



Bombay Suburban Art & Craft Education Society's

Sheila Raheja School of Business Management and Research

Affiliated
to the
University
of Mumbai

NAAC
Accredited
Institution

972

College Code

Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Ground, Bandra (East), Mumbai- 400051. INDIA
Direct Line : (022) 61966640 Board Tel: - (022) 61966666 Email - director@srbs.edu.in | admin@srbs.edu.in



Welcome to the SRBS

COMPREHENSIVE
EDUCATION
THAT DISTINGUISHES YOU
FROM THE CROWD



ABOUT US

Established upon a tradition of excellence, the Sheila Raheja School of Business Management & Research (SRBS) is a premier institute that influences managerial and administrative practices by creating new frontiers of knowledge and developing entrepreneurial skills to nurture socially sensitive leaders- managers enriching them through multi-disciplinary and cross-faculty approaches.

The College believes in imparting quality education to its students while focusing on all aspects of career development and personality enhancement. At SRBS, we put a strong emphasis on imparting exceptional Professional Education, where skills are taught and honed and talent is activated from a latent state. Here we nurture the young minds of our students, train them to develop for future-ready. Our objective is to ignite the mind, stir up questions and inspire solutions.

SRBS has the finest and qualified faculty. Here they enhance the nature of the teacher-student relationship by actively involving in counseling, mentoring, and self-improvement initiatives. The faculty members are deeply committed to developing a quality environment to create a link between academia and the corporate by sharing their knowledge and experience. Apart from its distinguished faculty and excellent results, it enjoys an enviable reputation as a seat of learning.

Board of Governors
Academic Year 2020-2021

Sr. No.	Name of the Committee Member	Designation
1	Mr. S. N. Wadhvani	Chairman
2	Mr. Arvind Tiwari	Hon. Gen. Secretary
3	Mr. S. G. Raheja	Industrialist
4	Dr. Rajan Tungare	Educationist
5	Dr. Ashok Wadia	Educationist
6	Mr. D. D. Bhagwat	Nominee of the Society
7	Dr. Kavita Laghate	Nominee of the affiliating University
9	Dr. Abhay E. Wagh	Nominee of the State Government
10	Dr. Vijay Wagh	Member Secretary
11	Dr. Rajesh Chouksey	Faculty Member
12	Prof. Rahul Sanghavi	Faculty Member

Your future is secure at SRBS

- **SRBS**, which is at the fountain-head of knowledge, enjoys an enviable reputation as a seat of learning in keeping with world-class institutes.
- **SRBS** provides a holistic approach to quality education.
- **SRBS** endeavors to turn out competent and wholesome scholars and students capable of facing the challenges of a changing environment.
- **SRBS** impresses upon its learners that career growth is an Odyssey where success is a journey not a destination.
- **SRBS** emphasizes not just on a learned faculty but also a learning faculty who is dedicated to a life of service.
- **SRBS** is fast emerging as a hub for Quality Education.
- **SRBS** draws Regular, Adjunct and Guest Faculties of best mind from the Academia and the Corporate world.
- **SRBS** aims to present a global perspective on the changing Indian business landscape.
- **SRBS** cutting-edge technology and infrastructure serve as quality assurances.
- **SRBS** focus is on training, research and consultancy.
- **SRBS** firmly advocates transparency and good governance.
- **SRBS** – today's LEARNERS, tomorrow's LEADERS.

NAAC Accreditation Another feather in our cap

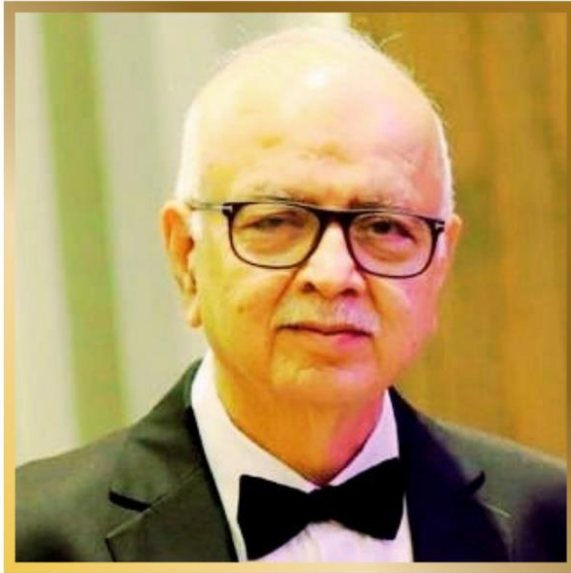


Vision

To be a premier B-School engaged in innovative teaching for developing competent, ethical and socially responsible business leaders.

Mission

1. Adopt learner-centric pedagogy to enhance knowledge and skills
2. Involve students in social project work and immersion programs to inculcate responsibility towards society
3. Enrich students with practical business management knowledge by providing industrial and corporate experience
4. Practice holistic approach in education to develop intellectual, ethical and leadership potential of students



President
Mr. Shyam Wadhvani
President of Bombay
Suburban Art & Craft
Education Society
Director of K. Raheja
Group of Companies



Director
Dr. Vijay Wagh
Academician &
Management
Trainer Research
Guide in
Management

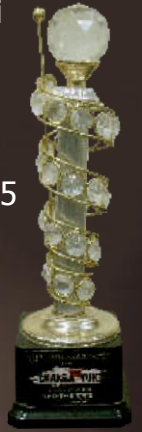


AWARDS & HONOURS



SVAGAM
Best B School Trophy
Instituted by
SRBS

Lala Lajpatrai
Institute of
Management,
Chakravayuh,
Annual Cultural
Fest Dumdar 2015



**SRBS Wins 3
Best B-School
Trophies!!!**



**Trophy for
Excellence
in
Academics
- Boys and
Girls**
Instituted by
D.Sivanandhan

**Ehlaan 2016
SIWS NR
Swamy**
College of
Commerce and
Economics, BMS
& BBI



HIGHER EDUCATION Review

DECEMBER - 2016

THEHIGHEREDUCATIONREVIEW.COM

Management College of the Year – 2016

Times B School

An Optimal Media Solutions Initiative, A Division of Times Internet Limited, circulated with The Times of India, Mumbai Wednesday, March 28, 2018

Your Road-map to Success

B-SCHOOL: The Ready Reckoner

Times Group partnered with IIRC Insights Pvt Ltd, a research and consultancy firm and conducted the survey to determine the top private B-Schools in Mumbai.

Top B Schools (Mumbai)	*Rank 2018
SP Jain Institute of Management and Research	1
ITM Business School	2
SIES College of Management Studies	3
Prin. LN Welingkar Institute of Management Development and Research	4
Universal Business School	5
NI Debmis Institute of Management Studies and Research	6
Durgadevi Saraf Institute of Management Studies	7
Atharva Institute of Management Studies	8
National Academy of Event Management and Development (NAEMD)	9
IIS Management College and Research Centre	10
Vivekanand Education Society's Institute of Management Studies & Research	11
Shelal Rajhaja School of Business Management & Research	12



*The list is a part of All India B-School ranking study conducted based on methodology mentioned on Page 2



**KOHINOOR BUSINESS SCHOOL
BEST COLLEGE TROPHY 2014**



**ALLANA INSTITUTE OF MANAGEMENT STUDIES
BEST COLLEGE TROPHY 2015**

Life @ SRBS CAMPUS



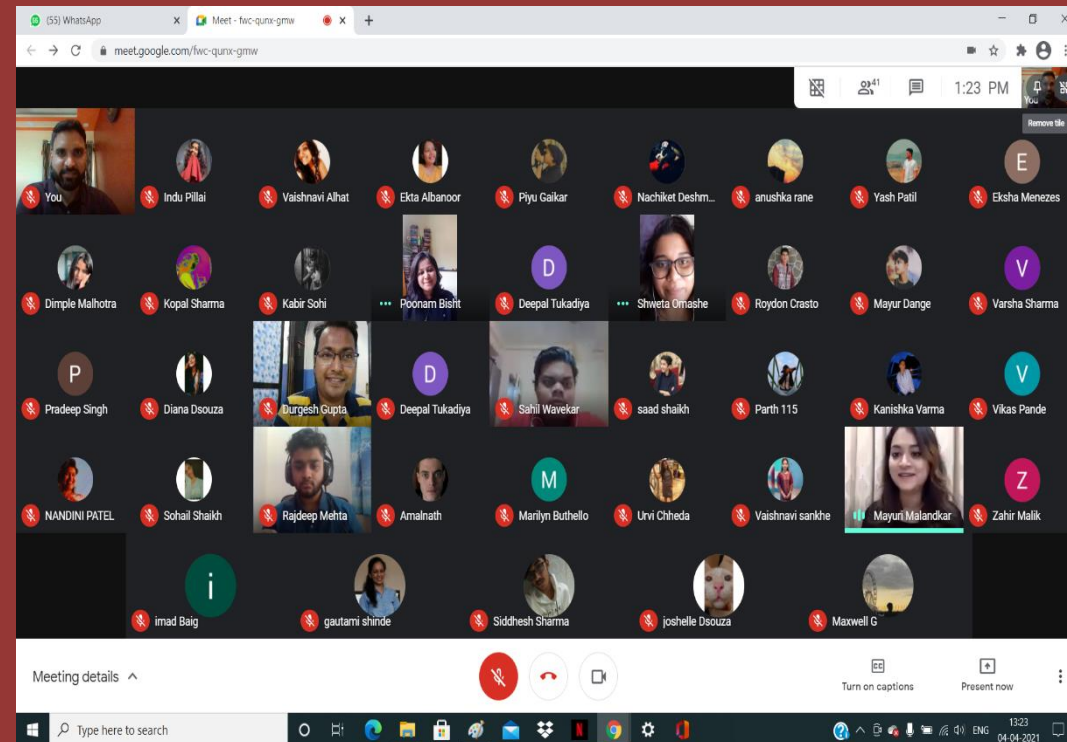


MediaMania 2021

Department of Multimedia and Mass Communication in collaboration with Department of Management Studies of SRBS Organized an Intra Collegiate Festival “Media Mania 2021”.

List of Competitions

1. Story Telling
2. Photography
3. Documentary Making
4. Anchoring
5. Essay Writing



WEBINARS

Bombay Suburban Art & Craft Education Society's
**Sheila Raheja School of
Business Management and Research**



DEPARTMENT OF MULTIMEDIA AND MASS COMMUNICATION

**WEBINAR ON
"Combatting Covid Infodemic:
Our Role"**



**Prof. Sambit Pal,
Indian Institute of Mass
Communication**

**Seema Tiwari,
Independent Journalist**

**JUNE 12, 2021
GOOGLE MEET
11:00 AM ONWARDS**

Raheja Education Complex, Kher Nagar, Bandra (E), Mumbai – 400 051

Department of Multimedia and Mass Communication of SRBS Organized Webinar on Combatting Covid Infodemic : Our Role

Bombay Suburban Art & Craft Education Society's
**Sheila Raheja School of
Business Management &
Research**



29 MAY
11:00 AM TO 1:00PM



**WEBINAR
on
"ROLE OF ART IN
INDIAN
ADVERTISING"**

Organized by
**Department of
Multimedia and Mass
Communication**

MR. SHUSHIL GAUTAM
SR, ART DIRECTOR, FCB ULKA

Raheja Education Complex, Opp. Chatrapati Shivaji Ground, Kher Nagar, Bandra (E), Mumbai 400051

Department of Multimedia and Mass Communication of SRBS Organized Webinar on Role of Art in Indian Advertising

Media Clubs @ SRBS Campus

1. **Sound and Music Club** – This club apprehends aspects such as the role of music in movies, advertisements, its verses, the emotions, and the meaning behind the lyrics, time, and feelings. Music can differ from time to time, the students get familiarized with its variations.
2. **Photography Club** – This club aspires to groom the student's insights about the camera, its functions, type of photography, fields, and how to handle a camera. This club enhances a student's creativity giving them a chance and ability to work ahead in the field.
3. **Film and Television Club** – This club emphasizes enhancing the students' spectrum of knowledge regarding advertisements, movies, documentaries, and entertainment programs by helping them to understand how films and television programs are made and brought into action for entertainment. Aspects such as how they have been shot, directed, scripted, produced, edited are all compiled under this club which fosters student knowledge about the vast media industry.
4. **Literary Club** – The club aims to articulate the value of literature by inculcating flair for language to develop creative content writing, communication & presentation skills to promote literary taste in our students. It contains novels, poetry, quotes, scripts, manuals, and language on how writings of all such literature work proceeded, to understand the grammar, thought process, and emotions behind them.
5. **Research Club** – The club started with a desire to connect students with the Media research industry wherein they explore various aspects of the media industry related to the analysis of the content, audience research, media management, media literacy, digital developments, and divide, etc.
6. **Personal Development Club** – This Club intends to develop character with competence. The club emphasizes invoking hidden soft skills which are very vital to stay and deal in the current scenario of cut-throat competition. It initiates the process of developing a student academically and mentally helps them boost their confidence and become a better version of themselves at their own pace. Preparing them today for the future path they shall choose ahead in their life.

Management Clubs @ SRBS Campus

- 1. HR Club:** The intent of “HR Club” is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do. The club promotes the active participation of the students by inculcating as many interactive modes of learning as possible. The HR students take the lead in arranging the events. The club activities are organized to promote the team spirit and implement the HR concepts practically.
- 2. Finance Club:** The Finance Club works towards boosting interest in Finance on the campus and also helps indulge that interest through competitions, workshops and professional opportunities which supports the students' understanding about the interconnected structure of the financial concepts and operations of the financial markets. This club is designed to help students learn more about finance and explore insight on various fields related to finance for future perspective of their careers.
- 3. Marketing Club:** The Marketing Club aims to ignite the brilliant minds of students where they can unleash their creativity and clever wits, the club also aspires to motivate young minds and prepare them for the job market in the field of marketing by keeping our student community abreast with the latest happenings around the marketing world. The activities aim at connecting marketing concepts to real-world applications and being a resource for students looking to pursue a career in Marketing.
- 4. Management Club:** The club drives an initiative that collaborates with both the corporate and academia to impart skills for development and enhancement of personality of students. It thrives to improve communication skills and decision making power to enhance the spirit of competition among the students. The club also facilitates extra-curricular and co-curricular learning activities by initiating activities that provide experiential learning to students.
- 5. Research Club:** Undoubtedly research has become an inseparable part of every higher education institution across the globe. To produce quality research communication is essential and to make it happen an interactive platform is needed where researchers across multiple disciplines can interact and collaborate. The research club is created with a desire to connect students with the Research Industry by providing the required platform. The club aims to foster & nurture the young minds with the understanding of research especially in reference to the global arena of business.



Yoga Day

SRBS organizes International Day of Yoga every year on June 21st to spread awareness about the importance of Yoga in day to day life. Our students, teaching and non-teaching staff actively participate in this event.



Teachers' Day

SRBS has a tradition of honoring its teachers every year on 5th September. Students express their respect and gratitude towards the faculty members. Many exciting activities are organized by the students for the faculty members.



मराठी भाषा दिवस

मराठी भाषेबद्दल जागरूकता निर्माण करणे आणि त्याचे महत्त्व विशद करणे तसेच विद्यार्थ्यांना मराठीमध्ये संवाद साधण्यास प्रवृत्त करणे ह्या उद्देशाने एसआरबीएस मध्ये मराठी भाषा दिनानिमित्त दरवर्षी २७ फेब्रुवारी रोजी कार्यक्रम आयोजित केला जातो ज्यामध्ये विविध स्पर्धांचे आयोजन केले जाते. या स्पर्धांमध्ये विद्यार्थी उत्साहाने सहभागी होतात.



International Women's Day,

Sheila Raheja School of Business Management & Research celebrates International Women's Day on 8th March every year. This event is organized to honor women for their contribution in the development of the society, nation & self-growth.



"The Constitution Day"

Constitution Day is celebrated in India also known as "Samvidhan Divas". Sheila Raheja School of Business Management and Research celebrates this day to spread awareness about the Indian Constitution and to instill a sense of patriotism among the students.



YOUNG SCRIBES

It is an Annual Magazine that gives insights into Life @ SRBS and provides a platform for students to showcase their creative skills. The students and the faculty explore diverse topics ranging from literature to management to current affairs at local and international level.







SVAGAM





NSS CAMP SHELAMPADA



SPORTS WEEK



Study Tour

Study Tour for SRBS students at Himachal Pradesh (Amritsar, Dharmashala, and Dalhousie) was organized at Singh Industries one of the leading players in the category of manufacturing Wire Nail making Machine. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Amritsar.

Wave Beverages (Coca Cola) Plant wherein 'students were given exposure on the production process of a wide range of juice, juice drinks, and aerated beverages.



Air-conditioned premises
24x7 wi-fi access
Advanced IT setup
Airconditioned auditorium
CCTV security system
ERP campus
Spacious classrooms
Advanced tutorial rooms
Hi-tech language lab
Research centre
Seminar & conference rooms
Latest computers
Well-stocked library
Digital library
Health care
In-house medical doctor
Trained counsellor

State-of-the-art infrastructure that prepares you for a bright tomorrow



Core Faculty Members



Prof. Pradeep Singh

Course Coordinator-(BMS)
B. Sc. - University of Mumbai
M.M.S.- University of Mumbai
Diploma in H.R.M – Welingkar Institute
of Management & Research
SET (Management) – University of Pune



Prof. Omkar Kadam

Assistant Professor (BMS)
M.Com (Accounts & Finance) –
University Of Mumbai
CA-CPT – ICAI
NET(Commerce) – UGC
SET(Commerce) – University Of Pune



Prof. Mahesh S. Savale

Course Coordinator-(BAMMC)
B.Com – University of Amaravati
M. A. (Communication & Journalism) – University of Mumbai
SET (Communication & Journalism) – University of Pune



Prof. Durgesh Gupta

Assistant Professor (BAMMC)
NET qualified in Mass Communication and Journalism
M.A. (Film Studies) – University of Mumbai
P.G.D.M. (Advertising) – Welingkar Institute of Management
Development & Research
Advance Diploma in Media Management – Welingkar Institute
of Management Development & Research

Spotlights

Star Guest Speakers

National Speakers



Dr. Sivanandhan
Ex-DGP
Maharashtra Cadre Addressing
on: Women's Safety



Dr. Cherian Varghese
Chairman of Union KBC Trustee
Company Pvt. Ltd.
Addressing on: Leaders and Managers



Dr. Sangeeta Pandit
HOD Finance SIMSREE
- Addressing on: Demystifying
Bond Valuation

International Speakers



Dr. Deborah L. Ford
Chancellor, University of
Wisconsin- Parkside USA



Prof. Dennis S. Tachiki
Professor, Graduate School of
Business Administration,
Tamagawa University, Tokyo, Japan



Dr. Radhakrishnan Pillai
Director - Chanakya Institute of Public
Leadership, University of Mumbai
Addressing on: Corporate Chanakya



Bhuvan G.M.
Principal & Head - Apeejay Institute of
Hotel Management, L & D Centre
- Park Hotels - Addressing on Career
Opportunities in Human Resources



Mukesh Kumar
Senior Vice President
Infiniti Mall, Malad



Dr. Robert Ducoffe
Vice Chancellor, University
of Wisconsin- Parkside USA



Dr. Dirk Baldwin
Dean, College of Business,
Economics and Computing,
University of Wisconsin, USA



Dr. Atul Natu
National Head – Marketing
Godrej & Boyce Mfg. Co.Ltd.
Addressing on: Self Branding & Leadership
Development in the VUCA World



Dr. Prasad Teegalapally
Associate Professor – NITIE, Mumbai
Addressing on: Entrepreneurship
– The Way Ahead



Firdosh Mistry
Head – Corporate Technology &
Eng. Academy - L & T, Mumbai
Addressing on: Changing Landscape
of Learning & Development



Harakhchand Savla
Founder of NGO – Jeevan Jyot
Addressing on: Welfare of Society



Dr. Parag Dhumal
Associate Professor, University of
Wisconsin- Parkside USA



Dr. David Gracias
Professor John Hopkins
University, USA

Participation of SRBS

In Global Exhibition on Services organized by Confederation of Indian Industry (CII) from May 15, 2018 to May 18, 2018



SCOREBOARDS

RANKED Amongst INDIA'S BEST institutes
by BUSINESS TODAY in 2018

RANKED by Times B-School Survey
Top 12 Amongst Private B-Schools in Mumbai 2018

GRADED by Chronicle
B+ in the B-School Survey, 2017 & 2018

RANKED by Business Standard
B2 in the B-School Survey, 2017

RANKED by Business Today
Amongst India's Best B-Schools, 2016 & 2017.

RATED by Business India
A+ in the Best B-Schools Survey, 2016 & 2017.

RECOGNIZED by Higher Education Review
Management College of the Year 2016
in the Innovative Leadership Category

RULES & POLICIES

Rules for Discipline:

1. Students must display their Identity Cards in person within the Campus.
2. Formal Dress Code must be adhered to, on all working days.
3. Students should be well-groomed and exhibit good ethical and moral values.
4. Students must attend lectures/tutorials/seminars/workshops in accordance with the timetable. Any absenteeism from lectures/tutorials/seminars/workshops needs the prior permission of the Director.
5. Mid-Term Tests/Examinations are compulsory. The institute reserves its right to take action as per rules against defaulters.
6. Medical leave, on the recommendation of a Doctor, will be considered as per norms.
7. General code of conduct and norms of rational behaviour are binding on one and all.
8. Discipline and Decorum must be maintained in the Campus.
9. Silence must be maintained within the precincts of the Campus.
10. Students must switch off their Mobile phones during working hours. In case any student is found using the Mobile phone in restricted areas he/she will be penalized.
11. Smoking /Use of Tobacco/Gutkha/Alcohol etc. are strictly prohibited and liable to punitive action.
12. Students should not damage or destroy the Property of the institute. Any Act which causes destruction or defacing of the property of the institute will be liable to strict disciplinary action.
13. Students are solely and wholly responsible for all their personal belongings.

Rules of Examinations:

- Attendance is compulsory in accordance with the Circular No. UG/01 of 0.6086 dated May 05, 2014 of the University of Mumbai.
- Possession of any Electronic Gadget in the Examination Hall is strictly prohibited.
- Use of Unfair Means tantamount to misconduct and shall be severely dealt with as per the guidelines of the University of Mumbai.

Rules for the Notifications

- Students are expected to be acquainted with all Notices displayed on the institute's Notice Boards & Online Platform regularly.
- Notices can be displayed on the Notice Boards only with the prior permission of the Director.

Rules for Computer Laboratory Usage:

- The timings for Computer Usage are from 8.00 am to 6.00 pm on all working days.
- Users are strictly warned not to tamper with the Standard Licensed Software Packages that are installed in the Computer Systems.
- Users are not permitted to install any Software on their own.
- Computers must be used for Academic purposes only.
- Users must refrain from using the Computer facilities for any malicious / illegal acts.
- Users must note that the data stored in these Computers is subject to deletion without prior notice.
- Students are requested to shut down the computer when not in use.

Rules for Library:

Library Timings are from 8.00 am to 6.00 pm on all working days. Reprographic facility is provided in the Library.

Policy for Issue:

Materials	Home Issues	Period of Issue
Books	2	8 days
Journal	1 Back issue	2 days
Reference Material	1	3 hrs. (Within Campus)
Audio / Video Cd	1	3 hrs. (Within Campus)

Audio/ Video / CD's will be made available as per set procedures.

- **Overdue Charges:** If overdue penalties are outstanding, the right to borrow material may be withdrawn till such time as the penalties are paid.
- **Renewal:** A book can be renewed only if it has not been reserved.
- **Claims:** Any book which has been issued to another user can be reserved by placing a claim.
- **Penalties:** Loss/ Damage of Books/ Periodicals/ CD's any other loss of Library material must be immediately reported to the Librarian/ Assistant Librarian. The member must arrange to replace the lost material with latest material with latest edition available or else he/she must pay the market price of the lost material.

Right to Information Act - 2005:

- As per the above Act, following are the Appellate Authority and Information Officers at Sheila Raheja School of Business Management & Research (SRBS).
- Appellate Authority – Dr. Vijay Wagh
- Information Officer - Mrs. Geeta Chauhan

1. Grievance Redressal Committee:-

Sheila Raheja School of Business Management & Research (SRBS) has formed a College Grievance Redressal Cell as per the norms laid down by University of Mumbai. in order to provide a mechanism to students for redressal of their grievances.

Sr. No.	Name of the Committee Member	Designation	Capacity in which representing Committee
1	Dr. Vijay Wagh	Presiding Officer	Head of the Institution
2	Dr. Rajesh Chouksey	Member	Senior Faculty Member
3	Mr. Rahul Sanghavi	Member	Senior Faculty Member
4	Ms. Ritu Chakraborty	Member	Senior Faculty Member
5	Dr. Yogesh Ingle	Member	Senior Faculty Member (SC)
6	Mr. Vikram Bedekar	Member	Student Representative

2. Anti – Ragging Act :-

In accordance with the directions of the Hon'ble Supreme Court vide SLP No. 24295 of 2006 dated May 16, 2007 and in Civil Appeal Number 887 of 2009 dated May 08, 2009 Sheila Raheja School of Business Management & Research (SRBS) has formed an Anti – Ragging Committee/ Mentoring Cell/ Anti-Ragging Squad as per guidelines of UGC and Government for Prevention and Prohibition of Ragging in institution. As per the provision of the Act, Ragging within or outside of any educational institution is prohibited.



Sr. No.	Name of the Members	Designation	Capacity in which representing Committee
1	Dr. Vijay Wagh	Presiding Officer	Head of the Institution.
2	Mr. Narayan Madane	Member	Representative of Civil Administration.
3	Mr. Duncan Claude Wilson	Member	Representative of Police Administration.
4	Mr. Amriteshwar Mathur	Member	Representative of Local Media.
5	Ms. Bharati Kakkad	Member	Representative of Non- Government Organization.
6	Mrs. Jyoti Dixit	Member	Representative of Faculty Member.
7	Mrs. Ritu Chakraborty	Member	Representative of Parents belonging to Fresher's Category.
8	Ms. Bhagyashree Save	Member	Representative of Parents belonging to Senior Students.
9	Mr. Pradip Shinde	Member	Representative of Non-teaching staff.
10	Mrs. Geeta Chauhan	Member	Representative of Students belonging to Fresher's Category.
11	Mr. Nishant Mande	Member	Representative of Students belonging to Fresher's Category.
12	Ms. Aarohi Kawali	Member	Representative of Students belonging to Senior Student
13	Mr. Vikram Bedekar	Member	Representative of Students belonging to Senior Student
14	Ms. Mansi Manjrekar	Member	Representative of Students belonging to Senior Student

Help line No.: 022 61966666 Ext 401

Action against Ragging:

The Anti-Ragging Committee of our institute shall take an appropriate decision, with regard to punishment or otherwise depending on the facts of each incident of ragging and nature and gravity of the incident of ragging. Possible punishment for those found guilty of ragging shall be any one or any combination of the following:-

1. Cancellation of Admission.
2. Suspension from attending classes.
3. With holding/withdrawing of scholarship/fellowship and other benefits.
4. Debarring from appearing in any test/examination or other evaluation process.
5. With holding results.
6. Debarring from representing the institution in any regional, national or international meet, tournament, youth festival etc.
7. Suspension/expulsion from the hostel.
8. Rustication from the institution for period ranging from 1 to 4 semesters.
9. Expulsion from the institution and consequent debarring from admission to any other institution.
10. Collective Punishment: When the persons committing or abetting the crime of ragging are not identified, the institution shall resort to collective punishment as a deterrent to ensure Community pressure on the potential raggars.

3. Anti-Capitation Fee Act:

As per the Maharashtra Education Institution (Provision of Capitation Fees), Act 1987, Sheila Raheja School of Business Management & Research (SRBS) shall charge Tuition Fees from students as per the directions of the Fees Regulating Authority.

4. Internal Complaints Committee:

As per the directions of the University of Mumbai Sheila Raheja School of Business Management & Research (SRBS) has constituted an Internal Complaints Committee in accordance with the provisions of The Sexual Harassment of Women at workplace (Prevention, Prohibition and Redressal) Act, 2013 to deal with complaints / cases of Sexual harassment in particular in relation to the institute as under:

Sr. No.	Name of the Committee Member	Designation	Capacity in which representing Committee
1	Ms. Jyoti Dixit	Presiding Officer	Senior Woman Member
2	Dr. Rajesh Chouksey	Member	Faculty Member
3	Mr. Rahul Sanghavi	Member	Faculty Member
4	Ms. Geeta Chauhan	Member	Non-Teaching Staff
5	Ms. Mukta Naik	Member	Non-Teaching Staff
6	Mr. Ashmit Dwivedi	Member	Student from UG
7	Ms. Shinde Gautami Sanjay	Member	Student from PG
8	Ms. Gonsalves Shelcy Allan	Member	Student from PG
9	Ms. Bharti Kakkad	Member	Member from NGO

5. SC/ST Committee:

As per the directions of UGC and State Government, Sheila Raheja School of Business Management and Research (SRBS) has constituted SC/ST Committee .

The names of the Committee members are as under:

Sr. No.	Name of the Committee Member	Capacity in which representing Committee
1	Dr. Vijay Wagh	Chairman
2	Dr. Rajesh Chouksey	Member
3	Mrs. Geeta Chauhan	Member
4	Mr. Mahesh Zapale	Member
5	Dr. Yogesh Ingle	Co-ordinator
6	Mr. Vikas Pande	Member

6. Fees

Course	Particular	Fees
BMS	Program Fees	Rs. 15,458/-
BAMMC	Program Fees	Rs. 16,958/-

- Eligibility fees of RS. 320 will be charged additionally to students other than Maharashtra Board.

7. Rules of Admission / Allotment of Seats:

Admission process for BMS & BAMMC programs is followed as per the norms defined by the University of Mumbai.

8. Scholarships:

All students belonging to the reserved category can avail various scholarship schemes offered by Government of Maharashtra subject to being eligible as per the norms defined by the competent authority.

9. Facilities for Physically Handicapped Students:

Our institute has Created Facilities for Physically Handicapped Students as per norms laid down by the competent authority.

Bachelor in Management Studies (BMS)

Sheila Raheja School of Business Management & Research, affiliated to the University of Mumbai offers Three Year full time Degree Course Bachelor in Management Studies (BMS) offering all three specialization Viz. Finance, Marketing & Human Resources to the respective students. Specialization options will be as per rules & regulations of the Competent Authority.

SYLLABUS

First Year BMS Semester - I Core Subjects		Credits
1	Introduction to Financial Accounts	3
2	Business Law	3
3	Business Statistics	3
4	Business Communication - I	3
5	Foundation of Human Skills	3
6	Business Economics-I	3
Skill Enhancement Courses Elective(Any One)		
7	Foundation Course - I	2
	Foundation Course in NSS - I	
	Foundation Course in NCC - I	
	Foundation Course in Physical Education - I	
Total Credits		20

First Year BMS Semester - II Core Subjects		Credits
1	Principles of Marketing	3
2	Industrial Law	3
3	Business Mathematics	3
4	Business Communication -II	3
5	Business Environment	3
6	Principles of Management	3
Skill Enhancement Courses (Any One)		
7	Foundation Course - Value Education and Soft Skill - II	2
	Foundation Course in NSS - II	
	Foundation Course in NCC - II	
	Foundation Course in Physical Education - II	
Total Credits		20

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Second Year BMS Semester - III		Credits
Core Subject		
1	Information Technology in Business Management - I	3
2	Business Planning & Entrepreneurial Management	3
3	Accounting for Managerial Decisions	3
4	Strategic Management	3
Skill Enhancement Courses Elective(Any One)		
5	Foundation Course(Environmental Mgmt) - III	2
	Foundation Course-Contemporary Issues-III	
	Foundation Course in NSS - III	
	Foundation Course in NCC - III	
	Foundation Course in Physical Education - III	
Finance Specialization Electives(Any 2)		Credits
6 & 7	Basics of Financial Services	6
	Introduction to Cost Accounting	
	Equity & Debt Market	
	Corporate Finance	
Marketing Specialization Electives(Any 2)		Credits
6 & 7	Consumer Behaviour	6
	Product Innovations Management	
	Advertising	
	Social Marketing	
HR Specialization Electives(Any 2)		Credits
6 & 7	Recruitment & Selection	6
	Motivation and Leadership	
	Employees Relations & Welfare	
	Organisation Behaviour & HRM	
Total Credits		20

Second Year BMS Semester - IV		Credits
Core Subject		
1	Information Technology in Business Management - II	3
2	Business Economics-II	3
3	Business Research Methods	3
4	Production & Total Quality Management	3
Skill Enhancement Courses Elective(Any One)		
5	Foundation Course (Ethics & Governance) - IV	2
	Foundation Course-Contemporary Issues-IV	
	Foundation Course in NSS - IV	
	Foundation Course in NCC - IV	
	Foundation Course in Physical Education - IV	
Finance Specialization Electives(Any 2)		Credits
6 & 7	Financial Institutions & Markets	6
	Auditing	
	Strategic Cost Management	
	Corporate Restructuring	
Marketing Specialization Electives(Any 2)		Credits
6 & 7	Integrated Marketing Communication	6
	Rural Marketing	
	Event Marketing	
	Tourism Marketing	
HR Specialization Electives(Any 2)		Credits
6 & 7	Human Resource Planning & Information System	6
	Training & Development in HRM	
	Change Management	
	Conflict & Negotiation	
Total Credits		20

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Third Year BMS Semester - V Core Subject		Credits
1	Logistics & Supply Chain Management	4
2	Corporate Communication & Public Relations	4
Finance Specialization Electives(Any 4)		Credits
3,4,5 & 6	Investment Analysis & Portfolio Management	12
	Commodity & Derivatives Market	
	Wealth Management	
	Financial Accounting	
	Risk Management	
	Direct Tax	
Marketing Specialization Electives(Any 4)		Credits
3,4,5 & 6	Services Marketing	12
	E-Commerce & Digital Marketing	
	Sales & Distribution Management	
	Customer Relationship Management	
	Industrial Marketing	
	Strategic Marketing Management	
HR Specialization Electives(Any 4)		Credits
3,4,5 & 6	Finance for HR Professionals & Compensation Management	12
	Strategic Human Resource Management & HR Policies	
	Performance Management & Career Planning	
	Industrial Relations	
	Talent & Competency Management	
	Stress Management	
Total Credits		20

Third Year BMS Semester - VI Core Subject		Credits
1	Operation Research	4
2	Project Work	4
Finance Specialization Electives(Any 4)		Credits
3,4,5 & 6	International Finance	12
	Innovative Financial Services	
	Project Management	
	Strategic Financial Management	
	Financing Rural Development	
	Indirect Taxes	
Marketing Specialization Electives(Any 4)		Credits
3,4,5 & 6	Brand Management	12
	Retail Management	
	International Marketing	
	Media Planning & Management	
	Sports Marketing	
	Marketing of Non Profit Organisation	
HR Specialization Electives(Any 4)		Credits
3,4,5 & 6	HRM in Global Perspective	12
	Organisational Development	
	HRM in Service Sector Management	
	Workforce Diversity	
	Human Resource Accounting & Audit	
	Indian Ethos in Management	
Total Credits		20

Bachelor of Arts in Multimedia and Mass Communication (BA MMC)

Sheila Raheja School of Business Management & Research, affiliated to the University of Mumbai offers Three Year full time Degree Course Bachelor of Arts in Multimedia and Mass Communication (BA MMC) offering both specializations Viz. Advertising and Journalism to the respective students. Specialization options will be as per rules & regulations of the Competent Authority.

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First Year BAMMC Semester - I Core Subjects		Credits
1	Effective Communication – I	2
2	Foundation Course – I	2
3	Visual communication	4
4	Fundamentals of Mass Communication	4
5	Current Affairs	4
6	History of Media	4
	Total Credits	20

First Year BAMMC Semester - II Core Subjects		Credits
1	Effective Communication – II	2
2	Foundation Course – II	2
3	Content Writing	4
4	Introduction to Advertising	4
5	Introduction to Journalism	4
6	Media, Gender & Culture	4
	Total Credits	20

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Second Year BAMMC Semester - III Core Subject		Credits
1	Corporate Communication and Public Relations	4
2	Media Studies	4
3	Introduction to Photography	4
4	Film Communication-I	4
5	Computers and Multimedia-I	2
Ability Enhancement Courses Elective(Any One)		
6	Electronic Media-I	2
	Theatre and Mass Communication-I	
	Radio Program Production-I	
	Motion Graphics and Visual Effects –I	
Total Credits		20

Second Year BAMMC Semester - IV Core Subject		Credits
1	Writing and Editing for Media	4
2	Media Laws and Ethics	4
3	Mass Media Research	4
4	Film Communication-II	4
5	Computers and Multimedia-II	2
Ability Enhancement Courses Elective(Any One)		
6	Electronic Media-II	2
	Theatre and Mass Communication-II	
	Radio Program Production-II	
	Motion Graphics and Visual Effects –II	
Total Credits		20

SYLLABUS

Third Year BAMMC Semester - V Core		Credits
1	Reporting	4
2	Investigative Journalism	4
Journalism Specialization Electives(Any 4)		Credits
3,4,5 & 6	Features and Writing For Social Justice	12
	Writing and Editing Skills	
	Global Media and Conflict Resolution	
	Business and Financial Journalism	
	Mobile Journalism and New Media	
	News Media Management	
	Journalism and Public Opinion	
	Media Laws and Ethics	
Total Credits		20

Third Year BAMMC Semester - VI Core		Credits
1	Digital Media	4
2	Newspaper And Magazine Design (Project Work)	4
Journalism Specialization Electives(Any 4)		Credits
3,4,5 & 6	Contemporary Issues	12
	Lifestyle Journalism	
	Photo And Travel Journalism	
	Magazine Journalism	
	Sports Journalism	
	Crime Reporting	
	Fake News And Fact Checking	
	Television Journalism	
Total Credits		20

Third Year BAMMC Semester - V Core		Credits
1	Copy Writing	4
2	Advertising & Marketing Research	4
Advertising Specialization Electives(Any 4)		Credits
3,4,5 & 6	Globalization & International Advertising	12
	Brand Building	
	Agency Management	
	Account Planning & Advertising	
	Social Media Marketing	
	Direct Marketing & E-Commerce	
	Consumer Behaviour	
	Documentary & Ad Film Making	
Total Credits		20

Third Year BAMMC Semester - VI Core		Credits
1	Digital Media	4
2	Advertising Design	4
Advertising Specialization Electives(Any 4)		Credits
3,4,5 & 6	Advertising In Contemporary Society	12
	Brand Management	
	Media Planning & Buying	
	Advertising & Sales Promotion	
	Rural Marketing & Advertising	
	Retailing & Merchandising	
	Entertainment & Media Marketing	
	Television Program Production	
Total Credits		20

ADMISSION BMS & BAMMC

Documents Required

1	Pre-Admission Online Registration Form
2	S.S.C Marksheet & Passing Certificate
3	H.S.C Marksheet
4	H.S.C Leaving Certificate
5	Domicile/Birth Certificate
6	Ration Card
7	Aadhar Card
8	Caste Certificate (For Reserved Category Students)
9	Non-creamy Layer Certificate for OBC/VJNT/SBC Students (For Reserved Category Students)
10	Income Certificate from Tahsildhar (For Reserved Category Students)
11	GAP Certificate (If Applicable)
12	Districts Change Certificate (For Outstation Student)
13	Migration Certificate (If Applicable)
14	Any other identity documents (Driving License, PAN Card)
15	Photographs
16	Declaration from Student



Website
www.srbs.edu.in

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