



# **SNDT** **Women's University**

**APRIL**  
**2023**



## **Jankidevi Bajaj Institute of Management Studies**

S.N.D.T. Women's University  
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# About Jankidevi Bajaj Institute of Management Studies (JDBIMS)



JDBIMS is the Institute for management studies of SNDT Women's University. It is a part of the bold initiative taken by the SNDT Women's University in the field of professional education for women. JDBIMS is named after Smt. Jankidevi Bajaj, a distinguished representative of Indian womanhood who worked for the awakening and emancipation of women. She was a revolutionary social worker in a tradition bound society and is a perfect example of karma yogini.



## Brief history

JDBIMS was established on August 17, 1997 with the launch of a two-year full time Masters' degree programme in Management studies (MMS), PhD programme in Management studies and very intensive part time one-year Post graduate diploma courses. From the academic year 2001- 2002, the institute is functioning in its building at the University's Juhu campus. It is fully equipped with all modern facilities. The institute is headed by the Director and is supported by a team of dedicated faculty. A large number of specialists from the world of business and industry are involved in the teaching and mentoring.



**Inauguration by  
Governor Dr. P.C.  
Alexander**



**Prof. V.R. Iyer  
(Founder Director)**

JDBIMS has very close interaction with the industry, particularly in the field of curriculum development, teaching, research, testing, evaluation, faculty training and management development. The Institute offers a variety of professional courses at Masters' level and post graduate Diplomas that are specifically designed to enhance employment opportunities for women.



## **JDBIMS Vision:**

JDBIMS envisions creating an inclusive society, and empowerment of women through management education

## **JDBIMS Mission:**

To become a knowledge institution in the field of management education, and to train aspiring women to become competent management professionals, business leaders, and entrepreneurs

## **JDBIMS Goals:**

JDBIMS pursues its mission by contributing, inculcating and practicing

- Academic Leadership - by imparting high quality management education to women partnering with other institutions and industry.
- Corporate Leadership - by creating a pipeline of women managers to occupy positions of leadership and responsibility in business and industry both Indian and global
- Entrepreneurial Leadership - by encouraging the students and alumnae to become entrepreneurs by providing infrastructure and incubation facilities.
- Governance and Societal Leadership - by helping increase number of women taking up positions of public service and governance that can influence policy and decision making with workshops, MDP and consulting.



# Programmes offered at JDBIMS

- Ph.D. in Management
- Master of Management Studies(MMS) with Specialization in: Finance, HR, Marketing, Operations & Systems Management
- MBA in Finance Management, Human Resource Management, Marketing Management, Operations Management, SystemsManagement

## Master of Management Studies (MMS)

### Programme Outcome:

The objective of the programme is to provide the student with opportunities to pursue a career in industry or entrepreneurship, acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques of modern management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills and also offers facility for specializing in a chosen area of interest to the student.

### Eligibility

A valid score of centralized Management Academic Test (CMAT) conducted by All India Council of Technical Education (AICTE) and any other procedure prescribed by the Directorate of Technical Education (DTE) of Maharashtra centralized admissions.



## **Master of Business Administration (MBA –Finance Management)**

### **Programme Outcome:**

The objective of the programme is to provide students with opportunities to pursue a career in finance, acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques of modern management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage finance in the corporate world. The programme is designed to enable the learner to gain hands on experience and practical exposure in the areas of corporate finance, financial markets and investments.

## **Master of Business Administration (MBA - Human Resource Management)**

### **Programme Outcome:**

The objective of the programme is to provide the student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques of modern management with special emphasis on human resource. Further, it aims to enable the student to develop analytical, decision-making and managerial skills.



## **Master of Business Administration (MBA - Marketing Management)**

### **Programme Outcome:**

The objective of the programme is to provide student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques for understanding customer behaviour and devising effective marketing strategies. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various marketing functions ranging from product management, advertising, sales to retailing, e-business, distribution management, and strategic marketing planning in the current hypercompetitive markets.

## **Master of Business Administration - Operations Management (MBA - Operations Management)**

### **Programme Outcome:**

The objective of the programme is to provide student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques for understanding operations management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various operations functions in the current scenario.

## Master of Business Administration (MBA - Systems)

### Programme Outcome:

The objective of the programme is to provide student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques for understanding systems management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various systems and technology related functions in the current scenario.







# Faculty Profile



**Dr. Meera Shanker**  
**Director(I/c)**  
**M.A., M.B.A ( HR ) , PhD ( IIT, Kanpur)**



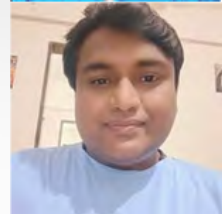
**Dr. T. Geetha**  
**Associate Professor**  
**M.Com., M.Phil., Ph.D (IIT-B),**  
**Grad CWA, UGC-NET**



**Dr. Nitin S. Wani**  
**Associate Professor**  
**BE,MBA, PhD, FDP-IIMA)**



**Dr. Saroj Datar**  
**Assistant Professor**  
**Ph.D., M.Com. DBM,**  
**UGC-NET**



**Mr. Yogesh Telugu**  
**Assistant Professor**  
**B.Sc, M.Sc, MBA, DST,DIT,FDP**



**Ms. Simran Kour Thayade**  
**MBA , B.Com ( Accountancy & Taxation )**



# Faculty Awards



## **Dr. T. Geetha-**

- Award for Outstanding Contribution to Education presented by Hindustan Unilever Limited at the 25th Business School Affaire and Dewang Mehta National Education Awards on 25th November 2017.
- Award for Best Professor in Finance Studies presented at the 27th Business School Affaire and Dewang Mehta National Education Awards on November 2018.

## **Dr. Nitin Wani –**

- International Case Writing Scholarship in May 2022 (Second Indian recipient)

## **Dr. Saroj Datar –**

- “Best professor in Human Resources Management” by World HRD Congress on February 17, 2018.

## **Research Projects completed**

### **Dr. Nitin Wani-**

- ICSSR sponsored Minor Research Project completed in May 2016

### **Dr. T. Geetha-**

- Project sponsored by UGC Area Study Centre for Canadian Studies, SNDTWU completed in April 2017–

# JDBIMS Culture and Studentlife

## Students and Institute Activities

- In order to develop as well as to assess the individual competence there are regular tests as well as assignments, projects, Group work. Experts from Industry, Consultancies and Research Institutes are invited to give lectures on specialized topics.

## Specialization Clubs and Committees-

- These clubs are created with the objective of giving opportunities for students to students to organize activities and events related to their area of specialization and to explore areas of learning beyond the classroom and syllabus. This is a great opportunity for students to apply themselves imaginatively to give expression to the many talents they may have.
- Finance club: **'FINNASCENT'**.
- HR club: **'INGENIUM'**
- Marketing club: **'SAMVID'**
- Operations club: **'DAKSHATA'**

## JDBIMS Green Club



Organizes nature walks, treks, hikes, bird watching sessions, for the outdoor enthusiasts and tries to build environment awareness and sensitization of students about the ecological issues.

## Sports Club



Organizes various sport tournaments for the students and aims to increase team spirit and competitiveness among the students.



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# JDBIMS Student Activities

The annual corporate symposium organized by students of JDBIMS incorporates various specializations that the Institute offers. The presentations are made by invited speakers and address contemporary issues from diverse perspectives & are of high academic value and relevance

**ASTITVA**

**PINNACLE**

This is an Inter-B School festival, organized and executed entirely by the students of JDBIMS. It provides a platform for interaction with students of other business schools and an opportunity to sharpen managerial skills and business acumen

Annual Alumnae Meet and Degree Distribution of JDBIMS where students receive their degrees and gives present students a platform to meet and interact with students of passed out batches

**SANIDYA**

**NIRMITI**

Annual Corporate seminar of JDBIMS focused on Human Resource Management. A platform to interact with HR professionals from the industry and an opportunity to understand the upcoming HR trends in Business



# Awards & Events at JDBIMS



**Jankidevi Bajaj Trophy being conferred on Ms. Ruchi Maheshwari @ Convocation 2023**



**Jankidevi Bajaj Trophy being conferred on Ms. Rishika Thakur @ Convocation 2022**





# Awards & Events at JDBIMS



**Green Club -  
Save soil event**

**Alumnae meet -  
Sanidhya**



*Sanidhya*



**Ms. Jigyasa Joshi  
Sustainability  
presentation contest  
award**



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# Events at JDBIMS



**SWACHH BHARAT ABHIYAN**



**GARBA NIGHT**



**DEMOCRACY WEEK**



**TRADITIONAL DAY**



**SPORTS DAY**



**FORMAL DAY**



**MINI MARATHON**



**ALUMNAE MEET**



**ANNUAL DAY**



**Beach cleaning  
drive**



**International fitness  
day**



**Sell-a-thon**



# Innovations and Best Practices



## Sectoral Specialization

A student can choose from a list of various sectoral topics from the upcoming and sunrise industries like - BPO & KPO, Digital Marketing, Hospitality Management, Food Processing and Horticulture, Travel & Tourism, Technology Management, etc. and write a research based projects in the topic



## ILLUMINATI

Newsletter Managed by JDBIMS  
Students







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# Innovations and Best Practices



## Specialization Clubs



**FINNASCENT**



**INGENIUM**



**SAMVID**



**DAKSHATA**



# Distinguished Alumnae



**Ms. Rekha Desai**

MMS 1997-1999

Head HR & Admin

Nelito Systems Ltd.

( DTS Corporation Japan)

**Ms. Hezel D'souza**

MMS 2001-2003

Position- Head of South

Asia Listed Derivatives

Credit Suisse Singapore



**Ms. Sheerali Arya**

MMS 2004-2006

Faculty at University

of Waikato, New

Zealand

**Ms. Neelasri**

**Barman**

MMS 2006-2008

Vice President and

Communications

Lead-India, Societe

Generale

**Ms. Archana**

**Nalawade**

MPMIR 2008-2010

VP Operations at

Futurescape

Technologies



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# Distinguished Alumnae Entrepreneur



**Ms. Khyati Mehta**

Dreamz Holidays

**Ms. Prajakta Karey**

Fits park

**Ms. Clarita and Clementia**

C4

**Ms. Ashwati Pillai**

Herba Life

**Ms. Nidhi Saraf**

Key Venture



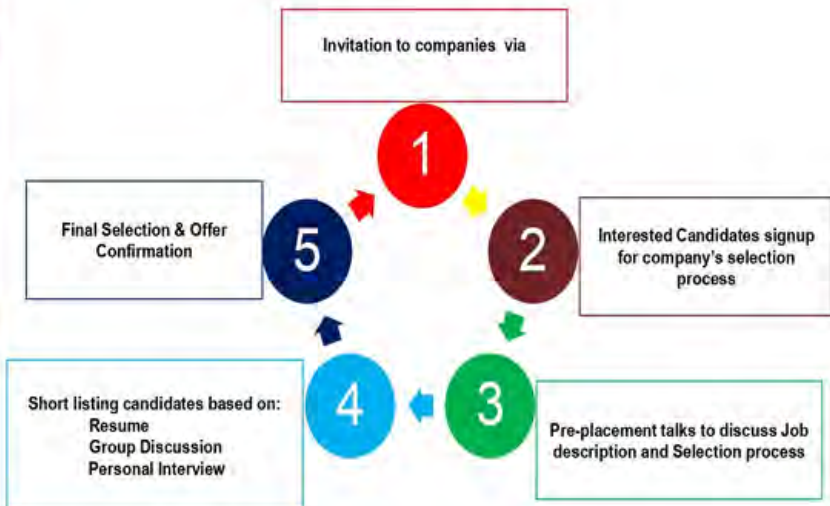
# Internship Placements



## Summer Internship Companies (SIP)



## PLACEMENT PROCESS





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# Prominent Recruiters



J.P.Morgan



and many more...



# FINAL PLACEMENTS 2021-2022

## 91 Companies approached in A.Y. 2021-22

### MMS / MBA - Finance

Name	Company Name	Designation	Annual Salary Package PA
<u>Bhakti Panoi</u>	ICICIBank	Deputy Manager	6.5 LPA
<u>Jagruti Raiu Rathod</u>	HDFCLife	Executive Trainee	4.5 LPA
Jaya Sharma	ICICIBank	Deputy Manager	6.5 LPA
<u>Sonal Gupta</u>	ICICIBank	Deputy Manager	6.5 LPA

### MMS / MBA - HR

Name	Company Name	Designation	Annual Salary Package PA
<u>Anjali Singh</u>	HomeLane.com	Assistant Manager- Training	6.5 LPA

### MMS / MBA - Marketing

Name	Company Name	Designation	Annual Salary Package PA
<u>Akshata Thorwade</u>	ICICIBank	Deputy Manager	6.5 LPA
<u>Amrita Raut</u>	ICICIBank	Deputy Manager	6.5 LPA
<u>Dhanishta Dave</u>	Accenture Solutions Pvt. Ltd.	Bus & Technology Delivery Associate	8.6 LPA
<u>Srushti Kiran Badwaik</u>	HDFCLife	Executive Trainee	4.5 LPA



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Juhu Road, Santacruz (W), Mumbai,  
Maharashtra - 400049*

Thank You

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## एस्. एन्. डी. टी. महिला विद्यापीठ

### \* कुलगीत \*

“संस्कृता स्त्री पराशक्ति” स्वर हमारा है  
विश्व है परिवार, भारत घर हमारा है।  
हम नहीं हैं दीन, कहता कौन हम अबला  
है सबल संस्कृति हमारी, हम सभी सबला  
ज्योती से जगमग हुआ, अंतर हमारा है।।  
स्वप्न ठाकरसी हुआ साकार है इसमें  
महर्षि कर्वे तपस्या - सार है इसमें  
हम दिशाएँ और यह दिनकर हमारा है।।  
“संस्कृता स्त्री पराशक्ति” स्वर हमारा है  
विश्व है परिवार, भारत घर हमारा है।



## Booklet Committee

- Prof. Medha Tapiawala, Dean, Faculty of Humanities
- Mr. Mehul Khale, PRO
- Mr. Shrikant Salekar, Jr. Stenographer

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