



# PROSPECTUS

## 2025-2026



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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# 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.

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# 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.

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# DIRECTOR

## Dr. Hiresb 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.

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# 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.

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# 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.



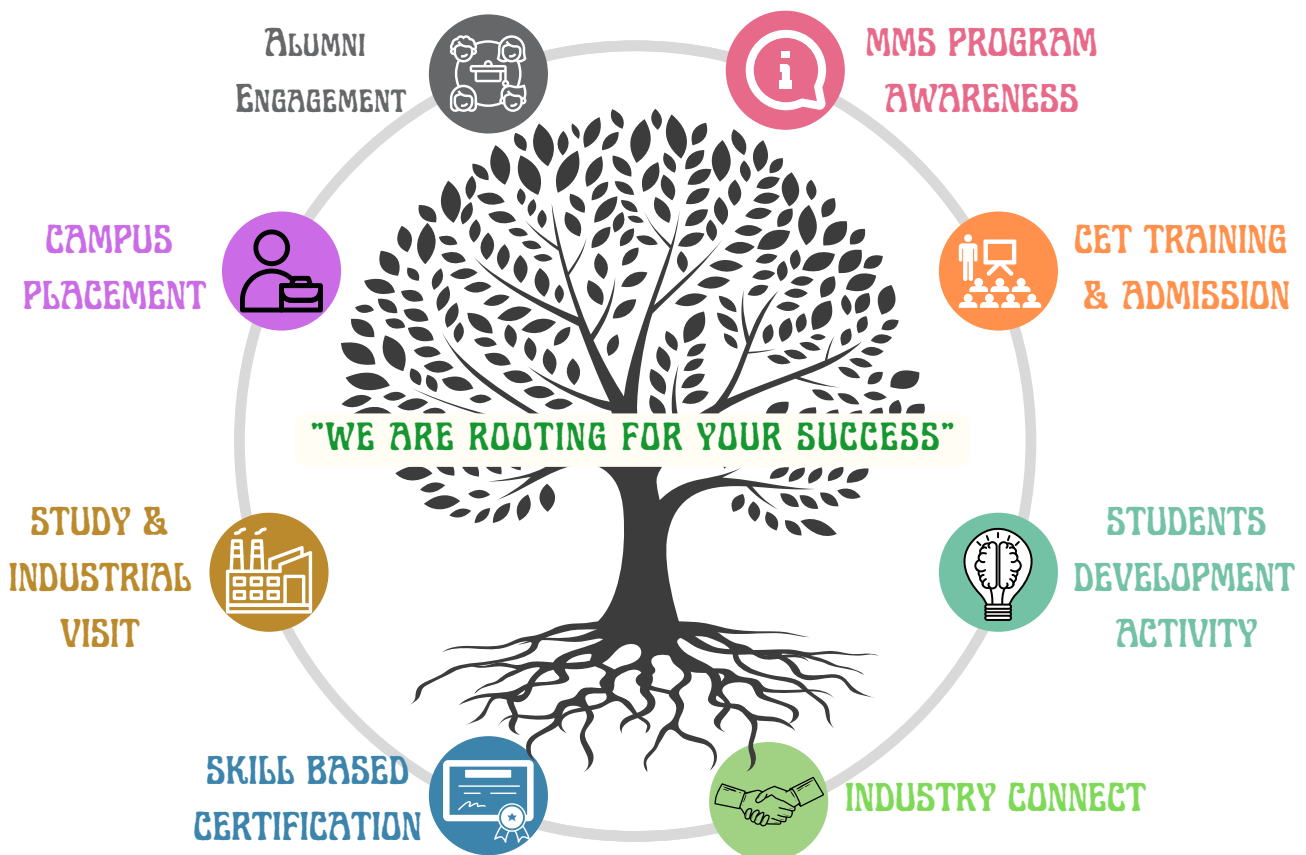
To impart/ develop the right kind of values and attitude to function effectively in Managerial/ Administrative positions.



# 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. Ketan Rabhadia**  
Assistant Professor



**Mr. Manoj Kurup**  
Assistant Professor



**Mrs. Kadambari  
Agaskar**  
Assistant Professor



**Mr. Vibhor Garg**  
Assistant Professor



**Ms. Dipti Patil**  
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. Bhanudas Patil**  
Office Assistant



**Mr. Balkrushna Kamble**  
Library Assistant

# Admission Procedure

## Specializations Offered

- ✓ Marketing
- ✓ Human Resources
- ✓ Finance
- ✓ Operations

## 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.



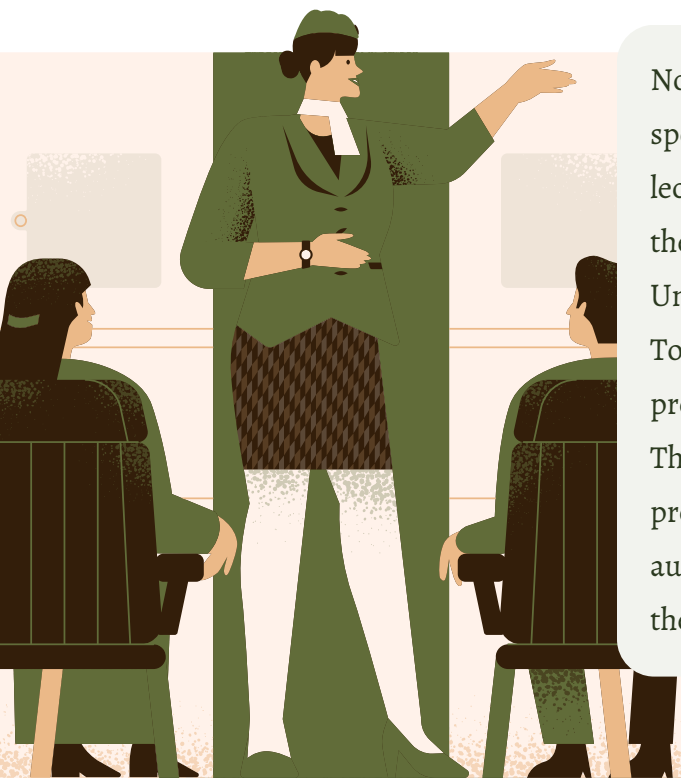
## Attendance

### ORDINANCE 0.119 & 0.119 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.
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# 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.

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# 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. Arti Sharma**
  - **Contact No.:- 9322604897**
  - **Email ID:- artisharma@vivaimr.org**
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# PROGRAM STRUCTURE

PROGRAM STRUCTURE (ACADEMIC YEAR: 2025-2026) (SUBJECT TO CHANGE)								
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

## (Academic Year: 2025-2026)

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.

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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
<b>ELECTIVE COURSES - MARKETING SPECIALIZATION (ANY 2)</b>		
<b>ELECTIVE</b>	<b>GLOBAL MARKETING</b>	<b>4</b>
<b>ELECTIVE</b>	<b>BUSINESS TO BUSINESS MARKETING</b>	<b>4</b>
<b>ELECTIVE</b>	<b>SOCIAL MARKETING</b>	<b>4</b>
<b>ELECTIVE</b>	<b>SWAYAM COURSE</b>	<b>4</b>
<b>ELECTIVE COURSES - OPERATIONS AND SUPPLY CHAIN SPECIALIZATION (ANY 2)</b>		
<b>ELECTIVE</b>	<b>OPERATIONS APPLICATIONS AND CASES</b>	<b>4</b>
<b>ELECTIVE</b>	<b>LEAN MANAGEMENT</b>	<b>4</b>
<b>ELECTIVE</b>	<b>PRODUCTIVITY ENHANCEMENT IN OPERATIONS MANAGEMENT</b>	<b>4</b>
<b>ELECTIVE</b>	<b>SWAYAM COURSE</b>	<b>4</b>

## FEE STRUCTURE

FY.M.M.S/MBA FEES DETAILS FOR THE ACADEMIC YEAR 2025-26			
CATEGORY	TUITION FEES + DEVELOPMENT	OTHER FEES	TOTAL
OPEN	92,500	17,611	110,111
OPEN (ONLY FOR GIRLS WHO ARE ADMITTED THROUGH CAP)*	11,713	17,611	29,324
OBC/EBC/EWS/SEBC	52,107	17,611	69,718
OBC/EBC/EWS/SEBC (ONLY FOR GIRLS WHO ARE ADMITTED THROUGH CAP)*	11,713	17,611	29,324
SC/ST	-	17,611	17,611
NT/DT/VJ/SBC	11,713	17,611	29,324
TFWS	11,713	17,611	29,324
INSTITUTE LEVEL/ AGAINST CAP	92,500	17,611	110,111

### Mode of Payment:

1. Demand Draft
2. 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, having Domiciled in Maharashtra & Annual Family Income below Rs. 8 Lakh.

\*\*Industrial Visit will be additional as per the actual cost basis

# ACADEMIC CALENDAR

VIVA INSTITUTE OF MANAGEMENT & RESEARCH M.M.S. ACADEMIC CALENDAR FOR THE ACADEMIC YEAR 2025-26		
MONTH & YEAR	DATE	EVENTS
JULY 2025	1ST WEEK JULY	DEPARTMENTAL MEETING
	2ND WEEK JULY	ORIENTATION ABOUT SPECIALIZATION SUBJECTS
	2ND WEEK JULY	SEMESTER - III LECTURES START
	3RD WEEK	IQAC Q1 MEETING
	4TH WEEK	SUBMISSION OF SUMMER PROJECT
AUGUST 2025	1ST OR 2ND WEEK (AS PER CET CELL SCHEDULE)	SEMESTER - I (5/6 DAYS ORIENTATION PROGRAM)
	2ND OR 3RD WEEK AUGUST	SEMESTER- I LECTURES START
	3RD / 4TH WEEK	PH.D RAC (6 MONTH PROGRESS REPORT)
	4TH WEEK OF AUGUST	SUMMER INTERNSHIP PROJECT VIVA-VOCE
	27 AUGUST TO 31 AUGUST	MID-TERM BREAK
SEPTEMBER 2025	1ST WEEK	INTER-COLLEGIATE SUMMER PROJECT COMPETITION (UG & PG)
	2ND WEEK SEPTEMBER	CERTIFICATION COURSES BEGINS (FYMMS & SYMMS)
	3RD WEEK	SHORT INDUSTRIAL VISIT

Note: Exams Dates are Subject to Change

<b>MONTH &amp; YEAR</b>	<b>DATE</b>	<b>EVENTS</b>
<b>OCTOBER 2025</b>	<b>1ST WEEK SEMPTEMBER</b>	<b>MANAGEMENT CONCLAVE</b>
	<b>3RD WEEK</b>	<b>DIWALI BREAK</b>
	<b>4TH WEEK</b>	<b>IQAC Q2 MEETING</b>
<b>NOVEMBER 2025</b>	<b>1ST WEEK NOVEMBER</b>	<b>FACULTY DEVELOPMENT PROGRAM(1/2 DAYS)</b>
	<b>2ND WEEK NOVEMBER</b>	<b>SEMESTER III SYLLABUS COMPLETION</b>
	<b>3RD WEEK NOVEMBER</b>	<b>SEMESTER -I SYLLABUS COMPLETION</b>
	<b>3RD WEEK NOVEMBER</b>	<b>“VICHAR MANTHAN“ - AN INTER- COLLEGIATE CASE STUDY COMPETITION</b>
	<b>4TH WEEK NOVEMBER</b>	<b>SEMESTER END EXAMINATION - SEMESTER - III</b>
<b>DECEMBER 2025</b>	<b>1ST WEEK</b>	<b>SEMESTER END EXAMINATION - SEMESTER - I</b>
	<b>1ST WEEK</b>	<b>SEMESTER - IV LECTURES BEGINS</b>
	<b>3RD WEEK</b>	<b>SEMESTER - II LECTURES BEGINS</b>
	<b>3RD WEEK</b>	<b>SHORT INDUSTRIAL VISIT</b>
	<b>4TH WEEK</b>	<b>CULTURAL FEST (JOSH SPORTS WEEK)</b>
	<b>25TH TO 1ST JAN</b>	<b>WINTER BREAK</b>
<b>JANUARY 2026</b>	<b>1ST WEEK</b>	<b>STAFF DEVELOPMENT PROGRAM (NON- TEACHING)</b>
	<b>2ND WEEK</b>	<b>5 DAYS FACULTY DEVELOPMENT PROGRAM</b>
	<b>4TH WEEK</b>	<b>IQAC Q3 MEETING</b>



<b>MONTH &amp; YEAR</b>	<b>DATE</b>	<b>EVENTS</b>
<b>FEBRUARY 2026</b>	<b>2ND WEEK</b>	<b>CET AWARENESS SEMINAR / WORKSHOP</b>
	<b>3RD WEEK</b>	<b>LAST DATE TO SUBMIT FINAL PROJECT SYNOPSIS (BATCH 2020-22)</b>
	<b>3RD WEEK</b>	<b>PH.D RAC (6 MONTH PROGRESS REPORT)</b>
	<b>4TH WEEK</b>	<b>MANAGEMENT CONCLAVE</b>
<b>MARCH 2026</b>	<b>1ST WEEK</b>	<b>LONG INDUSTRIAL VISIT</b>
	<b>2ND WEEK</b>	<b>CSR ACTIVITIES</b>
	<b>2ND WEEK</b>	<b>VISHLESHAN - A MULTIDISCIPLINARY INTERNATIONAL CONFERENCE</b>
	<b>3RD WEEK</b>	<b>SEMESTER -II SYLLABUS COMPLETION</b>
	<b>4RD WEEK</b>	<b>PROJECT SUBMISSION</b>
<b>APRIL 2026</b>	<b>1ST WEEK</b>	<b>ANNUAL NEWSLETTER OF THE INSTITUTE</b>
	<b>1ST OR 2ND WEEK</b>	<b>SEMESTER -II END EXAMINATION</b>
	<b>3RD WEEK</b>	<b>SEMESTER -IV END EXAMINATION</b>
	<b>4TH WEEK</b>	<b>IQAC Q4 MEETING</b>
	<b>4TH WEEK</b>	<b>ALUMNI DAY AND CONVOCATION</b>
	<b>4TH WEEK</b>	<b>PROJECT VIVA-VOCE</b>
<b>MAY 2026</b>	<b>1ST WEEK</b>	<b>SUMMER INTERNSHIP FOR FYMMS</b>
	<b>1ST WEEK</b>	<b>AQAR DATA COLLECTION FOR THE RESPECTIVE ACADEMIC YEAR</b>
	<b>2ND WEEK</b>	<b>SUMMER VACATION BEGINS</b>
<b>JUNE 2026</b>	<b>2ND MAY TO 30TH JUNE</b>	<b>SUMMER INTERNSHIP (BATCH 2025-27)</b>



# 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

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Innovative Pedagogy

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Expert Faculty

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Student Development Focus

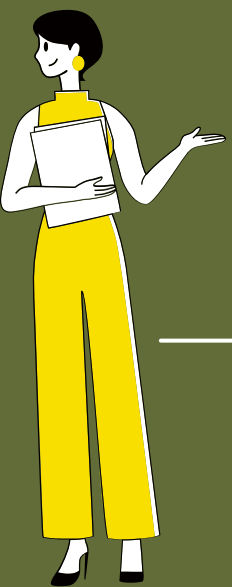
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State-of-the-Art Infrastructure

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Transparent Governance

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# 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.

2 University of Mumbai-recognized Ph.D. Guides

12 Ph.D. Scholars

## 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.





We are pleased to highlight a significant academic accomplishment by our students at the **19th Aavishkar Research Convention**, an esteemed initiative of the **University of Mumbai** aimed at promoting research culture among students and faculty.

**Ms. Simran Luhar's** research project, mentored by **Prof. Ketan Rabhadia**, was selected on merit to represent Palghar District at the Zonal Round of the convention. This achievement underscores the institute's commitment to fostering critical thinking, innovation, and research-driven learning.



We also take pride in acknowledging the commendable participation of our other students — **Gupta Hritik, Patil Riddesh, Gharat Shreya, Gawde Omkar, and Ghanekar Akash** — whose dedication and enthusiasm reflect the vibrant academic environment at VIVA Institute of Management and Research.

Such accomplishments inspire a culture of academic inquiry and excellence, reaffirming our focus on experiential learning and holistic student development.



# SIP COMPETITION

We are thrilled to announce the successful completion of the 'Intercollegiate Summer Internship Project Competition 2024', held at our VIVA IMR. This event showcased the innovative insights and solutions presented by MMS/MBA and PGDM students from five prestigious colleges, providing a valuable opportunity for collaboration and networking.



## SIP Competition Winners



**1st Place: Mr. Omkar Singh** (N. L. Dalmia Institute of Management Studies & Research)

**2nd Place: Ms. Simran Luhar** (VIVA Institute of Management and Research)

**3rd Place: Ms. Saumya Jadhav** (Pillai HOC Institute of Management)

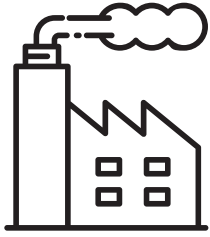
Consolation Prizes:

**Aryan Kamble** (VIVA Institute of Management & Research) and

**Darshan Shetty** (UKS Institute of Management)







## VISIT @ AMUL, VIRAR

On 14th November 2024, an insightful industrial visit to the AMUL Virar East Plant was organized for a group of 84 enthusiastic participants. The visit provided an exceptional opportunity to explore the inner workings of one of India's leading dairy cooperatives.

Participants were given an exclusive tour of the facility, gaining firsthand knowledge of AMUL's state-of-the-art production processes, quality control measures, and innovative dairy solutions. The visit also included an interactive session where participants learned about AMUL's marketing strategies and the role of cooperative models in sustaining rural livelihoods.



The event was an enriching experience, offering practical insights into industry operations and reinforcing the importance of collaboration and innovation in achieving business excellence.





The Jury Round of Ideathon 2.0 was successfully organized in association with the University of Mumbai on 09th December 2024 at the Auditorium of VIVA Institute of Management & Research.



The event was graced by esteemed guests:

**Dr. Ashokkumar Rankhamb**, a distinguished academician,

**Dr. Lalit Patil**, an experienced educator and mentor, and

**Prof. Manoj Kurup**, an experienced educator and mentor.

After an intense round of presentations and jury deliberations, the following ideas were recommended by the panel for their innovative approach and feasibility:

**Bhatade Jay - Title of the Project: 'Vibecycle: Sustainable Bags'**

**Jatu Summaya - Title of the Project: 'Eco Fuel Innovations'**

**Shrivastav Gaurav - Title of the Project: 'Social Media Connect'**

**Tiwari Khushi - Title of the Project: 'Homemade Partner'**





# Short Term Course on E-Content Development

10th February 2025 to 15th February 2025

**VIVA Institute of Management and Research**, in collaboration with the **Malaviya Mission Teacher Training Centre** (Erstwhile UGC Human Resource Development Centre) **under RUSA**, successfully conducted a Short Term Course on E-Content Development from **10th to 15th February 2025**.

The course was designed to equip educators with practical knowledge and skills in creating and delivering digital educational content. Expert sessions covered key areas such as digital pedagogy, content creation tools, and modern e-learning methodologies. The initiative contributed significantly to enhancing the teaching capabilities of participants and promoted the integration of technology in education, in line with the goals of the National Education Policy.



# VISHLESHAN 2025

**VIVA Institute of Management & Research** successfully hosted **VISHLESHAN 2025**, an International Research Conference on “**Viksit Bharat @2047: The Future of Development in Economy, Management, and Social Sciences**” on **March 15, 2025**, in hybrid mode.

**Sponsored by the Western Regional Centre – ICSSR**, the event brought together academicians, researchers, students, and industry experts to foster interdisciplinary research and collaborative dialogue.

## Key Highlights:

- **Chief Guest: Prof. (Dr.) S.B. Sharma, Vice-Chancellor, Millennium University, Malawi**
- **Keynote Speakers:**
  1. **Dr. Nishikant Jha, Thakur College, Mumbai**
  2. **Dr. Jayesh Manjrekar, Welingkar Institute**
- **Participants: 86**

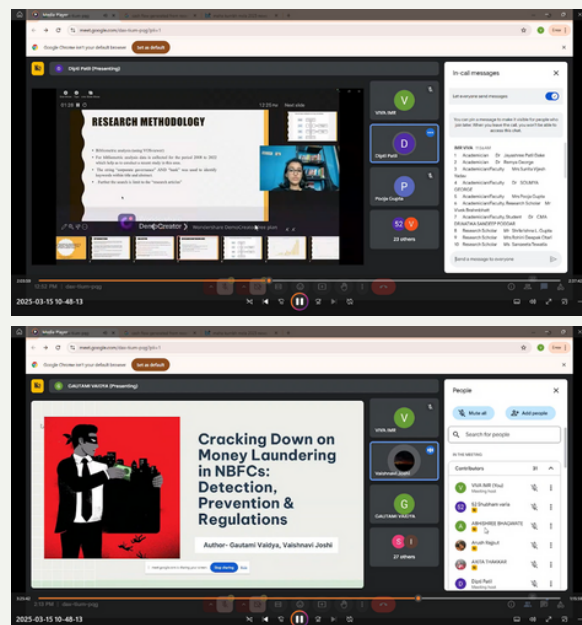
## Best Research Paper Awards:

### Faculty Category:

- 1st Prize: Glorita Pereira – ₹3,000
- 2nd Prize: Dr. Natika Poddar – ₹2,000
- 3rd Prize: Dr. Lalit Patil – ₹1,000
- Consolation: Prof. Ketan Rabhadia

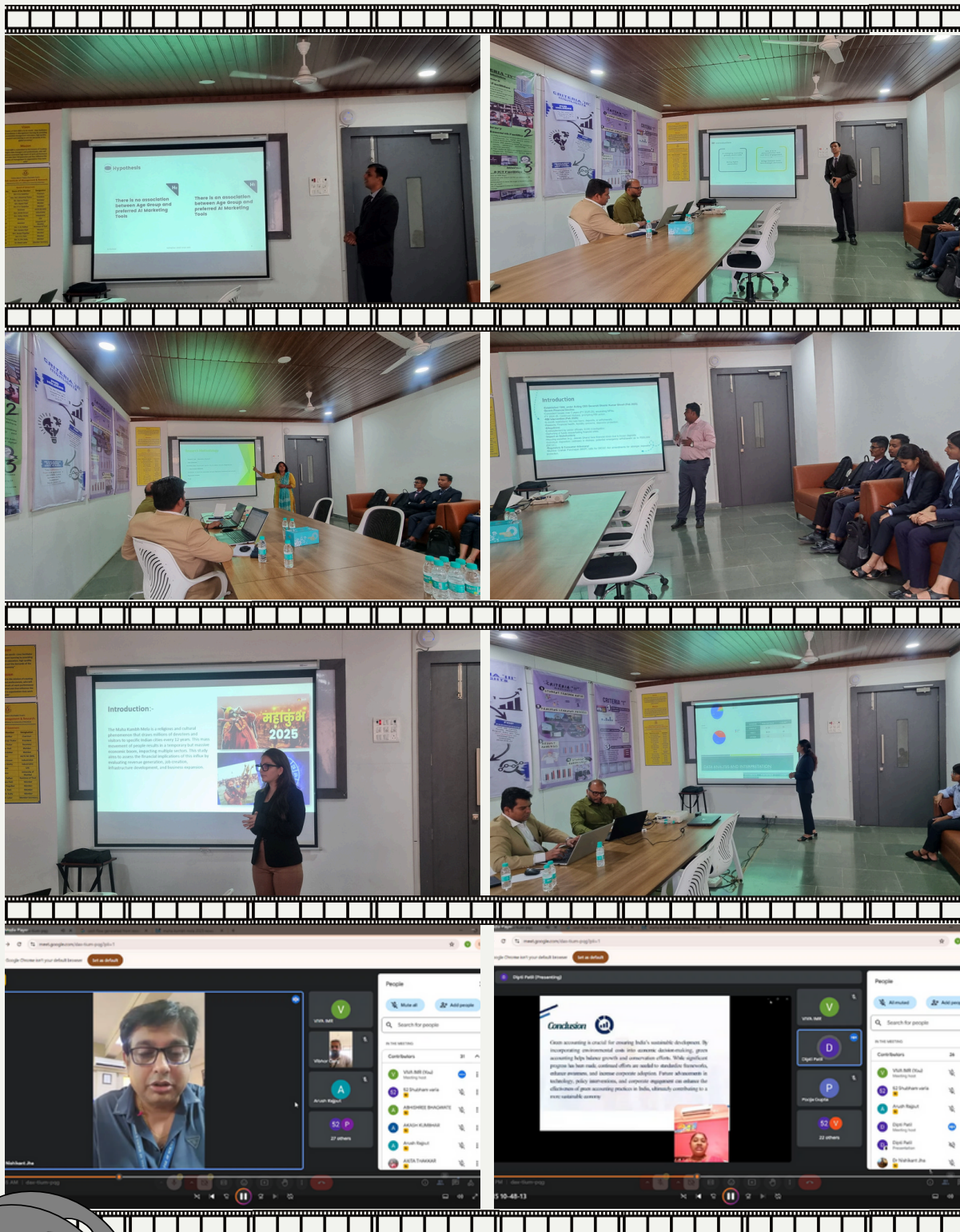
### Student Category:

- 1st Prize: Krusha Joshi – ₹2,000
- 2nd Prize: Saili Patil – ₹1,000
- 3rd Prize: Simran Luhar – ₹500
- Consolation: Yash Jain



The conference was a resounding success, offering an enriching academic platform and meaningful contributions to India’s developmental vision for 2047.





# Bank of Baroda Achievers Award Ceremony – 2025

The **Bank of Baroda Achievers Award Ceremony** was proudly hosted at **VIVA Institute of Management and Research (VIVA IMR)** on **18th March 2025**. The event celebrated the outstanding accomplishments of students in the fields of academics, sports, and overall excellence.

The following students were honored for their exceptional achievements:

- **Ms. Maitri Vilas Patil – Best in Academics**
- **Ms. Valerie Victor Lobo – Best in Sports**
- **Ms. Simran Hiresh Luhar – Best All-Rounder**

Each awardee received a **scholarship of ₹31,000**, sponsored by Bank of Baroda, in recognition of their dedication, talent, and contribution to the institute.





# ACHIEVEMENTS

## DR. HIRESH LUHAR



1. LIFETIME ACHIEVEMENT AWARD - THE IDEA AWARDS 2025
2. DISTINGUISHED LEADERSHIP IN INSTITUTIONAL DEVELOPMENT AWARD - 8<sup>TH</sup> HIGHER EDUCATION INNOVATION & TECHNOLOGY SUMMIT & AWARD
3. SUCCESSFULLY GUIDED 5 STUDENTS, WHO WERE AWARDED A PH.D. FOR THEIR RESEARCH

## DR. LALIT PATIL



1. SWAYAM NPTEL DOMAIN STAR AWARD IN 'OPERATIONS DOMAIN'
2. ACHIEVED A SILVER MEDAL-1% TOPPER THROUGHOUT INDIA, IN THE SWAYAM COURSE 'DATA ANALYSIS & DECISION MAKING' CONDUCTED BY IIT-KANPUR.
3. 'EXCELLENCE IN LEADERSHIP AWARD' AWARDED BY 'EDU-FEST & ROTARY CLUB OF MUMBAI WEST COAST'

## DR. PRAPTI NAIK



1. ACHIEVED A SILVER ELITE MEDAL IN THE SWAYAM COURSE 'AI IN HUMAN RESOURCE MANAGEMENT' CONDUCTED BY IIT-GUWAHATI.

# ACHIEVEMENTS

## DR. KETAN RABHADIA



1. COMPLETED PH.D. IN COMMERCE & MANAGEMENT
2. ACQUIRED PG DIPLOMA IN CLINICAL HYPNOSIS FROM CHARUSAT UNIVERSITY, NAAC A+ UNIVERSITY
3. WON CONSOLATION PRIZE IN UNIVERSITY-LEVEL RESEARCH PROPOSAL COMPETITION

## MRS. KADAMBARI AGASKAR



1. ACHIEVED A GOLD MEDAL-1% TOPPER THROUGHOUT INDIA, IN THE SWAYAM COURSE 'FINANCIAL STATEMENT ANALYSIS AND REPORTING' CONDUCTED BY IIT-ROORKEE.

## MR. VIBHOR GARG

### PH.D. COURSE WORK



1. ACHIEVED A GOLD MEDAL-1% TOPPER THROUGHOUT INDIA, IN THE SWAYAM COURSE 'ENGLISH FOR RESEARCH PAPER WRITING' CONDUCTED BY NTA.
2. "RESEARCH METHODOLOGY"
3. "RESEARCH METHODS AND TECHNIQUES"
4. "RESEARCH DESIGN AND STATISTICAL TECHNIQUES"
5. "RESEARCH AND PUBLICATION ETHICS"

# 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**



**PRINCE JHA**

**KRISHLA  
FINANCIAL  
SERVICES**



**VIRAL JAIN**

**STARTLY  
ECOSYSTEM  
PVT LTD**



**MAHIMA  
MHATRE**

**ACTOR**



**PRITAM  
PATIL**

**VASTU GROUP OF  
COMPANIES**



**NILESH  
PATEL**

**APEX TRADING  
COMPANY**



**RAVI MALVIYA**

**CASHECO**



**SHYAM  
PANDYA**

**SHYAM  
DECORATERS**

# ALUMNI OF VIVA IMR



**DR. RISHI VYAS**

GM FINANCE  
PATEL ENG LTD



**PRATHMESH  
NAIK**

ASSOCIATE MANAGER  
SS&C GLOBEOP  
FINANCIAL SERVICES  
INDIA



**VIDISHA  
MEHTA**

SENIOR SALES  
MANAGER  
FOCUS LIGHTING &  
FIXTURES



**MONICA JHA**

DEPUTY MANAGER  
AXIS BANK



**SAYALI  
SAWANT**

AVP - PEOPLE  
AND CULTURE  
KULFI COLLECTIVE



**PRADEEP  
GUPTA**

SR.CLUSTER  
MANAGER  
SQUAREYARDS



**CHAHAT  
SURANA**

MANAGEMENT  
EXECUTIVE  
HRITA SOLUTIONS  
PVT. LTD.



**PRAKHAR  
SINGH**

DIGITAL MARKETING  
EXECUTIVE  
ACCENTURE



**MANISHA  
GEHLOT**

SENIOR MANAGER  
KOTAK MAHINDRA  
BANK



**SHREYASH  
MUNGEKAR**

ANALYST  
WILLIS TOWER  
WATSON



# Placement Highlights

PLACEMENT FACTS (2023-2025)

## HIGHEST SALARY

**RS. 12 LAKHS PA**

## AVERAGE SALARY

**RS. 4.6 LAKHS PA**

## LOWEST SALARY

**RS. 3 LAKHS PA**

## MEDIAN SALARY

**RS. 4.8 LAKHS PA**

## TOP RECRUITERS



# Our Top Recruiter

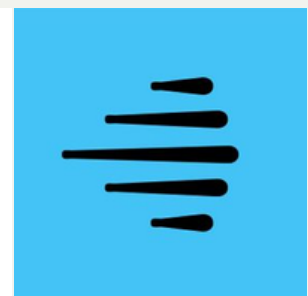


**TATA AIA**

LIFE INSURANCE



**MAERSK**





**Thank you!**  
**Hope you are**  
**interested!**

## **Contact**

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<b>Address</b>	VIVA Technical Campus, Shirgaon Virar East, Dist. Palghar 401305