



93
Years of Legacy

SESHADRIPURAM EDUCATIONAL TRUST

SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

Approved by AICTE | Recognized by Govt. of Karnataka | Affiliated to Bengaluru City University
No. 26, Yelahanka New Town, Bengaluru - 560 064

23

Years of
Inception

SIMS

YELAHANKA, BENGALURU

Commitment for Excellence



Scan QR Code
for More Details



MBA

Master of Business Administration
Program Brochure

PGCET-CODE
B279

OUTLOOK-ICARE ALL India
B - Schools Survey - 2023

9th Top Private
B - School
in Bengaluru

20th Best Private
Affiliated Colleges
in India

Seshadripuram Institute of Management Studies (SIMS)

SIMS is a flagship Management Institution under Seshadripuram Educational Trust (SET). Since its inception in 2001, the institute has left no stone unturned by providing professional and quality education in the stream of management. As a result of our commitment to excellence, we have made an indelible mark on the corporate and academic world and have thrived today as one of the best MBA Colleges in Bengaluru. Our endeavor is to prepare students with the requisite principles, skills and traits to meet the dynamic needs of the industry. The students are given education and training to make them a balanced individual in terms of emotional, intellectual and spiritual dimensions to achieve the highest goals of personal and organizational development. Innovation and Creativity is the key to our growth and all our resources are channelized towards achieving them.

Our students and teachers are change agents who trigger the thirst for knowledge and bring about new ideas and creative thought processes. Our MBA program will stretch the imagination and vision of the students and enhance their capabilities to appropriately fit into the dynamic and competitive business world. SIMS make the classrooms lively, vibrant and open to cross-cultural learning environments. With focus on critical thinking, out-of-the-box learning and innovative teaching-learning practices, SIMS has become one of the favorite destinations among student community to study MBA in the city of Bengaluru. The institution also provides good placements for students to work in multinational companies.



Vision

Inclusion of all aspirants to education and expansion across all realms of academia



Mission

To inculcate basic human values, generate the spirit of enquiry, induce healthy challenges, encourage sustainable accomplishments & ensure enriching rewards



N. R. Pandith Aradhya

President, SET
Chairman, Advisory Council-SIMS

I am happy to extend a warm welcome to aspiring students to join our 93 years of Institutional Legacy built on the edifice of selflessness, powered by an iron will and commitment to serve mankind. Our institutions have been espousing the cause of needy sections of society in general, and of the underprivileged in particular.

It is our wish that our long nurtured traditions must go hand in hand with contemporary ground realities and a modern rationale. The aim of all our institute is to benefit the student community and I am sure that MBA Program offered by SIMS will prove true to this Aim.



Dr. Wooday P. Krishna

Honorary General Secretary

Seshadripuram Institute of Management Studies is the flagship management institution under the aegis of Seshadripuram Educational Trust which has been a symbol of quality education accessible by people hailing from different social and economic strata, in the state of Karnataka for more than nine decades. SIMS has upheld the highest standards of academic delivery for students while being adaptive to the dynamic higher education ecosystem of our country. In its two decades of operation, SIMS has produced the finest management graduates who are currently occupying prestigious positions in organizations across the world.

Students are encouraged to work as part-time interns in industry throughout their MBA programme which gives them the problem solving and team building skills that the world is looking for management graduates today.



Dr. Vinay S.

Director

Management education today has the challenge of matching the expectations of the ever-changing corporate world. We, at SIMS make sincere efforts to nurture budding Managers and Entrepreneurs with knowledge, skills and attitude. Industry-Academia collaboration is done on a continuous basis to blend the needs of the corporate world and curriculum of the program.

SIMS aims for holistic development of students. Lot of gateways are created towards co-curricular and extra-curricular activities throughout the program.



The Innovation Cell at SIMS was established in 2019 as per the norms of MHRD's Innovation Cell, Govt. of India. Innovation cell focuses on creating complete Eco-system which will foster the culture of Innovation of educational institution from ideas generation to pre-incubation, incubation and graduating from the incubator as successful start-ups.

Facilities @ IIC

- ▶ Dedicated Workstations
- ▶ Discussion Room
- ▶ High Speed Internet and Wi-Fi
- ▶ Dedicated Seminar Hall



★★★★ Rating

Funded for Organizing Impact Lectures on Entrepreneurship

Adjunct Faculty

Prof. Girinarayan G.
Senior Partner
Your HR Buddy, Bengaluru

Prof. Bharath Rajanna
Founder & CEO
Edu Pinacple, Bengaluru

Prof. Ramani Venkat
Founder, BIZZ Diagnostics
Bengaluru

Prof. Bishwajeet Mishra
Vice President -
Marketing Engagement,
Accenture India

Academic Council Members

Dr. Krishna Prasad
Founder & Principal Consultant
Lean Angels

Dr. Mahesh Bhatt
Chief Business Officer
Team Lease Service Ltd.

Shri. Amith Sharma
Chief Human Resources Officer
Volvo Group India

Prof. Girinarayan G.
Senior Partner
Your HR Buddy, Bengaluru

Advisory Council Members

Shri. Adarsh W. R.
Shri. Badappa K.
Shri. Lingaraju H. K.
Shri. Lokanath B. C.
Shri. Manjunath W. P.
Shri. Muddukrishna H. N.

Dr. Muralikrishna Reddy L. V.
Shri. S. Veerabhadraiah
Shri. Shankar B.
Shri. Shivakumar W. P.
Dr. V. Veerabhadraiah
Shri. Vijay Kumar W. D.
Dr. K. Gopalakrishnan

MBA - Dual Specialization

Students can opt any two specializations :

1. Business Intelligence
2. Predictive Analytics Using 'R'
3. Data Warehousing and Data Mining
4. Big Data Analytics
5. Data Visualization and Business Reporting Using Tableau
6. Emerging Technologies and Future Skills for Business Leaders

1. Rural and Green Marketing
2. Business and Social Marketing
3. Consumer Behaviour and Neuro Marketing
4. Sales and Distribution Management and Retailing
5. Services Marketing and Customer Relationship Management
6. Integrated Marketing Communication and Digital Marketing

1. Performance Management and Competency Mapping
2. Talent Management and Employee Engagement
3. Learning and Development Human Resources
4. Global HRM
5. Strategic HRM
6. Industrial Relations and HR Audit

ELECTIVES OFFERED

1. Investment Analysis and Portfolio Management
2. Corporate Taxation for Managers
3. Corporate Valuation and Financial Modelling
4. Project Management and Analysis
5. International Financial Management
6. Derivatives and Risk Management

1. Ideation, Design Thinking and Innovation
2. Management of SME's and Family Business
3. Corporate Entrepreneurship and New Venture Creation
4. Technology for New Ventures
5. Scaling Up and Sustainability of Start-Ups
6. Entrepreneurial Finance

1. Advanced Production System
2. Agile & Lean Manufacturing
3. Enterprise Resource Planning
4. Resource Optimization and Project Risk Management
5. Supply Chain Management
6. Total Quality Management

Eligibility for Admission

- Minimum aggregate of 50% (45% for SC / ST candidates) in a three or four year under graduate programme of any discipline from a recognized University in India or Overseas.
- Entrance examination to be taken (any one) - PGCET / KMAT / MAT / CMAT / CAT / XAT / GMAT.

Our International Collaborations

- University of Central Oklahoma
- Southwestern Oklahoma State University
- Texas A&M University

For Admission Contact :

☎ 080 - 2295 5371

📞 97431 30372

📞 97313 80161

✉ info@simsblr.ac.in

🌐 www.simsblr.ac.in

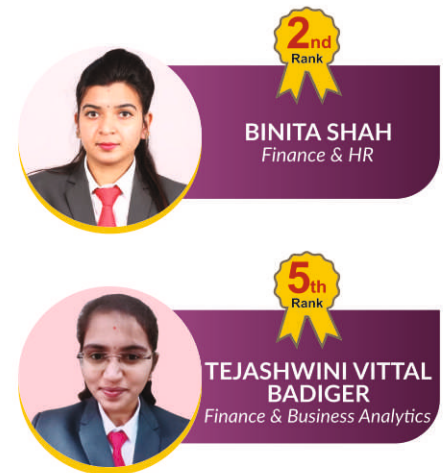


Follow us on:

Value Add Certifications

Bengaluru City University
MBA Rank Holders (2019-21 Batch)

The key highlight of value add certificate programmes at SIMS will be a part of the regular timetable. In all the four semesters, students are offered certification programmes that are designed in coherence with the requirement of the industry. Certificate programmes offered include:



Furthermore, advanced certifications are offered as a basket option for students during their MBA at SIMS.

Career Mapping and Placements

The Institute assists students to explore placement opportunities through Campus Recruitment Drive. The Placement Cell is ably headed by placement officers, supported by alumni and faculty representatives. Placement Cell involves itself in constant Industry-Academia interactions and industry expertise is sought in areas of student training programmes. The Placement Cell conduct career counseling and provide up-to-date corporate information to all students.



Our Top Recruiters



Our Associations

