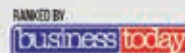




SAHRDAYA
INSTITUTE OF MANAGEMENT STUDIES
KODAKARA - THRISSUR - 680684

MBA

MASTERS IN BUSINESS ADMINISTRATION



VISION

To be recognized nationally as an exemplary institute that develops value-driven, socially responsible managers, educators and entrepreneurs through integrated teaching, research, professional and social engagement.

MISSION

To develop professionally and socially committed, progressive, fair-minded managers, educators and entrepreneurs by integrating theory and practice within a character-centric approach for lifelong learning.

SAHRDAYA AT A GLANCE

Sahrdaya Institute of Management Studies (SIMS) is the fourth professional venture of the Irinjalakuda Diocesan Educational Trust (IDET) chaired by Mar Pauly Kannookadan, the Bishop of Irinjalakuda. The institute is affiliated to the University of Calicut, approved by the All India Council for Technical Education (AICTE) and recognized by the Government of Kerala. SIMS is a rising star in the horizon of quality education erected on the rich tradition of the Catholic educational system nestled in central Kerala.

WHY SIMS

SIMS focuses on holistic learning and believes in the recognition of its programmes by the corporate world by virtue of its content, quality, uniqueness and the superior genre of graduating students. Putting knowledge to a real-time business context, an action-based experiential learning style is central to SIMS teaching-learning system. The institute has outstanding faculty members with substantial experience in teaching, consulting and research in premier institutes and companies. Housed in a sprawling, landscaped, eco-friendly campus with a meticulously planned infrastructure, SIMS guarantees a completely self-contained environment for a peaceful and serious academic pursuit.



MESSAGES & COMMENTS



The purpose of education is to instill meaningfulness in people's lives. An environment of affection and commitment can enable it. SIMS is a place where the youngsters of tomorrow bloom out and take wings with a secular-spiritual outlook. We shape future leaders focusing on the character-based management training and relevant industrial know-how. May God bless you.

Bp. Mar. Pauly Kannookadan
Chairman IDET, Bishop of Irinjalakuda



The prime thrust of IDET is the complete transformation of the individual through quality education. Towards this, SIMS offers meaningful business education and research that promotes interdisciplinary thinking and practical wisdom. Let your efforts be blessed with every success! May moral and cultural values help you emerge as promising leaders of tomorrow.

Msgr. Fr. Joy Paliakkara
Manager, IDET



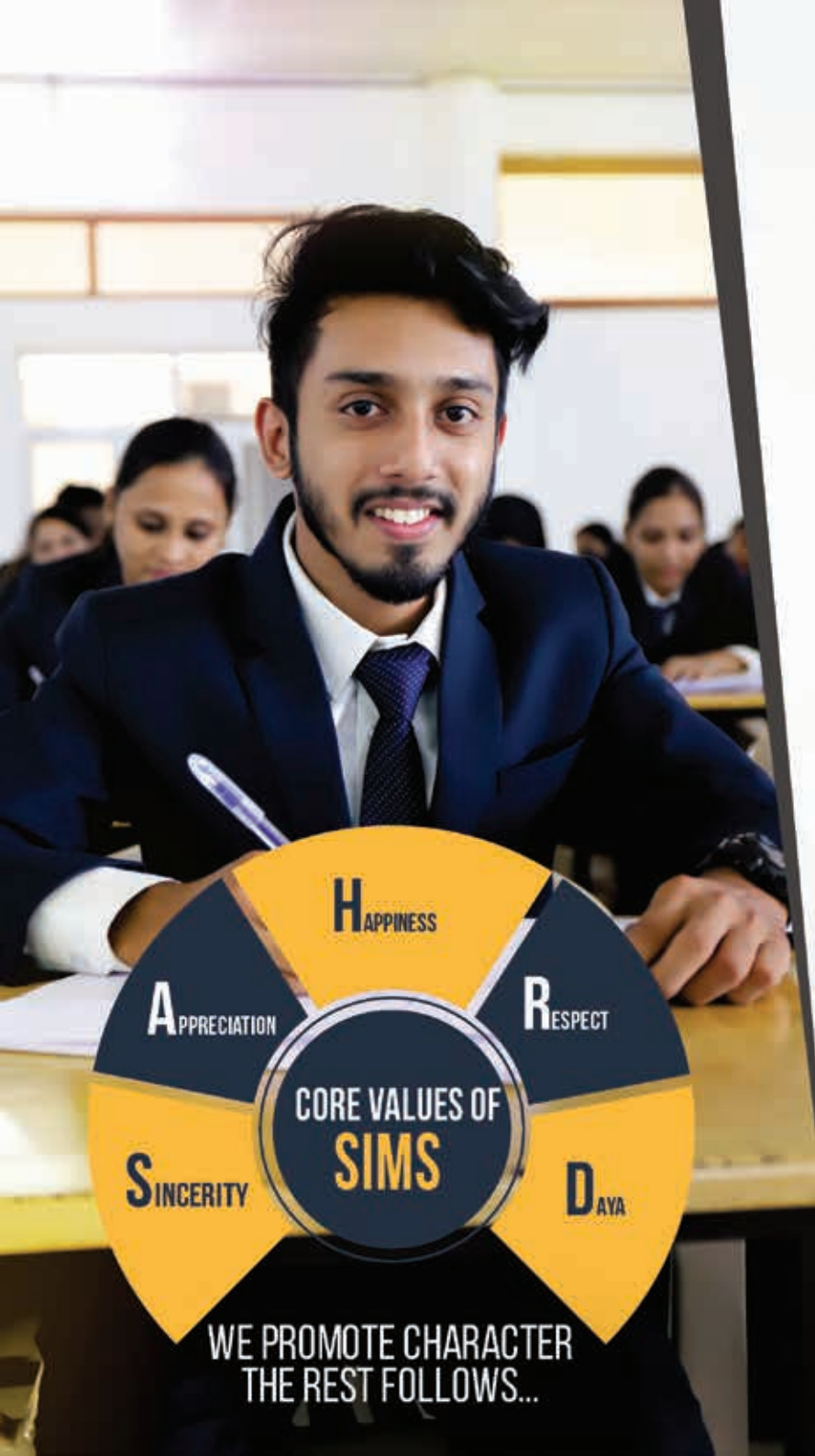
Matching the Vision, SIMS has distinguished itself by its quality faculty members, excellent placements and simulation-based methods of learning business. While our faculty members are outstanding performers, they are also inspiring teachers and impactful mentors. We achieve 100% placement consecutively. We value our alumni who are significant contributors across the world. We look ahead to further enhance our impact.

Fr. Dr. Jino Johny Malakkaran
Executive Director, SIMS



The world is undergoing rapid transition in every sphere of life. Business models are being challenged by disruptive innovation, unparalleled competition and consumer dynamics. With the emergence of artificial intelligence and robo culture, the corporate sector is demanding a new breed of managers who are capable of managing multiple business portfolios and heterogeneous workforce without compromising ROI (Return on Money Invested) and ROTI (Return on Time Invested). Business schools need to proactively respond to this and mould the talents at hand to shape the destiny of the companies and of themselves. SIMS assures you a world class experience of learning and ecstasy. Hearty welcome!

Dr. GEORGE A. P.
Director, SIMS



BOARD OF GOVERNORS

Mar Pauly Kannookadan, Chairman IDET
Msgr. Fr. Joy Paliakkara, Manager IDET
Fr. Linto Thaliyanayath, Finance Officer SIMS
Fr. Lijo Kongoth, Finance Officer IDET
Dr. Fr. Jojo Antony Thoduparambil, Secretary IDET
Dr. George A.P., Director SIMS (Member Secretary)
Dr. Jacob George, Professor SIMS
Dr. Fr. Binoy Thomas, Asst. Professor SIMS
Nominee of Calicut University & State Government



Dr. Anandakuttan B. Unnithan
Dean(Faculty Admin & Development)
IIM Kozhikode



Rev. Fr. Dr. Antu Alappadan
Exec. Director, St. James Hospital &
Medical Academy, Chalakkudy



Dr. Manoj Menon
HOD/Asst. Professor
Rajagiri School of Management, Cochin



Dr. Benny Joseph
Chief Executive Officer
Jubilee Mission Hospital
Medical College & Research Institute, Thrissur

ACADEMIC COUNCIL



Dr. Joseph Cherian
Professor
University of Notre dame, USA



Dr. Justin Paul
Professor
University of Puerto Rico, USA



Dr. L. S. Ganesh
Professor
DoMS, IIT Madras



Mr. Joseph Joshy C J
Chief Technology Officer
IFSCA, Govt. of India



Dr. Suresh M Arckatty
Chief Consultant
Spequa Consulting, Hyderabad



Mr. Rajesh Joy
Head of Global Support
Ericsson, India



CA Cheeran Varghese
Chartered Accountant
Cheeran Varghese & Co, Thrissur

FACULTY MEMBERS



Fr. Dr. Jino Johny Malakkaran
MHRM, UGC-NET
Ph.D. (IIT Madras)



Dr. George A.P.
MBA, MTM
FDPM (IIM A), Ph.D.



Fr. Dr. Binoy Thomas
MBA, UGC-NET
Ph.D. (VIT Vellore)



Dr. Jacob George
B.Tech, Ph.D.
PGDM (IIM Calcutta)



Mr. Antony Vinod
MBA, UGC-NET, (Ph.D)



Dr. Divya P. Velayudhan
MBA, UGC-NET, Ph.D. (CUSAT)



Mr. Rahul A. R.
MBA, UGC-NET



Mr. Jayakrishnan J. (Guest)
MBA, UGC-NET



Mr. Naveen Paul (Guest)
PGDM (IIM Kozhikode)

FACULTIES ARE
ALUMNI
OF
TIER I
INSTITUTIONS

RICH WITH
INDUSTRY
+
ACADEMIC
EXPOSURE

PUBLICATIONS IN
REPUTED
INTERNATIONAL
JOURNALS

EXPERTS IN
CONSULTATION
+
INVITED
TALKS



ELIGIBILITY FOR ADMISSION

- Candidate should have a Bachelor's Degree from a University or institute or college recognized by the UGC or AICTE with not less than 50% marks in aggregate including the marks of languages if any.
- Educational programmes completed shall be in 10 + 2 + 3 pattern (or 10 + 2 + 4) under regular stream.
- SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.
- The candidates will be selected on the basis of the entrance score (KMAT/CMAT/CAT), Group Discussion and Personal Interview conducted by the institute.

COURSE STRUCTURE

The programme will be delivered in 4 semesters (2 year period). Each semester will be of 16 weeks duration. The students can opt for dual specialization in the areas of their choice. If the student chooses three courses in one specialization area (Eg, Marketing) and two courses in another specialization area (Eg, Finance), he or she will be issued certificate with dual specialization in Marketing & Finance. Question paper pattern for external examination shall be in the same model as followed in the University scheme.

SEMESTER 1

Business Communication
Management Theory
Business Ethics
Business Laws
Organisational Behaviour
Environment & Business
Managerial Economics
Quantitative Techniques
Accounting for Managers

SEMESTER 2

Soft Skill Development
Marketing Management
Financial Management
Operations Management
Human Resource Management
Management Science
Management Information Systems
Business Research Methods

SEMESTER 3

Supply Chain Management
Investment Management
Advanced Strategic Management
Strategic Cost Management
Entrepreneurship Development
Project Management
Functional Elective 1
Functional Elective 2
Functional Elective 3

SEMESTER 4

Corporate Governance
International Business
Management Control System
Functional Elective 4
Functional Elective 5
Major Project
Comprehensive Viva Voce

SPECIALIZATION ELECTIVES

MARKETING

Consumer Behavior & Marketing Research
Global Marketing Management
Marketing Communication Management
Brand Management
Sales Management
Retail Management
Services Marketing

FINANCE

International Finance
Corporate Taxation
Strategic Financial Management
Indian Financial System
Forex Management
Risk Management
Financial Derivatives

HUMAN RESOURCE MANAGEMENT

Human Resource Planning & Development
Global Human Resource Management
Management of Training and Development
Managing Self and Others
Performance Management

INTERNATIONAL BUSINESS

International Finance
Global Marketing Management
Strategic Financial Management
Global Human Resource Management
Forex Management
Risk Management
Financial Derivatives

TOURISM & HOSPITALITY MANAGEMENT

Tourism Products of India
Tourism Marketing
Tourism Policy Planning and Development
Sustainable Eco Tourism
Travel Agency and Tour Operations Management
Front Office and Housekeeping Management
Hotel Operations

SYSTEMS

Systems Analysis and Design
Database Management System
Electronic Commerce
Enterprise Resource Planning
Business Process Reengineering

PROGRAM OUTCOMES

On Completion of the Program, our graduates will be able to

PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster analytical and critical thinking abilities for data-based decision making.
PO3	Develop value-based leadership ability.
PO4	Understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO5	Lead oneself and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Demonstrate entrepreneurial vision and creative thinking capabilities in the relevant situations.
PO7	Act responsibly for the sustainability of society, economy and environment.

JOIN SIMS FOR A UNIQUE TRANSFORMATION

**we promote character,
the rest follows...**

Beyond the classroom sessions, the students are assessed to know the areas in which they need special attention. Each student is then assigned to a faculty mentor who guides and grooms the student to transform him/her into a true professional with the required competencies for the job market. During their stint at SIMS they will be exposed to various activities and learning opportunities to realize their career aspirations.

PROFESSIONAL GROOMING (TEAM ACTIVITY)	80 Hrs
KNOWLEDGE DEVELOPMENT (CLUB ACTIVITY)	80 Hrs
COMPETITIVE EXAM TRAINING AND MOCK TESTS	80 Hrs
ONE TO ONE MENTORING	60 Hrs
PLACEMENT TRAINING	60 Hrs
DATA ANALYTICS LAB SESSIONS	60 Hrs
ICT SKILLS	50 Hrs
BUSINESS SIMULATION LAB SESSIONS	40 Hrs
SOCIAL COMMITMENT ACTIVITIES	40 Hrs
SPORTS AND CULTURAL ACTIVITIES	40 Hrs
THEATRE HOURS	30 Hrs

**SIMS
STUDENT CLUBS**



**SIMS
STUDENT TEAMS**



CAMPUS INDUSTRY CONNECT

An Industry - Academic collaboration program, focusing on achieving right fitment between the aspirations of student community and the expectations of industry.



I am greatly impressed with the facilities at the institute and the commitment and enthusiasm of the management and faculties. I wish SIMS all success.

Mr. V.G. Mathew
Chief Executive Officer & Managing Director
South Indian Bank Ltd.



I had a great experience at SIMS. I found the institute as one of the excellent places to learn and grow.

Mr. John Kuriakose
Founder & Managing Director
Dentcare Dental Lab Pvt. Ltd.



This institution is sure to scale heights with eminent and skilled professionals at its helm. Truly an institution destined for greatness through its students.

Dr. Rajesh Nair
Founder & Chief Mentor, EnCube Labs. USA & India
Founder, Chair Trustee, TechTop Trust, Nashua.

Students have regular interactions with industry elites in the form of guest talks, workshops, and seminars



Mr. Jeevan Sasidharan
Senior Manager, EY



Dr. V.K. Vijayakumar
Chief Investment Strategist
Geojit Financial Services Ltd.



Mr. Jomon Jaseph
Core Member, Oorjja
Founder Partner, UpgradeU, UAE



Mr. Manohar K Nair
Vice President, Training & Development
Manappuram Finance



Ms. Sofia Mathew
Director
Watermark Event Solutions



T P Sreenivasan
Former Ambassador (IFS 1967)



Mr. Nixon Joseph
President and COO, SBI foundation



Mr. Deepu Xavier
Co Founder and
Head of Technology, Zappyhire



Mr. Nimish Joseph
Director
Pienza TechIndia Private Limited

MDP's MANAGEMENT DEVELOPMENT PROGRAMMES

PROGRAMS
TAILORED TO
YOUR INDIVIDUAL
NEEDS

WE USE
ARTIFICIAL
INTELLIGENCE
BASED TRAINING
TOOLS

CERTIFICATES
PROVIDED
TO ALL
PARTICIPANTS

SIMS offers Management Development Programmes in various domains such as General Management, Human Resources, Organizational Behaviour, Marketing, Finance, Operations Management, Information Systems, Strategic Management and Industrial Relations. Apart from conducting short courses, leadership courses, management education and training programmes, the centre also offers pastoral leadership development programmes, mentoring support to the budding entrepreneurs and start-ups to develop and implement their eco-systems. These programmes are conducted either in-house or outside by consultants and experts as per the requirement of the aspirants.

To enroll contact: careerlab@sahridayasims.ac.in

PLACEMENTS SIMS

SIMS has a committed team to ignite the dreams of it's candidates ensuring a perfect match with industry expectations.



our prominent recruitment partners



SIMS ALUMNI

The Student Alumni Cell is a voluntary students' body. It strives to bridge the gap between SIMS and its esteemed alumni community. This provides a platform where all get connected and reconnected. The Students Alumni Cell continuously endeavours to strengthen the relations of the alumni of this Institute and their alma mater. It has been instrumental in organizing the Annual Alumni Meet and regular guest lectures by distinguished alumni in the campus. The Students Alumni Cell also operates the Student - Alumni Mentorship Programme. Needless to write, a feeling of oneness is the best thing that we share during the gatherings of alumni.



Alwin Vincent
Diagnostic Specialist (Agappe)

SIMS has given an astonishing platform for my overall growth and development. The campus has excellent infrastructure with a perfect blend of nature and student-friendly amenities such as gym, football and basketball courts, cafeterias, activity centre and many more! The teachers are very friendly, professional and inspiring. Academics are in accordance with the latest industry trends. It's been a privilege to be a part of this esteemed institute.



ADITI ANOOP
Probationary Officer (Federal Bank Ltd.)

My student life at SIMS is one of the best times in my life and had its ups and downs. I feel that studying at SIMS provided a great learning experience that helped me to tackle professional problems with ease and hope. SIMS' placement team was instrumental to place many MBA graduates and paved way for my placement too. Currently I am associated with Federal Bank Ltd. I'm grateful for this opportunity and for the continuous support that was given to me even beyond my academic days at SIMS.



RESEARCH WITH SIMS

Today, doing research has become a necessity for continuing a meaningful career in academia as well as in industry. Many of us do carry a dream of securing Ph.D in the relevant areas of management. For this, we start with registering for Ph.D program, doing course work, meeting the research guide, giving seminars, attending conferences, publishing journal papers and the list goes on. At times we are clear about what to do and how to do. At times we are not! At times we are stuck! In this context, SIMS provides a platform where you can just walk in and feel better on doing research. Sometimes a mentor can help you to facilitate your thoughts on research problem, design, methods, analysis, academic writing etc. Also, you may find like-minded people with whom you can network with and enjoy learning. Learning from peers must be a great experience, we believe. Just drop a mail and come for a discussion. I am sure that we will certainly do a better research. On behalf of SIMS, I welcome you to this learning platform. No charges!

jinoachan@sahridayasims.ac.in

TOP TRAINERS
FROM
ACADEMIA

ASSURED
OUTCOMES
IMPROVED TEACHING
+
RESEARCH SKILLS

TO KNOW MORE CONTACT
careerlab@sahridayasims.ac.in

FDPs FACULTY DEVELOPMENT PROGRAMMES

Faculty development programmes focus on the enhancement of professional education and competence. Enriching the faculty vitality in key domains of teaching, assessing, research, professionalism, and administration is important to improve overall educational environment and to enhance the academic performance of learners. SIMS offers various opportunities to faculty members to learn from the best minds in the country.



Discuss Research Ideas



Workshops on Research Methods



Interact with Experts



Network with Researchers

WE VALUE OUR ALUMNI WHO ARE SIGNIFICANT CONTRIBUTORS ACROSS THE WORLD.



Reema Joy
(2019-21 SIMS BATCH)
Business process delivery associate, Accenture.



Lasna Sidheek
(2016-18 SIMS BATCH)
Sales Coordinator
Inbit Micro Technology



Sarth M.S
(2016-18 SIMS BATCH)
Asst. Manager - Sales
Transware Enterprises



SUSMI HARSHA C S
(2017-19 SIMS BATCH)
Operations Analyst
Ernst&Y



Janitha Jeejo C
(2019-21 SIMS BATCH)
HR Management Trainee
TCS



Jibin Mathew
(2019-21 SIMS BATCH)
Associate Operation
Analyst, Ernst&Y



Anand Mohan
(2017-19 SIMS BATCH)
HR Executive
Future Retail Ltd



Angel Francis
(2018-20 SIMS BATCH)
Probationary Officer
Federal Bank Ltd.



Sneha Palakkal S
(2018-20 SIMS BATCH)
Assistant Systems Analyst
TCS



Joseph George
(2018-20 SIMS BATCH)
AMS Assurance Associate
EY





OUR FACILITIES

JBL
DOLBY ATMOS
THEATRE SYSTEM


FREE WIFI
CAMPUS


SMART DIGITAL
CLASS ROOMS


AIR CONDITIONED
SEMINAR & CLASS ROOMS


SMART
LIBRARY


24 KW
SOLAR PLANT


FRUITS
GARDEN


AMPHI
THEATER



SIMS CAREER LAB

SIMS Career Lab is a socio-professional initiative of Sahrdaya Institute of Management Studies, providing career guidance, training and development to teenagers, youth and their mentors. The activities aim at the integral development and empowerment of the individuals to enhance competencies and employability of participants. It is also an initiative to ensure the right kind of career education and guidance at the right time for everyone.



Career Selection
Counselling



Soft Skills
Training



Placement
Grooming



Interview
Training



Digital Marketing
Training



Entrepreneurship
Mentoring

To enroll contact: careerlab@sahrdayasims.ac.in



Interview Training



Digital Marketing Training



Entrepreneurship Mentoring







Entrepreneurship Mentoring

To enroll contact: careerlab@sahridayasims.ac.in

SIMS-AIMA BUSINESS SIMULATION AND DATA ANALYTICS LAB

SIMS-AIMA BizLab is the first of its kind virtual lab for the management students and trainees. We are proud to say that we are the only college in Kerala that has a customized Business Simulation Lab (BizLab).

-  Bridges the gap between Theory and Practice
-  Accelerates Learning
-  Multiple experiential learning
-  Increases Engagement Levels
-  Provides accurate assessment results
-  Tuned to management syllabus and University Curriculum



AIMA BizLab Accredited Institute

Sahodhya Institute of Management Studies, Thiruvananthapuram






Centipoint Authorized Testing Centre

Sahodhya Institute of Management Studies, Thiruvananthapuram

SIMS-AIMA BUSINESS SIMULATION AND DATA ANALYTICS LAB


SIMS-AIMA BizLab is the first of its kind virtual lab for the management students and trainees. We are proud to say that we are the only college in Kerala that has a customized Business Simulation Lab (BizLab).

-  Bridges the gap between Theory and Practice
-  Accelerates Learning
-  Multiple experiential learning
-  Increases Engagement Levels
-  Provides accurate assessment results
-  Tuned to management syllabus and University Curriculum



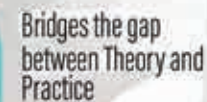
AIMA BizLab Accredited Institute

Sahodhya Institute of Management Studies, Thiruvananthapuram



Centipoint Authorized Testing Centre

Sahodhya Institute of Management Studies, Thiruvananthapuram



The MBA graduates of SIMS will be exposed to a simulated data environment by the experts in the field of data analytics. It manifests in entrepreneurial spirit, creative and critical thinking and an analytical rigor in solving management problems in the changing business environment.



SIMS SCHOLARSHIPS

**₹5 LAKHS
SCHOLARSHIP**

SIMS has instituted a prestigious scholarship after the name of (late) **Bishop Mar James Pazhayattil**, the Founder Chairman of Irinjalakuda Diocesan Educational Trust (IDET). Importantly, this scholarship is designed as a 'Merit cum Means' scholarship, considering a student's academic performance, career aspirations and financial necessity. A student can win MAR JAMES PAZHAYATTIL SCHOLARSHIP worth **Rs. 50,000/-** while pursuing their MBA program at SIMS, by showcasing their best in the scholarship-interview conducted by the internal and external members.

Apart from this, the students also get a chance to compete for the TMA STUDENT SCHOLARSHIP and other State and Central Government scholarships declared from time to time. We also provide guidance to students to apply for various general/minority based government scholarships.



Won TMA Scholarship worth Rs. 50000/- consecutively for the last 4 years



Earned Govt. scholarships worth **Rs. 1,30,000/-** for the year 2020-21



Awarding Bishop Mar James Pazhayattil worth Rs. 50,000/-

LIFE @ SIMS





**We promote character
the rest follows..**



**FOR ADMISSION
APPLY ONLINE**

www.sahrdayasims.ac.in



SIMS

SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES

📍 Kodakara, P.B.No.19, Thrissur (Dt), Pin 680684, Kerala

🌐 www.sahrdayasims.ac.in ✉ info@sahrdayasims.ac.in

☎ +91 81130 31122 (L) ☎ +91 70251 65333 (M)