	MMS	2013	Hurix Digital	Program Manager
Harshal Gandhi	harshalgand hi1988@gm ail.com	9820378988	MMS	2013	Axis Bank Ltd	
Shraddha Gaikwad	gaikwadshr addha43@g mail.com	7499148863	MMS	2018	Commissi oner office	
Sujay Shetty	sujayshetty 986@gmail. com	9987066764	MMS	2019	Quantum Data Engines	HR Executive
Govinda Jadhav	govindajadh av079@gm ail.com	8600066441	MMS	2019	Snowman Logistics Ltd.	Operation Executive
Sanmith Shetty	sanmithshe tty@gmail.c om	9819359744	MMS	2020	Econship Tech Pvt. Ltd.	Senior Executive

Table104 Sample database of Alumni						
Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Shrutika Nagwekar	shrutika166@gmail.com	9892365093	MMS	2020	HDFC life	Sir CAM
Ganesh K. Zodape	zodapeganesh@svims.com	9372414120	MMS	2021	Flipkart Internet Pvt Ltd.	HR-L&D Officer (HR)
Faizal khan	faizalkhan@svims.com	9689309529	MMS	2021	Deloitte	Data analyst
Zayn	livezain@gmail.com	9892659956	MMS	2021	Entrepreneur	Self-employment
Karthik selvaraj	karthikselvaraj90@gmail.com	9821721168	MMS	2011-2013	Globeop financial services	Senior fund accountant
Rohit Sunil Shivlekar	rohitshivlekar91@gmail.com	9773766801	MMS	2012-2014	ICICI Prudential Life Insurance LTD	Assistant Manager
Dinesh Jaiswal	jaiswal.dinesh1989@gmail.com	9664390061	MMS	2012-2014	Shan Ship Management Pvt Ltd	Crew Manager
Karan Nagavkar	karan.nagavkar@gmail.com	9967833743	MMS	2013-2015	Wunderman Thompson	Manager - Strategy and Analysis

Table104 Sample database of Alumni						
Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Nitesh Gaikwad	niteshgaikwad08@yahoo.com	9167101678	MMS	2013-2015	Freelancing in fitness industry	
Vimal Nayak	nayak.vimal@hrjohsonindia.com	7400492340	MMS	2014-2016	PRISM JOHNSON LTD	Deputy Manager
Divya Salian	div.salian@gmail.com	9773780549	MMS	2014-2016	Nomura	Senior Analyst
Vibha Kattige	vgtkattige@gmail.com	9619326499	MMS	2014-2016	Godrej Infotech Ltd.	Deputy Manager
Rincy Joy Daniel	rincyjoy28@gmail.com	9699133022	MMS	2014-2016	Clariant India Ltd	Process Lead
Swapnil k Pradhan	pradhanswapnil93@gmail.com	8097285058	MMS	2014-2016	Abc	Xyz
Deepak Soni	deepaksoni2910@gmail.com	9970541723	MMS	2014-2016	DV Enterprises	Operations
Deepak Kujur	kujurd05@gmail.com	7900012449	MMS	2015-17	Atos Syntel	Senior Analyst

Table104 Sample database of Alumni						
Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Abhijeet mohan Kamble	abkamble20 @gmail.co m	9773002637	MMS	2015- 17	Wipro ltd	Sr.Associate
Sejal Chaurasia	sejalchaura sia94@gmai l.com	9029999607	MMS	2015- 2017	Wpp- GroupM	
Aditya Naik	amnaik8097 @gmail.co m	8097142388	MMS	2016- 18	Morningst ar India Pvt. Ltd.	Team leader
Gayatri B Nandoskar	gayatribhag wannan@g mail.com	8879108928	MMS	2016- 2018	NA	NA
Saujanya Mokashi	saujanyapra vin20@gma il.com	7977021761	MMS	2016- 2018	Freelancer	
Apurva Satia	apurvasatia @gmail.co m	9769807809	MMS	2016- 2018	Dash Technolog ies Inc	Business Developmen t Manager
Sanket Suhas Belambe	sanketbela mbe46@gm ail.com	9021434999	MMS	2017- 2019	Carz Spa Belambe Automotiv e	Owner

Table104 Sample database of Alumni						
Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Ashish Deepak Rasal	rasalashish1 1@gmail.co m	9767822718	MMS	2018 – 2020	Sutherlan d	Senior Associate
Kamini Pagare	kaminidp.3 4@gmail.co m	7045242277	MMS	2018 – 2020	Atos syntel	Associate - Fund accounting
Ankita Ambre	ankitaambr e1307@gm ail.com	9922434620	MMS	2018- 19	Network techlab pvt ltd	Data analyst /MIS
AAKASH DINESH MISHRA	aakash.mis hra@svims. com	9552599180	MMS	2018- 20	HDFC BANK	ASST MANAGER
Shraddha Rajendra Bendre	shraddhabe ndre1996@ gmail.com	9167876017	MMS	2018- 20	Hexaware technologi es	Associae analyst
Shraddha Rajendra Bendre	shraddhabe ndre1996@ gmail.com	9167876017	MMS	2018- 2020	Hexaware technologi es	Associate analyst
Mandar Varadkar	mandar.var adkar95@g mail.com	9321817523	MMS	2018- 2022	Ergode IT Solutions Pvt Ltd	Manager ( Marketplace Operations)
Sagar Maheshwar am	maheshwar amsagar@s vims.com	9820302039	MMS	2019- 2021	Kotak Mahindra Prime	Manager - Credit Manager

Table104 Sample database of Alumni						
Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Santosh Ghuge	ghuge.santosh46@gmail.com	9768457085	MMS	2019-2021	Institutional Shareholder Services	Data Analyst
Shivani Hulhule	98shivani.sh@gmail.com	9702025702	MMS	2019-2021	NA	
Rakesh patel	rakeshp484@gmail.com	7208508775	MMS	2019-2021	HERO MOTOCORP	Territory sales officer
Prashant Maurya	mauryaprasanth597@gmail.com	7039719034	MMS	2019-2021	Ssnc Globeop	Senior associate
SIMRAN ANDE	simranande@gmail.com	9757176145	MMS	2019-2021	Equitas Small Finance Bank	VRM
Sneha	sneha03198@gmail.com	9920870993	MMS	2019-2021	Code array technologies pvt ltd	HR Business Analyst
Aakansha	aakanshasa wardekar@svims.com	8779372711	MMS	2019-2021	Hexaware	Financial analyst



Table104 Sample database of Alumni						
Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Prasad Gandhi	prasadgandhi04@gmail.com	9076005862	MMS	2019-2021	Axis bank	Am
Prachi Rajendra Gangurde	prachigangurde0@gmail.com	7715072082	MMS	2019-2021	Kotak Mahindra Bank	Assistant manager
Roshan Sanap	roshansanap@svims.com	9765242254	MMS	2019-2021	Govt of India	Marketing Executive
Bhavika Ramchandra Trimukhe	Trimukhebhavika@gmail.com	9137464052	MMS	2019-2021	M&G Global Services	Investment Compliance Analyst
Abhishek Dhungana	abhidhungana31@gmail.com	7400284383	MMS	2019-2021	SS&C	Associate
Bhavika Trimukhe	Trimukhebhavika@gmail.com	9137464052	MMS	2019-2021	M&G Global Services	Investment Compliance Analyst
Bhavika Trimukhe	Trimukhebhavika@gmail.com	9137464052	MMS	2019-2021	M&G Global Services	
Aranta Nikuse	aranta11nikuse@gmail.com	9969297892	MMS	2019-2021	HDFC LIFE	Asm
Vishakha Ghoderao	vishakhaghoderao@gmail.com	9137967411	MMS	2019-21	SS&C	Associate-Financial Service Operation

Table104 Sample database of Alumni						
Name	Email	Contact No.	Course	Batch	Current Employer	Current Designation
Aniket Sawant	aniketsawant@svims.com	8169822214	MMS	2019-21	Yes	
Sayali Mohite	sayalimohite51@gmail.com	8450986098	MMS	2019-21	HDFC Life	ASM

**Alumni Portal:** On the SVIMS website, namely svims.com we have a tab for alumni that provides information and shows the various activities undertaken for building the alumni connect.

The portal can be viewed on svims.com and then going to the tab on alumni. The people who visit our website can check the tab on the alumni that shows details of our Alumni placed. Thus, it helps all potential students seeking admission at SVIMS to get a fair idea on placements. Whenever our alumnus shares his growth story in the company or moving up the corporate ladder or receiving accolades from their employers such stories with the images are displayed on the alumni portal. Alumni registration form link is as below.

<https://forms.gle/A7XRmzBjiWNLiVEi9>

## Alumni Portal Tab on SVIMS web page



Fig 79 Alumni portal tab on www.svims.com

## Students' achievements



Fig 80 Student receiving Accolades from his company



Fig 81 Mr. Deepak Panda (2021-23 Batch) Receiving appreciation for his performance in BNM a NBFC. (He is placed in BNM).

**SVIMS Job Connect:** In order to help and support our alumni we have developed a WhatsApp group called 'SVIMS Job Connect'. Under this head, our Alumni working in their companies share all new openings in their companies or any other job openings that they come across. Besides this, the Placement cell also forwards posts for recruitment received from our regular recruiters that require experienced people. This helps our alumni to receive placement opportunities thus fostering better ties with our alumni. The placement cell also provides posts of exceptional achievements of the current batch students to keep the alumni informed of the growth & development on the placements front at SVIMS. Below is the WhatsApp Group image



Fig 82 'SVIMS Job Connect' Whatsapp group image

**Alumni Chapters:** SVIMS has a few alumni that are working out of India and has formed a small group of such student's. The placement cell interacts with them to check on job openings in their countries which on receipt is shared with our existing student's as well as put on the SVIMS Job Connect group for wider publicity.

We have such alumni groups in the following countries

<b>Table 105 Overseas chapters of SVIMS Alumni Association</b>		
SN	Overseas Alumni Association Chapter	In Charge Alumni
1	SVIMS Alumni Association Dubai	Mr Aniket Bhoir. Group comprises of 15 member alumni
2	SVIMS Alumni Association South Africa Chapter	Mr Somanshu Verma. Group comprises of 2 alumni
3	SVIMS Alumni Association Australia Chapter	Mr Kiran Sawant, now turned into an entrepreneur at Sydney
4	SVIMS Alumni Association Canada Chapter	Mr Malcom D'souza, now turned into an entrepreneur at Toronto.

#### The SVIMSian News Letter

SVIMS is publishing a monthly newsletter named SVIMSIAN that carries various activities happening at the institute. It also carries articles, stories, quizzes etc shared by the students, Alumni and Faculties.

This letter besides being posted on the website is also shared with the alumni to keep them informed about the developments happening at SVIMS.

## SVIMSIAN Newsletter Tab on SVIMS Web Page

The screenshot displays the SVIMS website's navigation and main content area. At the top, there is a purple header with contact information: +91 90045 54875, +91 9004800956, Contact Us, Placements, and www.svimschool.com. The main logo for Sir M. Visvesvaraya Institute of Management Studies & Research is prominently displayed, along with its accreditation: APPROVED BY AICTE AND AFFILIATED TO UNIVERSITY OF MUMBAI (DTE CODE - MB3419). Below the logo is a navigation menu with links for Admission, About Us, Placements, Corporate Connect, Academics, Library, Life @ SVIMS, E-Cell, Alumni, and Contact Us. The central banner features 'SVIMSIAN 2022' with a 'Home / SVIMSIAN 2022' link. Below this, there are six colored tabs representing the newsletter issues: SVIMSIAN JANUARY 2022 (orange), SVIMSIAN FEBRUARY 2022 (green), SVIMSIAN MARCH 2022 (blue), SVIMSIAN APRIL 2022 (red), SVIMSIAN MAY JUNE JULY 2022 (grey), and SVIMSIAN AUGUST 2022 (pink). A 'Send mes...' button is visible in the bottom right corner of the page content.

Fig 83 SVIMSIAN News Letter on www.svims.com

### Distinguished Alumni and their feedback about the Institute:

The alumni are giving their feedback to the institute to not only to appreciate the institute for giving boost to their careers but also in improving our curriculum and other practices which will help the institute's endeavor to achieve its mission and vision.

The testimonial features a photograph of Dhananjay Bairy on the left. To his right is the DBS logo and a text box containing his feedback. The text reads: "I have passed out MBA in finance stream from the academic year 2011 – 2013 batch. Presently, I am working as **Branch Manager (Branch Head) at DBS Bank**. It is my immense pleasure to acknowledge and compliment SVIMS staff and management for ensuring to provide placements to many of my batch mates in reputed organization. With due support and well organized placement cell by SVIMS, I have been joined this bank from campus placement program as a probationary officer (Assistant Manager – Pro) immediately after my MBA. In span of 7 years, I have been promoted as Branch Head. This would have not been possible without the support of the institute, latest learning initiative from the Institute, personalizing the learning experience, increasing the classroom engagement activities and a structured policies on the meeting the goals individual students."

**Dhananjay Bairy**



SVIMS is the best college for Management studies. Our college has amazing faculty and good placements.

Placements : Here one will get good opportunities in an internship as well as placements. Students are placed in accordance with their skill. Many good and reputed companies visit our college for placements as well as college provides a good internship in reputed companies. Infrastructure : Facilities available here include labs, classrooms, library, air-conditioners, etc. The quality of the food

available in the canteen is also good. I started my career in the pharma industry because I have learnt the basics of marketing in an internship in AVA Chemical then got placed in a reputed pharma company. My Starting profile was sales in Lupin Pharmaceutical as Medical Representative then I worked hard on brand development area therefore I had upgraded myself by getting promoted in Product Management Team in **Anglo French Drug and Industries** which is a well known 96 year old nutraceutical organisation. At present I'm working as **Product Manager**, hence confidence level has boosted up to achieve my next goal.

### Jotiba Redekar



**Journey at Corporate** - I started my career with Nomura as **Risk Analyst** explored more about Market Risk.

I worked here for 2 years 3 months. Currently I am working with **Morgan Stanley** as Risk analyst level 3 its been 1 year 7 months. The work environment is very friendly here. The training session provided is very helpful. They also assist in developing your skills and knowledge by providing extra sessions. I have enhanced my skills in sql, Excel, power BI and built knowledge in Market risk, Capital Market and Investment Banking terminology.

### Shruti Bangera



Hello everyone, I have completed my MMS studies in Marketing Management. Currently, I am working with

**Itochu India Pvt Ltd.** as a Senior Officer in Machinery and Plant Project Division. Recently, I have been promoted to **Assistant Manager**. I would proudly say SVIMS is a temple of real knowledge with the momentous task of moulding the mind with a mission to nurture each student to make a compassionate and discerning individual through holistic quality education. SVIMS has always endeavoured to impart virtues to students, which is an important parameter in their holistic development. Being a student of this prestigious institution is a matter of pride as it grooms us towards our careers and boosts our morality through giving and satisfying what the budding managers need through their deeds.

### Kiran Sawant



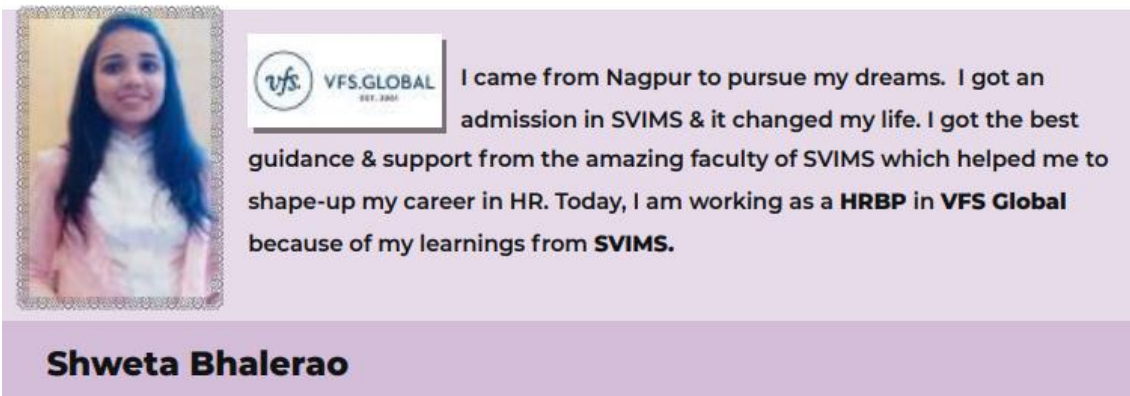


Fig 84 Distinguished alumni giving their feedback

### Alumni Newsletter

Alumni's progress is very inspiring to present students. At the same time, alumni wish to get connected with Institute and take pride in being connected with present students. The profile of the alumni are not only motivational to present students but also aim and target to achieve. It is observed that, alumni's of SVIMS are enjoying higher positions in their job profiles and also are part of the recruitment process. Connecting with them, brings market trends, skilling, and competency requirements in present students. Therefore, in SVIMS, alumni profile is studied carefully and PSO is formulated accordingly. Corresponding, CO-PSO ensures that students are getting prepared as per alumni profiles, which is proven for employability, help in higher education, training for startups and many more.

There was a need felt to document alumni profiles, progression and to keep present students motivated. The trimonthly newsletter is an interesting step and received overwhelming responses from students. This has impacted, in positive way and during internal assessments like oral, seminars etc, students found referencing alumni.

Many of them, started following them in social media, making like employability chain by connecting future skills with present learning outcomes.

<b>Criterion 10</b>	<b>Continuous Improvement</b>	<b>50</b>
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### **10.1. Actions taken based on the results of evaluation of each of the POs and PSO**

Sir M Visvesvaraya Institute of Management Studies and Research was commenced in the year 2010 under the aegis of National Kannada Education Society. The two years full time AICTE approved Masters of Management Studies program affiliated to the University of Mumbai was initiated by the Institute in the same year. The curriculum and syllabi for the various courses of the program are designed by the Board of Studies constituted by the University of Mumbai.

Program Outcomes (POs)

PO1: Apply knowledge of management theory and practices to solve business problem.

PO2: Foster analytical and critical thinking abilities for databased decision making.

PO3: Ability to develop value-based leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspect of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.

PO6: Enhance marketability by enabling applications of business skills

Program Specific Outcomes (PEOs)

PSO1: Illustrate and apply business techniques and methods for socially responsible causes leading to effective organization behavior

The Institute has abided by the meticulously framed Program Outcomes (POs) and Program Specific Outcome (PSO) as stated above. Subsequently the attainment levels of the POs and PSO for all stipulated courses delivered- as per the syllabi and pedagogy prescribed by the University of Mumbai and recommended by AICTE, were computed for the corresponding academic year. Additionally the evaluations during the co-curricular and extra-curricular activities such as sports, cultural fests, debates, presentations, entrepreneurship fests, elocution competitions, induction programs, conferences, industry seminars, and mentoring sessions were also considered during the computation of the attainment levels. Direct and indirect method of evaluating the POs and PSO attainment levels- as mentioned in Criteria 3, were utilized for the calculation. The Institute

strived to collectively and effectively accomplish the POs and PSO and consequently there is visible enhancement of the attainment levels, consistently.

<b>Table 106 Action taken for POs and PSOs improvement</b>	
<b>POs &amp; PSO</b>	<b>Action taken based on POs and PSO evaluation (A)</b>
PO1- Apply knowledge of management theory and practices to solve business problem	(A1) Reading of newspapers, (A2) regular sessions by Industry professionals (Samarth Seminars), (A3) book review sessions, (A4) activities such as Entrepreneurship Fest, (A5) inclusion of case studies in courses has helped acquire and apply relevant industry knowledge to solve business problem
PO2- Foster analytical and critical thinking abilities for databased decision making	(A1) Various numerical case studies relating to different aspects are included in the class wherever applicable, (A2) this is supplemented by guest lectures in the form of "Samarth" sessions and (A3) "Margdarshi" sessions
PO3- Ability to develop value-based leadership ability	(A1) Group presentations, (A2) regular assignments, (A3) organizing International Conferences, (A4) 'Uthaaan'- Inter College Fest and (A5) specialization wise club activities along with (A6) simulation cases have facilitated to develop leadership skills
PO4- Ability to understand, analyze and communicate global, economic, legal, and ethical aspect of business	(A1) Exclusive knowledge and skill session such as 'Udaan', (A2) Solving of case studies in various courses, (A3) Individual and group presentations during courses, (A4) regular debates sessions, (A5) specialization wise club activities and (A6) blogs are conducted to analyze the different aspects of the economy
PO5- Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.	(A1) Group activities such as group presentations, (A2) role plays, (A3) summer internship training and (A4) article ship contributed to team efforts and exposure of working in corporate environment

<b>Table 106 Action taken for POs and PSOs improvement</b>	
PO6- Enhance marketability by enabling applications of business skills Program Specific Outcomes (PEOs)	(A1) Mentoring, (A2) regular counselling, (A3) remedial sessions help to identify strengths and work on the weaknesses of students and leading to improve skills, also (A4) exclusive sessions on English Speaking, (A5) individual presentations during course evaluations, (A6) Project viva by external examiner, (A7) interview skill training by faculty and successful alumni, (A8) training on Advance Excel and (A9) Certifications on emerging requirements such as Business Analytics are instrumental in applications of business skills for enhancing marketability
PSO1- Illustrate and apply business techniques and methods for socially responsible causes leading to effective organization behavior	(A1) The courses taught by the faculty- especially during the semester III where the specialization courses are scheduled, was instrumental to illustrate and apply the business techniques for growth of the organization. (A2) Case studies on emerging social issues especially on social entrepreneurship, microfinance, environmental, social and governance (ESG), sustainability, corporate governance and (A3) the stipulated project on corporate social responsibility were useful to identify, address and serve towards the social causes.

The attainment has been calculated during each semester end and the CO-PO mapping has been done to evaluate the target and attainment levels. Gap analysis of the attainment levels were conducted to identify the gap between the target and the actual attainment. These gaps along with the observations associated with the same have been put forth. The strategic plan clearly stating the action plan along with the schedule and required resources to accomplish the aspired attainment level was devised. The resources and efforts of the Institute were diligently organized around the strategic action plan and the same was propagated to the respective stakeholders within time frame

and subsequently the remarks on action taken as stated in the table mentioned above were obtained from them.

In this context it worthwhile to note that the two batches 2019-21 and 2020-22 of the MMS Program were majorly conducted in the online mode due to unprecedented COVID then, as a consequence of which the assessments were online as prescribed by the University of Mumbai. The attainment level of these two batches therefore have a significant difference as compared to the third batch. This explains the fluctuation levels in the attainment on yearly basis.

### **10.2. Academic Audit and actions taken during the period of Assessment**

An academic audit committee comprising of senior professional from industry and academics is made to understand the improvements that can be done periodically towards the Academic progress. The industry professionals appointed for the purpose include

- 1) Mr. Venkat Iyer
- 2) Mr. Atul Mandale

Course files:

The course files are maintained by respective faculties. These course files are maintained in the following format

- Course outcomes
- University syllabus
- Session plan
- Copies of midterm and end semester papers
- Case studies /numericals done during the course
- Assignments done during the course

Class Representation and Academic committee

An internal faculty academic committee consisting of 2 core faculty members has been formed to look into the academic coordination and feedback of students on a continuous basis.

Besides student class representatives are appointed giving a fair chance to all students to apply for the same. A girl representative and a boy representative are appointed to represent the issues of the class as such. The committee meets the Dean, Academics /Director at least twice in a semester and all academic issues discussed.

Various committees are formed for the interest of the students and their well-being including

- a) Anti-ragging committee
- b) Mentoring and counselling committee
- c) Grievance redressal Committee
- d) Internal complaints committee

The institute always strives to provide the excellent learning environment for the students. Students' feedback is procured after every session whether conducted by core or visiting faculty, or industry professional. The same is discussed during the Academic or faculty meetings and the related issues whatsoever are resolved. Such feedback mechanism from the students has helped to address issues related to quality of teaching and also introduce emerging certifications programs as Business Analytics, Digital Marketing and Financial Modelling during the program for the students. These initiatives have assisted to get maximum of our students qualify the screening rounds of final placements and thereby scale higher in their careers.

#### Exam Committee

An exam committee headed by senior faculties has been formed to conduct both the midterm and end semester exams. These exams have been evaluated on the basis of the course outcomes. Remedial actions based on student performance are taken keeping in mind to make them corporate ready. A review mechanism is in place to map the papers with the desired outcomes. Examination reforms were executed and initiatives such as the online exams were commenced and successfully implemented during the pandemic era.

#### Project Committee

A project committee is formed having area specific faculties as guides to guide the students in various aspects of the project and research. Distinguished experts from industry and academia were deputed to conduct viva for the students.

#### External audit:

- Suggestions were sought from industry experts and alumni for improvement in course quality and specialization.

- Interdepartmental brainstorming was done to have the courses best used for the placement and improvement of the knowledge base of the students. Exclusive sessions on English speaking were conducted for the students.
- Placement committees' feedback was taken into account for introduction of new specialization or certifications during the program. Various clubs such as Finance club, Marketing club, HR club and Entrepreneurship clubs were constituted to enhance employability in students.
- Inputs from Governing Council to introduce a new methodologies and programs to student improvement were undertaken. This feedback was utilized to introduce courses matching at par with the industry
- Feedback with regard to staff is utilized in a constructive manner to update and equip the students to enrich their soft skills and employability skills. This is done via Improvement exams, one on one coaching, and UDAAN sessions

### **10.3. Improvement in Placement, Higher Studies and Entrepreneurship**

#### **A. Improvement in Placements**

The MMS degree offered by the Mumbai University is a post graduate degree which provides students with the skill sets to be placed successfully in the industry and makes them ready to enter the corporate world.

Various initiatives have been taken in the past to improve the placement of students. Some of the highlights are listed below:

- The placements have steadily improved over the years with higher packages to the students and core specialization opportunities emerging
- Efforts in this direction with job-oriented program like Udaan have been curated to help the students secure better placements in the industry
- Companies such as Nomura which had earlier rejected the students have picked up 8 students last year
- With a view to inculcate knowledge and application proficiency of the Equity Market amongst students, a fixed refundable amount was provided by Management to each student group to participate in the 'Stock Trading Activity' organized by Geojit Financial Services

- Regular placement training for soft skills training is conducted. The training covers areas of aptitude skills, resume building, group discussion and facing interviews.
- Concept based debates and quizzes in each subject area were conducted, followed by explanation
- Mock interviews are conducted.
- Certification courses in Financial modelling have been conducted
- The students are encouraged to take up certifications offered by NISM.
- Students were also provided certification for Online trading program by NISM
- Sessions to understand industry specific concepts with real life examples were conducted via Samarth and Margadarshi programmes i.e. guest lectures from expert industry professionals and alumni, respectively

<b>Table 107 Improvement in placements based on average packages</b>				
S N	Parameter	Batch wise		
		2018-20	2019-21	2020-22
	MMS			
1	Number of Companies visited the Institute	11	8	102
2	Number of students placed	28	41	45
3	Highest Package offered (Rs, Lakhs, p.a.)	4.5	5.5	26.00
4	International Placements	Nil	Nil	1
5	Industries (sectors) visited the Institute for placements	5	7	12
6	Number of students who pursued higher studies	0	0	0
7	Number of students who started their own Enterprise	2	2	1



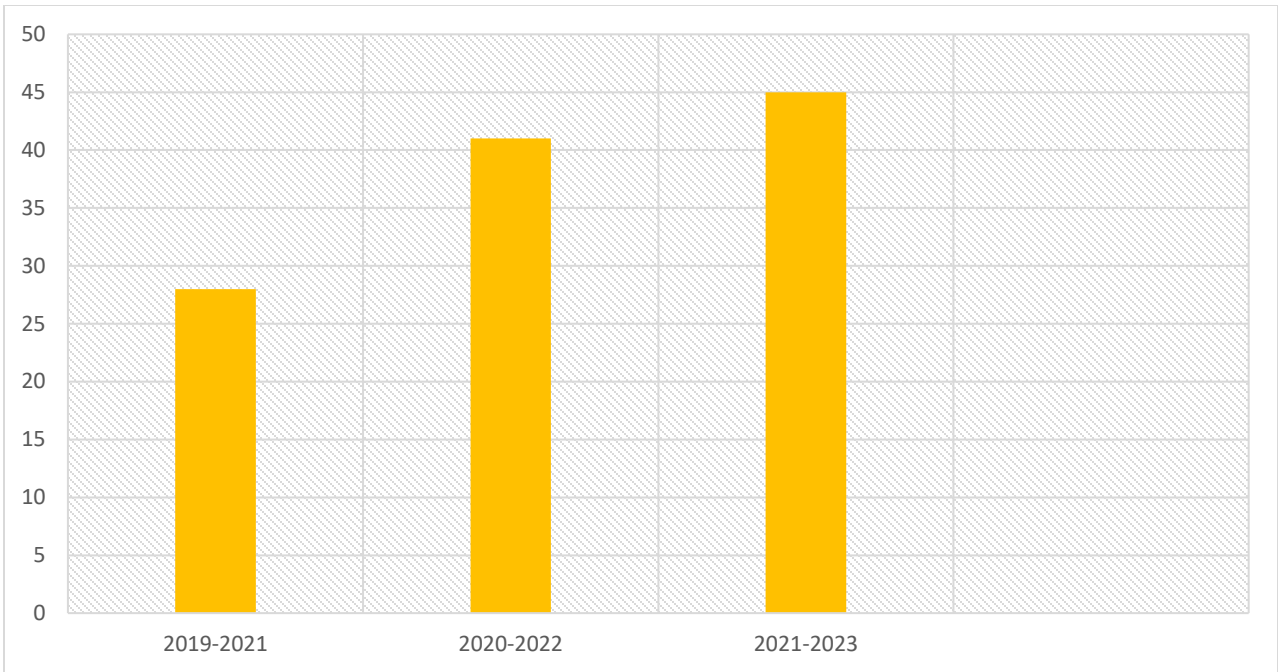


Fig 85 Number of students placed successfully

#### Improvement in placement

It can be clearly seen that the number of companies visiting the Institute campus has steadily increased on a year on year basis. There has been a slight dip in the academic year 2020-22 in this number due to Covid-19 as the recruitment for many companies was on hold. As the markets subsequently opened up we can see that year 2021-23 has seen a huge number of companies coming to the campus and the placement percent steadily rising including International placement.

As can be seen from the chart above the Improvement in placement has taken place on a continuous basis.

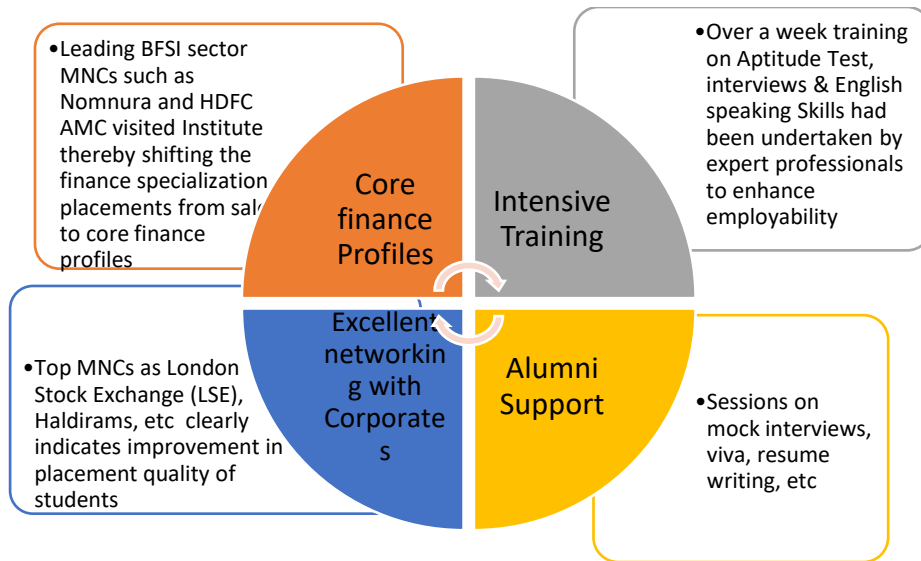


Fig 86 Improvements in Placements



Fig 87 Improvement in Salary

As can be observed the salary of the students have gradually improved on a y-o-y basis. In the year 2021-22, the highest package obtained from International annual package is Rs. 18 lakhs. Besides companies like Nomura etc. which have earlier come but not picked students have now picked up students which reflects remarkable improvement in the quality of students.

## B. Improvement in Higher Studies

Not too many students have opted for higher studies. The college has extended its full support to promote the students encouraging them towards higher studies.

## C. Improvement in number of Entrepreneurs

Most of the students have opted to work in various organizations before they do their own start up. However with the consistent encouragement and support of the Institute we observed that the number of students who started their own enterprise for the batches 2019-21 and 2020-22 were two each and for the 2021-23 it was one.

### 10.4 Improvement in the quality of students admitted to the program

<b>Table 107 Improvement in placements based on average packages</b>			
	2020-21	2021-22	2022-23
Number of students admitted	48	54	60
% of Seats filled	80 %	90 %	100%
Students with work experience	3	5	7
Fresh Graduates	45	49	53
Students other than management stream	5	8	9
Number of Male Students	26	25	31
Number of Female Students	22	29	29
Gender Ratio	26:22	25:29	31:29
Number of Students from other States	Nil	Nil	Nil

The Institute is affiliated to Mumbai University. Students The institute follows Central Admission Process (CAP) which is regulated by the government. There are in all 60 seats that are offered to the students. There is an additional provision of 2 seats from EWS.

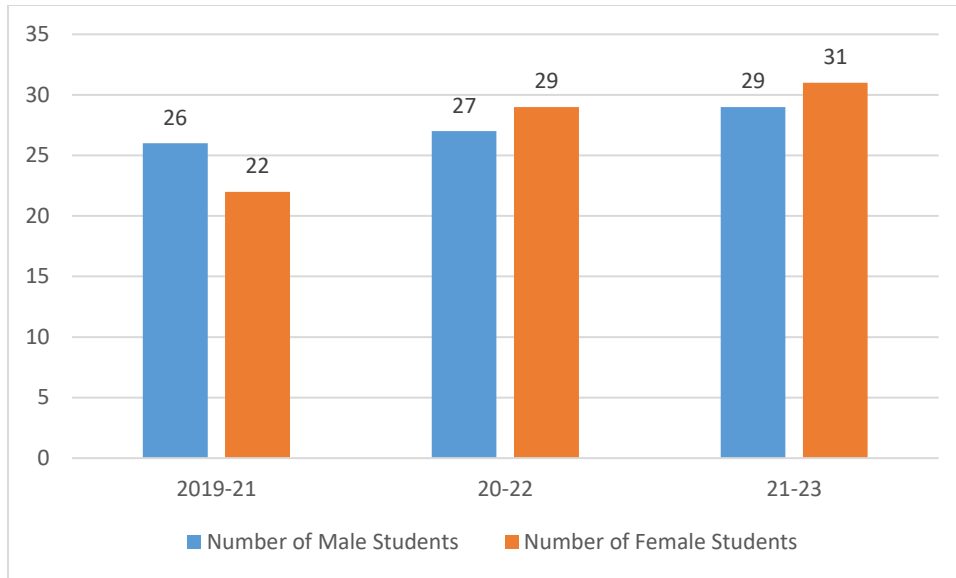


Fig 88 Student diversity: Gender ratio

The Institute provides equal opportunity to boys and girls. As we can see the number of students admitted to the program have stealthily improved. Both the percentage of boys and girls have improved while that of girls is higher.

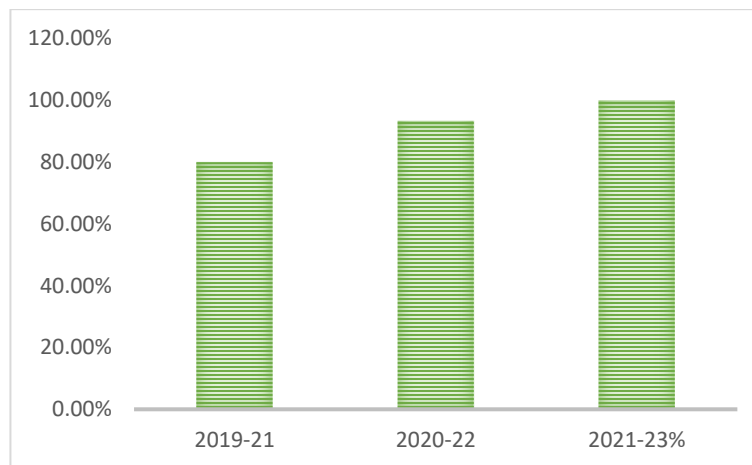


Fig 89 Percentage of seats filled

The improvement in admission itself is an indication of improvement in quality of student. Students are being offered additional certifications like NISM and Financial Modelling which enables them to become Industry ready and boosts their knowledge base.



NKE Society's  
**SIR M VISVESVARAYA INSTITUTE  
OF MANAGEMENT STUDIES & RESEARCH**  
Approved by AICTE and affiliated to University of Mumbai

## Declaration

I undertake that, the institution is well aware about the provisions in the NBA's accreditation manual concerned for this application, rules, regulations, notifications and NBA expert visit guidelines in force as on date and the institute shall fully abide by them. It is submitted that information provided in this Self-Assessment Report is factually correct. I understand and agree that an appropriate disciplinary action against the Institute will be initiated by the NBA in case any false statement/information is observed during pre-visit, visit, post visit and subsequent to grant of accreditation.

Date: July 01, 2023

Place: Mumbai



(Dr. Purshottam Patil)

Signature & Name

Head of the Institution with seal