



Prospectus

2026-2027



VISHNU WAMAN THAKUR CHARITABLE TRUST'S
VIVA INSTITUTE OF MANAGEMENT AND RESEARCH
NAAC 'A' GRADE
APPROVED BY AICTE - NEW DELHI, DTE - GOVERNMENT OF MAHARASHTRA
AFFILIATED TO UNIVERSITY OF MUMBAI



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Virar East, Dist. Palghar 401305



ABOUT VISHNU WAMAN THAKUR CHARITABLE TRUST

With a noble cause to promote higher education in Virar and its adjoining rural and adivasi backwards areas, with a population of more than 17 lakhs, Vishnu Waman Thakur Charitable Trust started the Utkarsha Vidyalaya in 1989, and the Junior College was established in the year 1991, approved by the Maharashtra Board. Subsequently, in the year 2000-2001, VIVA College of Arts, Commerce, and Science, affiliated to the University of Mumbai, was established.

It started B.Com and B.A. with an intake of 360 students. Today, it not only has all the three main faculties of Arts, Commerce and Science, but also offers latest Career Oriented Professional Courses such as – BMM, BMS, B.Sc. (I.T.), B.Sc. (Computer Science), B.Sc., (Bio- Technology), B. Com. (Accounts and Finance), B.Com(Banking & Insurance), B. Com(Financial Markets), and Hotel Management (BHTMS). The Trust started the Institute of Management Studies in 2004, awarding Master's in Management Studies (MMS), a post graduate degree affiliated to Mumbai University and approved by AICTE, New Delhi.

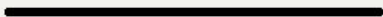
The aim of the Trust is to develop the Institute into a leading Professional Educational Centre in this region. Since its inception, the Institute has made phenomenal progress. In the year 2009-10, the Trust got permission from AICTE, New Delhi and the State Government of Maharashtra to start an Engineering College with major disciplines namely, Computer Engineering, Electrical Engineering, Mechanical Engineering, Civil Engineering and Electronics and Telecommunication, affiliated to the University of Mumbai.

It also got permission to start M.Sc. in Bio-Technology. At Shirgaon, the Trust started a Technical Campus in the existing Engineering College as per the guidelines of AICTE, New Delhi. In this campus, the Trust has introduced Applied Art & Craft, Pharmacy, Architecture and MCA Courses.

ABOUT VIVA INSTITUTE OF MANAGEMENT & RESEARCH

VIVA Institute of Management and Research is appreciating the importance of education in nation building. VIVA IMR is located at Virar East and is surrounded by lush green environment which is away from pollution. The natural beautiful surrounding provides an ambience where creativity and new ideas flourish thereby producing leaders of tomorrow by imparting a blend of learning, innovation and excellence. Our institutes constantly remain abreast with dynamic and constantly changing academic environment.

The Institute offers the MMS Program (Approved by AICTE - New Delhi, DTE - Maharashtra and Affiliated to the University of Mumbai). At VIVA IMR, we believe in creating an inductive environment to develop our students' competence and empower them not just through academics but also through several extra-curricular activities, making them fit to face the corporate world. The two-year program focuses on classroom instruction, research-based projects and internship practical experience. More emphasis is being given on effective written and oral communication, critical thinking, decision making, scientific and technological competency and an ethical way of managing crisis. We have faculty members with rich corporate backgrounds and excellence in academics who can deliver outstanding quality and provide global quality professional education to the doorsteps of the students. We aim to reach the top of the world map of education.



PRESIDENT

Shri. Hitendra V. Thakur



It has been 36 years since Vishnu Waman Thakur Charitable Trust came into being. Appreciating the importance of education in nation building, we began with the primary school in the year 1989 and the Junior college in 1991. From the academic year 2000-01, we extended our vision to provide Degree College education. Over the years, Trust has evolved and expanded from what it was years back so as to cater to the rising needs of the time. Today, Trust is providing education to over 35,000 students. In order to impart Management Education, initiatives were taken in the year 2003-04, and since then, it has constantly grown and developed manifold. To put it simply, the foundations of Trust are strong, with a vision that it fosters strong Values, providing an environment for Innovation, to emerge out as a Victorious, and further to Aspire for the well-being of all the stakeholders of the society. Our consistent focus is on the development of the required competence among our students in order to be a fine resource centre to the industry. VIVA Institute of Management and Research (VIVA IMR) provides an environment that helps them decisively to think in a broader perspective. Welcome to the VIVA Institute of Management and Research.

DIRECTOR

Dr. Hiresh Luhar



It gives me great pleasure and pride to introduce you to the young and thriving VIVA Institute of Management and Research.

Management Institutes are constantly working to improve the skill level of the students, but still, industries are experiencing a shortage of skilled workers, and they are continually spending a significant amount of money on skill development.

The Management Institute must now introduce the sophisticated skill sets needed by the sector, and VIVA IMR is committed to generating assets that are ready for employment. Our strong ties to the majority of public sector banks, private sector banks, cooperative banks, public & private sector advisory firms, large and mid-size industries, and large and mid-size banks will undoubtedly facilitate regular interactions between top-level management from the industry and VIVA IMR students for elucidation, network building, understanding, and updating from new trends and developments in the industry. We are committed to assisting in the successful placement of VIVA IMR students in the workforce.

Welcome to the VIVA Institute of Management and Research.

PROGRAM OVERVIEW

MMS/MBA

VIVA Institute of Management & Research (VIVA IMR) offers two-year full-time MMS Programme. This MMS programme is approved by AICTE - New Delhi, DTE - Maharashtra and Affiliated to the University of Mumbai. As VIVA IMR is an affiliated institute, we follow the restructured & revised syllabus as per “NEP 2020” under the credit-based semester and grading system prescribed by the affiliating University. Under this programme, we offer specialization in Finance, Marketing, Human Resource Management and Operations. The institute has a well-planned mechanism and framework for curriculum delivery and documentation. All the documents are documented as per the procedure and policies. The delivery of curriculum is periodically monitored and necessary actions/measures are taken for further improvement. The lectures are delivered as per the teaching plan approved by the director.

PH.D. (MANAGEMENT STUDIES)

VIVA Institute of Management and Research (VIVA IMR) is a recognized Research Centre for the Ph.D. programme in Management Studies, affiliated to the University of Mumbai.

The Ph.D. is a prestigious and globally recognized postgraduate academic degree awarded to candidates who undertake original and extensive research in their chosen field. This programme is designed to build advanced research capabilities and develop a deep understanding of management theories and practices. It serves as a strong foundation for those seeking to contribute to academic scholarship or pursue careers in research and teaching.

VIVA IMR follows the prescribed guidelines and regulations of the University of Mumbai and ensures a structured process for curriculum delivery, research progress monitoring, and documentation. The Research Centre facilitates a supportive academic environment, guided by experienced faculty and research guides.

VISION, MISSION & OBJECTIVES

VISION



"Vision of VIVA IMR is to be world- class facilitator of excellence in Management learning by providing accelerated management education, high quality research and training to suit the demands of the global economy."

MISSION



VIVA IMR is committed to the mission of creating highly able managers and professionals, who will achieve consistent high levels of work performance and raise their full potential and thus influence the quality of management in organization they work with.

OBJECTIVES



To provide a steady stream of competent young men and women with necessary knowledge, skills, values and attitudes to occupy positions of management and administration in business, industry, public system and the government.



To impart the students latest and relevant knowledge from the field of management theory and practice
To provide opportunities to the students for developing necessary managerial skills.

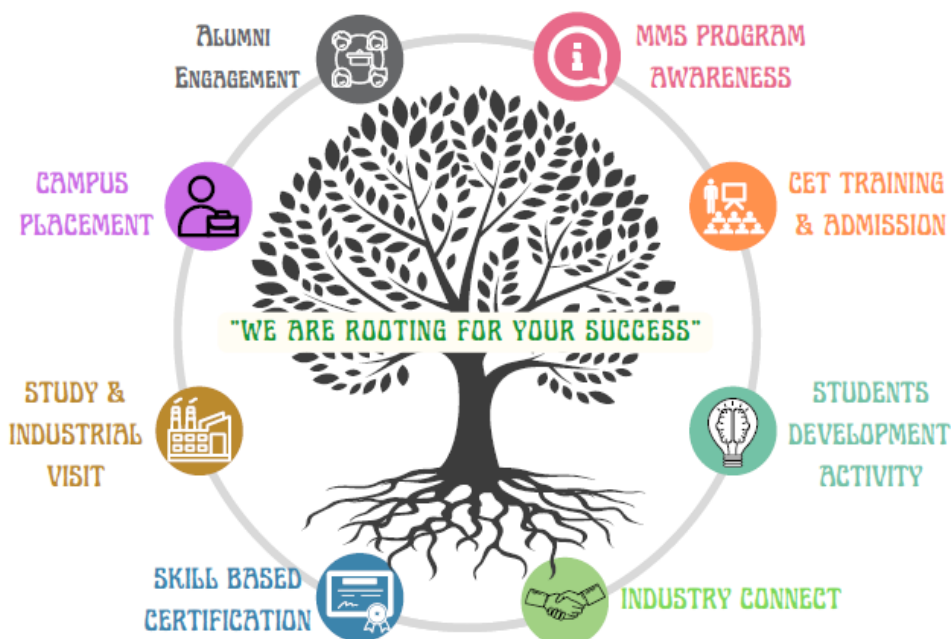


To impart/ develop the right kind of values and attitude to function effectively in Managerial/ Administrative positions.

PROGRAM OUTCOME

- 1 Apply knowledge of management theories and practices to solve business problems
- 2 Foster analytical and critical thinking abilities for data-based decision making
- 3 Ability to develop value based leadership ability
- 4 Ability to analyse and communicate global, economic, legal, and ethical aspects of business
- 5 Ability to lead themselves and others in the attainment of organizational goals contributing effectively to team environment

"ROOTS of SUCCESS Framework"



Meet Our Teams

Teaching Staff



Dr. Hiresh Luhar
Director



Dr. Lalit Patil
Associate Professor



Dr. Arti Sharma
Associate Professor



Dr. Prapti Naik
Assistant Professor



Dr. Neelam Gupta
Assistant Professor



Mr. Manoj Kurup
Assistant Professor



**Mrs. Kadambari
Agaskar**
Assistant Professor



Mr. Vibhor Garg
Assistant Professor



Ms. Palak Joshi
Assistant Professor

Meet Our Teams

Administration Staff



Ms. Nilam Bhoir
Office Superintendent



Mrs. Nikita Sawdekar
Accounts Clerk



Mrs. Rupali Davane
Librarian



Mr. Jagdish Jadhav
Lab Assistant



Mrs. Kanchan Patil
Office Assistant



Mr. Amol More
Office Assistant



Mr. Tushar Dhule
Office Assistant



**Mr. Balkrushna
Kamble**
Library Assistant

Admission Procedure

Specializations Offered

- | | |
|--------------------|--------------------------|
| ✓ <u>Marketing</u> | ✓ <u>Human Resources</u> |
| ✓ <u>Finance</u> | ✓ <u>Operations</u> |

Entrance Exam

Candidate must be appeared for the MAH-MBA/MMS-CET conducted by CET Cell Maharashtra OR CAT, CMAT, ATMA, MAT, GMAT and XAT



Program Structure

MMS is a two-year full-time program approved by AICTE - New Delhi, DTE - Maharashtra and Affiliated to the University of Mumbai. On successful completion, the student gets the MMS degree from the University of Mumbai.

Pedagogy

- ◆ Case studies of global and Indian companies which provide an opportunity to analyze real life corporate problems.
- ◆ Projects which provide an opportunity to students to work in groups and develop their team skills along with studying the subject.
- ◆ Guest lectures, where experts from the industry share their valuable knowledge and experience.
- ◆ Industrial visits which expose students to witness the actual functioning of corporate organization.
- ◆ Role plays which help students simulate real life situations



Evaluation Criteria

As per the guidelines provided by University of Mumbai, we follow a system of continuous evaluation of student performance during each of the semesters. This includes Class Tests, Mid-Term Exams, Assignments, Projects and Presentations.



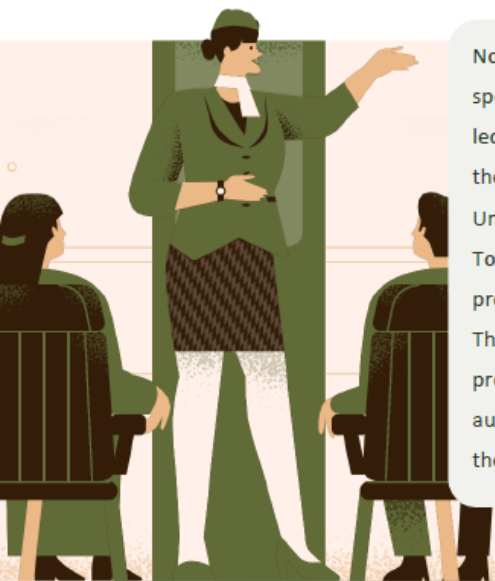
Attendance

ORDINANCE 0119 & 0119 RELATING TO THE ATTENDANCE

The following shall be the minimum attendance necessary for keeping terms.

First Term: 75% of lectures (Theory, Tutorial & Practical) in each subject & term separately.

Second Term: 75% of lectures (Theory, Tutorial & Practical) in each subject & term separately.



Notwithstanding what is stated in ordinance 0.119, sports persons will be permitted full credit for lectures/practicals missed by them as a result of their participation in Inter-Institution, Inter-University, State, National/and International Tournaments and coaching camps organized in preparation of these tournaments.

This credit should be allowed on the basis of the production of a certificate for participation in authorized sporting activities from the organizer of the event(s).

Eligibility Criteria

Basic Qualification:

In order to secure admission to first year of two-year full time MMS course, the candidate should fulfill the following eligibility criteria:

Passed with minimum of 50% marks in aggregate (45% in case of candidates of backward class Categories belonging to Maharashtra State only) in any Bachelor's degree of minimum three year Duration in any discipline recognized by the Association of Indian Universities

OR

Appeared for the final year examination of any Bachelor's degree of minimum three years duration in any discipline recognised by the Association of Indian Universities. Such candidates can be considered for provisional admission, subject to passing the Degree exam with a minimum of 50% marks in aggregate (45% in case of candidates of Backward Class Categories belonging to Maharashtra State only).

OR

Passed with any Bachelor's degree of minimum three years duration in any discipline recognized by the Association of Indian Universities AND passed in any Post Graduate degree course of minimum two year duration recognized by the Association of Indian Universities in any discipline with minimum 50%marks in aggregate* (45% in case of candidates of backward class Categories belonging to Maharashtra State only).

OR

Passed with any Bachelor's degree of minimum three years duration in any discipline recognized by the Association of Indian Universities, AND Appeared for the final year examination of any Post Graduate degree of minimum two years duration in any discipline recognized by the Association of Indian Universities. Such candidates can be considered for provisional admission, Subject to passing the Post Graduate Degree exam with a minimum of 50% marks in aggregate (45% in case of candidates of Backward class Categories belonging to Maharashtra State only).



Anti Ragging Cell

The All India Council For Technical Education (AICTE), New Delhi vide its Notification no. 37 – 3/Legal/AICTE/2009 dated 25-03-2009 has taken a very serious view of ragging incidences in educational institutions and on Directions of the Hon'ble Supreme Court of India vide its Order dated 16.5.2007 has ordered strict implementation of following rules & regulations for Prevention and prohibition of Ragging in technical Institutions.

Various Types of Ragging

The Hon'ble Supreme Court has, inter-alia, mentioned the following types of ragging:

1. Ragging has several aspects with, among others, psychological, social, political, economic, cultural, and academic dimensions.
2. Any act that prevents, disrupts or disturbs the regular academic activity of a student should be considered with in the academics related aspect of ragging; similarly, exploiting the services of a junior student for completing the academic tasks assigned to an individual or a group of seniors is also an aspect of academics related ragging prevalent in many institutions, particularly in the technical institutions.
3. Any act of financial extortion or forceful expenditure burden put on a junior student by senior students should be considered an aspect of ragging for ragging economic dimensions.
4. Any act of physical abuse including all variants of it: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestured, causing bodily harm or any other danger to health or person can be put in the category of ragging with criminal dimensions.

Anti Ragging Cell

5. Any act or abuse by spoken words, emails, snail-mails, blogs, public insults should be considered with in the psychological aspects of ragging.

This aspect would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to others; the absence of preparing ‘fresher’s’ in the run up to their admission to higher education and life in hostels also can be ascribed as a psychological aspect of ragging – coping skills in interaction with seniors or strangers can be imparted by parents as well.

Any act that affects the mental health and self-confidence of students also can be described in terms of the psychological aspects of ragging.

6. The human rights perspective of ragging involves the injury caused to the fundamental right to human dignity through humiliation heaped on junior students by seniors; often resulting in the extreme step of suicide by the victims.

Actions to be taken against students for indulging and abetting in Ragging in technical institutions Universities including Deemed to be University imparting technical education:-

1. The punishment to be meted out to the persons indulged in ragging has to be exemplary and justifiably harsh to act as a deterrent against recurrence of such incidents.

The students who are found to be indulged in ragging should be debarred from taking admission in any technical institution in India.

2. Every single incident of ragging a First Information Report (FIR) must be filed without exception by the institutional authorities with the local police authorities.

Anti Ragging Cell

3. Depending upon the nature and gravity of the offence as established by the Anti-Ragging Committee of the institution, the possible punishments for those found guilty of ragging at the institution level shall be any one or any combination of the following.

- (i) Cancellation of admission
- (ii) Suspension from attending classes
- (iii) Withholding/withdrawing scholarship/fellowship and other benefits
- (iv) Debarring from appearing in any test/examination or other evaluation process
- (v) Withholding results
- (vi) Debarring from representing the institution in any regional, national or international meet, tournament, youth festival, etc.
- (vii) Suspension/expulsion from the hostel
- (viii) Rustication from the institution for period ranging from 1 to 4 semesters
- (ix) Expulsion from the institution and consequent debarring from admission to any other institution.
- (x) Fine of Rupees 25,000/-
- (xi) 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 raggers.

4. The institutional authority shall intimate the incidents of ragging occurred in their premises along with actions taken to the Council immediately after occurrence of such incident and inform the status of the case from time to time.

5. Courts should make an effort to ensure that cases involving ragging are taken up on priority basis to send the correct message that ragging is not only to be discouraged but also to be dealt with sternness.

- **Nodal Officer Name:- Dr. Lalit P. Patil**
 - **Contact No.:- 9766028566**
 - **Email ID.:- lalitpatil@vivaimr.org**
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PROGRAM STRUCTURE

AY: 2026-2027

YEA R	SEME STER	MAJOR		RM	OJT / FP	CUM. CRE.	RP	DEGREE / DIPLOMA
		MANDATOR Y (SUB.*CR.)	ELECTIVE (SUB.*CR.)					
	SEME STER I	22 (3*4+5*2)	4 (2*2)	-	-	26	-	PG DIPLOMA IN MANAGE MENT AFTER 3 YEAR UG DEGREE
	SEME STER II	14 (2*4+3*2)	4 (2*2)	4	4	26	-	
CUMULATIVE CREDITS FY		36	8	4	4	52	-	
EXIT OPTION: PG DIPLOMA WITH ADDITIONAL 4 CREDITS OF OJT								
	SEME STER III	6 (1*4+1*2)	12 (6*2)	-	8	-	26	PG DEGREE AFTER 3 YEAR UG DEGREE
	SEME STER IV	6 (1*4+1 SEMINAR *2)	12 (3*4)			8	26	
CUMULATIVE CREDITS SY		12	24	-	8	8	52	
CUMULATIVE CREDITS FY+SY		48	32	4	12	8	104	

Program Structure

AY: 2026-2027

SEMESTER I		
COURSE TYPE	COURSE	NUMBER OF CREDITS
MANDATORY - GENERAL MANAGEMENT	FUNDAMENTALS OF MANAGEMENT THEORY AND PRACTICE	2
MANDATORY - QUANTITATIVE TECHNIQUES	BUSINESS STATISTICS	2
MANDATORY - ECONOMICS	MANAGERIAL ECONOMICS	2
MANDATORY - FINANCE	FINANCIAL ACCOUNTING FOR BUSINESS	2
MANDATORY - HUMAN RESOURCE	ORGANIZATIONAL BEHAVIOUR	2
MANDATORY - MARKETING	FUNDAMENTALS OF MARKETING	4
MANDATORY - OPERATIONS	OPERATIONS MANAGEMENT	4
MANDATORY - SYSTEMS	INFORMATION TECHNOLOGY FOR BUSINESS	4
ELECTIVE	LEGAL AND TAX ASPECTS OF BUSINESS	2
ELECTIVE	BHARTIYA MANAGEMENT	2

SEMESTER II		
COURSE TYPE	COURSE	NUMBER OF CREDITS
MANDATORY - GENERAL MANAGEMENT	BUSINESS RESEARCH METHODS	4
MANDATORY - FINANCE	CORPORATE FINANCE	4
MANDATORY - HUMAN RESOURCE	HUMAN RESOURCE MANAGEMENT	4
MANDATORY - MARKETING	APPLICATION OF MARKETING THEORY AND PRACTICE	2
MANDATORY - OPERATIONS	DECISION MODELS IN MANAGEMENT	2
MANDATORY - SYSTEMS	INFORMATION SYSTEMS AND DIGITAL TRANSFORMATION	2
OJT / FIELD PROJECT	OJT / FIELD PROJECT*	4
ELECTIVE	ECONOMIC ENVIRONMENT AND POLICY	2
ELECTIVE	FOUNDATIONS OF STRATEGY	2

*Note: Learner will submit a OJT project report and defend it in front of a panel of examiners. Panel of examiners for Project evaluation will be appointed by Head of Department/Institute. The project report will not be accepted if learner does not complete the project successfully and submit report on or before the deadline given for the project submission. The grade for Project can be awarded only after successful completion of Term Work and Oral Presentation / viva-voce as per the schedule.

SEMESTER III		
COURSE TYPE	COURSE	NUMBER OF CREDITS
MANDATORY CORE COURSE	CORPORATE STRATEGY (UA)	4
MANDATORY CORE COURSE	PROJECT MANAGEMENT	2
FINANCE GROUP		
MANDATORY COURSE	FINANCIAL MARKET AND INSTITUTIONS (UA)	2
ELECTIVE COURSE	CORPORATE VALUATION	2
ELECTIVE COURSE	FINANCIAL MODELLING	2
ELECTIVE COURSE	DERIVATIVES AND RISK MANAGEMENT	2
ELECTIVE COURSE	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	2
ELECTIVE COURSE	MARKETING OF FINANCIAL PRODUCTS AND SERVICES (*COMMON TO FINANCE & MARKETING)	2
MARKETING GROUP		
MANDATORY COURSE	MARKETING STRATEGY (UA)	2
ELECTIVE COURSE	CONSUMER BUYING BEHAVIOUR	2
ELECTIVE COURSE	SALES MANAGEMENT	2
ELECTIVE COURSE	BRAND MANAGEMENT	2

SEMESTER III		
COURSE TYPE	COURSE	NUMBER OF CREDITS
ELECTIVE COURSE	DIGITAL MARKETING	2
ELECTIVE COURSE	MARKETING OF FINANCIAL PRODUCTS AND SERVICES (*COMMON TO FINANCE & MARKETING)	2
HUMAN RESOURCE GROUP		
MANDATORY COURSE	COMPETENCY BASED HRM & PERFORMANCE MANAGEMENT SYSTEM (UA)	2
ELECTIVE COURSE	ARTIFICIAL INTELLIGENCE (AI) IN HUMAN RESOURCE MANAGEMENT	2
ELECTIVE COURSE	COMPENSATION AND BENEFITS	2
ELECTIVE COURSE	HR PLANNING AND APPLICATION OF TECHNOLOGY IN HR	2
ELECTIVE COURSE	LEARNING AND DEVELOPMENT	2
ELECTIVE COURSE	LABOUR, SOCIAL SECURITY AND WELFARE LAW (*COMMON TO HR & OPERATIONS)	2
OPERATIONS GROUP		
MANDATORY COURSE	SUPPLY CHAIN MANAGEMENT (UA)	2
ELECTIVE COURSE	LOGISTICS MANAGEMENT	2

SEMESTER III		
COURSE TYPE	COURSE	NUMBER OF CREDITS
ELECTIVE COURSE	SERVICE OPERATIONS MANAGEMENT	2
ELECTIVE COURSE	MANUFACTURING RESOURCE PLANNING & CONTROL	2
ELECTIVE COURSE	PURCHASE AND MATERIALS MANAGEMENT	2
ELECTIVE COURSE	LABOUR, SOCIAL SECURITY AND WELFARE LAW (*COMMON TO HR & OPERATIONS)	2

SEMESTER IV		
COURSE TYPE	COURSE	NUMBER OF CREDITS
MANDATORY CORE COURSE	INTERNATIONAL BUSINESS (UA)*	4
MANDATORY CORE COURSE	CORPORATE GOVERNANCE AND ETHICS	4
MANDATORY	SEMINAR PAPER	2
MANDATORY	RESEARCH PROJECT	8
ELECTIVE COURSES - FINANCE SPECIALIZATION (ANY 2)		
ELECTIVE	BEHAVIOURAL FINANCE	4
ELECTIVE	FIXED INCOME SECURITIES	4
ELECTIVE	WEALTH MANAGEMENT	4
ELECTIVE	SWAYAM COURSE	4
ELECTIVE COURSES - HUMAN RESOURCE SPECIALIZATION (ANY 2)		
ELECTIVE	HUMAN RESOURCE CAPITAL, ACCOUNTING AND AUDIT	4
ELECTIVE	INDUSTRIAL RELATIONS AND ALTERNATE DISPUTE RESOLUTION	4
ELECTIVE	OD AND CHANGE MANAGEMENT	4
ELECTIVE	SWAYAM COURSE	4

*UA: University Assessment

*IA: Internal Assessment

SEMESTER IV		
COURSE TYPE	COURSE	NUMBER OF CREDITS
ELECTIVE COURSES - MARKETING SPECIALIZATION (ANY 2)		
ELECTIVE	GLOBAL MARKETING	4
ELECTIVE	BUSINESS TO BUSINESS MARKETING	4
ELECTIVE	SOCIAL MARKETING	4
ELECTIVE	SWAYAM COURSE	4
ELECTIVE COURSES - OPERATIONS AND SUPPLY CHAIN SPECIALIZATION (ANY 2)		
ELECTIVE	OPERATIONS APPLICATIONS AND CASES	4
ELECTIVE	LEAN MANAGEMENT	4
ELECTIVE	PRODUCTIVITY ENHANCEMENT IN OPERATIONS MANAGEMENT	4
ELECTIVE	SWAYAM COURSE	4



NAAC: Peer Team Visit

In a remarkable milestone, VIVA Institute of Management and Research (VIVA IMR) has been awarded an "A" grade by the National Assessment and Accreditation Council (NAAC) in its very first accreditation cycle, with a commendable score of 3.14. This accomplishment underscores the institute's commitment to excellence in academic practices, infrastructure, student development, and community engagement. Being awarded an "A" grade on the very first attempt speaks volumes about the quality of education, leadership, and administrative capabilities at VIVA IMR, making it one of the leading business schools in the region.

Highlights Appreciated by the NAAC Peer Team:

- Strong Industry Connect
- Excellent Infrastructure
- Passionate & Hardworking Faculty



VISIT'S HIGHLIGHT

Industry-Relevant Curriculum

Innovative Pedagogy

Expert Faculty

Student Development Focus

State-of-the-Art Infrastructure

Transparent Governance



Ph.D. Research Centre

We are proud to share that VIVA Institute of Management and Research (VIVA IMR) has been granted the status of a Ph.D. Research Centre (Management Studies) by the University of Mumbai, marking a new chapter in our journey of academic excellence, research leadership, and innovation.

This significant recognition empowers VIVA IMR to offer a Doctoral Program (Ph.D.) in Management Studies, contributing to the advancement of knowledge, academic scholarship, and policy-relevant research.

MU IDEAS Startup Clinic



VIVA Institute of Management and Research has been awarded the prestigious 'MU IDEAS Startup Clinic' by the University of Mumbai, empowering students and alumni with resources, mentorship, and funding to transform ideas into scalable businesses. This milestone reinforces VIVA IMR's commitment towards fostering innovation and entrepreneurship.





Vishnu Waman Thakur Charitable Trust's
VIVA Institute of Management & Research

Accredited With NAAC 'A' Grade
(Approved by AICTE, DTE, Affiliated to University of Mumbai.)

Shri Hitendra V. Thakur
President

Ms. Aparna P. Thakur
Secretary

Dr. Hireslh Luhar
Director

Ref. No.: VIVA IMR /

Date :

F.Y.MMS / MBA	
Fees Details for the Academic Year 2026-27	
Category	Fees
Open	116,611
Open (Only for Girls who are admitted through CAP) *	26,176
OBC / EBC/ EWS/ SEBC	71,394
OBC / EBC/ EWS/ SEBC (Only for Girls who are admitted through CAP) *	26,176
SC/ST	12,611
NT / DT / VJ / SBC	26,176
TFWS	26,176
Institute Level / Against CAP	116,611

Mode of Payment :- i) Demand Draft ii) Online Payment

in favour of "VIVA Institute of Management & Research", Payable at Virar

* Note:- Concession in Tuition fees (Only for Girls) admitted through online CAP as per Government circular No. का १८/ विमानु / तशिसं / २०२४ - २०२५ / ३४६ दिनांक :१२/ ०८/२०२४ having Domicile in Maharashtra & Annual Family Income

****Blazer fee Rs. 6,000/- Compulsory for all Student.**

****Industrial Visit will be as per actual cost basis.**



Dr. Hireslh Luhar
Director

TESTIMONIALS



DIVYA AMRUTKAR

MY POST GRADUATION YEARS AT VIVA-IMR INSTITUTE WERE AMAZING. THE PROFESSORS AND STAFF WERE GENUINELY SUPPORTIVE, ALWAYS AVAILABLE TO HELP WITH ANY ISSUES. BEING A MARKETING STUDENT, THE COLLEGE PROVIDED A COURSE IN DIGITAL MARKETING (RELEVANT TO CURRENT INDUSTRY NEEDS). THE OVERALL MMS DEGREE & PERSONALITY DEVELOPMENT HELPED ME TO SECURE A POSITION AS CX PARTNER AT MAERSK (MNC). I'M THANKFUL FOR THE OPPORTUNITIES, VIVA INSTITUTE PROVIDED FOR MY OVERALL DEVELOPMENT. ✨



DOING MY MBA AT VIVA IMR WAS HONESTLY ONE OF THE BEST DECISIONS I MADE. THE FACULTY WERE ALWAYS APPROACHABLE AND GENUINELY CARED ABOUT HOW WE WERE DOING. IT WASN'T JUST ABOUT THEORY — WE HAD A LOT OF GROUP WORK, DISCUSSIONS, AND REAL-LIFE CASE STUDIES THAT HELPED ME THINK PRACTICALLY. WHAT REALLY MADE A DIFFERENCE WAS HOW THE COLLEGE HELPED ME BUILD CONFIDENCE AND IMPROVE MY COMMUNICATION — SKILLS I NOW USE EVERY DAY IN MY MARKETING CAREER.



SARVESH MISHRA

TESTIMONIALS



MAITRI PATIL



I FEEL FORTUNATE TO BE THE PART OF VIVA IMR FAMILY, AND I'M GLAD THAT I COULD START MY CAREERS JOURNEY AT THIS COLLAGE. ONE OF THE TOP MANAGEMENT COLLAGE IN MUMBAI UNIVERSITY. AT FIRST I WAS NERVOUS AS B. PHARM GRADUATE AND JUMPING TO MANAGEMENT STUDIED BUT THIS INSTITUTE TURNED OUT TO BE MY BREAKTHROUGH—EQUIPPING ME WITH AN EXCEPTIONAL BLEND OF CUTTING-EDGE KNOWLEDGE, CONFIDENCE, AND REAL-WORLD EXPOSURE. THE HIGHLY SUPPORTIVE FACULTY, INDUSTRY-SAVVY CURRICULUM, AND STRUCTURED PLACEMENT PREPARATION (APTITUDE TESTS, MOCKS, GDS, INTERVIEWS) TRULY EMPOWERED ME.



THE INSTITUTE OFFERED MUCH MORE THAN JUST ACADEMICS — IT PROVIDED AN ENVIRONMENT FOCUSED ON OVERALL DEVELOPMENT, PRACTICAL LEARNING, AND REAL-WORLD SKILLS. THE FACULTY MEMBERS WERE HIGHLY SUPPORTIVE, ALWAYS ENCOURAGING US TO GROW, AND WERE DEEPLY INVOLVED IN HELPING US SUCCEED. BEING PART OF THE VIVA IMR FAMILY HAS BEEN NOTHING SHORT OF TRANSFORMATIVE—100% PLACEMENT, ABUNDANT OPPORTUNITIES, AND A FUTURE FILLED WITH PROMISE. “A FUTURE FULL OF PROMISE, VIVA IMR STANDS AS THE IDEAL LAUNCHPAD FOR AMBITIOUS PROFESSIONALS!!!!”



SIMRAN LUHAR

ENTREPRENEURS FROM VIVA IMR



SHIV DESAI

**EMRIK
PERFUMERY**



**SIDHANT
MEHTA**

**SANGEETA
PLASTICS**



**GRISHMA
PATIL**

**CANDOU LONDON
LINGERIE**



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**SHREYASH
MUNKEKAR**

ANALYST
WILLIS TOWER
WATSON

Our Top Recruiter

MOTILAL OSWAL



TATA AIA

LIFE INSURANCE



Edelweiss

Ideas create, values protect



MAERSK



Our Top Recruiter





Thank you!
Hope you are
interested!

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