

# St. Francis Institute of Management & Research (PGDM)



Approved by AICTE, New Delhi & DTE, Maharashtra.  
An ISO 9001:2015 Certified and  
NAAC Grade "A" Accredited Institute



## POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Two Year Full-Time AICTE & DTE Approved Programme

- *Functional Electives*
- *Sectorial Electives*
- *Transformational Leadership*

*Creating Transformational Leaders*

Admission Brochure Batch 2022-24





## PRAYER OF ST. FRANCIS

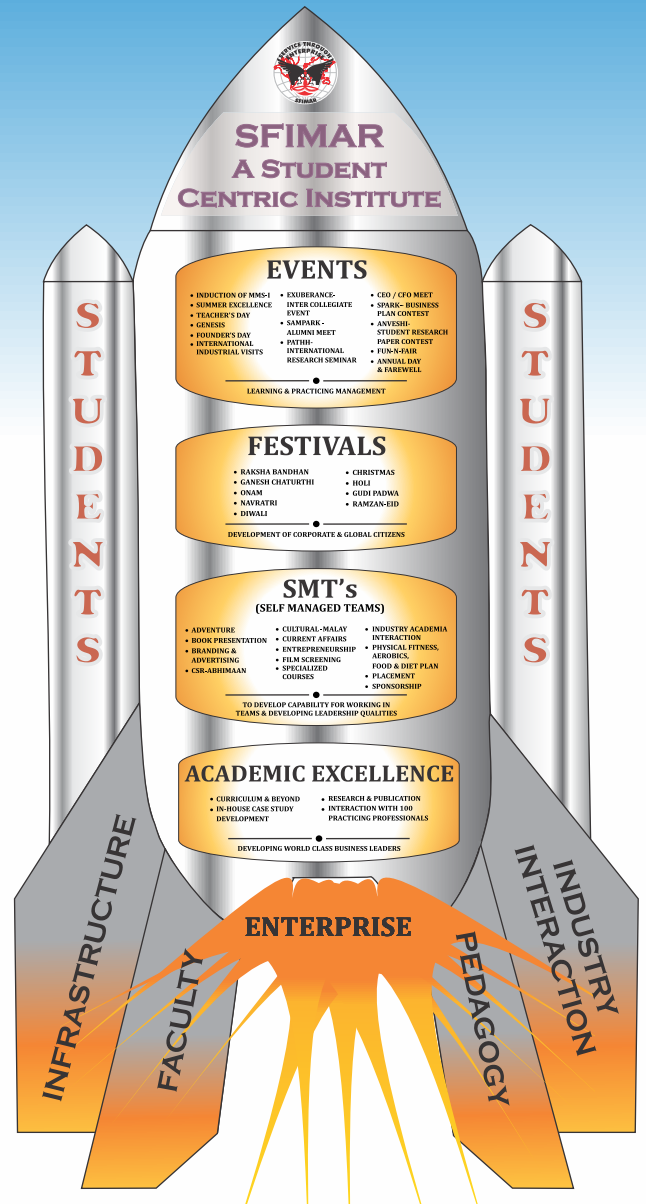
Lord, make me an instrument of Your peace  
 Where there is hatred, let me sow love;  
 Where there is injury, pardon;  
 Where there is doubt, faith;  
 Where there is despair, hope;  
 Where there is darkness, light;  
 Where there is sadness, joy.

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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TEAM:- KIRAN RODRIGUES, ASHWINKUMAR POOJARY & NEERAJ AMIN



**Admission Brochure  
 2022 - 2024**

**Two-Year Full-Time AICTE &  
 DTE Approved Programme**



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## ABOUT THE INSTITUTE



**S**t. Francis Institute of Management (SFIMAR) was established in 2002 by “The Society of the Congregation of Franciscan Brothers”, to impart quality education in the field of Business Management. The institute is recognized by All India Council for Technical Education (AICTE), New Delhi, and has been granted permanent affiliation by University of Mumbai.

SFIMAR is an ISO 9001:2015 Certified Institute and is also recognized under Section 2 (f) & 12 (B) of UGC Act 1956. The institute is located in an affluent North-western coastal suburb of Mumbai with state-of-the-art infrastructure comprising air-conditioned classrooms, computer labs, conference halls, library and other amenities.

A core team of experienced and qualified faculty are responsible for imparting knowledge to aspiring future leaders of SFIMAR. Interaction with eminent people is one of the hallmarks of the institute. Professional experts from corporate and academia are regularly invited to train our students on current trends in the business world.

SFIMAR is proactively committed to various social activities that includes corporate social responsibility (CSR) and institute social responsibility (ISR) that contributes to societal empowerment of marginalized communities.

St. Francis Institute of Management and Research (PGDM) has now become an autonomous Institute approved by AICTE, Higher Education Ministry of Government of Maharashtra and DTE Maharashtra as per AICTE regulation 2020.

The Intake capacity of the course is increased from 60 seats to 120 seats from the academic Year 2020-21.

### VISION

To create innovative and entrepreneurial managers of excellence who are techno-savvy and environmentally aware to bring about holistic development in the economic and business world with value based transactions.

### MISSION

- To create business leadership with excellent managerial skills suited to the present realities.
- To bring about state of the art business people with know-how that is innovative and research-oriented
- To adapt modern tools and new technologies in teaching-learning process.
- To nurture value based leaders sensitive to environment and society
- To disseminate sound theoretical and practical base in National and International experiences in all forms of business and economic activities.

### QUALITY POLICY

To be an institution of excellence committed to the 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 & statutory requirements.

## GOVERNANCE AT SFIMAR (PGDM)

**S**FIMAR is an autonomous body. The governance of the institute rests with the St. Francis Trust, Board of Governors and the Board of Studies. The Governing Council, chaired by Bro. Joseph Karimalayil is responsible for evolving broad framework and policies, while the Board of Studies is responsible for all matters related to academics. Both comprise eminent members drawn from academia, industry, and business.



**Bro. Joseph Karimalayil**  
(Superior General)  
President, Chairman



**Bro. Alphonse Nesamony**  
(Asst. Superior General)  
Vice President



**Bro. Sebastian George**  
(General Councillor - CMSF)  
Member



**Bro. Wilfred Monterio**  
(General Councillor - CMSF)  
Member



**Bro. Mathew Thekkemury**  
(Local Animator and  
Administrator) Member



**Bro. Xavier Munda**  
(Administrator - SFIMAR  
PGDM) Member



**Dr. Dilip Patil**  
(Director-DLLE, University  
of Mumbai) Member



**Mr. Augustine Kurias**  
(Former Principal RBI)  
Member



**Dr. Sunil Rai**  
(Vice Chancellor - Dehradun  
University) Member



**Mr. Thomas Mathew**  
(Sr. Vice President - Reliance  
Industries Limited) Member



**Mr. Michael D Brown**  
(Motivational Coach- Kascom  
Motivational Coaching Services) Member



**Mr. Dominic D'souza**  
(Chief Operating Officer, CSR-  
Essar Group) Member



**Dr. Rajashree Gujarathi**  
(Former Director- SP Jain School of  
Global Management) Member



**Dr. Simeon Simon**  
(Associate Professor-  
SFIMAR PGDM) Member



**Prof. Dr. Sulbha Raorane**  
(I/C Director-SFIMAR PGDM)  
Member Secretary

## PGDM - BOARD OF STUDIES (BOS)

The Board of Studies for PGDM programme of St. Francis Institute Management and Research is constituted for Batch 2017-19. The Board of Studies consists of the following members.

S. No.	Name	Designation	Position of BOS
1	Bro. Alphonse Nesamony	Chairman	Observer
2	Mr. Augustine Kurias	Special Invitee & Observer	Observer
3	Dr. Sulbha S. Raorane	I/C Director PGDM-SFIMAR	Chairman / Member Secretary
4	Mr. Pankaj Mathpal	Managing Director, Optima Money Managers Pvt. Ltd.	Finance Industry
5	Ms. Infanta James	Vice President- CRM & SQ, Kotak Mahindra Bank	Finance Industry
6	Dr. Dinesh D. Harsolekar	Director, IES Management College & Research Centre	Finance Academic
7	Dr. Pankaj Trivedi	Dean, Faculty Of Commerce And Business Studies, Somaiya Vidyavihar University	Finance Academic
8	Mr. Vaibhav Shah	Sr. Analysts, BNP Paribas Pvt. Ltd.	Finance Industry
9	Mr. Rajesh Ramaswamy	Director, S K B Machine Tools Consultant & Visiting Faculty at Management & Engineering Institutes	Marketing Industry
10	Mr. Satish Karandikar	Asst. Managing Director, Ssangyong Motor Company	Marketing Industry
11	Mr. Deepan Bhatt	Ex-Vice President-Marketing Present, Biopac India Corporation Ltd.	Marketing Industry
12	Dr. Vijay Wagh	Director, Sheila Raheja School Of Business Management & Research	Marketing Academic
13	Mr. Suryavijay Sharma (Alumni - Batch 2017-19)	Territory Sales Incharge, Amul	Marketing Industry
14	Dr. Samta Jain	Group Head and General Manager/IR, TeamGlobal Logistics Pvt. Ltd.	HR Industry
15	Mr. Zubair Khan	Vice-President-HR, TCS	HR Industry
16	Dr. Jayashree Bhakay	Director, Chetana's Ramprasad Khandelwal Institute of Management and Research	HR Academic
17	Dr. Latha Ramchandran	Visiting Faculty, NMIMS & TISS Engaging Employment Laws Course	HR Academic
18	Ms. Ruchika Rane (PGDM Alumni-Batch 2017-19)	Deputy Manager, Reliance Jio Infocomm Ltd.	HR Industry
19	Dr. Rajesh Devasia	Associate Principal- Predictive Analytics, Bristlecone	Operations, Research, Data Analytics And General Management Industry
20	Dr. Sangeeta Pawar	Associate Professor, University of Mumbai	Operations, Research, Data Analytics And General Management Academic
21	Mr. Arpit Agrawal	Founder-Director, Play Home Edutainment Pvt. Ltd.	Entrepreneurship Industry
22	Mr. Dhvani Mehta	Director, Opportune Technologies Pvt. Ltd.	Entrepreneurship Industry
23	CA Harsh Patel	Founder and Global CEO, Water And Shark International Inc.	Entrepreneurship Industry



## PGDM - TEAM

### FULL TIME FACULTY



**Dr. Sulbha Raorane**  
SFIMAR (PGDM)  
IC Director



**Dr. Simeon Simon**  
Associate Professor - Marketing  
Specialization Facilitator



**Mr. Akhilesh Yadav**  
Assistant Professor - Finance  
Specialization Facilitator



**Mr. Paul Alukal**  
Assistant Professor - HR  
Specialization Facilitator



**Dr. Ritesh Kumar**  
Assistant Professor - HR  
Examination Coordinator



**Dr. Namrata Acharya**  
Assistant Professor - Finance  
Academic Coordinator

### VISITING FACULTY



**Mr. Girish Karnad**  
Director, Member of the Board -  
SVC Co-operative Bank Ltd.



**Mr. Dhvani Mehta**  
Director - Opportune  
Technologies Pvt. Ltd.



**Ms. Aparna Kanchan**  
Brand Consultant &  
B-School Faculty



**Mr. Suyog Keluskar**  
Avalon Global Research Associate  
Director Resource Person

### NON-TEACHING STAFF



**Bro. Vitus George**  
Administrative Officer



**Ms. Aarti Maurya**  
Office Assistant



**Ms. Surekha Kurne**  
Office Assistant



**Ms. Sonal Lopes**  
Office Assistant

## CHAIRMAN'S MESSAGE

*"Educationists should build the capacities of the spirit of inquiry, creativity, entrepreneurial and moral leadership among students and become their role model."*

– APJ Abdul Kalam



**Bro. Alphonse Nesamony**  
Chairman – SFIMAR

I have great pleasure in introducing you to our St. Francis Institute of Management & Research (PGDM). The institute reflects our vision of imparting learning of international standards and developing a class of value-based entrepreneurs and leaders who can bring innovation and create sustainable businesses.

SFIMAR's unparalleled commitment to provide cutting-edge teaching and learning facilities, well-trained academics and a value system has enabled the students with the desired competence, drive and confidence, and leadership qualities to embark on a journey that will be fulfilling and life changing. We have been successful in nurturing the best talents, building excellent corporate connects, and creating powerful alumni community who will support you to succeed in the business world. Our alumni are placed in prestigious organizations in leadership positions representing all verticals.

The curriculum is designed and enriched with industry support and participation. The pedagogy provides practical exposure to the students and equips them to understand and analyse business scenarios. What makes the experience so rich is the combination of the knowledge, skills and cultural perspective that aid in creating a unique learning experience from one cohort to the next. We are sure you will enjoy learning within such a vibrant and diverse environment and that you have so much to contribute to the learning process by bringing your own unique perspective, knowledge, and experience.

The institute has achieved impressive growth over the last decade in terms of its various academic related initiatives, forging partnerships at the national and international level in the areas of student exchange, faculty research and extension activity.

We look forward to sharing this journey of reflection, discovery and advancement with you.

I invite you to visit our website, talk to our faculty, students, alumni and placements to know more about SFIMAR. I very much look forward to welcoming you to our splendid campus in Mumbai.



## DIRECTOR'S MESSAGE

Dear MBA Aspirant,

If you are looking for a career to make a difference, you have come to the right place. In keeping with vision and mission of the institute SFIMAR has aim to provide value based quality 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.

Our two-year Post-Graduate Diploma in Management (PGDM), is an innovative management programme consisting of 6 Trimesters. It is duly approved by AICTE New Delhi and DTE - Government of Maharashtra. It is a THREE DIMENSIONAL Programme incorporating 'Functional Electives', 'Sectorial Electives' and 'Transformational Leadership'.

The Functional Electives on offer are Finance, Marketing, HRM, Operations and Systems. Sectorial Electives currently on offer are Financial Markets, Banking, Retail Management, Advertising & Public Relations, Global Business, Entrepreneurship and Urban Infrastructure Management. The three-dimensional programme is developed and designed in synergy with industry and academic think-tanks and vouch for relevance and rigour in management education.

Enrolled students interact with companies for approximately 100 hours each year in the form of industry lecture series, field/company visits, national and international industry visit. This provides students the heightened cultural awareness and global perspectives they need. Such visits to various companies strengthen rapport with industry and enhances future employability in those organizations.



**Prof. Dr. Sulbha Raorane**  
I/C Director (PGDM)

Summer Internship offers experiential learning for the duration of 8 to 10 weeks and Extended Industry Immersion in the form of industry-based Project Work is a unique feature of our PGDM Programme. The final trimester reaffirms 'learning by doing', wherein students invest around 8 to 12 weeks that translates into 200 hours in the company. Placement team for our program gives utmost importance to assist our students in getting suitable placements on successful completion of the program. We also ensure that every student get the right skill & domain knowledge so that they are easily acceptable by the industry.

I invite you to explore our website to learn more about our values and commitments, get a preview of the exciting activities that engage our faculty, staff and students, and gain a sense of how you would thrive in our programs.

Please visit our beautiful campus, where you can meet a wide variety of people, experience classes, and engage in conversations, so that you can truly understand the strength of our PGDM Programme.

I wish all the best to PGDM aspirants!

## PGDM 3D Programme Genesis and Mission



**T**he PGDM 3D is one of the most coveted programmes launched in the year 2012. Since the formative years of its inception, we have been consistently striving to produce industry ready graduates who can perform leadership roles in a volatile, uncertain, complex, and ambiguous (VUCA) environment. To realize this, we have ensured that practice-based and experiential learning remains the focus of all our endeavors.

The mission of SFIMAR's PGDM Programme is "Creating Transformational Leaders." We aim to create well- developed leaders with functional, sectorial and leadership orientation. We provide a conducive climate and bundle of opportunity to talented students to be a part of an ambitious programme like ours. We believe in sustainable growth and intend to attract young minds who can create and nurture a socially responsible world.



## What Makes the 3D PGDM Programme Stand Out?



1. Functional and Sectorial focused electives provide comprehensive learning experience.
2. Project-Based Learning enables the student to develop intellectual and innovative abilities that help them to think pragmatically and act swiftly to implement application-based knowledge in problem-solving complex organizational issues.
3. The Mentoring process provides moral and emotional support to each student. Mentors assess mentee's strengths and areas of growth, understand career development expectations, and support them to achieve the goal.
4. Regular industry interaction with experts drawn from industry brings knowledge related to contemporary developments in their respective fields.
5. International industry visit increases knowledge about Global firms and best management practices. In-bound field visit to best in class organizations foster the learning process through observation and obtain knowledge of excellent practices.
6. Industry ready and innovative subjects accompanied by the latest application-based software and tools enhance the employability of the student.
7. Blended pedagogy and classroom sessions offer substantive learning amongst peers.
8. Certification courses offered in collaboration with premier institutes and esteemed organizations.
9. Emphasis on leader-centric development and managerial competencies prepares the student to perform a leadership role in an organization from day one.
10. Industry Benchmark placement and summer internship with handsome stipend.
11. Highly affordable and subsidized fees provide the opportunity to students from diverse social composition to benefit from the unique 3D PGDM Programme.

## Accreditations



The Post Graduate Diploma in Management (PGDM) Programme offered by SFIMAR is approved by the All India Council for Technical Education (AICTE).



SFIMAR is in the process of getting the quality mark provided by the National Board of Accreditation (NBA). This accreditation will help reaffirm our accountability to the public, commitment to excellence and continuous quality improvement.



SFIMAR is approved by the National Assessment and Accreditation Council (NAAC) accredited institute. NAAC awarded the institute with A in the year 2015. This has set out SFIMAR as a service provider of excellent quality management education.



International Organization for Standardization

SFIMAR is certified by International Organization of Standardization 9001:2015 dedicated to Quality Management Systems (QMS). We firmly believe in Seven Quality Principles: Customer Focus, Leadership, Engagement of People, Process Approach, Improvement, Evidence-Based Decision Making and Relationship Management.

## Programme Architecture

### PEDAGOGY

The Pedagogical principles for teaching and learning at SFIMAR involves an engaging and challenging learning environment that stimulates the motivation for students to achieve their full potential for learning. Faculty creates the best learning environment by means of case study, role play, simulations, management games, movies based teaching and learning, encouraging acquisition of specific competence, reflexive and divergent thinking.

Students and faculty are collaborators and partners in the learning process. Learning at SFIMAR encourages

students to actively participate and interact with the teacher and one another. Activities and feedback forms an important goal for increased interaction. Besides academic training, SFIMAR strongly focuses on social responsibility and sustainability based management education.

### EVALUATION

The evaluation shall be done on the basis of Continuous Internal Evaluation in the form of assignments, presentations, field study reports, etc. that carries 50% weightage and Trimester End examinations carries rest 50% weightage.

### EVALUATION PLAN

Sr. No.	Particulars	Marks	Marks
1.	Trimester End Examination		50/25
2.	Internal Assessment Indicative		
	(a) Active Participation in Discussion, Viva and Presentation	10/5	
	(b) Active Participation in Class Assignments	10/5	
	(c) Project/Field work or any other project related activity	10/5	
	(d) Class Test	10/5	
	(e) Library Reading, Active participation in role play, management games, article review or any other innovative pedagogy	10/5	50/25
	<b>Total</b>		<b>100/50</b>

## Programme Structure Batch 2022-24

The PGDM (General Management) shall consist of 6 Trimesters spread over a period of two academic years. The broad indicative theme of the Trimesters and number of courses are:

Trimester	Theme	No. of Courses	Marks	No. of Hours
1	Building Blocks of Management	7	700	420
2	Primer to Specializations	6	600	360
3	Nurturing Functional Specializations	7	700	420
4	Insights Into Sectorial Specialization	9	900	540
5	Transformational Leadership	6	600	360
6	Industry Integrated	5	500	300
	<b>Total</b>	<b>40</b>	<b>4000</b>	<b>2400</b>

*Note: The number of courses, marks and hours are indicative and subject to change as and when circumstances demand, so as to make the Programme more contemporary.*

### TRIMESTER 1:

#### Building Blocks of Management

Every manager has to have a strong foundation in the art and science of management. The courses offered in this trimester are core courses focused on building strong foundations of management. After completion of these foundation courses, students shall be better equipped in achieving higher sophisticated skills in later trimesters. A total of courses mentioned below are the prerequisite to proceed to subsequent trimester.

S. No.	Code	Subject Name	Credits	Marks
1	1.1	Perspective Management	6	100
2	1.2	Financial Accountancy	6	100
3	1.3	Managerial Economics	6	100
4	1.4	Quantitative Methods	6	100
5	1.5	Legal Aspects of Business & Taxation	6	100
6	1.6	Organisational Behavior & Cross-Cultural Management	6	100
7	1.7	Personal Effectiveness and Corporate Communication	6	100
8	1.8	*Open Audit Course	-	-
		<b>Total</b>	<b>42</b>	<b>700</b>

*Note: \*Open Audit Courses are non credit courses, hence are not considered for calculating grades. One Credit is equivalent to 10 hrs of learning (including both In-classroom as well as Off-Classroom)*

## TRIMESTER 2:

### Primer to Specializations

The Trimester 2 provides introductory courses relating to functional areas. These courses enable students in judiciously selecting the functional area in which they have acumen to further their knowledge and skills. A total of eight courses are offered as listed below, which gives a flavour of each functional area.

S. No.	Code	Subject Name	Credits	Marks
1	2.1	Human Resource Management	6	100
2	2.2	Marketing Management	6	100
3	2.3	Financial Management	6	100
4	2.4	Operations Management	6	100
5	2.5	Macro Economics	6	100
6	2.6	Research Methodology	6	100
7	2.7	*Open Audit Course		
		<b>Total</b>	<b>36</b>	<b>600</b>

Note: \*Open Audit Courses are non credit courses, hence are not considered for calculating grades.

## TRIMESTER 3:

### Functional Specializations

#### FINANCE

Finance is critical for an organization to succeed in business. Organizations strive to prudently deploy funds and maximize shareholders value. The students taking up finance specialization would be learning about various aspects related to financial decision-making being taken in any organization. The course proposed for learning and enabling such decisions are as under:

S. No.	Code	Subject Name	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Principles and Practices of Banking	6	100
3	3.3	Strategic Cost Management	6	100
4	3.4	Derivatives and Risk Management	6	100
5	3.5	Financial Markets, Institutions and Products	6	100
6	3.6	Corporate Valuation and Mergers and Acquisition	6	100
7	3.7	Security Analysis and Portfolio Management	6	100
		<b>Total</b>	<b>42</b>	<b>700</b>

## MARKETING

Business and society depend upon one another. The complex interaction between business and society is realised through production and consumption of goods and services and creation of markets. Such transactions requires marketers to identify markets, conceptualize marketing strategies, understand consumer behaviour, manage sales and promotion, and sustain customer relationships. The students learn cutting-edge concepts and application of these concepts through diverse courses offered in marketing specialization. The marketing specialization of the PGDM Programme gives a solid foundation in marketing strategy, consumer behaviour and research, international marketing, etc. The proposed courses in marketing specialization are as under:

S. No.	Code	Subject Name	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Financial Aspects of Marketing	6	100
3	3.3	Service Marketing	6	100
4	3.4	Sales and Distribution Management	6	100
5	3.5	Negotiation and selling skills	6	100
6	3.6	Product and Brand Management	6	100
7	3.7	Consumer and Industrial Buying Behaviour	6	100
		<b>Total</b>	<b>42</b>	<b>700</b>

## HUMAN RESOURCES

Human behaviour is both complex and dynamic in nature. Managing people requires socio-psychological knowledge that can be acquired by undergoing appropriate training. The HR specialization focuses on managing human relations in an organization and their training, development and retention. The range of courses in this specialization provides students with technical knowledge and practical skills for dealing with change and multicultural workforce. The innovative nature of courses in this specialization prepares students in developing new ideas on leadership and effective human resource management tools. The courses proposed under this specialization are:

S. No.	Code	Subject Name	Credits	Marks
1	3.1	Operations Research	6	100
2	3.2	Learning and Development	6	100
3	3.3	Competency based HRM and Performance Management	6	100
4	3.4	Strategic Human Resources Planning and HR Audit	6	100
5	3.5	Compensation, Benefits and Reward System	6	100
6	3.6	Industrial Relations	6	100
7	3.7	Building Learning Organization & Knowledge Management	6	100
		<b>Total</b>	<b>42</b>	<b>700</b>

### OPERATIONS

Efficient production of goods, distribution and delivery is central to a business. The complex nature of market and organization requires a high degree of coordination in product or service delivery mechanism. Ensuring smooth operations is a complex task involving coordination of employees, machines and information across various levels in the organization. In today’s fast changing business environment, operations management has become more information and technology driven. The Operations Management specialization endeavours to provide students the analytical and problem-solving abilities required to handle such evolving business issues. The courses in this specialization deliberate on wide ranging tasks in operations management with focus on supply chain management, production planning and control, project management, quality management, etc. The courses proposed to be offered in this specialization are:

S. No.	Code	Subject Name	Credits	Marks
1.	3.1	Operations Research	6	100
2.	3.2	Manufacturing Resource Planning & Control	6	100
3.	3.3	Supply Chain Management	6	100
4.	3.4	Materials Management	6	100
5.	3.5	Total Quality Management	6	100
6.	3.6	Service Operations Management	6	100
7.	3.7	Operations Analytics	6	100
		<b>Total</b>	<b>42</b>	<b>700</b>

### SYSTEMS

Managing data and information is critical to all areas of operations and management decisions in a business. The courses in this specialization provide applied knowledge using case studies, simulation lab, live projects, field studies, and etc. The range of courses in this specialization will help students to garner skills to leverage on Information Technology to create standardized business processes and integrated data. The courses will also prepare students for high levels of compliance and security-intensive environments. Additionally, students will also learn how to innovate and create top-line growth and differentiation opportunities based on data-driven business intelligence, social media. The courses proposed to be offered in Systems specialization are as under:

S. No.	Code	Subject Name	Credits	Marks
1.	3.1	Operations Research	6	100
2.	3.2	Database Management Systems & Data Warehousing	6	100
3.	3.3	Enterprise Management System	6	100
4.	3.4	Information System & Audit	6	100
5.	3.5	Knowledge Management	6	100
6.	3.6	Software Engineering	6	100
7.	3.7	Big Data and Business Analytics	6	100
		<b>Total</b>	<b>42</b>	<b>700</b>



## TRIMESTER 4:

### Sectorial Specialization

#### FINANCIAL MARKETS

Nearly two decades ago, financial markets in India embraced the open-door policy. This resulted into development of financial products and advancement in information technology. Over these years, globalization brought in best practices in the Indian financial markets. Structured financial products, and advanced technology calls for the development, trading, evaluation and processing of financial transactions that requires cutting-edge professional skills. The sector specialization on Financial Markets shall equip the students in acquiring these required cutting-edge skill sets. The proposed courses for Finance sector specialization are as under:

S. No.	Code	Subject Name	Credits	Marks
1	4.1	International Business	6	100
2	4.2	Mutual Fund & Alternative Investment	6	100
3	4.3	Treasury and Risk Management	6	100
4	4.4	A - Financial Planning & Wealth Management	6	50
		B - Behavioral Finance		50
5	4.5	Fixed Income Securities	6	100
6	4.6	International Finance	6	100
7	4.7	Open Elective - Financial Modeling	6	100
8	4.8	Summer Internship	12	200
		<b>Total</b>	<b>54</b>	<b>900</b>

#### BANKING

The banking industry in India, though dates back to the 18th century, over the past decade or so has transformed typically from brick and mortar type to more of technology-driven. The growing integration of the Indian economy with the world economy has brought in international best practices in Indian banking systems. While the product-mix and services offered by banks have seen complete transformation, the traditional services of providing advances and seeking deposits have also multiplied manifolds. The growing variety of product offerings by banks and usage of advanced technology in the processes and delivery of the products demands a high degree of sophisticated skills amongst banking personnel. This sector specialization in Banking shall equip banking personnel with the much needed advanced skills. The proposed courses to achieve these advanced skill sets are as under:

S. No.	Code	Subject Name	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Mutual Fund & Alternative Investment	6	100
3.	4.3	Treasury and Risk Management	6	100
4.	4.4	Co-operative Banking, Rural Banking & NBFC	6	100
5.	4.5	Fixed Income Securities	6	100
6.	4.6	International Finance	6	100
7.	4.7	Open Elective –Corporate Banking	6	100
8.	4.8	Summer Internship	12	200
		<b>Total</b>	<b>54</b>	<b>900</b>

## RETAIL MANAGEMENT

Retail sector plays a very important role in the Indian economy. Lately the retail sector in India is growing exponentially, especially online retailing. Liberal policy on FDI in the retail segment has further accelerated retail businesses in India. It has been witnessed that career opportunities are getting created in this sector. International retail players with deep pockets and sophisticated business practices and systems demand highly skilled managers who can efficiently deal with the nuances of retail management. This specialization endeavours to produce strategic global managers for retail operations in close tie-up with the industry players. The courses in this specialization combine theory and techniques that students can readily apply in global retail markets. The proposed courses in this specialization are as under:

S. No.	Code	Subject Name	Credits	Marks
1.	4.1	International Business	6	100
2	4.2	Retail Management	6	100
3	4.3	Supply Chain Management and Logistics	6	100
4	4.4	Customer Relationship Management	6	100
5	4.5	Event Management	6	100
6	4.6	Digital Marketing	6	100
7	4.7	Open Elective-Marketing of Banking and Financial Products and Services	6	100
8	4.8	Summer Internship	12	200
		<b>Total</b>	<b>54</b>	<b>900</b>

## ADVERTISING & PUBLIC RELATIONS

Having strong brands implies high recognition throughout the globe. Brand promotion through effective advertising is the most fundamental method of increasing brand awareness, creating customer loyalty and increasing sales. Further, the rapid growth of integrated market communication has created unprecedented demand for professionals possessing high-end skills in advertising and public relations. Effective brand promotion through strategic advertising is what is needed in competitive marketplaces. The specialization in Advertising & Public Relations is a journey in which students will learn to successfully design advertising campaigns and implement advertising campaigns for high-growth impact. The range of courses encompasses account management, advertising research, media planning, creative and art direction, copywriting, and workplace literacy skills in applicable multimedia technologies and professionally-oriented computer programmes. The courses proposed for the specialization are as under:

S. No.	Code	Subject Name	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Advertising and Account Management	6	100
3.	4.3	Public Relations: Principles and Practice	6	100
4.	4.4	Media Design and Planning	6	100
5.	4.5	Event Management	6	100
6.	4.6	Digital Marketing	6	100
7.	4.7	Open Elective - Integrated Marketing Communication	6	100
8.	4.8	Summer Internship	12	200
		<b>Total</b>	<b>54</b>	<b>900</b>

## GLOBAL BUSINESS MANAGEMENT

India liberalized the economy in 1991. Since then the cross-border trade and flow of capital has been increasing both inward as well as outward. In the last two decades many foreign companies have entered India as well as Indian companies have set up companies abroad. This calls for a professional approach and knowledge of the international business environment. The sector specialization on International Business shall equip students in understanding the nuances of international management. It aims to provide a comprehensive coverage of all the important areas and disciplines relevant to international business activities. The broad courses proposed are as under:

S. No.	Code	Subject Name	Credits	Marks
1	4.1	International Business	6	100
2	4.2	International Employee Branding and Employer Value Proposition	6	100
3	4.3	International HRM	6	100
4	4.4	Latest Trends in HR	6	100
5	4.5	Management of Corporate Social Responsibility in India & Abroad	6	100
6	4.6	A. Global Business Strategy	6	50
		B. International Economics		50
7	4.7	Open Elective - HR Trend, Process Design and Automation	6	100
8	4.8	Summer Internship	12	200
		<b>Total</b>	<b>54</b>	<b>900</b>

## URBAN INFRASTRUCTURE MANAGEMENT

Over the last two decades, India is witnessing rapid urbanisation. The present Government in its Vision document has proposed to set up 100 smart cities. Urbanization is vital for the socio-economic development of a nation. However, unplanned urbanization has its pitfalls. It can engender deterioration in the physical environment and can lead to inequalities amongst different sections of society. An integrated approach is needed to resolve the pitfalls of urbanization. A professional and planned urban infrastructure management is required for sustainable development of the cities and a nation at large. The students of sector elective –Urban Infrastructure Management, would develop professional capabilities for sustainable Urban Infrastructure management by studying under-mentioned courses:

S. No.	Code	Subject Name	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Urban Infrastructure Planning & Execution	6	100
3.	4.3	Urban Development Management	6	100
4.	4.4	Infrastructure Investments & Public Private Partnership Models	6	100
5.	4.5	A. Environment & Disaster Management	6	50
		B. Urban Governance		50
6.	4.6	A. Energy & Health Infrastructure Management	6	50
		B. Transport Infrastructure & Transport Economics		50
7.	4.7	Open Elective	6	100
8.	4.8	Summer Internship	12	200
		<b>Total</b>	<b>54</b>	<b>900</b>

### ENTREPRENEURSHIP

Entrepreneurship is an important engine of economic growth. The opening up of Indian economy has amplified the scope for young minds to turn their ideas into business opportunities. Where, when, how do these opportunities arise? Is it the instinct that enables one in identifying these opportunities, or is it the idea that needs to be translated into action? A structured training is required to create an enterprise. In order to turn ideas into business opportunities a great deal of leadership skills too are necessary. The Entrepreneurship specialization empowers students in building business ventures by providing them theoretical background and necessary skills through projects- to lead, finance, deploy, develop, market and transform such business ideas into reality. The courses also emphasize on pursuit of business ideas that are socially responsible, innovative and sustainable. The proposed courses in this specialization are as under:

S. No.	Code	Subject Name	Credits	Marks
1.	4.1	International Business	6	100
2.	4.2	Entrepreneurial Perspective & Social Entrepreneurship	6	100
3.	4.3	Legal & Financial Aspects of Entrepreneurship	6	100
4.	4.4	Marketing & HR Aspects of Entrepreneurship	6	100
5.	4.5	MSME & Family Business Management	6	100
6.	4.6	Applied Entrepreneurship	6	100
7.	4.7	Open Elective	6	100
8.	4.8	Summer Internship	12	200
		<b>Total</b>	<b>54</b>	<b>900</b>



## TRIMESTER 5:

### Transformational Leadership

A manager's role in the era of Millennial is not just of managing the resources, but also leading an organization and its people towards the organizational and societal goals. The scope of managers thus covers both managing as well as leading. Additionally, business houses need to take care of then economy, society and the environment in which they operate, in order to remain sustainable. Organizations have to adopt a value-based approach in their pursuit to achieve such goals. The aim of transformational leadership as an elective of this PGDM Programme is to create value-based managers and responsible corporate citizens. The courses proposed are as under:

Sr. No.	Code	Subject Name	Credits	Marks
1	5.1	Business Environment and Ethics	6	100
2	5.2	Leading and Managing Projects	6	100
3	5.3	Business Data Analytics	6	100
4	5.4	Leadership in Organizations	6	100
5	5.5 (F)	Financial Market, Regulations & Compliances	6	100
	5.5 (M)	Marketing Analytics	6	100
	5.5 (H)	Employment Laws	6	100
6	5.6 (F)	A- Global Financial Markets and Practices	6	50
		B- Commodities Markets		50
	5.6 (M)	International Marketing	6	100
	5.6 (H)	HR Analytics	6	100
		<b>Total</b>	<b>36</b>	<b>600</b>

*6 Subjects X 6 Credits = 36 Credits*

*6 Subjects X 100 Marks = 600 Marks*

## TRIMESTER 6:

### Industry Integration

The objective of this trimester is to expose the students to real-life environments and offer them an opportunity to apply skills acquired in classrooms, in the real world. A student is expected to work on an industry-based project and submit a report thereon.

S. No.	Code	Subject Name	Credits	Marks
1	6.1	Strategic Management	6	100
2	6.2	Strategy and Leadership	6	100
3	6.3	Entrepreneurial Perspective & Social Entrepreneurship	6	100
4	6.4	Industry Based Capstone Project Work	12	200
		<b>Total</b>	<b>30</b>	<b>500</b>

## PGDM Admission Procedure 2022

**PGDM admission form is available on [www.sfimar.org](http://www.sfimar.org)**

**Other options to get the form are as below :**

**For Local/Mumbai Candidate:** Admission forms are available at admission office in campus by payment of Rs. 1500/- by cash or DD in favour of 'St. Francis Institute of Management and Research'.

**For outstation Candidate:** Out station candidates can download the admission form from the website ([www.sfimar.org](http://www.sfimar.org)) If there is any problem while downloading the form in such case students can send a mail on [pgdm@sfimar.org](mailto:pgdm@sfimar.org) for the admission form. Such requests will be replied with an admission form in pdf format along with all required admission details.

**Steps for outstation candidates for admission form:**

1. Download the form from Website
2. Take print of the form
3. Fill it properly
4. Send the form along with photocopy of academic documents (list is mentioned in the form) by Speed post / Courier to PGDM Department, St. Francis Institute of Management and Research, Gate no. 5, Mount Poincur, Borivli (West), Mumbai – 400 103 . Tel- 7400071626/9619551840

Once the Institute receives your form, you will get a call for fixation of your telephonic interview. At a given time the telephonic interview will be arranged. Outstation candidates can make the fees payment by NEFT/RTGS.

There will be two rounds of admission to enrol in PGDM Programme.

### FIRST ROUND OF ADMISSION:

**First round of admission consists of following**

1. Essay writing (Time Allotted is 30 Minutes).
2. Personality Factor Test (PF TEST) (Time allotted 30 Minutes).

3. Personal Interview by PGDM Program Head/Director

### SECOND ROUND OF ADMISSION :

**Second round of admission will be consists of following procedure**

1. Documents verification of students
2. Panel Interview with Management



### List of documents required for Admission:

1. Entrance Test Scorecard
2. Statement of Marks of Std. X Examination
3. Passing certificate Std. X Examination
4. Statement of Marks of Std XII Examination
5. Passing Certificate of Std XII Examination
6. Statement of Marks of Bachelor's Degree Examination
7. Convocation Degree/Passing Certificate
8. College leaving/Transference Certificate from the college last attended by the students to be submitted
9. Work Experience Certificate (if applicable)
10. Physical Fitness Certificate from a registered Medical Practitioner (Original Copy)
11. Latest Colour Photograph (3 Copies)
12. Gap Certificate (if applicable)
13. Photocopy of Aadhar Card

## PGDM ADMISSION CRITERIA AS PER AICTE GUIDELINES

Admission Criteria are as follows :

Sr	Components	Weightage
1	Score in the Common Admission test	35 to 60%
2	Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree	5 to 25%
3	Group discussion/interview	20 to 45%
4	Weightage for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity	5 to 20%

*Personality Factor Test (PF Test), Computer Proficiency Test, Interview by Management are part of the admission procedure.*

## PGDM FEES REFUND GUIDELINES

In the event of a student withdrawing before the starting of the Course, the entire fee collected from the student, after a deduction of the processing fee of not more than 1000/- (Rupees One Thousand only) shall be refunded by the Institution. For more details please refer to AICTE Handbook.

## FEE STRUCTURE FOR PGDM (1st YEAR) A.Y. 2022-23

Particulars	Proposed fees for A.Y. 2022-23
<b>First Year</b>	
Tuition Fees	198720
Examination Fees	12000
Registration fees	1000
Seminar / Conference / Workshop, Cambridge English Certification, Local company Visits/Field Visits, 50% fees of International study tour, Student Development Activities & Events	93000
Caution Deposit (Refundable)	7000
Library Deposit (Refundable)	5000
	<b>316720</b>
Alumni Association Membership	11000
<b>Total Fees for 1st Year Batch – 2022 - 24</b>	<b>327720</b>

### Alumni Association Membership

Name of Bank	: The Catholic Syrian Bank
Bank Address/Branch	: Gate No 1 St. Francis Campus, St Francis D'Assisi High School & Jr. College, next to I C Church, Mount Poincur, Borivali West, Mumbai, Maharashtra 400103
Account No.	: 033100479526190001
Account Name	: SFIMAR Alumni Association
IFSC/NEFT Code	: CSBK0000331

Educational loan arrangement is made with Model Co-operative Bank. For details contact bank officers at branch mentioned below.

MODEL CO-OPERATIVE BANK, IC Colony Branch and CITIZEN CREDIT CO – OPERATIVE BANK, IC Colony Branch.

## PGDM Academic Calendar For Batch 2022 - 24

**Trimester I - (1st July 2022 to 30th Sept 2022)**

SN	Particulars	From	To	Remarks
1	Preparatory Sessions on MS Excel/ Language/Training/Mathematics	June 3rd/4th week 2022		01 Week
2	Induction of PGDM Batch 2022 - 2024	July 1st week 2022		
3	Commencement of Classes	Next day of Induction	15th Sept 2022	09/10 Weeks
4	Mid Term Class Test	2nd Week, Aug 2022		As per schedule by Faculty
5	Trimester I End Exam	21st Sep 2022	30th Sept 2022	08 days

**Trimester II - (1st Oct 2022 to 23rd Dec 2022)**

SN	Particular	From	To	Remarks
1	Commencement of Classes	3rd Oct 2022	11th Dec 2022	09/10 weeks
2	Local Industry Visit	3rd week of Oct 2022		01/03 days (Tentative)
3	Mid Term Class Test	3rd week of Nov 2022		As per Schedule by Faculty
4	Trimester II End Exam	14th Dec 2022	22nd Dec 2022	08 Days

**Trimester III - (2nd Jan 2023 to 31st March 2023)**

SN	Particular	From	To	Remarks
1	Commencement of Classes	2nd Jan 2023	18th Mar 2023	09/ 10 weeks
2	Placement Week (Brochure Distribution)	20th Jan 2023	21st Jan 2023	03 days
3	Mid Term Class Test	4th week of Feb 2023		As per Schedule by Faculty
4	Trimester III End Exam	22nd Mar 2023	31st Mar 2023	08 Days

**Trimester IV - (1st July 2023 to 30th Sept 2023)**

SN	Particular	From	To	Remarks
1	Commencement of Classes	1st July 2023	17th Sep 2023	09/ 10 weeks
2	Summer Internship Project (SIP) Presentation	11th July 2023	13th July 2023	03 days
3	Summer Excellence, SIP Competition	Aug/Sep 2023		01 day
4	Mid Term Class Test	Mid Aug 2023		As per Schedule by Faculty
5	Trimester End Exam	21st Sep 2023	30th Sep 2023	08 Days

**Trimester V - (1st Oct 2023 to 23rd Dec 2023)**

SN	Particular	From	To	Remarks
1	Commencement of Classes	3rd Oct 2023	10th Dec 2023	09/ 10 weeks
2	International Study Tour	2nd week Oct 2023		01/ 03 days (Tentative)
3	Trimester VI "Special Studies Capstone Project"	01st Oct 2023	10th Dec 2023	Synopsis Submission & Development Plan
4	Mid Term Class Test	1st week of Nov 2023		As per schedule by Faculty
5	Trimester End Exam	15th Dec 2023	22nd Dec 2023	07/ 08 days

**Trimester VI - (2nd Jan 2024 to 31st March 2024)**

SN	Particular	From	To	Remarks
1	Commencement of Classes	02nd Jan 2024	11th Mar 2024	09/10 weeks
2	Mid Term Class Test	4th Week, of Feb 2024		As per schedule by Faculty
3	Special Studies Capstone Project Presentation	31st Jan 2024	10th Feb 2024	10 days
4	Trimester VI End Exam	18th Mar 2024	31st Mar 2024	02/ 03 days

**Note:** The Academic Calendar is tentative and is Subject to change under unavoidable circumstances



## Students Skill Development Program

### FOR FINANCE SPECIALIZATION

- Advance Excel Training
- Certificate in Alternate Investment Industry (CAII)
- Workshop on Financial Modelling
- Technical Sessions: Analysis of Financial Statements, Financial Management, Financial
- Report Analysis, Forecasting ,Valuation Methods & SAPM
- Business Communication- E-MAIL WRITING
- Interview Skills
- Public Speaking
- Guidance on Various Profiles, Skill set required & Preparation
- Mock Interviews



### FOR HUMAN RESOURCE SPECIALIZATION

- Advance Excel Training - Certificate Course
- HRM Automation Certificate Training
- Business Communication- E-MAIL WRITING
- HR Audit & Compliance
- Interview Skills



### FOR MARKETING SPECIALIZATION

- Business Communication- E-MAIL WRITING
- Public Speaking
- Digital Marketing
- Interview Skills
- Guidance on Various Profiles, Skill set required & Preparation
- Mock Interviews

### FOR OPERATION SPECIALIZATION

- Advance Excel Training -Certificate Course
- Careers in Operations
- Business Communication- E-MAIL WRITING
- Data Visualization using Tableau
- IOT Workshop
- Guidance on Various Profiles, Skill set required & Preparation
- Interview Skills
- Mock Interviews
- Project Management



## PGDM Certification Program



### CERTIFICATION PROGRAM A.Y. 2020-21

#### PGDM : 1st Year

- | No. | Topic   |
|-----|---|
| C-1 | Graphics Training                                     |
| C-2 | Workshop on Good & Service Tax (GST)                  |
| C-3 | French Laungage                                       |
| C-4 | Cambridge English Certification                       |
| C-5 | Influential Communication Techniques (Spoken English) |
| C-6 | Basic MS Excel Workshop                               |

#### PGDM : 2nd Year

- | No.  | Topic   |
|------|---|
| C-7  | Advance Excel Workshop HOD-CMC                            |
| C-8  | Certficate in Alternate Invesment Industry (CAII) HOD-CMC |
| C-9  | HRMS & Process Automation                                 |
| C-10 | Digital Marketing   |
| C-11 | Data Visualization Workshop                               |
| C-12 | Data Analytics  |



**CAMBRIDGE ENGLISH  
CERTIFICATION**



**DATA VISUALIZATION  
WORKSHOP**

## Developing Socially Responsible Leaders

### DLLE ACTIVITIES

The Department of LifeLong Learning Extension University of Mumbai was established in 1978 to promote a meaningful and sustained rapport between formal education and community. Our college is associated with the Department of LifeLong Learning Extension University of Mumbai from the Academic year 2014. Students enrolled in this department are motivated to take up the projects which give them exposure to the world outside four walls.

There are six types of extension work projects being offered by the college to enrolled students.

- Career Projects [CP]
- Industry Orientation Projects [IOP]
- Annapurna Yojna [AY]
- Population Education Club [PEC]
- Survey of Women's Status[SWS]
- National Institute of Open Schooling [NIOS]



Affiliated to  
मुंबई विद्यापीठ  
University of Mumbai





## Best Practices

### PEER TO PEER LEARNING

SFIMAR encourages a Peer-to-Peer Tutoring style that involves bright students assisting their peers. A peer tutor concept boosts the classroom learning process and makes it more interactive and interesting. Having a peer-tutor who is on the same age level as of them also helps in bridging the learning gaps among students.

### MENTORING

SFIMAR ensures extensive mentoring and coaching for its students. Each student is allotted a Mentor for the informal transmission of knowledge, social capital, and the emotional support perceived by the student as relevant to work, career, or professional development. Extensive Mentoring allows the mentee to explore new ideas with confidence.



### INVITED LECTURES (GUEST LECTURES):

It works as an effective learning tool for students. It helps them to improve their application ability by providing them with the latest corporate insights. Students get an opportunity to learn from the real-life experience of the speakers. The Institute encourages to bring in alumni as guest speakers which helps in strengthening the bond and get better confidence by hearing from them.

### PREPARATORY SESSIONS:

Students come from diverse academic backgrounds, hence preparatory sessions are conducted to bring homogeneity in the level of understanding. Academic concepts like basics of IT, fundamentals of Accountancy, fundamentals of Statistics, Vedic maths and Basic Excel etc. are imparted to strengthen their knowledge.

### COUNSELING FACILITY:

SFIMAR offers counselling services to the students from well-known Clinical Psychologist and Hypnotherapist. Student's mental and emotional well-being is taken care of by providing individual as well as group counselling sessions.

Focused sessions on stress management, effective communication, time management, goal settings and holistic development of students are regularly conducted.

These sessions are useful in overcoming problems related to stress, anxiety, peer pressure and also

guides them to cope up with studies and deal with competition in a healthy way.

In the weekly timetable special slots are reserved for counselling facilities. Students who wish to take advantage of this facility can meet counsellor at that spot. In case of emergency they can take appointment of counsellor on the same day.



Mitchelle D'mello  
(M.A. Social Psychology, B.A. Psychology)

### **ORIENTATION PROGRAMME:**

The purpose of the orientation program is to acquaint students with policy, procedures, system and guidelines of the institute. The Orientation Program is useful for students to know about details of infrastructure and facilities. Students are guided about the pattern of PGDM Academics, examination, curricular and extracurricular activities and general guidelines about expected behavior from them in the campus.

### **STUDENT ENGAGEMENT/CAPACITY ENHANCEMENT**

Extra classes in business communication, aptitude training, Basic and Advanced Excel training general awareness, grooming and etiquette classes and various employability enhancement training sessions are organized for the students.

### **ANALYSIS OF DATA**

In pre-summer training sessions, data analysis sessions are conducted for PGDM students to prepare them for summer internship projects. To improve data analytics skills, subjects like Business Data analytics, Market Research and Market Analytics, HR trends -Process Design and Automation are added in Trimester IV and V.

### **EMINENT SPEAKER SERIES**

SFIMAR's Speaker Series is an extension or second phase of SFIMAR's Thought Leader Initiative. Through the Speaker Series, we are taking the discussions outside the classroom to the Corporate BoardRoom, to bring in perspectives from industry experts. Our Speaker Series invites senior management of companies and specialists in various business and academic fields. The objective is 'SHARING EXPERIENCE, ENRICHING KNOWLEDGE'. It is meant to engage you in a spirit of inquiry, encourage creative thinking and foster a solution-oriented approach to business and society's needs. I have heard many management gurus speaking, citing an example of a glass being half empty or half full. I must say that the glass is neither half empty or half full. The fact is that the glass is refillable.

### **PROJECT BASED LEARNING:**

To leverage advantages of this teaching learning method, our Institute initiated a 'Project Based learning approach' in its pedagogy in the academic year 2016-2017. This approach was introduced at our Institute's IDEA Meeting (Meeting of Innovation & Development for Excellence in Academics) at the beginning of the academic year.

Case Analysis: The case method assists students to identify typical business problems and to come up with a proposed solution in specific functional areas of management. In this exercise, it is expected that students will comprehend the business situation, analyse the problems, and come up with solutions.

### **COLLABORATIVE LEARNING :**

As a part of collaborative learning, faculty have adopted pedagogical initiatives like presentations, role plays, project- based learning, research work or field work that involves collaborative learning where students interact and debate. This encourages students to display better team play and resolve conflicts to come out with a consensus in decisions.

### **OTHER ACTIVITIES:**

Apart from above mentioned tools other activities like management games, group discussion, debates, role play, team building activities, leadership activities, vocabulary building activities are adopted for holistic development of students

### **EXPERIENTIAL LEARNING SUMMER PROJECT :**

PGDM students have to undergo Summer Internship in a company at the end of their first academic year. They are required to submit a single project report of 200 Marks after the completion of their Internship. The evaluation is done in 100 and upscaled to 200 marks. These students are required to submit two projects in Trimester V and VI. One project emphasis on social aspects and other caters to functional domains comprising 100 marks each.

### **WINTER PROJECT :**

Winter project period is October to Feb, around the last 2 trimester of the program.



## Modern Infrastructure

**A**t SFIMAR the state-of-the-art infrastructure resembles modern and aesthetic outlook. It is built with the purpose to enable and stimulate academic milieu that can foster the process of excellent learning and knowledge sharing. The entire campus is surrounded with a green environment that offers tranquility and peace to students and staff members of the institute.

**CAMPUS**

SFIMAR campus is a perfect blend of tradition and modern technology. The expansive green habitat and peaceful surrounding creates an ideal ambience for learning. The campus is Wi-Fi enabled and provides 24X7 access to internet facilities within the entire campus. Students can also access the intranet within the campus that helps them to complete assignments, research projects & presentations on time. The campus is enabled with Disabled-friendly facilities that includes ramps, lifts for easy access to classrooms, and washrooms.



**HOSTEL**

SFIMAR offers one of the most modern and comfortable hostel accommodation facilities. Students stay in well-furnished rooms and are provided with all the amenities. This ensures that students feel at home and focus on their studies without any interruption. A 24\*7 high-speed wireless LAN connection is provided to enable seamless and continuous learning. Safe Locker is available to students to keep valuable items and baggage.



**LIBRARY INFORMATION RESOURCE CENTRE (LIRC)**

The LIRC is a knowledge centre which has rich resources mainly in Management, Literature, and Humanities. It provides comprehensive access to over 14300 books and several journals, reports, e-books and audio visuals. Besides this, the LIRC houses more than 50 International and Indian peer-reviewed print journals and over 6000 peer-reviewed e-journals. MyLOFT provides remote access to faculty and students.



**CLASSROOMS**

E-learning and smart classrooms aid in cognitive development and enhanced learning ability of students. The smart classrooms offer cutting-edge technological and educational products that help student learn faster and prepare them for future.





### COMPUTER LAB

The computer centre facilitates and complements the learning process of students. Latest configuration machines, licensed software applications, language labs and high-speed internet connection are the cornerstone of computer centre. The entire campus is seamlessly integrated with the support of Local Area Network, 300+ Desktops and dedicated 100 MBPS Internet Lease Line.



### AUDITORIUM & SEMINAR HALL

Acoustically designed air-conditioned auditorium has a seating capacity of 600; stands ideal for hosting various cultural activities & functions. Various MDP's & Training programs are conducted in SFIMAR's specially designed seminar hall & conference rooms.



### COMMON ROOMS (BOYS AND GIRLS)

The institute has designed gender specific common rooms for the students. These rooms are also used for socializing, discussions, interacting with each other and to relax & revitalize after their busy lecture schedules.



### RECREATIONAL FACILITIES

Replenishing refreshing energy into our students, a range of facilities are available for indoor & outdoor games on campus. Encouraging the spirit of sportsmanship, a slew of annual competitions are conducted for sports & cultural activities on our vastly spread playground.



### IN-HOUSE CAFETERIA

A cafeteria serving broad selection of items & maintaining a 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.



### FITNESS CENTRE

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



## Corporate Network and Alliances









## International Industry Visit

SFIMAR organized International Industrial visit for PGDM Batch 2018-20 at Singapore and Malaysia from 11 Nov. to Nov.17, 2019 (5 Days 4 Nights).

International Industry visit brings clarity to important management concepts. We saw the best practices opted by different companies which was really a learning experience for all of us. The sessions at Binary University & Singapore chamber of commerce and industry, were deep motivational sessions for all of us and especially who wants to become an Entrepreneur in future.

Industries/sight visits covered in Malaysia is as follows:  
 1) Putrajaya Tour, 2) Batu Caves, 3) City Tour, 4) Visit to Matic Chocolate Factory, 5) Visit to YAKULT Factory, 6) Binary University

Industry/ sight visit covered at Singapore is as follows:  
 1) Sentosa, 2) Entrepreneur Hub visit (Singapore chamber of commerce and industry), 3) Experiential Singapore Tour, Cable car etc; 4) Gardens by the bay Light Show, 5) Singapore Zoo, Maritime Sea Aquarium, 6) Night Safari.



## Domestic Industry Visit

The Primary objective of Outbound Activity is to give students a learning experience of various soft skills that will be useful in their corporate work life. Activities conducted both outdoor and indoor. Students were given the opportunity to lead Teams. The Outbound training gave an opportunity for students to bond together, communicate and work in Teams as well as lead in activities that were based on the concept of learning with fun. The enthusiasm was markedly high and students felt the learning was immense.



## Outbound Training

Industry Visit for PGDM Batch of 2019-21 was conducted from 17th to 19th October, 2019. The places visited were Pune and Mahabaleshwar.

Students visited Parle Products, KNEST Aluminium Formwork Company, Mala's fruit products along with sight visit to Table land & Parsi point, Panchgani Market, apro's shopping outlet, Lingmala waterfall.



## International Academic Collaboration



In a globalized world, developing global competence and connecting with global practices has become an indispensable phenomenon. For making our students and faculty aware of the global business perspectives, in 2017, SFIMAR, Mumbai, India has signed a Memorandum of Understanding with Binary University, Malaysia to promote and expand international understanding, development and friendship. This will stimulate and support academic pursuits among students and faculty of the two institutions. In 2018, SFIMAR has also signed a Memorandum of Understanding with Ottawa University, U.S.A for exchange of faculty members and students, study abroad opportunities, exchange of academic information, materials and programs, developing and implementing joint academic programs and coorganizing joint conferences and workshops.





## Current Student Snapshot



I had chosen PGDM program in St Francis Institute of management and Research. My overall experience has been amazing, it has provided me with a number of opportunities to grow and explore my skills. I have always found a positive and healthy environment. The faculty are highly supportive. The guest speakers were immense help in improving my practical thinking. I am highly thankful to St Francis Institute of management and Research for providing me with an opportunity to be a part of this esteem institute. It has added a number of values to my life.

**Mr. Jason Austin Gonsalves**  
(PGDM Batch 2021-23)



Learning and leadership are indispensable to each other, a good leader knows that the process of learning is never truly complete. This is precisely the kind of mindset that SFIMAR aims to inculcate in its students in its PGDM program. By focusing on the 360° development of each of its students the program is not only successful in creating well rounded leaders of tomorrow but also ones who are conscious of their responsibility towards society and the world at large. For this reason I am proud to call myself an alumni of St. Francis Institute of Management and Research.

**Ms. Leanne Grace Clarence Pereira**  
(PGDM Batch 2021-23)



SFIMAR made my base of management strong by providing best professors and learnings from them. I am glad that I have got this opportunity to study in this institute with such helping professors. While in the process of placements just keep your mind clear and attempt for the best, keeping this thought process I am clear in my career planning and SFIMAR helped me out to achieve it. Think of the best and give your best to get it!

**Mr. Sumeet Sumant Bhosale**  
(PGDM Batch 2020-22)



My overall experience has been fantastic thus far, and the college has a fantastic infrastructure. This college has given me numerous opportunity to develop and test my abilities. The emphasis on education has always been really beneficial to me. I've always found a nice and healthy environment, and the teachers have always been quite helpful. I am extremely grateful for giving me the opportunity to attend your college. It has given my life a number of new meanings.

**Ms. Kareena Kadir Seth**  
(PGDM-Batch 2020-22)



It's not about Ideas, it's about making ideas happen. With this belief I joined SFIMAR's PGDM program which has given me a platform and the tools to further develop all the entrepreneurial skills within me!

**Mr. Mayur Manoj Achari**  
(PGDM Batch 2021-23)

## Alumni Feedback



For me the journey of SFIMAR is like a roller coaster ride. While I was enjoying my first year of the course, participating in various events and at the same time getting good scores in the academics, the ride becomes dangerous and we have to attain the lectures from home, which was very boring but SFIMAR manages to give us countless opportunities to develop the various skills and all the time my mentor was helping me to grow better and try to sharpen my skills. Being a SFIMAR alumni is a pride of my life.

**Ms. Isha Anil Keniya**  
(PGDM Batch 2019-21)



I was introduced to interesting management theories and concepts during my two-year PGDM programme at SFIMAR. Apart from imparting knowledge, the programme emphasized on practice-based and experiential learning. When there were online classes arranged during the pandemic, the institute leveraged different engagement tools to ensure that the students have an engaging online learning experience. As a result, I am able to apply my learnings in the corporate today. The programme has equipped me with the required knowledge, skills and attitude which are integral for the development of an individual.

**Mr. Nikhil Jose Mathew**  
(PGDM Batch 2019-21)



It gives me great pleasure in sharing my experience at St. Francis Institute of Management and Research. SFIMAR has successfully accomplished its promises and objectives in providing quality education and overall development of all its students. Finding the right path to success at the right time is really very important and for that reason I selected SFIMAR. The friendly environment, the systematic approach towards imparting education at SFIMAR made me a competent individual. The wide range of activities- both curricular and co-curricular and the support from SFIMAR has really helped me in building career. Every faculty helped me with my ups and downs and shaped me to become a better, responsible and successful person.

**Ms. Chitra Deepak Salian**  
(PGDM Batch of 2017-19)



SFIMAR is Place of Learning, fun, culture, lore, many such life preaching activities. The faculty members are Excellent Members and the Placements are at their best. I learnt many skills like value-based leadership, teamwork and social cohesion, trust and respect in two year of PGDM course. I take pride in being an alumnus of SFIMAR.

**Mr. Anand Kamlesh Mishra**  
(PGDM Batch 2016-18)



## Life at SFIMAR

**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.



### RENAISSANCE FORUM:

The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.

### GREEN CLUB:

The objective of green club is to promote “Green activities” amongst all the stakeholders of SFIMAR.

### NIRMITI FORUM:

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



### MALAY CLUB:

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



### 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.



### PRERNA CLUB:

The Prerna club imbibes the essence of “Entrepreneurship” to management students at SFIMAR.

ST FRANCIS INSTITUTE OF MANAGEMENT & RESEARCH (PGDM) In association with GLOBAL ENTREPRENEURSHIP COUNCIL (GEC)

PRERNA Club of SFIMAR is organising  
**GLOBAL ENTREPRENEURSHIP SUMMIT**  
 (Saturday, 12th June, 2021)

**Speakers:**

 Bhola Nath Datta Founder, NYC Global 1st Speaker	 Sahil Koul Founder CEO Speaker & Moderator 2nd Speaker	 Rajeshwari Mitra Faculty, EDI India 3rd Speaker
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Help Lines : 7400071626 / 5408073486 / 022 - 28517096  
 Registration Link : <https://forms.gle/1QK54qEuy9dFh1>

## Institute Discipline

### 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 emphasize 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. Internal Complaint Committee

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

# St. Francis Institute of Management & Research (PGDM)



An ISO 9001:2015 Certified and NAAC Grade "A" Accredited Institute.

Approved by AICTE, New Delhi & DTE, Maharashtra.

Mt. Painsur, S.V.P. Road, Borivali (West), Mumbai 400 103.

Contact: 74000 71626 / 022 - 2891 7096 Ext.: 147, 168

• E-mail: [pgdm@sfimar.org](mailto:pgdm@sfimar.org) • Web: [www.sfimar.org](http://www.sfimar.org)



## ADMISSIONS OPEN FOR PGDM BATCH 2022-24

100%  
Placements  
Assistance

120  
Seats

In Campus  
Hostel  
Facility

Career Management  
Centre (CMC)

Career Mapping  
Corporate Grooming  
Internship & Consulting opportunities  
GD & Interview Preparation  
Alumni Networking

3 Dimensional  
programme  
offering  
Functional Specialization  
Sectoral Specialization  
and  
Transformational  
Leadership

Learning through  
Innovative Pedagogy

Research Development Value Chain  
Academic Enhancement Value Chain  
Thought Leader Programme  
Lead by Example Programme  
Mentoring & Coaching  
Eminent Speaker Series  
Industry Lectures and Corporate Grooming  
Group Discussions, Case Study, Role Plays  
and Live Projects

Pre-Commencement  
Activities -  
For grooming before  
course commencement  
by Industry Expert

Career Guidance  
Workshop -  
Topic - How to crack  
MBA Entrance Test



**Eligibility :**

Graduate with minimum 50% aggregate

**Entrance Score Accepted :**

MH-MBA/MMS CET 2022/CMAT 2022/CAT/  
MAT(Sept & Dec 2021)/XAT/ATMA

- Holistic Development
- Soft Skill Development
- Syllabus as per Industry Requirement
- Easy Payment of Fees in Instalment for needy Students
- Counseling Facility From Expert Counselor
- Avg Salary Matching Best in the Industry
- International Visits to Global Companies