



# ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Grade "A" Accredited by NAAC, An ISO 9001:2015 Certified Institute,  
Approved by AICTE and Affiliated to the University of Mumbai

## PROGRAMME BROCHURE A.Y. 2021-2022

MBA  
(MARKETING  
MANAGEMENT)  
MUMBAI UNIVERSITY  
DEGREE PROGRAMME

MBA  
(FINANCIAL  
MANAGEMENT)  
MUMBAI UNIVERSITY  
DEGREE PROGRAMME

## MASTER IN BUSINESS ADMINISTRATION



*"Advance Your Career Opportunities.... While Working"*

**"Enlightening Minds, Defining Leaders"**

## PRAYER OF ST. FRANCIS OF ASSISI



Lord, make me an instrument of Your peace  
Where there is hatred, let me sow love;  
Where there is injury, pardon;  
Where there is doubt, faith;  
Where there is despair, hope;  
Where there is darkness, light;  
Where there is sadness, joy.

O, Divine Master, grant that I may not so much seek  
To be consoled as to console;  
To be understood as to understand;  
To be loved as to love;  
For it is in giving that we receive;  
It is in pardoning that we are pardoned;  
It is in dying that we are born again to eternal life.



**Bro. Paulus Moritz**

Founder of The Congregation of the Missionary Brothers of St. Francis of Assisi (CMSF)

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## About the Institute

St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by "The Society of the Congregation of Franciscan Brothers", to impart quality education in the field of Business Management. It is approved by AICTE, New Delhi, recognized by DTE, Government of Maharashtra and has been granted permanent affiliation by University of Mumbai.

SFIMAR is an ISO 9001:2015 Certified Institute and also recognized under Section 2 (f) & 12 (B) of UGC Act 1956. The courses conducted at SFIMAR campus are in state-of-art infrastructure environment with Air Conditioned Classrooms, Computer Labs, Conference Halls, Library and Other Amenities.

A core team of experienced and qualified faculty, bear the responsibility to impart knowledge to aspiring students at SFIMAR. A right blend of corporate and Academia from various sector, are invited to professionally train our students. Interaction with eminent personalities in their respective field is a continuous activity at the Institute.

SFIMAR is also actively involved in various social activities, corporate social responsibilities (CSR) and institute social responsibility (ISR) initiative through which it contributes in empowering the society.

### VISION

To flourish as a seat of learning of international standards for developing an entrepreneurial class of value based industrial leaders empowered with techno-managerial competence to sustain innovation for building global business of the future.

### MISSION

To enter the realm of globally successful B-schools by imparting value based education for creating responsible and thoughtful citizens who would lead the world by example and excel through innovation, an entrepreneurial spirit and a humanitarian attitude.

### QUALITY POLICY

SFIMAR is committed to endeavour of transforming students into Global Business Leaders by continual improvement in its services through a student centric approach, innovations in our pedagogy and rigorous selection, development and up gradation of its faculty while meeting the regulatory and statutory requirements

### Programmes

**Full Time Programme (Masters of Management Studies)**

Inception : 2002

Affiliation : University of Mumbai and Approved by AICTE

Sanction Intake : 180

Specialization : Finance, Marketing, Human Resources, Information Technology, Operations.

### Master in Business Administration

Inception : 2009

Affiliation : University of Mumbai

MBA in Financial Management (FM) – Sanction Intake – 60

MBA in Marketing Management (MM) – Sanction Intake – 30

### Post Graduate Diploma in Management (PGDM)

Inception : 2012

Approved by AICTE New Delhi & DTE Government of Maharashtra

Sanction Intake : 120

# Members of Governing Board



Bro. Jose Valliara  
(Superior General, CMSF)  
President/Chairman



Bro. Mathew Thekkemury  
(Asst. Superior General, CMSF)  
Vice President/Vice Chairman



Mr. Johny Joseph  
(Former Chief Secretary -  
Govt of Maharashtra), Member



Fr. E. Abraham  
(Former Director-XLRI Jamshedpur)  
Member



Bro. Dominic Polaprayil  
(General Councillor, CMSF)  
Member



Bro. K.C. Joseph  
(Manager-St. Francis ICSE)  
Member



Bro. Jose Thuruthiyil  
(Director-SFIT)  
Member



Bro. Stany Mittathanical  
(Principal-SFIAD)  
Member



Bro. Alphonse Nesamony  
(Chairman-SFIMAR)  
Member



Bro. Xavier Munda  
(Registrar-SFIMAR)  
Member



Prof. Dr. Thomas Mathew  
(Former Director-NITIE, SFIMAR)  
Member



Mr. Albert D'Souza  
(Chairman-Aldel Edu. Trust)  
Member



Mr. Augustine Kurias  
(Former Principal-RBI)  
Member



Mr. Shailesh Naidu  
(Advocate, High Court of Mumbai)  
Member



Prof. Dr. D. Henry  
Director - Member Secretary



Prof. Dr. G. Ramesh  
Deputy Director - SFIMAR  
Member



Mr. Jestin Johny  
Assistant Professor - SFIMAR  
Member

## Core Team



Bro. Alphonse Nesamony  
Chairman



Bro. Xavier Munda  
Registrar



Prof. Dr. D. Henry  
Director



Prof. Dr. G Ramesh  
Deputy Director &  
Programme Head MMS



Prof. Dr. Sulbha Raorane  
Programme Head  
PGDM



Dr. Natika Poddar  
Programme Head  
MBA (MFM/MMM)



Dr. Mohan Mathew



Dr. Smita Jesudasan



Ms. Shilpa Peswani



Ms. Vasudha Rao



Dr. Simmi Prasad



Ms. Sanchayita Banerjee



Mr. Kiran Rodrigues



Mr. Pushkar Parulekar



Mr. Jestin Johny



Mr. Jackson John



Mr. Paul Alukal



Mr. Akhilesh Yadav



Dr. Simeon S Simon



Fr. (Dr.) Raja Reddy SVD



Dr. Sasmita Singh



Dr. Ritesh Kumar



Dr. Dipaali Pulekar



Ms. Namrata Acharya



Mr. Prakash Lalwani  
IT Head



Ms. Papinder Kaur  
Library Head



Ms. Sangeeta Verma  
Career Management Centre  
(CMC) - Head



Ms. Natasha Fernandes  
Counsellor



Ms. Mitchell Dmello  
Counsellor

## Directors Message



Dr. D. Henry  
Director, SFIMAR

**S**t. Francis Institute of Management and Research (SFIMAR), extends a warm welcome to all the aspirants of management studies. I am delighted to say that SFIMAR is one of the premier institutes for management studies. The Institute endeavours to provide quality education on par with the requirements of today's competitive and rapid developing industry. We aim to impart skills and knowledge to inculcate business ethics and Indian values to channelize energy and talents to create dynamic managers.

The institute provides an environment conducive for harnessing the potential of faculty members and students through systematic and effective learning. The initiatives taken to make SFIMAR one of the most sought after institutes of management education are : regular revision of curriculum, highly qualified and experienced faculty members, employing innovative methods of teaching, and state of art facilities. Also, ample opportunities are provided for learning outside the classroom through experiential learning, projects, extra-curricular activities and corporate interaction

programmes to foster a much deeper intellectual exploration to meet the requirements of trade, industry, and society as well.

The Institute has established academic collaborations, concerted research, student exchange and global internship programme with various foreign universities of repute like Ottawa University, U.S.A, Harrisburg University, U.S.A and Binary University, Malaysia. The Institute has a committed Career Management Centre (CMC) through which all the students are trained for campus interviews, and intensive programs on technical and soft skills which help them to get aspired profiles. Leading companies from multitude sectors participate in final placements offering competitive packages. Further, many students with their exceptional performance during internships were awarded Preplacement Offers (PPOs) by highly coveted companies.

I assure that journey in SFIMAR for the professional course in management would be adding different dimension to students life and provide distinctive edge over the other management graduates.

## Association with Professional Bodies

1. Member of Bombay Management Association (BMA)
2. Member of All India Association of Industries (AIAI)
3. Member of IMC Chamber of Commerce and Industry
4. Member of Associated Chambers of Commerce and Industry of India (ASSOCHAM)
5. Member of Bombay Chamber of Commerce and Industry (BCCI)
6. Life membership of Christian Chamber of Commerce and Industry (CCCI)
7. Tie-up with National Institute of Securities Market (NISM) and ICFL for Financial certifications
8. Member of Confederation of Indian Industry (CII)
9. Life membership of Forum of Minority Management Institutes (FMMI)
10. Life membership of Forum of Management Institutions (FMI)
11. Life membership of Association of Indian Management Schools (AIMS)
12. Life membership of All India Association for Christian Higher Education (AIACHE)
13. Life membership of Xavier Association of Management Institutes (XAMI)
14. Life membership of Association of Management of MBA / MMS Institutes (AMMI)
15. Life membership of Education Promotion Society for India (EPSI)
16. National Institute of Personnel Management (NIPM)
17. MOU with Tata Institute for Social Sciences (TISS)
18. MOU with Indian Development Foundation (IDF)
19. MOU with AIC- RMP
20. MOU with Skill Wise Organisation
21. Life Membership of Analytics Society of India
22. Member of National Institute of Personal Management (NIPM)

### Global Association

1. MOU with Ottawa University - USA
2. MOU with Binary University - Malaysia
3. MOU with Water and SHARK International INC - Mumbai.





## Club and Forum Activities



**S**FIMAR organizes Club and Forum activities to focus the needs of the students by providing various opportunities to the students in a direction to enhance their knowledge through different activities. It is the platform for students to develop Managerial skills along with activities.

**Film Screening Club:** The Film Screening Club selects award winning Movies, Short Films, Documentaries etc. based on management concepts and screens them for Students.

**Finatics Forum:** Finatics Forum organizes activities to assist members in evaluating careers in finance and identifying current career opportunities, extend the practical finance education with job-specific knowledge and connect members with alumni and other finance professionals.

**Green Club:** The objective of green club is to promote "Green activities" amongst all the stakeholders of SFIMAR.

**Malay Club:** Malay club is the perfect platform to showcase Fine Art & Performing Art.

**Nirmiti Forum:** Nirmiti Forum a marketing forum- Nirmiti shapes the students through various activities conducted during the course of the year.

**Prerna Club:** The Prerna club imbibes the essence of "Entrepreneurship" to management students at SFIMAR.

**Renaissance Forum:** The HR students take the lead in arranging events. This enables in developing the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.



SFIMAR has a state of the art Infrastructure conducive to learning and sharing of knowledge. They are aesthetically designed suiting to the environment and fulfilling all the norms as prescribed by the regulatory authorities. Various Infrastructural details are appended below.

## Learning & Information Resource Centre (LIRC)



SFIMAR's LIRC provides information support to Learning, Teaching, and Research & Consultancy domains. A digital library with dedicated computer terminals is available for students. The LIRC provides a conducive environment to users and equipped with all modern facilities. A completely integrated library software including barcoding



system has automated a lot of procedures and facilitates efficient circulation of books and other library material. The bibliographic details of library documents can be accessed through OPAC

(Online Public Access Catalogue) from any of the work stations (computer terminals) available in the campus through Wi-fi. To facilitate the teaching-learning methodology, effective modern ICT resources like LCDs, Digital White Boards are used as teaching aids for Lecture delivery & imparting knowledge.

## I.T & Comp Lab



SFIMAR is equipped with state-of-the-art computing facilities to complement classroom pedagogy. All the hostel rooms, classrooms, departments & offices are equipped with internet facility. Lectures are typically augmented by multimedia. SFIMAR's Computer Centre hosts latest configuration machines, licensed software applications, language labs, IT Lab & High Speed Internet Facilities. The faculty and staff of computer center are involved in spreading computer literacy by delivering lectures and organizing Continuing Education Programs. Some of the consulting/extension activities are Software Trainings, Online/Offline Tests/Examinations.



## Hostel

SFIMAR Hostel is a Home Away From Home. The well-furnished hostel building is equipped with all the modern amenities for the out-station students. It helps them feel at home and concentrate on their studies with 24X7 high speed wireless LAN connections (Wi-Fi facility). Institute has also provided lockers for all the students to keep their Valuables & Baggage.



## Cafeteria

A cafeteria serving broad selection of items and maintaining high level of hygiene is functioning inside the campus for providing quality-catering facilities for the students and staff at moderate rates. Our cafeteria specializes in Indian & Chinese cuisines. It also provides Mess facilities to hostel students. The cafeteria is operational till 10 pm for hostel students.



## Career Management Centre (CMC)

The Career Management Centre (CMC) is the liaison between our highly diverse talent pool of students, alumni and employers who benefit from their expertise. CMC helps recruiting companies for their promotion on the campus and handle the entire placement process. It assists companies by providing services such as In-campus Corporate Presentations, Corporate Onboarding, Internship, Live Projects, Online Tests, In-campus selection Process, Alumni / Corporate Networking.



## Classroom

The classrooms are air-conditioned and very spacious and well equipped with projector, white board, audio visual sound system for teaching and learning enhancement. The Classrooms are also well ventilated and enough space for class activities



## Gymnasium

A well-equipped Gymnasium is available in the campus with latest modern equipment. Students are provided enough opportunities to build on their physical fitness and embark on the healthier path.



## Research Centre

SFIMAR is a recognized Ph.D. Centre (Research Centre) of University of Mumbai. Students those who are interested in pursuing Ph.D. in Management studies can register for this programme. The Programme gives an opportunity to pursue research in the following domains: 1. Marketing 2. Finance 3. Human Resource and 4. General Management



## Research Lab

The research lab 109 is in 1st floor where 42 computers have been installed with the software such as SPSS, AMOS, PSCP and R programming where the students along with faculty can conduct their research work in their respective fields.



## Open Ground



## Institute Differentiators

### Project Based Learning

Projects are designed to ignite the intellectual and innovative abilities of students. It gives students the opportunity to synthesize and apply the knowledge and analytical skills learned in the different disciplines. While undertaking the project, the student must take the help of the Faculty to define its relevance, rationale, aim and objective, a method to be followed and learning outcomes to be achieved. Evaluation of the project will be based on the achievement of the above-mentioned parameters. The project can be dynamic or static (either field based-connected to industry/ corporate/ institutions or research-based).

### Group Discussion

Group Discussion, popularly labeled as GD, is a methodology used by an organization (company, institute, business school, etc.) to

gauge whether the candidate has certain personality traits. GDs form an important part of the short-listing process for recruitment or admission in a company or institution. At SFIMAR, GD sessions are a regular affair which are on weekly basis integrated in the Time schedule. Each student is evaluated on a standardized parameters and the scores are put up on a monthly basis. Top three performers are awarded with certificate of appreciation during the common function such as Annual Day/Induction day etc.

### Viva

During the course of the semester, subject faculty conducts Course Viva to assess the student takeaways from the subject, the objective of conducting a viva is to evaluate the student's conceptual knowledge related to the subject being taught by the faculty member. It has a weightage of 5 marks in the internal assessment.



# Institute Differentiators



## Institute Social Responsibility (ISR)

SFIMAR carries out its Institute Social Responsibility (ISR) activities through the social club “ABHIMAAN” and through its Life-long Learning and Extension Projects under the Department of Lifelong Learning and Extension (DLLE), Mumbai University. The Institute is guided by the spirit of St. Francis of Assisi who is the Patron Saint of Ecology for his love for the nature and environment. The Institute also carries out the ethos 'Service through Enterprise' of its Founders- Society of the Congregation of Franciscan Brothers which has a strong societal-responsibility dimension in what it does. The VISION and MISSION statements of the Institute, apart from developing students into global business leaders and entrepreneurs, imbibe in its students, faculty and staff a deep sense of responsibility towards the society and the environment.



## Consultancy

The basic premise and focus of SFIMAR is that consulting experience helps academics become better researchers and teachers. Consultancy activity brings about mutual sharing of knowledge resulting in awareness of current issues in Industry & Business management. Faculty applies latest management knowledge/techniques to render innovative solutions for real life business problems. Improved practical awareness enhances teaching & research capabilities, raising institution standards. The institute allows the full time faculty to take up consultancy services for a period of 30 days per academic year as per their expertise in the field to help them gain insight into the functioning of the company and also generate revenue for the institute. SFIMAR faculty members namely Dr. Mohan Mathew, Dr. G Ramesh and Col. Venkatraman have completed consultancy projects on Competency Assessment with Bharat Electronics Limited (BEL), National Thermal Power Corporation (NTPC) Limited and Oil and Natural Gas Corporation (ONGC) Limited through the group Life Architects.

## ACHIEVEMENTS



# Congratulations



**Ms. Sheetal Bathija (Batch 2018-21)**  
Master of Marketing Management  
Topper at University of Mumbai (Sem 3)



**Mr. Mahavir Singh Rajpurohit - MMM (Batch: 2019-2022)**  
Performing during Independence Day (15th August 2019) &  
Winner of Star Performer Award - 2nd Position.

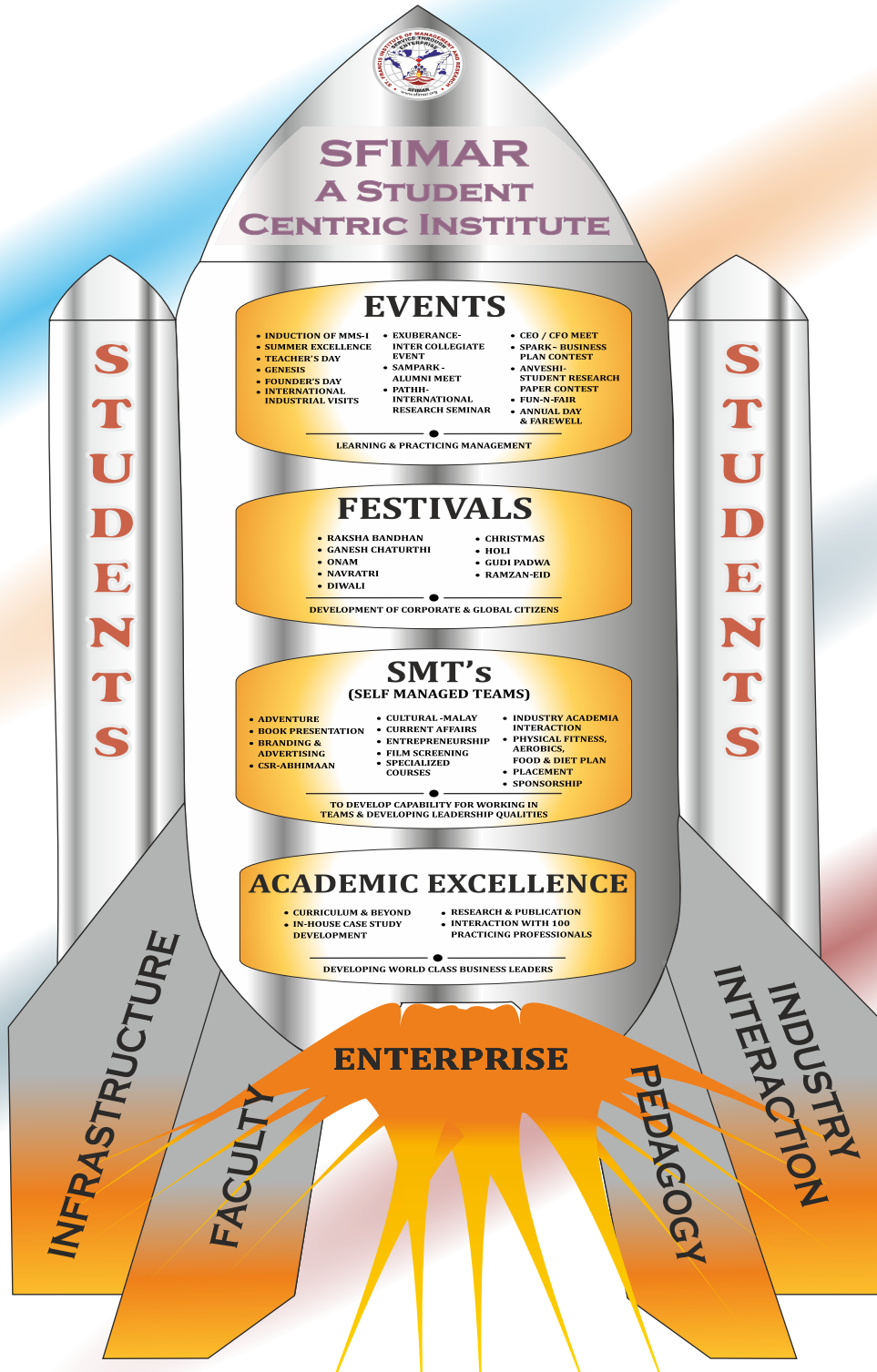


Connecting with Alumni





## SFIMAR Insignia



## Programme Head's Message

### Programme Head

Over the years, SFIMAR has grown into a powerhouse of knowledge for imparting quality management education. Keeping up with the vision of the Institute, we strive to empower our students with knowledge and requisite soft skills to handle all the challenges for becoming future capable leaders and successful global managers. All our activities are designed and conducted with the purpose of achieving our long term objectives. SFIMAR education plays a pivotal role in shaping the correct mindset to make the best use of given opportunities. The Programme's motto is, "To enhance the career of the students while they are working." The Programme aims at inculcating a habit of adapting knowledge acquired in the classroom to the work place.

SFIMAR dedicates all its resources to aspiring students of the Programme by providing excellent infrastructure along with a team of highly qualified and experienced faculty to groom them professionally. SFIMAR continues to follow high educational quality standards for preparing its students to take on corporate challenges.

#### Programme Highlights

- *Affiliated to University of Mumbai*
- *Regular Session including Weekends*
- *Personality Grooming*
- *Industry Visits*
- *International Study Tour*
- *Industry Interface during the Course*
- *Strong Alumni Network*
- *Instalment Facility*



#### Eligibility Criteria

*A Bachelor's Degree in any subject from a recognised university with minimum 2 years of work experience after graduation at the Executive or Supervisory level.*

#### Group Insurance – (In & Off Campus)

*Our students are covered under the Group Insurance Scheme known as "YUVA RAKSHA" with The National Insurance Co. Ltd. This is a one year cover (renewed every year) for a sum assured upto Rs. 1,00,000/-. Premium for this Group Insurance Scheme is paid by the Institute. The benefits cover contingencies such as death in case of accident, permanent disability and hospitalization arising out of accidents.*

# About the Programme



The Masters Degree Programmes - Marketing Management (MM) and Financial Management (FM) are designed by the University of Mumbai with a clear vision and objective of the current industry needs in terms of required skill sets under the new dynamic business environment. It also endeavours to align the program structure and course curriculum with student aspirations and corporate expectations thereby empowering promising executives to earn a management degree while they continue to work.

## Objective of the Curriculum

- To develop concepts, tools and techniques, which will help students to take decisions in various areas of management thus making them function more effectively.
- To enable working executives pursue advanced studies in their chosen area of specialization and apply this knowledge at their work place.
- Enable Students in further career enhancement.

## Goals

- Exposure to global practices.
- Application of technology and enhancement of functional skills.
- Improve group dynamism, leadership and teamwork.
- Experiential Learning (Learning by Action and Application).

## Coverage of the Programme

### Financial Management (FM)

The programme covers all the related areas of Finance and Accounting with an emphasis on managerial applications. A candidate having experience in Finance or related areas of Finance such as Management Services, Project Planning and Control, Corporate Planning, International Finance, Derivatives & Risk Management, Wealth Management will find this programme extremely useful. Degree of the course is awarded from University of Mumbai.



### Marketing Management (MM)

The programme covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to enhance their career. Candidates seeking admission to this programme must have practical experience in any of the following related areas: Marketing, Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics. Degree of the course is awarded from University of Mumbai.

## Admission Eligibility & Selection Criteria

A candidate must have passed a Bachelor's Degree examination in any discipline of an Institute/ College recognized by the Association of Indian Universities or an examination recognised by the University of Mumbai as equivalent thereto and acquired a minimum of two years work experience (Supervisory/ Executive level), the experience being counted from the day subsequent to the last day of the qualifying examination passed by the candidate.

In selecting the candidate for admission, weightage will be given to his/her

- a) Scholastic record
- b) the level and nature of practical experience; and
- c) Performance in the selection process conducted by the Institute.

Applicants are required to submit verification certificates of the following at the time of submitting the application forms:-

- i. Certified true copy of Mark sheet of Bachelors Degree Examination.
- ii. Certified true copy of University Degree and/or Professional Diploma.
- iii. Certified true copy of Practical Experience and Period of such Experience.

(If the practical experience is in more than one company, a separate work experience certificate signed by each of the employers stating clearly the nature of work experience and period is to be submitted).

As screening will be done based on the above information, candidates in their own interest are advised to submit full details of academic qualifications and work experience. Suitable selection process will be used to assess the candidate's maturity and capacity to participate in the programme effectively.

Every candidate seeking admission to any of the Masters Degree Programme must submit his/her application before the last date. The candidate will then go through the selection process including a written test and personal interview on dates prescribed by the Institute. No candidate will be permitted to join the Masters Degree Programme unless he/ she submits the application in time and goes through the selection process successfully.

After completing formalities, candidates admitted to the Part-Time Masters Degree Programme, who have passed D.M.S. examination the University of Mumbai can be exempted from keeping the term and appearing in the First Year of the respective Programme, i.e. FM or MM Degree Program.



Certificate of Excellence 2018 - 2019

# Admission Eligibility & Selection Criteria



## Post Graduation Registration & Eligibility

All candidates selected for admission to any of the Masters Degree Programme are required to register with the University of Mumbai as Post-Graduate students before 30/09/2020. Selection of the candidates for admission to any of the Masters Degree Programmes is provisional and confirmed only on fulfilling the followings:

1. Candidates who are graduates of the University of Mumbai will be required to produce Transfer Certificates from the constituent college last attended.
2. Candidates who are graduates from other Universities will be required to produce:
  - a) A provisional statement of eligibility issued by the Registrar, University of Mumbai, declaring them eligible for admission to the Programme on payment of prescribed fee in cash. The admission will only be confirmed after confirmation of their eligibility by the University.
  - b) Migration certificate from the University where they passed their graduation.
  - c) Candidates admitted on the basis of Eligibility Certificate are requested to submit the Verification Report from their University before the end of first semester for confirmation of their eligibility.

## Direct Admission To Second Year 0.1901 – C

A candidate who has been awarded a Post Graduate Diploma of the Mumbai University (DMS) in any Discipline will be exempted from the

first year of the Programme and will be permitted to join the program from the Second year.

## Fees

The Fees of the Programme are fixed by Fee Regulatory Authority, Govt of Maharashtra.

## Cancellation of Admission

Admission can be cancelled under the ordinance O.3574. The tuition fee paid by a candidate for the programme in which he/she is registered as a post-graduate student will be refunded if, he/she leaves the said programme without attending any lectures, seminar or practicals, subject to a deduction of 25% of the tuition fee therefrom as the administrative charges. An application by the candidate for refund will only be entertained if it is received by the Director within 15 days from the date of commencement of the lectures for the academic year for which the fee is paid.

## University Examination Forms

Students admitted to the Masters degree programme are required to fill up University examination forms within the date prescribed by the University.

## Attendance

Under Ordinance 119, the minimum attendance necessary for keeping term is three-fourth of the days on which lectures are delivered in the First term and the Second term separately. Students should note that if they fail to satisfy the above requirement, they will not be permitted to appear at the Institute/University of Mumbai examination and they will have to take fresh admission and to keep fresh term. No request on any grounds whatsoever will be entertained.

## Pedagogy



1. Experience sharing
2. Case Study Method
3. Group Discussion Method
4. Debates
5. Group Assignments
6. Role Play
7. Book Review Presentation
8. Quiz
9. Online Test/Surprise Test, Online Training
10. Short Film Screening
11. Discussion on relevant Recent Research & Publications
12. Project - Based Learning

## Credit Based Grading System

Under the new Credit Based Grading System for FM/MM Semester-End Examinations, every subject shall be divided into two parts:

For Subjects of 100 Marks the Evaluation would consist of:

- Semester-End Examinations: - 60 Marks
- Internal Assessment: - 40 Marks

## Credit Point

- A Credit Point denotes the quantum of effort required to be put in by a student who takes up a course. In other words, it is an index of number of learning hours prescribed for a certain segment of learning.
- Classroom teaching hours (15 Sessions X 3 Hours = 45 Hours)
- Other Supplementary learning activities (30 Hours)
- The total learning hours would be thus equivalent to  $45+30=75$  Hours (2.5 Credit Point) for Subjects of 100 Marks.
- A learner who successfully completes a 2.5 Credit Point course is considered to have collected or acquired 2.5 credits. His performance above the minimum prescribed level (viz. Grades/marks obtained) has no bearing on the number of credits collected or acquired.



## GRADUATION DAY

# Admission Eligibility & Selection Criteria



## Standard of Passing

1. Under the newly introduced credit based grading system of FM/MM programme, in order to pass, a student needs to obtain minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. Internal Examination and External Examination.
2. Learner(s), who do not obtain minimum 50% marks in subject(s) / paper(s) / course(s) either in the Internal Assessment or in the External Examination or both, shall be declared as "Fail" as per the standard of passing of examination.
3. A learner will be declared to have passed the Semester Examination if he/she has secured minimum 50% marks in aggregate comprising of minimum 50% marks separately in each set of the examinations i.e. Internal Examination & Semester-End Examination.
4. For a course of 100 marks, the learners shall obtain minimum of 50% marks i.e 20 out of 40 in the Internal Assessment and i.e 30 out of 60 in the Semester-End Examination separately.
5. For a course of 50 marks, the learners shall obtain minimum of 50% marks i.e 10 out of 20 in the Internal Assessment and 15 out of 30 in the Semester-End Examination separately.
6. A learner who has failed in the Semester Examination but has obtained Grade E (50% Marks) in some subject(s) / paper(s) / course(s) shall at his option be granted exemption from appearing in those subject(s) / paper(s) / course(s) in the subsequent examinations to be conducted by the Institute.



**GRADUATION DAY OF BATCH 2016 - 2019**

### Allowed to keep terms (ATKT)

- 1) A learner shall be allowed to keep terms for Semester II if he/she fails in not more than two subjects/papers/courses of Semester I.
- 2) A learner who has failed in more than two subjects/ papers/courses in Semester I examination, shall not be permitted to proceed to Semester II of his/her first year FM/MM program. He/She will, however, be eligible to re – appear for subjects in which he/she has failed in the first semester by re–registering himself/herself in the supplementary examination to be conducted by the Institute.
- 3) A learner who has passed in both semester examinations conducted by the Institute i.e. Semester I and Semester II examinations shall be eligible for admission into Semester III of the FM/MM program.
- 4) A learner failing in not more than two subjects/ papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the FM/MM program.
- 5) A learner, who has failed in more than two subjects / papers / courses in Semester III, shall not be permitted to proceed to Semester IV of his/her second year FM/MM program. He/She will, however, be eligible to re – appear in subjects in which he/she has failed in the third semester by re – registering himself/ herself in supplementary examination to be conducted by the Institute/ University or both.
- 6) A learner who has passed in both the semester examinations conducted by the Institute i.e. Semester III and Semester IV examinations, shall be eligible for admission into Semester V of the FM/MM programme.
- 7) A learner failing in not more than two subjects/ papers/courses in the Semester V Examinations shall be allowed to keep terms in Semester VI of the FM/MM program.
- 8) A learner, who has failed in more than two subjects/ papers/ courses in Semester V, shall not be permitted to proceed to Semester VI of his/her second year FM/MM program. He/She will, however, be eligible to re – appear in the subjects in which he/she has failed in the third semester by re – registering himself / herself in the supplementary examination to be conducted by the Institute/ University or both.
- 9) A learner who has passed in all of the semester examinations of FM/MM i.e Semester I, Semester II, Semester III, Semester IV, Semester V and Semester VI examinations shall not be allowed to re – register himself/ herself for improvement of his/her semester examination results.
- 10) A learner who has not appeared in the internal examination conducted by the Institute due to hospitalization shall as a special case be permitted to appear in those subject(s)/ course(s)/ paper(s) in the supplementary examination conducted by the Institute after he/she furnishes a valid medical certificate certified by the rank of a civil surgeon or superintendent of Government hospital to the satisfaction of the Principal/Director of the Institute.



# MBA in Financial Management (FM) Curriculum



## FIRST YEAR

<b>SEM I</b>	<b>(I.A.)</b>
Principles of Management	100
Financial Accounting	100
Organisational Behaviour	100
Managerial Economics	100
Business Communication	100
Quantitative Methods in Management	100
<b>TOTAL</b>	<b>600</b>

<b>SEM II</b>	<b>(I.A.)</b>
Production Management	100
Business Research Methods	100
Marketing Management	100
Legal Aspects of Business	100
Cost & Management Accounting	100
Human Resources Management	100
<b>TOTAL</b>	<b>600</b>

## SECOND YEAR

<b>SEM I</b>	
International Business	100 (U.A.)
Management Information Systems	100 (U.A.)
Financial Management	100 (U.A.)
Taxation	100 (I.A.)
Creativity & Innovation Management	100 (I.A.)
<b>TOTAL</b>	<b>500</b>

<b>SEM II</b>	<b>(I.A.)</b>
Financial Markets, Products & Institutions	100
International Finance	100
Corporate Valuation	100
Corporate Law	100
Security Analysis & Portfolio Management	100
<b>TOTAL</b>	<b>500</b>

## THIRD YEAR

<b>SEM I</b>	<b>(I.A.)</b>
Management of Banks & Financial Services	100
Derivatives & Risk Management	100
Mergers, Acquisitions & Corporate Restructuring	100
Behavioural Finance	100
Industry Oriented Dissertation Project	100
<b>TOTAL</b>	<b>500</b>

<b>SEM II</b>	
Strategic Management	100 (U.A.)
Treasury Management	100 (U.A.)
Project Finance	100 (U.A.)
Financial Modelling	100 (I.A.)
Wealth Management	100 (I.A.)
<b>TOTAL</b>	<b>500</b>

N.B.- I.A. = Internal Assessment, U.A. = University Assessment

\*Syllabus subject to change as per the University guidelines

## MBA in Financial Management (FM) Curriculum

### Semester I

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>15</b>

### Semester II

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>15</b>

# MBA in Financial Management (FM) Curriculum



## Semester III

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

## Semester IV

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Financial Markets, Products & Institutions	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	International Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Corporate Valuation	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Corporate Law	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Security Analysis & Portfolio Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

## MBA in Financial Management (FM) Curriculum

### Semester V

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Management of Banks & Financial Services	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Derivatives & Risk Management	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Mergers, Acquisitions & Corporate Restructuring	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Behavioural Finance	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

### Semester VI

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Treasury Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Project Finance	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Financial Modelling	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Wealth Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

# MBA in Financial Management (FM) Curriculum



Total Number of Credits point for FM	
Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
<b>Total</b>	<b>80</b>

## CORPORATE TESTIMONIALS



It was my immense luck and fortune to be the part of SFIMAR. The entire faculty and department leaves no stone unturned to shape one's future. It's their efforts that make me to count myself into better

professionals. Huge respect, love and devotion for entire faculty members.

**– Paresh Pandey (MFM)**  
Ass. Account & Finance Manager  
Believe Digital Pvt. Ltd



Its been a great privilege to be a part of SFIMAR for past three semesters. I personally have learned allot of things from the course which has developed my various skills like communication, personality etc. We have well experienced faculty

members and co-operative non-teaching staff. Thanks to all the faculty members to help all of us reach our goals.

**Prajakta R. Ayare (MFM)**  
Accounts Executive,  
Mumbai Cricket Association



SFIMAR has given me a platform for identifying and developing my skills, my competencies and helping me to grow as a professional. Experienced faculty gives us real time insight into current trend in the market and future prospects. Bridging the gap between academic and industry is the key aspect and SFIMAR has always been focusing through various

ways like guest lecturers, mentorship programme, industrial visits, workshops and live projects. I feel really glad to be part of this esteem college which offer an opportunity to hone managerial skill and enable to contribute better managerial decision making with practical exposure.

**Jayashree Correia (MFM)**

# MBA in Marketing Management (MM) Curriculum

## FIRST YEAR

SEM I	(I.A.)
Principles of Management	100
Financial Accounting	100
Organisational Behaviour	100
Managerial Economics	100
Business Communication	100
Quantitative Methods in Management	100
<b>TOTAL</b>	<b>600</b>

SEM II	(I.A.)
Production Management	100
Business Research Methods	100
Marketing Management	100
Legal Aspects of Business	100
Cost & Management Accounting	100
Human Resources Management	100
<b>TOTAL</b>	<b>600</b>

## SECOND YEAR

SEM I	
International Business	100 (U.A.)
Management Information Systems	100 (U.A.)
Financial Management	100 (U.A.)
Taxation	100 (I.A.)
Creativity & Innovation Management	100 (I.A.)
<b>TOTAL</b>	<b>500</b>

SEM II	(I.A.)
Product & Brand Management	100
Sales Management & Sales Promotion	100
Consumer & Industrial Buyer Behaviour	100
Financial Aspects of Marketing	100
Distribution & Supply Chain Management	100
<b>TOTAL</b>	<b>500</b>

## THIRD YEAR

SEM I	(I.A.)
Service Marketing	100
Marketing Research & Analytics	100
Customer Relationship Management	100
Retail Management	100
Industry Oriented Dissertation Project	100
<b>TOTAL</b>	<b>500</b>

SEM II	
Strategic Management	100 (U.A.)
Strategic Marketing Management	100 (U.A.)
Integrated Marketing Communication & Digital Marketing	100 (U.A.)
Media Planning & Strategy	100 (I.A.)
Event Management	100 (I.A.)
<b>TOTAL</b>	<b>500</b>

N.B.- I.A. = Internal Assessment, U.A. = University Assessment

\*Syllabus subject to change as per the University guidelines

# MBA in Marketing Management (MM) Curriculum



## Semester I

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Principles of Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Financial Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Organisational Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Managerial Economics	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Business Communication	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Quantitative Methods in Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>15</b>

## Semester II

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Production Management	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Business Research Methods	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Marketing Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Legal Aspects of Business	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Cost & Management Accounting	30	2	40 I.A.	60 I.A.	100	3	2.5
6.	Human Resources Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>15</b>

## MBA in Marketing Management (MM) Curriculum

### Semester III

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	International Business	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Management Information Systems	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Financial Management	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Taxation	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Creativity & Innovation Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

### Semester IV

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Product & Brand Management Product	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Sales Management & Sales Promotion	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Consumer & Industrial Buyer Behaviour	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Financial Aspects of Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Distribution & Supply Chain Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

UA: - University Assessment; IA: - Internal Assessment



# MBA in Marketing Management (MM) Curriculum



## Semester V

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Service Marketing	30	2	40 I.A.	60 I.A.	100	3	2.5
2.	Marketing Research & Analytics	30	2	40 I.A.	60 I.A.	100	3	2.5
3.	Customer Relationship Management	30	2	40 I.A.	60 I.A.	100	3	2.5
4.	Retail Management	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Industry Oriented Dissertation Project	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

## Semester VI

Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1.	Strategic Management	30	2	40 I.A.	60 U.A.	100	3	2.5
2.	Strategic Marketing Management	30	2	40 I.A.	60 U.A.	100	3	2.5
3.	Integrated Marketing Communication & Digital Marketing	30	2	40 I.A.	60 U.A.	100	3	2.5
4.	Media Planning & Strategy	30	2	40 I.A.	60 I.A.	100	3	2.5
5.	Event Management	30	2	40 I.A.	60 I.A.	100	3	2.5
<b>Total No of Credits</b>								<b>12.5</b>

UA: - University Assessment; IA: - Internal Assessment

## MBA in Marketing Management (MM) Curriculum

Total Number of Credits point for FM	
Semester	Total No of Credits
Semester I	15
Semester II	15
Semester III	12.5
Semester IV	12.5
Semester V	12.5
Semester VI	12.5
<b>Total</b>	<b>80</b>



**Bro. Paulus Moritz Memorial Award for Academic Excellence**  
Mr. Ronal Paulose Paul – Batch 2017-2020



**Bro. Nicholas Hohn Memorial Award (Rising Star)**  
Ms. Mayuri Kamlakar Gawad – Batch 2017-2020



**Best Student Award**  
Ms. Shruti Ashokbhai Siddhpure – Batch 2017-2020

# Guest Lectures



Ice Breaking Session by Ms. Kavita Anthony (Alumnus - MMM)



Mr. Parthasarathi Ray, Infrastructure Leasing & Financing Company, - "Enterprise Risk Management"

## Outbound Training

held on 26th January, 2020 at RMP – Uttan



## Events @ SFIMAR

### Mr. & Ms. Fresher's Contest – 4th August, 2019



Mr. & Ms. Fresher's 2019



Mr. & Ms. Fresher's Contest Judges



### 18th Annual Day (Luminance) on 29th February 2020, Global Fiesta – Cultural Performance



## Industrial Visit

Lotus Global Pvt. Ltd. (Bhiwandi) on Saturday 3<sup>rd</sup> August, 2019



**Hotel : The Grand Garden Resorts**



**Shangrila Resort and Water Park**

## Academic Calendar 2021-2022

**July 2021 to December 2021**  
MM / FM Program (1st Year)  
Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	03/07/2021	13/12/2021
2.	Industrial Visit	07/08/2021	08/08/2021
3.	Mid Term Exam	17/09/2021	19/09/2021
4.	End Term Exam	26/11/2021	05/12/2021

**December 2021 to April 2022**  
MM / FM Program (1st Year)  
Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	11/12/2021	30/04/2022
2.	Mid Term Exam	18/02/2022	20/02/2022
3.	Annual Function	05/03/2022	
4.	End Term Exam	22/04/2022	30/04/2022

**June 2021 to November 2021**  
MM/FM Program (2nd Year)  
Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	26/06/2021	21/11/2021
2.	Industrial Visit	07/08/2021	08/08/2021
3.	Mid Term Exam	13/08/2021	15/08/2021
4.	End Term Exam	06/11/2021	14/11/2021
5.	University Exam (Any time)	28/11/2021	10/12/2021

**December 2021 to April 2022**  
MM/FM Program (2nd Year)  
Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	11/12/2021	30/04/2022
2.	Mid Term Exam	18/02/2022	20/02/2022
3.	Annual Function	05/03/2022	
4.	End Term Exam	22/04/2022	30/04/2022

**June 2021 to November 2021**  
MMM/MFM Program (3rd Year)  
Semester I

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	26/06/2021	21/11/2021
2.	Industrial Visit	07/08/2021	08/08/2021
3.	Mid Term Exam	13/08/2021	15/08/2021
4.	End Term Exam	06/11/2021	14/11/2021

**December 2021 to April 2022**  
MMM/MFM Program (3rd Year)  
Semester II

S. No.	Details	Start Date	Finish Date
1.	Commencement of Lecture	27/11/2021	17/04/2022
2.	Mid Term Exam	04/02/2022	06/02/2022
3.	Annual Function	05/03/2022	
4.	End Term Exam	11/03/2022	20/03/2022
5.	University Exam (Any time)	02/05/2022	10/05/2022

# Roll of Honour Academic Year 2019 – 2020



## First Year MFM/MMM – Batch 2019 – 2022



**1st**  
**Ms. Shaikh Rafat Rafique**  
**(MMM)**



**2nd**  
**Ms. Khamkar Nikita Pradeep**  
**(MFM)**



**2nd**  
**Ms. Yadav Soni Kailashnath**  
**(MFM)**

## Second Year MFM/MMM – Batch 2018 – 2021



**1st**  
**Ms. Sheetal Gopal Bathija (MMM)**



**2nd**  
**Ms. Jayashree Nilesh Correia (MFM)**

## Third Year MFM/MMM – Batch 2017 – 2020



**1st**  
**Mr. Ronal Paulose Paul (MFM)**



**2nd**  
**Ms. Shrusti Ashokbhai Siddhpure (MFM)**

## Students Testimonials



I immensely recommend St Francis Institute of Management and Research (SFIMAR) to working professionals who are looking forward get their master's degree in management. This college has full up to date infrastructure and industry's leading professors who make us even more capable to climb the demanding corporate ladder and to have a successful managerial journey.

– **Ninad Malvankar (MMM)**

Consultant – SAP Advisory, Ernst & Young LLP



I can't thank SFIMAR enough for the guidance and support that I've experienced since joining the college in July 2020. Increased confidence was one of the highest-weighting benefits of joining this course. I have gained a new perspective on how businesses are handled. The hard and soft skills that I have learned and continue to learn will be applicable across industries. SFIMAR's MBA admission has enhanced by outlook towards my work, my teams and collaboration with other team. We are encouraged during our lectures to think outside-the-box and weigh multiple options or solutions while we work to fix a problem. After joining this course I find myself communicating better at work with colleagues and bosses.

– **Savia Fernandes (FM)**

Senior Process Associate,  
Tata Consultancy Services



The program – Master's in marketing management at SFIMAR is a top-notch option for any student seeking individual attention, knowledgeable and experienced professors, and a more personal

MBA experience than a larger program could offer. In the program, I gained tremendous knowledge of many facets of business. The class meetings are challenging, promote critical thinking, and give students every chance to build a robust skill set applicable to many business careers paths. I had adequate skills to impress an employer before opting my MBA, but SFIMAR gave me a great deal of confidence and a refined set of skills that make me a proactive decision-maker and valued employee.

– **Ajinkya Rikame (MMM)**

Team Leader – Operations & Direct Marketing  
Kankei Group.



I feel Privileged of the best facilities provided to us during this pandemic. I never imagined of attending collage & studing online. SfimAR Teachers and mentoirs are very much co -operative and even Addresses our doubts properly. This institute has made us study comfortably through their live videos, sessions and even topic wise videos which is very much beneficial and makes us understand better.

– **Ansley Dias (FM)**

Assistant manager  
Kotak Manindra Bank Ltd



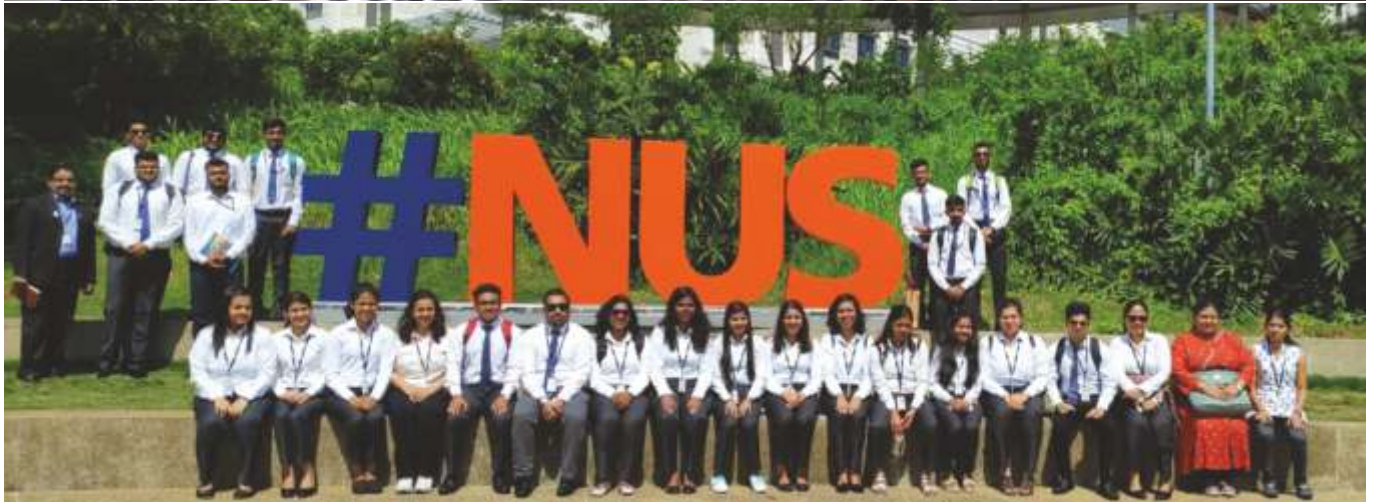
Being at SFIMAR it has helped me grow by imparting me with the theoretical as well as practical knowledge. I would like to thank the faculty members for pushing us up towards making us believe that nothing is impossible if there is a goal in life.

– **Mathew Sebastian (MMM)**

Marketing analyst  
ReachLocal



# International I.V. to Singapore



## ANTI-RAGGING

Students are advised that ragging in any Form is strictly prohibited. As per Maharashtra Prohibition of Ragging Act 1999, ragging is an offence and any person indulging in or found guilty of ragging shall be liable to be prosecuted and also be dismissed from the institution. The following are the relevant provisions of the act:

- (a) Ragging in any form within or outside the educational institution is prohibited.
- (b) Whoever directly or indirectly commits, participates in, abets or propagates ragging within or outside any educational institution shall on conviction, be punished with imprisonment for a term up to two years and/or penalty which may extend to ten thousand rupees.
- (c) Any student convicted of an offence of ragging shall be dismissed from the educational institution and such student shall not be admitted in any other educational institution for a period of five years from the date of order of such dismissal.
- (d) Whenever any student or as the case may be, the parent or guardian or a teacher of an educational institution complains, in writing of ragging to the Head of the educational institution, the Head of the educational institution shall, without prejudice to the foregoing provisions, within seven days of the receipt of the complaint, enquire into the matter mentioned in the complaint and if, prima facie, it is found true, suspend the student who is accused of the offence, and shall, immediately forward the complaint to the police station having jurisdiction over the area in which the educational institute is situated. For further action. Where, on enquiry by the Head of the educational institution, it is found that there is no substance, prima facie, in the complaint received; he / she shall intimate the fact, in writing, to the complainant. The decision of the Head of the educational institution shall be final.
- (e) If the Head of the educational institution fails or neglects to act in the manner specified in section (d) above when a complaint of ragging is made, such person shall be deemed to have abetted the offence and shall on conviction, be punished as provided for in point (b) above.
- (f) Students are therefore advised in their own interest to refrain from any form of ragging.

## CODE OF CONDUCT

- (1) To maintain our value system, we emphasis on ethical behavior and maintaining moral standards within our campus environment.
- (2) Use of tobacco or any other recreational drugs within the campus premises is strictly prohibited
- (3) Ragging is strictly prohibited.
- (4) Non-compliance or violation of any rules and regulations of the Institute shall attract disciplinary action against the erring student.
- (5) Students should maintain the prescribed dress code of the Institute.

## Committees Functional at Institute As Required by AICTE & DTE

- (1) Students Grievances Redressal Committee
- (2) Anti-Ragging Committee
- (3) Anti-Capitation Committee
- (4) Internal Complaint Committee

Details of these committees are available on the Institute's website.



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