



School of  
Business Studies  
RISE WITH EDUCATION



A COMPLETE  
BUSINESS  
EDUCATION



Admission Brochure 2022-24





## Vision

To be one of the preferred Business Schools in India.

## Mission

1. To provide an education that equips students with knowledge, skills and attitude that meets industry expectations.
2. To develop critical thinking and innovative skills through experiential learning, applied research and mentoring.
3. To instil and nurture sense of ethics and values in students.
4. To impart leadership and collaborative skills with high professional competence.

## Values

Passion, Trust,  
Responsibility, Integrity,  
Gratitude, Humility,  
Excellence, Respect

AICTE  
APPROVED  
FULL TIME  
PGDM  
PROGRAMS

**PGDM**  
**PGDM- Pharma Management**  
**PGDM - Biotechnology**

# From the Desk of the Director

## SIES School of Business Studies

- A Business School of relevance

India is on its way to emerge as the 3rd largest economy in the world and its GDP has been growing at an impressive rate year after year. According to Professor C K Prahalad, the #1 big idea that will define sustainable growth of India in the 21st Century is Relevant Education & Skill Building.

Smart organizations look for skilled and smart thinking students for their early assignments. In order to develop them with "Analytical Mindset & Thinking Abilities", business schools are required to continuously challenge their paradigm of teaching pedagogy and help students break out of their mindset.

Established in the year 1995, the central purpose of SIES College of Management Studies is to enrich the young minds by stimulating and sustaining a spirit of inquiry, directed at understanding the scientific, technological and cognitive aspects of working in organizations. We undertake activities designed to accelerate critical thinking and thus enlarge the intellectual and creative capacities of its students.

Here every faculty has moved beyond the usual management education pedagogy and instead uses power of innovative thinking to hone smart decision making abilities of each and every student. With the support, coaching and personalized attention of faculty as Mentors, we provide skills that are needed to solve complex business issues in the current VUCA environments. As we strongly believe in the value of quality and

creative education for preparing responsible citizens, our placement record and rankings on diverse platforms as a "Top Business School" establishes our credentials to reckon with. Further, as global competitiveness has become sine quo non for the success for all, including management education, the route taken by us include optional foreign visits by students.

Besides world class application driven curriculum which makes liberal use of simulations and cases, the two year AICTE approved PGDM Programs are full of continuous live projects and internships with leading corporates. Our Skill-Linked Immersion Project (SLIP) and IDEATHON are well received by all stakeholders and are considered to be a major differentiators for us. The international accreditation of our flagship PGDM program by Accreditation Council for Business Schools and Programs (ACBSP), USA has put us on a different pedestal where only a few top Indian business schools exist.

"The best way to predict a future is to create it", as said by the management guru Peter Drucker. At SIESBS we make all possible effort to ensure that every student creates the bright future on the campus itself and walks out with head high on completion of the program.

# Our Parentage

*"This Society should sincerely serve the cause of education and the educational needs of the common man of this cosmopolitan city"*

The South Indian Education Society (SIES) is one of the oldest educational societies in India. Founded in 1932 by Shri M.V. Venkateshwaran with a modest six-student beginning, SIES has grown to become a conglomerate of various institutions with over 15,000 students under its wing. In the process of imparting quality education, SIES has established High Schools, SIES College of Arts, Science and Commerce, SIES College of Management Studies, Centre for Excellence in Management Research and Development (CEMRD), SIES School of Packaging, SIES Indian Institute of Environment and SIES Graduate School of Technology (an Engineering institute). Two ventures of a different nature added to the SIES family are, SIES Sri Chandrasekarendra Saraswathi Veda Pathashala and SIES Seniors' Home.

And the story of our achievements & Milestones continues...

## Milestones

- 2021** NBA Accreditation (SIES Collage of Management Studies)
- 2018** NAAC Accreditation (SIES Collage of Management Studies)
- 2018** Gothegharwadi Ashram Shala
- 2016** ACBSP International Accreditation for PGDM Program of SIESCOMS
- 2016** SIES APJ Abdul Kalam High School, Ghatkopar
- 2015** SIES Central Training Department, Nerul
- 2015** SIES ISR Project II (Village adoption- Khairpada by SIESCOMS)
- 2014** SIES ISR Project I (Village adoption- Kathewadi by SIES SION)
- 2013** SIES Institute of Chromatology and Spectroscopy, Nerul
- 2004** SIES Institute of Medical and Laboratory Technology, Sion East
- 2004** SIES Centre for Excellence in Management Research & Development, Nerul
- 2003** SIES Veda Pathashala, Nerul
- 2003** SIES Senior's Home, Nerul
- 2003** SIES Shri Chandrasekarendra Granthalaya
- 2003** SIES Vyayamshala
- 2002** SIES Graduate School of Technology, Nerul
- 2002** SIES School of Packaging, Nerul
- 2001** SIES Centre for Professional Research & Education
- 1999** SIES Indian Institute of Environment Management, Nerul
- 1998** SIES College of Arts, Science and Commerce, Nerul
- 1995** **SIES College of Management Studies, Nerul**
- 1889** SIES College of Commerce and Economics, Sion East
- 1980** SIES Institute of Comprehensive Education, Sion West
- 1960** SIES College Arts, Science and Commerce, Sion West
- 1932** SIES High School

# Our Advantage

The SIES College of Management Studies was established in 1995 with the primary objective of providing quality management education to budding professionals. SIESCOMS' foundation maps its roots from the rich and glorious tradition which is the crux of The South Indian Education Society. Here every student is inculcated with the necessary skills and knowledge to help him devise new ways/solutions in today's challenging and ever changing business scenario.

## Ranking and Awards

### National Accreditation

NBA  
NAAC  
ISO 2015

### International Accreditation:

SIESCOMS is accredited from **Accreditation Council for Business Schools and Programs (ACBSP), USA**, one of the world's leading accreditation agencies. This accreditation has been granted for its Post-Graduate Diploma in Management ((PGDM) program, the 2-year full-time autonomous flagship Management Program

### National Ranking

As a result of the strong intellectual capital, academic ambience and close liaison with the industry, the institute, has always featured amongst the **top business schools** at the national level.

Some of the latest Ranking & Awards achieved in the past year are-

- **Times of India-Best B-School survey (Mar 2021):** SIESCOMS ranked 1<sup>st</sup> among all B-Schools in Mumbai
- **Times of India-Best B-School survey (Mar 2021):** SIESCOMS ranked 13<sup>th</sup> among all Private in India.
- **Times of India-Best B-School survey (Mar 2021):** SIESCOMS ranked 22<sup>nd</sup> among all B-Schools in India
- **Outlook Best Business Schools Ranking (Nov 2020):** SIESCOMS ranked 5<sup>th</sup>- Among Private Affiliated colleges (All India)
- **Outlook Best Business Schools Ranking (Nov 2020):** SIESCOMS ranked 15<sup>th</sup> - West zone
- **Outlook Best Business Schools Ranking (Nov 2020):** SIESCOMS ranked 55<sup>th</sup> - All India
- **Business Today-India's Best B-School Survey (Nov 2020):** 7<sup>th</sup> among all Management Institutes in Mumbai.
- **Business Today-India's Best B-School Survey (Oct 2020):** 20<sup>th</sup> Among all Private B-Schools in West India
- **Business Today-India's Best B-School Survey (Oct 2020):** 33<sup>rd</sup> Among all Private B-Schools in India

- **Business Today-India's Best B-School Survey (Oct 2020):** 55<sup>th</sup> Among all Management Institutes in India

### Awards

- SIESCOMS was awarded with **"Top Management Institute at Times Education Icons 2019"** hosted by Times of India at Regis on 18<sup>th</sup> Nov, 2019
- SIESCOMS was awarded with **"Best Management College of Western and Central India"** at Dialogue India Academia Conclave: 2018 hosted by FMA Digital and ASMA in Pune on 9<sup>th</sup> June, 2018
- **School of Excellence in Education** by Mid-day (2017), Mar 2017
- **Best B-school in Western Zone** from employment perspective by HR Club (2017), Jan 2017
- **Best Management Institute of the year 2016** -By BMA April 2016
- **Best B-school with innovative marketing to the target segment 2015** by DNA and Star Group 18<sup>th</sup> Feb, 2015
- **Business School with Industry Related Curriculum in Marketing** at the ABP News Education Awards 2014.
- DNA & Star of Industry Group presented SIESCOMS with **Best B-School with Innovative Marketing to the Target Market Segment Award** (17<sup>th</sup> February, 2014)
- **Dewang Mehta Award for B-School with Best Academic Input (Syllabus) in Pharma Management**, 23<sup>rd</sup> Oct 2013
- SIESCOMS bags the **7<sup>th</sup> Indy's Best B-School Leadership Award** (14<sup>th</sup> February 2013)
- DNA & Star of Industry Group presented SIESCOMS with **B-School Leadership Award** and **Best B-School with Innovative Marketing to the Target Market Segment Award** (17<sup>th</sup> February 2013)
- **IMC Ramakrishna Bajaj National Quality (IMCRBNQ) Award** under Education Category for the year 2008



# Unique Features

- \* Contemporary subjects & syllabus updated every year through a panel of experts comprising academicians and corporates.
- \* Early exposure to the market-place, customers and other market dynamics through MBP [Market Based Projects].
- \* Continuous interaction with the corporate world through weekly theme based Corporate Interactions Series [CIS], Conferences & Seminars.
- \* Rigorous practical exposure to the industry through a 2 months "Summer Internship Project."
- \* Specializations offered in the subjects of Marketing, Finance, Human Resources, Operations & Information Technology.
- \* Year round Corporate Seminars, Workshops, Research Colloquiums and Conferences to aid corporate development of students.
- \* "Idea Research Program" to inculcate research acumen in students.
- \* Experiential Learning Program.
- \* Industry Visits, Business Reading, Corporate Mentoring & Mock GD/Interview sessions.
- \* Skill Linked Immersion Projects to instill Domain & Functional skills in the students.
- \* Global Immersion Program (GIP) exposes the students to understand the economy, major industries and businesses, local culture, key

historical events and the many aspects of conducting business outside India. The GIP includes 3 to 4 classes on campus followed by one week in-country for a blend of classroom lectures, company visits and cultural activities..

- \* NGO Project aimed at making students socially sensitive corporate managers. Under a new initiative, as a part of Institutional Social Responsibility (ISR), adopted the village - Khairpada and Goteghar located in Shahpur Taluka in Thane District. Our students have undertaken the project to create Infrastructure and Skill Development to enhance the employment opportunities for the villagers.
- \* "Capstone Projects" & "Concurrent Projects" for live Industry Exposure.
- \* Innovative teaching Pedagogy viz. Group Discussion, Class Debates, Management Films, Book Reviews, Case Studies, Simulations, etc.
- \* Participation in National & International academic and industry conferences.
- \* Student driven culture through Student Committees.
- \* "Centre of Excellence in HealthCare" (CEHC) to foster academia-industry interface.
- \* IDEATHON for inculcating out of box thinking.



# Infrastructure and Facilities

The green and expansive spread of campus ensures a warm welcome to every visitor. The tranquility of campus provides an ideal launching pad for budding fliers. Our campus boasts of state-of-the-art infrastructure, befitting a modern B-school. These include:

<b>18</b> <i>spacious air conditioned Lecture rooms and Tutorials rooms with LCD Projector</i>	<b>Amphi- theatre</b>	<b>Grievance Cell</b>	<b>400</b> <i>networked terminals with uninterrupted 1MB broadband internet facility</i>
	<b>225</b> <i>seater auditorium</i>	<b>JUNO</b>	<i>Play Grounds</i>
<i>Fully Computerised and well-stocked Library facility and reading room (with on-line journals)</i>	<i>Yoga and Meditation Centre</i>	<b>Recreation Room</b>	<i>Medical Facility &amp; Canteen</i>
<b>Boys</b> <i>common room</i> & <b>Girls</b> <i>common room</i>	<b>Well- equipped Gymnasium</b>	<b>4 large Seminar Halls</b> <i>primarily dedicated for management development programs</i>	<i>Large student activity centre</i>
<b>Research Cell</b>	<b>Two Conference Halls</b>	<b>Well-equipped Administrative Block and Faculty Rooms</b>	<b>Career counselling &amp; Placement cell</b>
			<i>Banking &amp; ATM Facility</i>

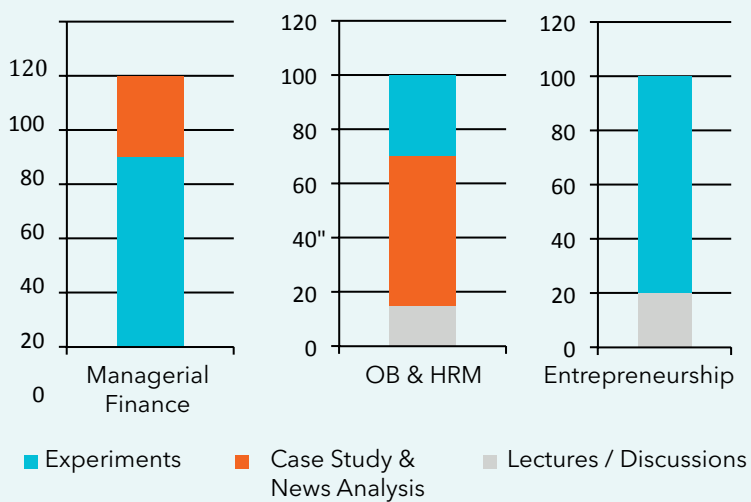
All these facilities are spread out in a large open space in a serene climate in the suburbs of Mumbai, conducive for learning processes.



## Diverse Learning Methods

Case Studies  
Lecture & Discussions  
News Analysis  
Learning Labs  
Problem-Solving Sessions  
Role-Plays & Simulations  
Live Field Projects  
Theoretical Impressions  
Corporate Immersions  
Ideathon  
Language Lab  
Simulation Lab

Sample Teaching Method Mix





# Our USP

**1. Lateral Thinking Module-** Creativity and innovation are the key drivers of success for many of today's leading companies. Some of the most dramatic gains in shareholder value over the last few years (e.g., Google, Apple) are due to a culture of creative innovation. It is with this objective that we decided to introduce a module on "Lateral Thinking" for its students. Some of the major benefits to the students are as follows-

- Discovering new ways of thinking
- Trouble shooting, Visualization
- Approaches to Problem Solving
- Root cause Analysis
- Situational Analysis
- Decision Making



## 2. Learning Entrepreneurship with Wadhvani Foundation

A practitioner's course to empower students with an entrepreneurial mindset and business skills to enhance job prospects, encourage intrapreneurship, and drive long-term entrepreneurship. This course is two-part - foundation and advance entrepreneurship development curriculum from Wadhvani Foundation. The aim of this course is to equip students to develop an entrepreneurial mindset and become future entrepreneurs. It is designed to help them learn and practice the skills necessary to identify and develop an opportunity into a new venture. In this course, the students will learn about themselves, the risks and rewards in choosing entrepreneurship as a career option, and how to identify new business opportunities and quickly validate them by building a series of prototypes of their product/ service and test it with an initial set of customers.



## 3. Course Pedagogy

This course follows Wadhvani Foundation's "Watch-Think-Do-Explore-Collaborate" pedagogy in a highly experiential learning format.

**WATCH** - Provides the concepts and frameworks through a concept video or animation

**THINK** - Exercises and class activities encourage students to reflect on the concepts presented and internalize them

**DO** - Activities and assignments in the context of a practice venture for students to learn from experiencing entrepreneurship

**EXPLORE** - Additional reference material to dig deeper for motivated students

**COLLABORATE** - Forums and social learning for students to interact with others to further expand learning

The center of this pedagogy is the "Do." Several real-world experiences and activities are integrated into the pedagogy to strengthen the concepts learned during the program and ensure that the overall approach is highly experiential.

## 4. Class of PGDM - 2021

has ideated 64 unique social problem-solving ventures and soon after their advance course will be ready to Pitch their ventures in front of Seed Fund and Angel Investors.

# Learning Pedagogic Pillars



## Academic Portfolio

*"The courses offered at SIESSBS are varied. Each course sets a pace for Higher learning and achievement. It is not mere knowledge but wisdom coupled with knowledge that makes the difference"*

## Programme Educational Objectives (PEOs)

PEOs	Keywords	PEO Statement
<b>PEO 1</b>	Professional Competency	To impart knowledge of management theories and continuous learning for solving business problems.
<b>PEO 2</b>	Goal Oriented	To develop communication and execution skills for achieving organizational goals.
<b>PEO 3</b>	Analytical Decision Making	To enhance analytical and decision-making skills that meet business needs and challenges.
<b>PEO 4</b>	Ethically and Socially Sensitive	To instil understanding and application of social and ethical values.
<b>PEO 5</b>	Leadership	To enhance leadership and collaborative competencies.

# PGDM (Post Graduate Diploma in Management)

*Program Mission: "Imparting Quality and Holistic Education for developing Business Managers & Socially Responsible Citizens"*

The Post Graduate Diploma in Management (PGDM) is an AICTE approved program, addressing the need for multi-faceted and multi-skilled managers who are capable of handling complex situations and are quick to adapt to change.

The PGDM is a 24-month full time program spanning over six semesters and offers students a choice of subject specialization ensuring that they are thoroughly skilled in at least one functional area. The course seeks to enhance the students' learning by offering knowledge-building projects in each semester, while

fine-tuning their Leadership, Entrepreneurial, Communication, Inter-Personal Skills and contributing towards making them ethically sound and socially sensitive corporate leaders and managers.

## Course Outline

### TERM 1

OB I: Individual Behavior in Organizations  
Financial Accounting for Decision Making  
Marketing Management - I  
Design Thinking in Management  
Operations Management - I  
Managerial Communication - I  
Business Environment  
Statistics for Business Decisions  
Business Ethics  
Experiential Learning

### TERM 3

International Business  
Financial Management - II  
Business Research Methods  
Human Resource Management  
Management Science

Elective I  
Elective II  
Experiential Learning

### TERM 2

OB II: Group Behavior in Organizations  
Cost & Management Accounting  
Marketing Management -II  
Legal Aspects of Business  
Financial Management - I  
Managerial Comm II  
Business Computing with Spreadsheets  
Operations Management II  
Corporate Social Responsibility  
Experiential Learning  
CSR Project ( One Week)

### TERM 4

Core: Strategic Management  
Core: Project Management  
Experiential: Leadership Lab  
Five Elective Papers

### TERM 5

One course from General Management  
Five Elective Papers

### TERM 6

One course from General Management  
Capstone



# Electives

## Finance

Advanced Financial Modeling Using R  
Behavioral Finance  
Business Analysis and Valuation  
Capital Expenditure Planning and Control  
Commodities Derivatives Market  
Corporate Banking and Credit Appraisal  
Corporate Taxation  
Derivatives and Risk Management  
Financial Markets  
Financial Modeling Using Excel  
Financial Planning and Wealth Mgmt.  
Financial Risk Management  
Financial Services, Products and Markets  
Fintech Analytics : Credit Risk Modeling

Fixed Income Analytics  
International Financial Management  
Investment Management  
Issues in Empirical Finance  
M&A and Corporate Restructuring  
Management of Banking  
Options and Futures  
Project & Infrastructure Finance  
Risk Management and Insurance  
Security Analysis and Portfolio Management  
Stress Financial Management  
Structured Finance  
Treasury and Risk Management in Banks

## HR

Assertiveness Training  
Behavioral Strategy & Decision Making  
Building Learning Organizations  
Compensation Management  
Competencies & Performance Management  
Consulting to Management  
Corporate Governance  
Cross-Cultural Management  
Decision Making for Effective Leadership  
HR Metrics & HR Analytics  
Human Resource Planning & Audit  
Labour Legislative  
Leadership, Influence and Power

Learning and Development  
Management of Creativity  
Management of Industrial Relations  
Management of Relationships  
Managing People & Performance in Org  
Organization Development and Leadership  
Personal and Managerial Effectiveness  
Personal Effectiveness and Self-Leadership  
Personal Growth Lab  
Stress Management  
Talent Acquisition, Retention & Engagement  
Transactional Analysis

## Marketing

Advance Marketing Analytics  
Advertising and Sales Promotion  
Business- to-Business Marketing  
Competition and Globalization  
Consumer Behavior  
Customer Relationship Management  
Digital Marketing  
Entrepreneurial Marketing  
Integrated Marketing Communication  
International Marketing  
Luxury Marketing

Marketing Analytics  
Marketing Decision Models  
Pricing Management  
Product and Brand Management  
Qualitative Market Research  
Retail Marketing  
Rural Marketing  
Sales and Distribution Management  
Services Marketing  
Social Marketing  
Sports & Tourism Management

## OM

Advanced Inventory Control	Operations Strategy
Advanced Operations Research	Predictive Business Analytics
Business Intelligence and Data Mining	Process Analysis and Improvement
Demand and Business Forecasting	Production Planning and Control
Enterprise Resource Planning	Project Management
Lean Sustainable Supply Chain	Qualitative Models in Operations
Logistics & Warehousing Management	Service Operations Management
Logistics and Supply Chain Management	Supply Chain Analytics
Manufacturing Resource Planning & Control	Technology Management
Materials Management	Theory of Constraints
Multi-criteria Decision Making	TQM-Manufacturing and Services

## GM / Bouquet

AI and Applications in Management	Doing Business in India
Analysis for Managerial Decision Making	Emerging Economies
Analysis of Sports and Sportspersons	Fin-Tech and New Age Technologies
Block Chain	Insolvency and Bankruptcy
Communicating Critical Decision	Knowledge Management
Corporate Effectiveness through Theatre Techniques	Social Media and Text Analytics
Corporate Image Building	State Of Indian Economy and Business

## Data Science & Business Analytics

R	Descriptive & Visual Analytics
Blockchain Application for Managers	Predictive Analytics
Business and Data Communications Networks	Forecasting Models
Business Intelligence and Data Mining	ML with Python
Business Modeling Through System Dynamics	Digitization & Competitive Analysis
Cyber Law	Dashboarding - Advanced Excel
Data Visualization	

**SUMMER INTERNSHIP** This is an exclusive two-three months training program at the end of the First year. It is a firsthand unique opportunity to the students to actually relate all the classroom discussions and theoretical education with the practical corporate arena.

*Disclaimer: Institute reserves the right to change/alter/modify courses offered as per its discretion*

# Added Initiatives PGDM



## Labs for Operation Specialization in II and III Semesters

### *Analytical Laboratory*

An opportunity for students specializing in Operations, to gain the expertise in analytical and numerical skills after solving application oriented problems from both manufacturing as well as service sector.

## Skill Linked Immersion Project (SLIP)

**Semester I** Phase I Self Development Skills

**Semester II** Phase II Functional Skills

SISSBS organizes one of the most experiential interventions called the Skill-Linked Immersion Program (SLIP) to facilitate the development of soft skills among students. The basic objective of SLIP- I is to help students improve their Communication, Presentation, Stress handling, Motivation, Leadership and Team Building skills through field activities. SLIP-II on the other hand provides students an opportunity to develop/ acquire/strengthen a new Skill/Knowledge/ Attitude by undertaking a relevant activity through Projects/Certifications etc

## CIS and Corporate Mentoring

The college has a rich inflow of visiting faculty and guest lecturers who are experts in the field of management subjects such as HR, Finance, Operations, Marketing and IT. The experts share their rich industry experience and valuable industry knowledge with the students through special "Corporate Interaction Series". However, there is a need for some additional traits like entrepreneurship motivation, managing family issues along with business, specific legal aspects and so on.

SISSCOMS firmly believes that the students can be guided to a better level of understanding through mentoring. Students are assigned mentors, who are professionals from the industry. The mentors meet the students on a periodic basis. They engage the students in discussions and dialogue to get an insight into their thought process through which the mentors satisfy their anxiety related to career decisions.





# Postgraduate Diploma in Management (Pharmaceutical Management)

*Program Mission: "Imparting Quality and Holistic Education for Developing Business Managers for Pharmaceutical & Allied Healthcare Sectors"*

We are the pioneer to initiate a course on Pharmaceutical Management based on an understanding of the Pharmaceutical Industry's need for skilled and competent professionals. The Post Graduate Diploma in Pharmaceutical Management was started in 1997 in collaboration with the Indian Drug Manufacturers Association (IDMA). It is a 24-month full time AICTE approved program catering to the needs of the Pharmaceutical industry.

## Course Outline

### TERM 1

Behavioural Science in Management  
Managerial Communication I  
Marketing Management  
Financial and Management Accounting  
Statistics for Management  
Operations Management  
Anatomy and Physiology  
Pharmacology-1  
Legal Aspects of Business  
Business Ethics  
Research Methodology  
Experiential Learning

### TERM 3

Biopharmaceuticals and Biomaterials  
Strategic Management  
Regulatory Affairs  
Sales Management  
Human Resource Mgmt .  
Business Analytics

Elective I  
Elective II  
Experiential Learning  
Case study Analysis  
Strategic Management  
Regulatory Affairs

### TERM 2

Pharmco Economics  
Intellectual Property Rights  
Managerial Communication II  
Product & Brand Management  
Financial Management  
Design Thinking in Management  
Business Computing with Spreadsheets  
Logistics & Supply Chain Management  
Corporate Social Responsibility  
Marketing Research  
Pharmacology-II  
Experiential Learning  
CSR Project (One Week)

### TERM 4

Core: International Business  
Hospital Management  
Experiential: Leadership Lab  
Five Elective Papers

### TERM 5

Core: Project Management  
One course from General Management  
Five Elective Papers

### TERM 6

One course from General Management  
Capstone

# Electives

## Marketing

Advance Marketing Analytics	Product and Brand Management
Advertising and Sales Promotion	Qualitative Market Research
Business- 2-Business Marketing	Retail Marketing
Competition and Globalization	Rural Marketing
Consumer Behavior	Sales and Distribution Management
Customer Relationship Management	Services Marketing
Digital Marketing	Social Marketing
Entrepreneurial Marketing	OTC Marketing
Integrated Marketing Communication	Hospital Marketing
International Marketing	API Marketing
Luxury Marketing	Medical Devices and Diagnostics
Marketing Analytics	Agri Business and Marketing
Pricing Management	Food Processing and Marketing
Marketing Decision Models	Medico Marketing

## OM

Advanced Inventory Control	Operations Strategy
Advanced Operations Research	Predictive Business Analytics
Business Intelligence and Data Mining	Process Analysis and Improvement
Demand and Business Forecasting	Production Planning and Control
Enterprise Resource Planning	Project Management
Lean Sustainable Supply Chain	Qualitative Models in Operations
Logistics & Warehousing Management	Service Operations Management
Logistics and Supply Chain Management	Supply Chain Analytics
Manufacturing Resource Planning & Control	Technology Management
Materials Management	Theory of Constraints
Multi-criteria Decision Making	TQM-Manufacturing and Services

## GM / Bouquet

AI and Applications in Management	Emerging Economies
Analysis for Managerial Decision Making	Knowledge Management
Analysis of Sports and Sportspersons	Social Media and Text Analytics
Block chain	Clinical Research Management
Communicating Critical Decision	Health Insurance and Under Writing
Corporate Image Building	Pharma-eBusiness
Doing Business in India	

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# Postgraduate Diploma in Management (Biotechnology)

*Program Mission: "Imparting Quality and Holistic Education for Developing Business Managers for Biotechnology & Allied Healthcare Sectors"*

The Post Graduate Diploma in Biotechnology Management was started by SIESCOMS in association with SIES Indian Institute of Environmental Management (SIES IIEEM). This is a 2-year full time AICTE approved program. This program is a unique offering as it combines core competencies of the both management and biotechnology disciplines.

## Course Outline

### FIRST YEAR

#### TERM 1

Behavioural Science in Management  
Managerial Communication I  
Marketing Management  
Financial and Management Accounting  
Statistics for Management  
Operations Management  
Applied Physiology and Biochemistry  
Pharmacology-1  
Legal Aspects of Business  
Business Ethics  
Research Methodology  
Experiential Learning

#### TERM 2

Pharmco Economics  
Intellectual Property Rights  
Managerial Communication II  
Product & Brand Management  
Financial Management  
Design Thinking in Management  
Business Computing with Spreadsheets  
Logistics & Supply Chain Management  
Corporate Social Responsibility  
Marketing Research  
Pharmacology-II  
Experiential Learning  
CSR Project (One Week)

#### TERM 3

Biopharmaceuticals and Biomaterials  
Strategic Management  
Regulatory Affairs  
Sales Management  
Human Resource Mgmt .  
Business Analytics

Elective I  
Elective II  
Experiential Learning  
Case study Analysis  
Strategic Management  
Regulatory Affairs

#### TERM 4

Core: International Business  
Hospital Management  
Experiential: Leadership Lab  
Five Elective Papers

#### TERM 5

Core: Project Management  
One course from General Management  
Five Elective Papers

#### TERM 6

One course from General Management  
Capstone



# Electives

## Marketing

Advance Marketing Analytics	Product and Brand Management
Advertising and Sales Promotion	Qualitative Market Research
Business- 2-Business Marketing	Retail Marketing
Competition and Globalization	Rural Marketing
Consumer Behavior	Sales and Distribution Management
Customer Relationship Management	Services Marketing
Digital Marketing	Social Marketing
Entrepreneurial Marketing	OTC Marketing
Integrated Marketing Communication	Hospital Marketing
International Marketing	API Marketing
Luxury Marketing	Medical Devices and Diagnostics
Marketing Analytics	Agri Business and Marketing
Marketing Decision Models	Food Processing and Marketing
Pricing Management	Medico Marketing

## OM

Advanced Inventory Control	Operations Strategy
Advanced Operations Research	Predictive Business Analytics
Business Intelligence and Data Mining	Process Analysis and Improvement
Demand and Business Forecasting	Production Planning and Control
Enterprise Resource Planning	Project Management
Lean Sustainable Supply Chain	Qualitative Models in Operations
Logistics & Warehousing Management	Service Operations Management
Logistics and Supply Chain Management	Supply Chain Analytics
Manufacturing Resource Planning & Control	Technology Management
Materials Management	Theory of Constraints
Multi-criteria Decision Making	TQM-Manufacturing and Services

## GM / Bouquet

AI and Applications in Management	Emerging Economies
Analysis for Managerial Decision Making	Knowledge Management
Analysis of Sports and Sportspersons	Social Media and Text Analytics
Block chain	Clinical Research Management
Communicating Critical Decision	Health Insurance and Under Writing
Corporate Image Building	Pharma-eBusiness
Doing Business in India	

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# Value Adds

## Pharma Management & Biotech Management



### Centre of Excellence In Healthcare [CEHC]

The CEHC is a milestone in the academia-industry collaborative ventures, one amongst the first B-schools to initiate a management course to meet the needs of the pharmaceutical industry in India. The CEHC focuses on “**knowledge driven endeavors**” exclusively for the healthcare industry.

The CEHC comprise of a Core Panel of Experts which is a collaborative, multi-disciplinary body of senior industry professionals and richly experienced academicians who are subject-experts. Our CEHC has been able to support the pharmaceutical & biotechnology industry to address its unique challenges and complex issues that are a characteristic of these industries.

The Centre focuses on the pharmaceutical and biotechnology sectors of the healthcare industry with an all-round perspective on strategy, brand management, sales operations, people management, efficiency & productivity management, communications, human resource development, new product development and launches, marketing-analytics, customer relationship management and marketing research.

### CIS and Corporate Mentoring

The college has a rich inflow of visiting faculty and guest Lecturers who are experts in the field of management subjects such as HR, Finance, Operations and Marketing. The experts share their rich industry experience and valuable industry knowledge with the students through special “**Corporate Interaction Series**”. However, there is a need for some additional traits like entrepreneurship motivation, managing family issues along with business, specific legal aspects and so on.

We firmly believe that the students can be guided to a better level of understanding through mentoring. Students are assigned mentors, who are professionals from the industry. The mentors meet the students on a periodic basis. They engage the students in discussions and dialogue to get an insight into their thought process through which the mentors satisfy their anxiety related to career decisions.



## Market Based Projects (MBP)

The MBPs is a new initiative for the students of PGDM-Pharmaceutical & Biotechnology Management . The objective of the MBPs is to enable the students to get a real-life exposure to the various pharmaceutical market dynamics early in their career during their learning days. This is done by assigning a project to a group of students on a topic related to the pharmaceutical industry which is executed by them in a geographical territory. By virtue of the project the students are expected to meet & interact with the varied stakeholders within the pharmaceutical industry in a manner similar to the working professionals & in similar working conditions. Thus the MBP is an example of a simulation exercise which helps the students to get insights into the real- life working of the pharmaceutical marketing & sales business functions.



# Research and Management Development Programs

For any B-School, the most important stakeholder is the corporate sector. We have strong and close tie-ups with the corporates. This in turn gives our students, who are all poised to take their first primal steps into the corporate world, a robust cutting-edged advantage, over other B-School students. Thus our leaders, with a sturdy research acumen and a powerful orientation to development gradually transit themselves into globally responsible citizens.

## Research @ SIESSBS/SIESCOMS

Research Conferences organised during in year 2020-21

- a. International Conference-Aligning Business Strategy with CSR & Sustainability (4<sup>th</sup> & 5<sup>th</sup> Sep 2020 )
- b. Annual HR Conclave 'NIRMAAN' 2021- Topic: Workplace Relationships: The Next Normal/ Skills needed to be employable in the changing work culture (20<sup>th</sup> Feb 2021)
- c. 4<sup>th</sup> International Marketing Conference 2021-"Marketing evolution in Post-Covid scenario"
- d. Ideathon 2.0 : Inauguration (20<sup>th</sup> Feb 2021)
- e. Annual Finance Conclave-MUDRANK 2021: Theme-Contemporary Areas in Finance & Internal Financial Control (27<sup>th</sup> Feb 2021)
- f. Annual Academia Corporate Conclave 2020-21-Transformation of the Healthcare Landscape "Emerging Business Practices in Pharmaceutical Industry" (21<sup>st</sup> Feb 2021)
- g. Panel Discussion on ' Building Health Care Brands' With International Industry Experts (6<sup>th</sup> Mar 2021)
- h. Annual Operations Conclave - Operon 2021 (13<sup>th</sup> Mar 2021)
- i. International Conference "Preparing the Pharma for the Post-Pandemic world: Opportunities within the challenges". (20<sup>th</sup> Mar 2021)
- j. HR Conference-Contemporary role of HR 360 Degree for sustainable competitive advantage (7<sup>th</sup> Mar 2021)

## Training @ SIESSBS/ SIESCOMS

### a. Corporate Training Programs

These programs are tailor-made to cater to the various functional aspects on general management, including strategy and soft skills.

- b. Undertaking various types of consulting activities as a problem solving measure for the corporate clients.

## Centre of Excellence

With a view to create niche in specific areas, the institute has created Centers of Excellence in the following areas:

- Banking and Finance
- Ethics and Values
- Entrepreneurship
- NGO Management
- Healthcare Management
- Logistics & Supply Chain Management

## Publications

1. "SIES Journal of Management" - a Bi-Annual journal
2. "Idea Research" - a compendium of Research papers by students
3. "Aakanksha" - Annual journal of Executive MBA Students
4. "Prerna" - Annual Journal on Social Issues
5. "SIES Journal of Pharma-Bio Management" – Annual journal of Pharmaceutical & Biotechnology Management
6. "Compilation of Project Abstracts"- Internship in Non-Profit Organizations
7. Journal of Information Technology & Computer Applications
8. "National Conference on innovations and Advancements in Information Technology (NCIAIT2016)": Compendium
9. National Research Conference on "Perspectives in Current Business Scenario": Compendium
10. National Finance Conference on "Opportunities and Challenges of Finance": Compendium
11. The Annual Healthcare Management conference on "Healthcare-Challenges Potential Break throughs": Compendium

# IdeaThon



A unique program called "*Ideathon 1.0*" was launched in January 2020 for our students. *Ideathon* is a bipartite collaboration of young brains of the institute with its 6000+ alumni members for generating fresh and practical solutions to management issues. As organizations face innumerable challenges, they need to be innovative and adaptable to tackle problems. *Ideathon* helps them get fresh ideas or solutions from our young minds for resolving tricky issues. It opens up a plethora of opportunities for our students to showcase their capabilities and learning to work on real case problems of industry.

As our alumni members play a significant role in bridging the gap between academia and the real world, large number of them support the initiative by providing *real case problem* from their organizations / ventures. Each student team conducts research, including primary & secondary and presents findings & recommendations to a panel of eminent Jury. *Ideathon* is a credit based experiential program and the best solution chosen by Jury are awarded Certificate.

IdeaThon 2.0 was launched in January 2021 and it received participation from 50+ sponsoring corporates from all over the world (US/Dubai/Australia/UK, etc.)

# Our Intellectual Capital

## From SIES Management Institute

### CORE FACULTY

**Dr. Suhas Tambe**, *M.Sc, NET, M Phil, Ph.D*

**Dr. Nitin Vazirani**,  
*M.Com(Fin), M.Com (Mgmt), MHRDM, Ph.D, NET*

**Dr. Sharmila Mohapatra**, *MA, NET, Ph.D*

**Dr. Rajesh Nair**, *M.Com, MDBA, Ph.D*

**Dr. Swati Kulkarni**, *BE(E&TC), PGDM, Ph.D*

**Dr. Nishi Kaul**, *MA, M Phil, Ph.D, NET*

**Dr. Chitra Ramanan**, *M.Sc, PGDMM, Ph.D*

**Dr. Vikram Parekh**, *PGDBA, Ph.D*

**Prof. Vidya Iyer**, *M.Com, MBA, PGDMM*

**Dr. Durga Surekha**, *MA, M Phil, Ph.D*

**Dr. Suniel G. Deshpande**, *B Pharm, MBA, PGDMLS, Ph.D*

**Dr. Shuchi Midha**, *M.Sc, Ph.D, Post Doctorate, PGD- Drug Regulatory Affairs*

**Prof. Deepa Donde**, *PGDBA*

**Dr. Laitha Pillai**, *M.Com, PGDPMIR, Ph.D*

**Prof. Anguja Agarwal**, *PGDM (Operations & Marketing)*

**Dr. Ira Kumar**, *M.Sc, MBA, Ph.D*

**Prof. Jharna Lulla**, *MA, DBA*

**Prof. Saanchi Bhide Gadgil**, *MBA*

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### OTHER FACULTY

**Dr. Bigyan Prakash Verma**

**Prof. Vatsala Bose**, *M. Sc, MBA*

**Dr. Parag Amin**, *BE, MBA, Ph.D*

**Dr. Sandeep Bhanot**, *BE, MMS, NET, Ph.D*

**Prof. Sujatha Rao**, *MA, MBA*

**Prof. Vilas K. Chaudhari**, *M.Sc, MCM, MBA, PGDCA.*

**Dr. Madhavi Ishwar Dhole**, *M.Com, MBA, Ph.D*

**Dr. Shalini Gulecha**, *MBA, Ph.D*

**Dr. Saritakumari**, *MA, MBA, Ph.D*

**Dr. Kaustubh Arvind Sontakke**,  
*MA, M.Com, M.Phil, Ph.D (Fin.) & Ph.D (Accountancy)*

**Prof. Pankaj Srivastava**, *M.Com, MBA (IB)*

**Prof. Manoj Bagesar**, *BE, MBA*

**Dr. Anupkumar Palsokar**, *MCA, M. Phil, Ph.D*

**Prof. Mamta Sharma**, *MCA*

**Prof. L. S. Swasthimathi**, *MCA, M. Phil*

**Dr. Seema Laddha**, *MBA, Ph.D*

**Dr. Neha Jayant Chopade**, *MCA, Ph.D*

**Prof. Roshna Ravindran**, *MCA, M. Phil*

**Prof. Shanti Bhatt**, *MCA, Mphil, Dip. in RDBMS, Dip. in Systems Management(Hon), PGDM*

**Dr. Shilpa Deshmukh**, *MCA*

**Prof. Pankaj Raibagkar**, *MCA*

**Prof. Vidhya Rao**, *MCA, ADCSSA from BTE*

**Prof. Snigdha Ramesh**, *MCA*

**Dr. Snehil Dahima**, *MCA, MBA (Operations), Ph.D*

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# National and International MOUs

## National MOUs

We are associated with various organizations for training & development Program which will benefit both the faculty & students. The institute has also signed MOU with Industry for internships & placements of Management & Technology students. Some of the few are listed below:

1. AIMA - BA
2. InnoServ Solutions Pvt. Ltd.
3. Newgen Software Technologies Ltd.
4. SIES CTD
5. SNJ Media Pvt. Ltd. - Encyclomedia Solutions LLP
6. Indegene Lifesystems Pvt. Ltd.
7. Pragmatix Services Pvt. Ltd.
8. NUCSOFT Ltd.
9. Safetynet Consultants Pvt. Ltd.
10. Reliance Jio Infocomm Ltd.
11. Finance Forum of India
12. SMERA
13. Confederation of Indian Industry
14. Sales Academy Pvt. Ltd.
15. CII-YI
16. AIMA - BA
17. C-EDGE
18. IIT Bombay
19. Head Start
20. Care Ratings
21. Chartered Insurance Institute
22. Aspiring Minds
23. Indian Development Foundation
24. Talent Professionals
25. IIT Bombay
26. Mumukshu Healthcare
27. ICAI
28. Stockgrow
29. Ugam Solutions
30. Shashvi Remedies
31. Mangal Fincorp
32. Occupetal
33. Textronics
34. Axonlabs
35. NHRDN

## International MOUs

College has entered into several international associations which are academic in nature

1. The University of Findlay, USA
2. Katowice School of Economics, Poland
3. University of Dubai
4. Southern Illinois University, Edwardsville
5. Putra Business School, Malaysia
6. Management Development Institute of Singapore
7. Jan Wyzykowski University, Poland
8. JECI NCI
9. Capella University, USA
10. University of Pitesti, Romania
11. The Faculty of Economics and Law, University of Pitesti, Romania
12. Valahia University, Romania
13. ATMA JAYA CATHOLIC University of Indonesia
14. University of Economics, Varna
15. University of South Carolina-Beaufort
16. ARPA, Singapore

## Global Immersion Program

This initiative was launched by SIESCOMS in 2016 to expose students to foreign environment, culture, language, and also see the economic environment. Under this program the students undertake a short duration education tour to a foreign country.-

- 1<sup>st</sup> Global Immersion Program (GIP)  
- Country of visit- Dubai
- 2<sup>nd</sup> Global Immersion Program (GIP)  
- Country of visit- Malaysia
- 3<sup>rd</sup> Global Immersion Program (GIP)  
- Country of visit- Dubai
- 4<sup>th</sup> Global Immersion Program (GIP)  
- Country of visit- Singapore
- 5<sup>th</sup> Global Immersion Program (GIP)  
- Country of visit- Singapore

# Our Industry Partners

## Host Recruiters

and many more....

## PGDM

Acuite	Baerlocher	CRG Group	Expensing
Acuity Knowledge Partners	Bajaj Electrical	CRISIL	EY
AIRTEL	BCCL	CRMNEXT	Famy Group
Alembic	Berger	Cognex	Federal Bank
Amcor	Beyond skool	Darashaw	Finnacle Classes
ANZ Support Services	Business wire India	Dasfoodtech Pvt. Ltd	Finvest Advisors
Aranca	Byju's	Deloitte	First Global
ATG	Capstone	DELOITTE USI	First Meridian
AU Bank	Carnival Films Pvt. Ltd.	DHL	Flybase
Aurionpro	Cedar Consulting	DRYCHEM	Galaxy Sufactants
Auto Plant	Centrum Micro Credit	Dwello	GEP
Axis Bank	Cetas Healthcare	E-emphasys	HGS
Axis Securities	CitiusTech	Eduvanz	Godrej & Boyce
Avalon	Constellation Consulting	Enteropharma	Godrej Properties
	Credable	Essel Propack	Grand Thornton

Greaves Cotton	Liberty Insurance	Philips	Swan Solution
Hafele	LDS Infotech	Piramal Realty	Tata AIG
Hexaware	Lockated	Praktik	Tata Consumer Product Ltd.
HDFC AMC	Lodestar	Property Cloud	
HDFC Bank	Lodha	Perch Technologies	
HDFC Life	LTI	Property Pistol International	
HDFC Ltd.	Marico	Publicis	TJSB
Henkel	Meyer Organics	Ravexim	Torrent Power
HFFC	Meyer Organics-Operations	Reliance Jio	Tradecred
Hamilton			TRB Group
Home Bazar	Mindseed	Revmax	Troikaa
Hunt Partners	MKCL	RMC	Turanth
ICICI Bank	Me&Moms	Rustomjee	Tresvita
ICICI SECURITIES	MSCI	RXIL	Tycoon
ICICI HFC	Morning Star	Samyog Foods	Ugam Solutions
ICICI Lombard	Mygate	SBI LIFE	Upgrad
IDFC BANK	Myultiliving Technologies	Scaler Technologies	Valuefy
Impactsure	Napino	Schbang	Visible Alpha
Infor	Native World	SelectHub	Vodafone
Intellipaat	Neosoft	Sellergize	Webengage
Invovity	Netcore	SIB	Wipro
Interactive Brokers	Neterwala	Skorion Technologies	Walplast
Gametion	Nilkamal	Skyber	Wellesta
IRIS Business Solutions	No Broker	Smartserv	Xanadu
Jaro Education	Northern Arc	Smotech	Xanglers
K Raheja	Occupetal	SS&C Globe op	Yocket
Kantar	Orange Business Solutions	Sunteck	Zee
Kotak Bank		Simplylearn	Zenonco
Lighthouselearning	Panasonic	Solar Labs	Zomato
			Zycus



## Pharma & Biotech

Akumentis	IQVIA	piramal healthcare
El-Dorado Bio Tech Pvt. Ltd	Kinedex Healthcare Pvt Ltd	Prajna Self- Care
Insignia Pvt Ltd	KPMG Advisory Services Pvt Ltd	Profound Healthcare Services
Abbott Healthcare	Lloyd healthcare	Raptakos
Accurex Biomedical Pvt Ltd	Lloyd healthcare	Roche Pharma
Alembic	Macelods Pharma	RPG Life Sciences
Alkem	Mankind Pharmaceuticals	Rubicon Research
Amcor Flexibles Pvt Ltd	Markets & Markets	SAMI Labs
Bharat Serums and Vaccines	McCann Health	Sharon Bio Medicine Ltd
British Biologicals	Media Medic	Somatico Pharamcal Pvt Ltd
CMARC Pvt Ltd	Media pro enterprise	Sorento Communication
Danone	Medisurge Technologies Pvt Ltd	Sun Pharmaceuticals
Deloitte Consulting	Medwiz	Sundyota Numandis
DHL	Merck	Sunways India Pvt Ltd
Elder Pharmaceuticals	Meril Lifescience Pvt Ltd	Svizera Healthcare
Entrepreneur	Meyer Organics Pvt Ltd	Tata AIG
Eris Lifescience Ltd	Native World	Torrent Pharma
Flagship Biotech International Pvt Ltd	Nestle India	Transchem Corp Pvt Ltd
German Remedies	Novartis	Ugam Solutions
Go Apptiv Pvt Ltd	Opted out of Placement	Universal Medicare Pvt Ltd
Icpa Labs Pvt Ltd	Orchid Pharma	Watermelon
Impact Sure	Overseas Healthcare Pvt Ltd	Watson
Indchemie Healthcare Pvt Ltd	Oxygen Healthcare	Wellesta Healthcare
Indegene Lifesystems Pvt Ltd	Panacea Biotec	White Hat Jr /Persistent
Indoco Remedies Limited	Pantheon FZE	WIPRO Technologies
Inspire Medical and Education Company Pvt Ltd	Pfizer	Wockhardt
Inventia Healthcare Pvt Ltd	PhableCare	Yogi Kripa MediChem
IPSOS Research	Pharma Ace	Zydus Cadila
	Pinclick Property Management Pvt Ltd	



# SIES SHALL BE AMONGST THE MOST ADMIRABLE ACADEMIC INSTITUTIONS IN INDIA

## WHAT DOES ADMIRATION MEAN?

A feeling of wonder,  
pleasure or approval.

The act of looking on  
or contemplating with  
pleasure

Approval, esteem,  
regard, affection,  
veneration, honor,  
idolization, reverence  
- synonyms for  
admiration

## OUR ADMIRATION SHALL FLOW FROM

The quality of our efforts  
in the field of education

The quality – the reach,  
the expanse and sweep  
of our academic services

Our respect for 'Law' at  
all times

The creation of an SIES  
Family where a full  
family tree would have  
experienced SIES as  
students

## WHAT DOES THAT CONVEY FOR SIES?

We shall confine ourselves  
to our core competence  
i.e. universalising education

We shall redefine the  
boundaries of our activities  
beyond Mumbai, Navi  
Mumbai to India

We need not be 'BIG' but  
shall endeavour to be the  
'BEST'

We shall be 'Admired'  
for our activities in life  
learning process through  
'Education' The admiration  
shall come from all  
stakeholders – students,  
staff, society

Our scale of admiration  
shall be based on the value  
addition we provide during  
the student days

We shall ever remain  
'Student centric' for we  
have no existence without  
them

## IT'S HALF WAY THROUGH OUR CENTENARY IN 2032

### Phase I - GOALS

Student strength to reach  
over 50,000

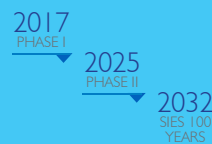
SIES – University for  
Higher education

All institutions accredited  
at the highest grade 'A' for  
e.g. in NAAC

Socially responsive  
education. Beyond the  
classrooms or social  
media. 'ISR' the dominant  
face of SIES. A Good share  
of admiration from ISR.

Most vibrant network of  
Alumni, Past Teachers  
and Staff, present human  
resources creating the vast  
SIES Family.

### Phase II – Goals and action plan in 2022



## THE IDENTITY FOR ANY SIES INSTITUTION

A distinct logo within the SIES logo

A value lab

An ISR Department

A Past Student's Association within the  
institution without separate legal existence

An active forum for parents and teachers

Capitation Free Merit based student  
enrollment at all levels

Highest accreditation from a National Agency

Research unit

## For Admissions

Call Admission Helpline Number

Mobile No: 7045507201 / 9769789201

For any enquiry please tap on the  
buttons below to contact

Mr. R.Chandrasekhar



022-61083402/27708333 | chandrasekarr@sies.edu.in

Ms. Rachana Jadhav



02261083430

Ms. Bindu Alex



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General Email: [sies@siescoms.edu](mailto:sies@siescoms.edu)

Website: [www.sieessbs.edu.in](http://www.sieessbs.edu.in)

## Getting to SIESSBS



To get to SIESSBS, you can commute via bus or train.  
Nearest station is Nerul on the Harbor Line. If you opt for  
a bus, bus numbers that will get you to SIESSBS are 506,  
507, 511 and 512.

Please Note: 505 and 504 buses stop at LP Bus Stop on  
the Bombay-Pune Highway.

