

# PLACEMENT BROCHURE 2018-20



## SCHOLASTIC ASSOCIATION



Freiburg University,  
Germany



Friedrich Schiller University,  
Germany



Goa University,  
Goa



Association of Indian Management  
Scholars, USA



Stockholm University,  
Sweden



Indian Institute of  
Science, Bangalore



Madras Institute of Development  
Studies, Chennai



Purvanchal University,  
Jaunpur



Bansthali Vidyapeeth  
University, Bansthali



South Gujarat  
University, Gujarat



Baddi University of Emerging  
Science & Technology,  
Himachal Pradesh



Swamy Vivekananda Yoga  
Anusandhan Sansthana  
(SVYASA), Bangalore

## ACADEMIC & INDUSTRY ASSOCIATION



Entrepreneurship  
Development  
Institute of India



European Retail  
Academy,  
Germany



Association of  
Indian Management  
Scholars  
International



Management  
Teachers  
Consortium-Global



Information  
Systems Audit and  
Control  
Association



Association  
of Indian  
Management  
Schools



Retailers  
Association  
of India



The Global Compact  
Network, India



SAP  
University  
Alliances



Indian Society  
for Training &  
Development



All Indian  
Management  
Association



Executive  
Recruiters  
Association



National HRD  
Network



India Retail  
Forum



Bangalore Chambers  
of Industry &  
Commerce



National  
Entrepreneurship  
Network



Institute of  
HRD



Higher Education  
Forum



Confederation of  
Indian Industry



Franchising  
Association of  
India

## RANKINGS



IBA is the first and the only Indian Business school to become a member of the Council for Higher Education Accreditation (CHEA) International Quality Group, formed to bring together high quality institutions involved in the international accreditation and support services of the world





# Indus Business Academy

Since 2000, IBA, Bangalore under aegis of Arihant Education and Research Foundation, has made substantial contributions to the enhancement of management education, through a business-relevant curriculum, experienced and knowledgeable faculty, state-of-the-art infrastructure and a committed Academic Advisory Council. The research undertaken by the faculty at IBA is of remarkable depth and is referred and quoted by govt. & non govt. officials in their decision making process. Emphasis is placed on inculcating ethical values, social impact, sensitivity to environment, and strong leadership skills to mould young minds towards becoming best-in-class managers, capable of operating in globally competitive environments.

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# Mission

To be an Institute of Excellence in creating and nurturing research orientated academics, entrepreneurship and leadership with sensitivity towards society

To be a globally respected Business School nurturing innovative entrepreneurs and business leaders who would produce wealth for the nation

# Vision

## Academic Advisory & Governing

The IBA Academic Advisory Council has the mandate of maintaining the highest standards of course content, delivery, assessment methodology and assisting in continuous improvement of quality in management education.

The objective of IBA is to align itself with international business education practices. The Academic Advisory Council members actively participate in the following processes:

- Student Induction and Placement
- Course, Structure, Design and Content
- Management of Post Graduate Programme
- Student Evaluation System and Processes
- Teaching and Training Methodologies
- Faculty Recruitment and Retention



**Shri Ashok Kumar**

Consultant: Power generation HRD processes; Ex TATA Power

He has over 40 years of rich experience in the field of energy production. He has had a long association with Tata Power Company and is currently consultant to Lanco Power for process Management.



**Mr. Chandra Kant**

Life Skills Coach, Counsellor and Mentor

He has over 25 years of experience in Strategic Implication of IT for the Banking and Financial Services Sector and 13 years of experience of teaching Management. He is also on the board of advisors of 2 technology start-ups.



**Dr. Gopal Mahapatra**

Professor of Practise (OB and HRM) at IIM Indore

He has worked with companies including Oracle, BEL, INDAL, Gujarat Gas, BPL, RPG Enterprise, TV Rao Learning Systems and was an Associate Professor at XIM, Bhubaneswar.



**Mr. Thothathri Raman**

International Accreditation Advisor and Chairman, SEAA Trust, New Delhi and Former EXE Editor Business India Magazine

He has worked with leading business dailies and magazines of the country spanning over three decades. He is known to the world of higher education as an International quality champion having pioneered the scientific rating and ranking of Business schools in the year 2000.





**Mr. Hriday Mohan Jain**

Chairman H.M. Foundation

He was Ex- Chairman at Samrat Ashok Technologies Institute. He is also a CSR activist. He is known for building institutes and advisory services.



**Mr. Manish Jain**

Founder and CEO of IBA; Director of MUHEPL; Director of Arihant Edusys; Member of Entrepreneurs Organisation

Mr. Manish Jain has done PGDBM in Finance and MBA in Marketing. He completed his Engineering degree in Mechanical Stream. He has managerial experience at MICO & TATA-IBM and is also presently the director, MUHEPL.



**Shri Narendra Nahata**

Hon'ble Minister (Ex), Govt. of Madhya Pradesh

He has been engaged in social service and active politics and has been a member of Public Accounts Committee, Estimate committee and Public Sector Undertakings of the assembly. He was re-elected and was a Minister in the Cabinet of digvijay Singh



**Mr. Pawan Kumar**

Mentor, Advisor and Angel Investor

He was appointed as the Operation- Manager, Computer Centre at IITK. He created the first ASP in India, vMoksha Technologies Pvt. Ltd., JadooWorks Pvt. Ltd. And vFortress Security Pvt. Ltd.



**Mr. P Thiruvengadam**

Senior Director Consulting at Deloitte Touche Tohmatsu India Pvt. Ltd.

He has quality experience in areas of Human Capital Consulting, leadership Development, Performance Measurement, joint Ventures and Collaborations.



**Prof. Rajen Gupta**

Professor (retired) MDI Gurgaon and IIM Lucknow

Currently he is an Independent Director on the Board of Power Grid Corporation of India Ltd. He is also a member of the Academic Councils of the KIIT University, Bhubaneswar and Navrachna University, Baroda.



**Dr. Rakesh Khurana**

Chairman Knowledge Network India Pvt. Ltd.

He has over 35 years of rich experience in corporate as well as Education Industry. He has held top level positions in various Education Institutions, Professional Associations and corporate houses.



**Dr. Subhash Sharma**

Director at IBA. He holds PGDM from IIM-A and PhD from University of Southern California (USC), Los Angeles.

Dr Sharma has authored well known and path breaking books, viz. Creation from Shunya (1993), Management in New Age: Western Windows Eastern Doors (WWED) (1996, 2006), Quantum Rope: Science, Mysticism and Management (1999) and Arrows of Time: From the Blackholes to the Nirvana Point (2001). A number of his scientific and spiritual verses are quite popular among his students and professional managers across the country.



**Mr. Vinod Kumar**

Director of Sri Sri Rural Development Programme and Corporate Workshops

He has experience of over two decades in Education and training and leads Sri Sri Institute of Media Studies.



**Mr. Vijay A G**

BBM from University of Mysore and PGDBM from IBA Bangalore. He is a Certified Competency Mapping Professional, Internal Auditor (ISO 9000 - 9001) and a Green Belt professional in Lean Six Sigma

He previously served as Principle Consultant, servicing various Industrial groups in India for their HR intervention in the Organizational Development Area.

## Dr. Subhash Sharma

Director, IBA Bangalore

PGDM (IIM Ahmedabad), PhD (University of Southern California (USC), LA, USA)

Success = Inspiration x Breakthrough x Achievement

(S = I x B x A)

The aim of IBA is to develop future CEO's – Creative, Enlightened and Organic leaders.

Dr. Subhash Sharma, holds Post Graduate Diploma in Management (PGDM) from IIM-A and Ph.D from University of Southern California (USC), Los Angeles.

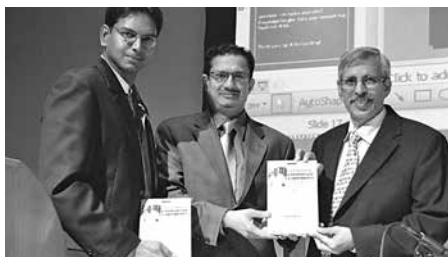
He is a leading Indian management thinker and authored many path breaking books like Conversations on the Remaking of Managers, New Ideas in Strategic Thinking & Management: A Knowledge Tree of New Age Mantras, From the Edge of Chaos: Dialogues Amongst Social Theory & Practice, Wisdom & Consciousness from the East: Life, Living & Leadership (this book is also published in French, Leadership Par LA Sagesse & LA Conscience: Tresors & Secrets de l' Orient au Benefice de l' Humanite. His other books, New Earth Sastra, Management in New Age, New Mantras in Corporate Corridors, Creation from Shunya, Quantum Rope, Arrows of Time, Market's Maya and Shunya Poems, are also known for their creative ideas with literary touch. He has published a number of thought provoking articles on management, leadership and social concerns, in journals of national and international repute. His innovative approach of 'Corporate Rhymes' has drawn worldwide attention.

As an institution builder, Dr. Subhash Sharma has assisted in the development of WISDOM (Women's Institute for Studies in Development Oriented Management) at Banasthali University, has been the Founder Director of Indian Institute of Plantation Management, Bangalore and is also a Founding Member of Indus Business Academy.

He has received several Excellence & Achievement awards for his significant contributions including the 'The Innovative Leader Award' at the Global Leadership Conference, 2006, 'AIMS International Outstanding Editor Award' for the AIMS International Journal of Management for 2008, and 'AIMS International Fellow' in 2009.

His research work was used recently by Honorable Supreme Court for a very important judgement.

He has been conferred the title of 'Academic Rishi' by PES University MBA Department and the 'Management Guru' award by MTC Global in 2015. He was also recently awarded the 'Lifetime Achievement Award' by AIMS International on 26th December 2016.





## Manish Jain

Founder & CEO, IBA Bangalore  
B.E. (Mechanical), PGDBM (Finance), MBA  
(Marketing), (PhD)

Mr. Manish Jain has managerial experience at MICO & Tata-IBM and is also presently the Director-Business Development MUHEPL. He was a nominee for 'Jewel of India 2002 Award' and a recipient of "Rastriya Shiksha Samman Puraskar 2003" by Indian Economic Development & Research Association (IEDRA) for his contributions to quality higher education. He received 'Distinguished Service Award' at IIM Ahmedabad for his contribution of developing Management Education in India. He has also been recognized as one among the 100 visionaries of India by NexBrands and ET Now. He has been invited by ET Now to be a part of its Talk Show "Brand India Vision 2020"

The IBA's founding mission is to bring excellence in Teaching, Training, Corporate Networking and in Placements. We decided to address these issues by creating a world-class infrastructure in a 5-acre eco-friendly land. The curriculum at IBA is designed in such a manner that it is rigorous and constantly upgraded based on corporate requirements and in tune with the latest case studies and real-time experiences. Our strong and active corporate networking help channelize industry inputs into academics. Apart from curriculum, the best available faculty teach IBAians to enhance their leadership, communication and soft skills.

He is the driving force behind IBA, ably guided by an illustrious Academic Advisory Council and distinguished faculty members.

**At IBA, the decree is to meet the corporate expectations, first. Our students are trained to perform in real life.**







**Dr. Subhendu Dey**

**B.E., PGCPM (IIM-K), Ph.D (AMU)**

**Program Director, Indus Business Academy Bengaluru**

## Message from Program Director

Dear Recruiters,

Greetings from Indus Business Academy (IBA), Bangalore

At IBA, we develop professionals who not only have remarkable knowledge of the concepts of management, but also have learnt the art of applying that knowledge to develop strategies and implement those strategies for successful execution. We offer our students contemporary concepts and principles, imparted through a blend of classroom and non-classroom activities to make the learning 'innovative' and 'thinking'. Our differentiated pedagogy ensures that students get the most contemporary inputs from the best-in-class faculty, both in-house and visiting. The faculty team at IBA works towards transforming students using the latest learning tools and pedagogical innovations and ensure long term employability. Our students are at the core of our learning universe, and are provided a holistic learning environment assimilating both Indian and global best practices and content. This holistic learning experience equips our students with the required skills to succeed in their personal and professional lives.

We believe that a business school experience should create adequate challenges for its students to be faced collectively as part of their learning and transformation towards becoming capable leaders in future. We

create in our students the ability to understand the finer nuances of their potential to work in a team and lead a team for successful results. This is achieved by addressing the latent potential in each one of them, done through the rigorous Management Skills courses which run in a scientific manner, through all the trimesters of the program. This unique course equips our students with the ability to deliver beyond the narrow confines of their work. The extra-curricular activities at IBA structured in the form of various clubs and committees also help our students to work in teams, and apply their managerial skills into practice at the school. These activities develop in them, the essential qualities required to excel in their jobs and an understanding that career is a marathon and not a sprint – values that they have imbibed during their post-graduation at IBA.

The eighteenth batch of IBA will be graduating in April 2020. With the comprehensive education that our students have received, they are ready to contribute to the growth of your organization. We welcome you to our beautiful campus and experience the difference that our students can make to your organization.



San Diego, April 2014

## Accreditation & Awards



The IACBE is the leader in mission-driven and outcomes-based programmatic accreditation in business education, and it exists for the purposes of advancing academic quality and excellence in business education throughout the world. The philosophy of the IACBE is that academic quality and excellence in business education should be measured in terms of the overall level of performance of an academic business unit (department, division, school, college of business, etc.) relative to its mission.

In 2013, IBA received 'Certificate of Accreditation' from International Assembly for Collegiate Business Education (IACBE). Only few Indian B-Schools out of 5000+ have been accredited as of now. These accreditations bring global acceptance of the management program and opens up a network of collaborations, student and faculty exchanges, academic opportunities and excellent placement prospects.



IBA, Bangalore received 'The Academy of Success Award 2016' at World Business Conclave 2016, Hong Kong 'Celebrating Asia-Pacific's Success Story'. The Process Reviewers and Evaluators were PWC (PriceWaterhouseCoopers), ASSOCHAM (The Associated Chambers of Commerce and Industry of India) and HKGCC (The Hong Kong General Chamber of Commerce).



Awarded as one of the Best Growing Brands 2018 at the NexBrand's Brand Vision Summit 2018. Trophy and memento presented by Mr. Sunil Grover with Shri Suresh Prabhu, Hon. Minister of Commerce and Industry, Govt. of India being the Chief Guest at the event – 30th January 2018



Economic Times Best Education Brands 2018 awarded by Shri Vinod Tawde, Minister of Higher & Technical Education, Govt. of Maharashtra and Ms. Sunita Quadros, Business Head, Economic Times (ET) Edge – 30th March 2018



Awarded as one of the Best Education Brands 2017 by the Economic Times at the ET Best Education Brands Awards 2017. Award presented by Mr. Manish Sisodia, Deputy Chief Minister, Delhi – 24th February, 2017

**Dr. Subhash Sharma**

PhD, University of Southern California (USC)-USA  
 PGDM, IIM-Ahmedabad  
 Dean & Director, IBA Bangalore  
 Exp: 46 years  
 Industry- 2 yrs, Academic- 44 yrs

**Dr. Manish Jain**

PhD, MBA (Marketing), PGDBM (Finance),  
 B.E. (Mechanical)  
 Chairman & Founder CEO, IBA Bangalore  
 Exp: 23 years  
 Industry- 14 yrs, Academic- 9 yrs

# Mentored by Committed Faculty

**Dr. Subhendu Dey**

PhD-AMU, PGCPM-IIM Kozhikode,  
 B.E. (Mechanical)  
 Exp: 27 years  
 Academic- 27 yrs

**Prof. V. Suresh Chandra**

M.Tech-Industrial Management  
 (IIT-Chennai), B.Tech. (IIT-Kharagpur)  
 Exp: 44 years  
 Industry- 30 yrs, Academic- 14 yrs

**Dr. S. Ramesh**

PhD, FCS & MICS (UK), M.Com.,  
 MBA (Marketing),  
 MBA (Finance), LLB  
 Exp: 40 years  
 Industry- 16 yrs, Academic- 24 yrs

**Prof. Chandra Kant**

(PhD), PGDM (IIM-Calcutta),  
 B.Tech. (IIT-Kanpur)  
 Exp: 34 years  
 Industry- 22 yrs, Academic- 12 yrs

**Prof. J.B. Shetty**

MDP (IIM-Calcutta), Diploma in  
 Footwear (Canadian Institute of  
 Footwear Technology), B.Sc.  
 Exp: 44 years  
 Industry- 32 yrs, Academic- 12 yrs

**Dr. Suranjan Bhattacharyay**

PhD, ACIB, FCMA, CAIIB,  
 B.Sc. (Physics Hons.)  
 Exp: 44 years  
 Industry- 36 yrs, Academic- 8 yrs

**Dr. Bijay Krishna Bhattacharya**

PhD, M.Phil, MBA (Finance), CAIIB,  
 M.Com, PGDBM  
 Exp: 40 years  
 Industry- 29 yrs, Academic- 11 yrs

**Dr. A V Ramana Acharyulu**

PhD, MBA-IRMA, B.Sc.  
 Exp: 37 years  
 Industry- 15 yrs, Academic- 22 yrs

**Dr. Nandeesh V Hiremath**

PhD, M.Sc.(Agri.), MBA (HRM &  
 Marketing), PGDHRM, PGDRD,  
 CCIPRs & ACBT & IPRs (WIPO  
 Worldwide Academy, Switzerland)  
 Exp: 29 years  
 Industry- 13 yrs, Academic- 16 yrs

**Prof. B.M. Gourish**

MSW - Gulbarga University,  
 PGDTD-ISTD, BA  
 Exp: 32 years  
 Industry- 25 yrs, Academic- 7 yrs

**Prof. M.S. Pratibha Raj**

(PhD), M.Phil., MBA, M.Com  
 Exp: 24 years  
 Industry- 9 yrs, Academic- 15 yrs

**Prof. Nagendra Hegde**

MBA - VTU, BBA  
 Exp: 19 years  
 Industry- 12 yrs, Academic- 7 yrs

**Prof. Prashant Kulkarni**

MA, PGDM  
 Exp: 18 years  
 Industry- 2 yrs, Academic- 16 yrs

**Dr. Vaishali Agarwal**

PhD, MBA - MJP Rohilkhand  
 University, BBA  
 Exp: 18 years  
 Academic- 18 yrs

**Prof. Smita M. Gaikwad**

(PhD), M.Phil. - Periyar University,  
 MBA, BBA  
 Exp: 18 years  
 Industry- 1 yr, Academic- 17 yrs

**Prof. Narendra Babu B.V.**

PGDESD, MBA - Rochester Institute of  
 Technology, New York, B.E. (Mech.)  
 Exp: 16 years  
 Industry- 9 yrs, Academic- 7 yrs

**Dr. C. Vasanthakumar**

PhD, MBA, B.E. (Mechanical)  
 Exp: 15 years  
 Industry- 4 yrs, Academic- 11 yrs

**Dr. Smita Gupta**

PhD, M.Phil, MA (Psychology), BA  
 (Economics, History, Psychology)  
 Exp: 06 years  
 Industry- 2 yrs, Academic- 4 yrs



# The Trove-Associate & Visiting Faculty

Apart from the illustrious core faculty, IBA students are also privileged to periodically and regularly learning from IBA's Associate and Visiting Faculty. The academic eminence that they bring with them is enriched with professional and industry experience and augur well with IBA's unique pedagogy.

## MARKETING & RETAIL

- Mr. Harish Bijoor  
CEO, Harish Bijoor Consults Inc.
- Mr. Mohan Kuruvilla  
Imperial Chemical Industries
- Prof. G.S. Sreekiran  
Dean, Dayanand Sagar Academy
- Mr. Shankar Iyer  
Marketing Consultant, Vidhura 3C Management
- Mr. Ganesh Iyer  
Senior Vice President, Radio Mirchi
- Prof. Joy Chakrabarty  
Strategy Consultant, Ex Contract Advtg. and TBWA Anthem
- Mr. B.K. Kumar  
CEO, Business & Markets Strategists
- Mr. M. Kulothungan  
Sales Trainer, Titan Industries Ltd.
- Mr. Ram Subramaniam  
Next Phase Solutions India Pvt. Ltd.
- Dr. K. Ravichandran  
Former Regional Director, AICTE & Faculty MKU, Dept. of Management Studies
- Mr. Rajiv Ahmed  
TNS India
- Prof. Samir R Chatterjee  
President (SGBED), Curtin Business School, Australia
- Mr. P. S. Srinivas  
Sidvin School of Business
- Mr. Shankar Bharath  
Senior Researcher, Hansa Research Group
- Ms. Suchitra Ramesh  
Intel Corporation
- Mr. B.V. Srinath  
Consultant Marketing
- Mr. Venkatramanan Krishnamurthy  
Consultant - Retail, Supply Chain & Strategy
- Mr. Jayaram Babu Shetty  
Director - Merchandising, Innovative Film City Finance in Retail
- Mrs. Nandini Vaidyanathan  
CEO, Startups, Strategy in Retail
- Mr. V. Nagendra

Manager – Marketing, Valdel Retail Pvt Ltd., Retail Management

- Mr. S.P Venkatraman  
Manager - Category, Bigbazaar Retail Store Operations
- Mr. David Livingston  
Manager - Warehouse, Future Group, Management of Warehouse

## FINANCE

- Mr. K.N. Guha  
Advisor, Corporate Banking
- Mr. V.V. Mohan  
Ex. VP, IndusInd Bank
- Mr. Muralidharan R. Nair  
QMS Lead Auditor, Consultant Livelihoods
- Mr. Kiran Bindu  
Director, Intl. Programmes, ISBR
- Mr. Prasanna. R.  
Research Analyst, ING Vysya Bank
- Mr. Vijay Raja  
Chartered Accountant, Vijay Raja & Co.
- Prof. Sai Baba  
Management Consultant
- Mr. Vivekanand V. Kulkarni  
Prof. (Corp. Fin.) Aegis School of Business & Telecommunication
- Dr. Binoy Mathew  
Head, P.G. Studies, R.B.A.N.M.S
- Mr. K.S. Raghunath  
Senior Consultant
- Mr. S.K.N Swamy  
Retired Asst. General Manager, State Bank of India
- Prof. Hema D.  
Asst. Prof., Welinkar Institute of Management
- Dr. K. V. Ramanathan  
Associate Prof., Dayanand Sagar Business School
- Mr. Harish Rao  
Investment Coach, Simple Equation
- Mr. Vijay Kumar N.V.  
Retired Manager, Canara Bank
- Prof. K. Harinath  
Asst. Prof., AIMS Institute

- Mr. S.P. Srinivasan  
Chartered Accountant
- Prof. Ramakrishnan  
Professor, Christ and Jain University

## HUMAN RESOURCE

- Mr. Praveen Kamath  
Global Head Talent Transformation, Wipro, BPM
- Mr. Ram K. Navaratan  
Chief Executive, HR Resonance
- Mr. Mathew Chacko  
COO - HAL Infotech
- Mr. M.P. Manjunatha, Consultant,  
HRM Consultants, Ex. Director Personal, BEML
- Mr. S.K. Nandy  
Director-CHRS, Ex-Head-HR, BPL Telecom
- Dr. Ramani  
WIMEN
- Dr. B.R. Patil  
Ex. Professor - IIM Bangalore
- Dr. V. Prakash  
EX-GM-HR, Cadilla
- Mr. S. Sekhar  
Consultant-HR
- Mr. Hari Rao  
Director, Titan Time Products & Titan Properties Ltd.
- Mr. B.N Srinivas Rao  
Ex. Head HR & Admin, SKF INDIA LTD,

## OPERATIONS

- Mr. Pankaj Jain  
Director Projects, OLX
- Mr. Rajaram Chandrasekar  
National Vice-Chairman, Indian Institution of Production Engineers
- Mr. R. Devanathan  
Retd. Sr. Divisional, Manager (Mechanical), TATA Steel
- Mr. Vishu Behl  
GM-PED, TVS Motor Co.
- Mr. Kunigal Rama Sastry  
Industrial Consultant

- Mr. G. Ravindran  
SQC & OR Unit, Indian Statistical Institute
- Mr. Anant Sagar  
Global SCM Programme Manager, IBM
- Dr. H.B.N. Murthy  
GM - Solid Container
- Dr. Shaji Thomas  
Director - ABMT&R
- Mr. K.N. Sheshu  
Consultant
- Prof. A.V. Rao  
Director - (Academic & Administration), NSB

## IT & E-BUSINESS

- Prof. Anandh Venkatraman  
Sapient Corporation
- Prof. P.G. Bhat  
VP-Engineering, Object Orb Technologies
- Mr. R. Dorai  
CEO, Hartech Consultant
- Mr. Moses Mathuram  
AVP - Global Alliances, Infosys
- Mr. S. Srikanth  
Accenture
- Mr. Ramesh Chandra  
Mindsource Consulting Services
- Mr. Somanatha S.  
Director - Mobilistic Business Solution Pvt. Ltd.
- Mr. Sreekanth Moni  
Sr. Engg. Project Manager - Fleztronics Software Systems
- Mr. Ramesh P. Iyer  
Ex Principal Consultant, Strategic Partnership-Shobha Renaissance Information Tech. Ltd.
- Mr. Rajendran Thangadurai  
Director - RB & Creations
- Prof. Rama Satish K.V.  
Professor, RNS Engineering College
- Ms. R. Vijaylakshmi  
Consultant, ISBR, IBMR, IFIM, Manipal Global
- Mr. Diwakar Menon  
Director, Last Mile Consultants, Technologies Solutions Pvt. Ltd.

## GENERAL MANAGEMENT, IB, BUSINESS COMMUNICATION

- Mr. Y.R. Sridhargopal  
Vice-President, Clarion Technologies Pvt. Ltd.
- Ms. Vedavathy R. Kabadi  
Company Secretary & Attorney, General Motors
- Dr. Ashok Kumar T.K.  
Senior Product Manager, Alti Source
- Prof. Shikha Ojha  
Asst. Prof., CMS Business School
- Mr. Ramesh Venkataraman  
Director - CurAlea Mgmt. Consultants
- Mr. Y. Shekar  
Consultant - Adhishtaa Consulting
- Mr. K. Sivasubramanian  
AVP Quality & Master Black Belt, Accenture Global e-Business Operations Pvt. Ltd.
- Mr. Suvas C. Mahapatra  
Global Head HiTech Technical Support, TCS
- Mr. S. Nagendra  
Director - Siddhanta Softwares
- Ms. Rupa Gopal  
Soft Skills Consultant, Trainer for Project Genesis with INFOSYS
- Mr. Raj Subramani  
Six Sigma Consultants Trainer & Coach
- Prof. Sarah Giri  
Certified Counsellor - Voice & Language
- Mr. Karmarkar  
German
- Ms. Margaret Anne  
French
- Mr. Gnanamurthy  
Kannada
- Ms. Revathi Shivakumar  
English
- Ms. Shyamala Kamath  
English
- Mrs. Sarawathi  
French
- Mrs. Archana Bhulata  
German

>>> For more details visit [www.iba.ac.in](http://www.iba.ac.in)

# Post Graduate Diploma in Management (PGDM)

1<sup>st</sup> YEAR

**I**  
Trimester

Managerial Accounting | Data Analytics | Management Skills-1 | Management Perspectives-1 | Organizational Behaviour | Legal Aspects of Business | Micro Economics | Quantitative Methods-1 | NEN 201 | Marketing Management-1

27.5  
Credits

**II**  
Trimester

Management Skills-2 | Marketing Management-2 | Macro Economics | Production & Operations Management | Human Resource Management | Management Information System | Business Research Method | Financial Management | Art Of Living- Yes+ Programme

26  
Credits

**III**  
Trimester

Quantitative Methods-2 | Management skills-3 | Corporate Finance | Management Perspectives-2 | Managing in the knowledge Economy | International Business | Management of Banks & Financial Institutions | Consumer Behaviour | Labour Law | Total Quality Management | NEN 202 | Business Intelligence

34.5  
Credits

2<sup>nd</sup> YEAR

## Core Courses

Strategic Management and Business Policy  
Enterprise Resource Planning  
Business Research Tools  
Dissertation.

### International Business

International Markets & Marketing  
Logistics-SCM-International Logistics  
Global Business Intelligence  
International Business Strategies  
Advance Readings in IB-International Trading Techniques  
Managing MNCs  
Foreign Exchange Management  
EXIM.

### Marketing

Consumer Behaviour  
Sales and Distribution Management  
Brand Management  
Advertising Sales and Promotion  
B2B and Services Marketing  
Digital Marketing  
Rural Marketing  
Advance Retail

### Business Analytics & E-business

Machine Learning  
Data Visualization using Tableau  
IOT & Cloud Computing  
Google Analytics  
Global Business Intelligence  
SAP  
Exploratory Data Analysis  
Marketing Analytics.

### Finance

Security Analysis & Portfolio Management  
Derivatives  
Mergers & Acquisitions  
NBFC and Mutual Fund Operations  
Corporate Taxation  
Investment Banking  
Financial Analytics  
International Finance.

### Human Resource

Talent Acquisition and Management  
Compensation Benefits and Performance Management  
Training and Development  
Human Resource Information Systems  
IR & ER  
HR Across Industries  
HR Analytics  
Cross Cultural Management.

### Operations Management

Green Supply Chain Management  
Productivity Management & Value Engineering  
Outsourcing Operation – PM Approach  
Retail Operations  
Operation Analytics  
Logistics and Supply Chain Management  
Production Planning & Control  
Operations Management in Services Industries.

*Students can choose combination of two specializations before beginning of 3rd trimester*

# IBA Programme – The Difference

The Management programme at IBA provides a solid foundation in the key business disciplines and reflects the breadth of management issues that arise in the national and international context. The curriculum packs the ingredients to enhance the crucial Emotional intelligence along with Logical thinking to ensure that the students have the edge when they enter the corporate world.



## Management Skills

IBA believes that confidence to handle situations come from the knowledge and the skills that utilizes this knowledge. Reading a book on “Driving” is not the same as practicing driving. Management Skills is a set of courses, run by Prof. Chandra Kant, that teach students practical corporate skills as follows:

<b>Emotional Intelligence</b>	<ul style="list-style-type: none"> <li>How to control emotions and handle other persons’ emotions.</li> <li>Understand how our mind creates negative thoughts and how to handle these thoughts.</li> <li>How to control emotions for better time management, prioritisation of activities &amp; be more productive.</li> </ul>
<b>Critical Thinking</b>	<ul style="list-style-type: none"> <li>How to make goal-centric decisions rationally and come up with creative solutions</li> <li>How to remove subjective bias from decision making.</li> <li>Understand why we make wrong decisions.</li> </ul>
<b>Convincing People</b>	<ul style="list-style-type: none"> <li>Understand people’s motivation.</li> <li>How to sell your ideas to others.</li> <li>How to generate leads, get appointments and sell face-to-face.</li> </ul>
<b>Negotiation</b>	<ul style="list-style-type: none"> <li>Understanding the difference between bargaining and negotiation.</li> <li>How to create a win-win situation for all parties.</li> </ul>
<b>Strategic Thinking</b>	<ul style="list-style-type: none"> <li>Understand and use the principles of strategic management to determine success in your own life.</li> </ul>
<b>Managing Projects</b>	<ul style="list-style-type: none"> <li>Understand and use the principles of project management in achieving short-term and long-term life objectives.</li> </ul>
<b>Transition Management</b>	<ul style="list-style-type: none"> <li>How to prepare for and adjust to inevitable changes (good or bad) in our life and our careers.</li> <li>Understanding the change management process.</li> <li>Understanding what will happen in corporate life and what a student can do to be most effective.</li> </ul>

Unique feature of this course is that senior students acts as tutors to the first year students. They conduct additional exercises & give feedback on gaps and ways to reduce the gaps. IBA is possibly the only Institute which teaches these skills as part of its formal pedagogy.



## Corporate Internship

At IBA, we believe that no professional management education is complete until students are able to relate Management Theory with practice in more meaningful way. As part of the academic curriculum of the program, the students of PGDM are required to take up Corporate Internship/Project in reputed organizations for 3 months. The internship is carefully designed so that it is mutually beneficial to both organization and student.

## Capstone® Business Simulation Program

Capstone® Business Simulation programs are a jump-start for leadership development. They enhance and bring a live business understanding and create competent, confident and astute business professionals.

The program provides participants with a clearer and holistic understanding of core business dynamics, a sound understanding of financial objectives and metrics, and lays the groundwork for smart, business-savvy decision making that will favourably impact company's productivity and profitability.

### Some High Level Outcomes:

- Improved market-based decision making skills and business acumen.
- Usable financial literacy: a compelling understanding of how various functional decisions effect the numbers.
- Improved cross-functional collaboration and teamwork.
- Ability to balance the daily tactical pressures with strategic initiatives.
- Improved problem-solving based on customer needs, competitor information and company data.
- Gain insights that challenge your assumptions: forward thinking individuals.
- Clearer understanding of and alignment with the company's strategy.
- Ability to define and/or clarify specific bottom line performance expectations and objectives related to profitability and other measurable business drivers.

Capstone Business Simulation provides the rare opportunity to experience running a complete business, with the benefit

of reports that show clear correlations between management decisions and outcomes.

## Kalakshetra (Live Project Management)

Throughout their academic life, students have been taught to compete with others. Students do not really learn how to work in groups, towards a predefined objective. This, however, is an essential skill for success in corporate life. In Kalakshetra:

- Students of 1st year are grouped randomly to stage a set of short-duration plays on a theme.
- The performances are judged by the seniors, the alumni and the faculty.

Kalakshetra is a platform for students to learn

- Basics of Project management like Work Breakdown Structure, Gantt chart, MS Project, Project planning, Stakeholder analysis, Project charter, Project status reporting, etc.
- Team management while doing a cultural activity.
- Concept of team formation.
- Each other's strengths and use these qualities with creativity to produce a play.
- Competing as well as coordinating with other teams for common infrastructure requirements as well as budget management.
- Importance of timing and support systems as enacting a play requires immense back-end coordination.
- Being confident and face their fears owing to acting in front of an audience.
- That teamwork can move mountains and create something awe-inspiring.

Students remember the lessons of Kalakshetra more than any theoretical class on Project Management.

IBA is possibly the only Institute which uses 'plays' to teach project management and team building as part of management skills.

## Advanced Placement & Training Programme

At IBA placements is not a seasonal task but instead a process that is initiated by means of Advanced Placement & Training Programme (AFTP) right from the day when the student joins for the course. An exclusive Placement Team has been developed to serve this purpose which comprises of select students along with the Placement officers.

- The team builds an interface between Institute and Industries.

- Prepares students for Aptitude Tests, Group Discussion and Mock Interviews to gain confidence, diminish nervousness, hone their responses and think on their feet.
- Offers personal support systems and work directly with the students keeping their interests and goals in mind.
- Groom students to meet the expectation levels of the Corporate world.

## Peregrine Academic Services

Peregrine Academic Services is a Global Education Support which provides a variety of Academic oriented programs with quality assurance. This helps a student for Educational transition which occurs for a student when moved to Higher Level Programs such as Post Graduate in Management. This is a module-based program that is entirely online and includes online instructional content and online testing. Each of these options allows the student to academically transition more effectively to the next higher level.

## Business Analytics

The Business Analytics specialisation at Indus Business Academy introduce the concepts of Information Technology and Data Science to allow a management graduate to understand how these concepts can be used to get actionable insights for businesses to increase revenues and profits.

Traditionally, organisations increase revenues and profits based on models that assume steady state in the market. The current market scenario is fast changing and chaotic.

With the advent of technology, there is a surplus of transaction data pertaining to an organisation's business operations and customer relationships. Traditional MIS, at best, relies on Extract, Transform and Load logic to summarise, slice and dice data to find meaningful information for operational efficiency as well as strategic insights.

Business Analytics allows the students to use statistical models and machine learning to determine actionable insights.

# Glimpse of Final Placements 2019



**Advait Murudkar**  
Pune, Maharashtra



**Aishwarya Rao**  
Itarsi, MP



**Akhileswar Sivaratri**  
Visakhapatnam, AP



**Aman Kumar Vijay**  
Jaipur, Rajasthan



**Amit Srivastava**  
Lucknow, UP



**Anjali K K**  
Kannur, Kerala



**Ankita Paul**  
Jamshedpur, Jharkhand



**Anshika Kapal**  
Korba, Chhattisgarh



**Ayush Agrawal**  
Bhatapara, Chhattisgarh



**Bhavesh Chandnani**  
Jaipur, Rajasthan



**Bijo Thampi**  
Port Blair, A&N Island



**Chintha Vijay Krishna**  
Hyderabad, Telangana



**Debol Raha**  
Kolkata, West Bengal



**Harshit Singla**  
Panipat, Haryana



**Illuru Santosh**  
Kurnool, AP



**Manabendra Dutta**  
Guwahati, Assam



**Mandeep Pal Singh**  
Jamshedpur, Jharkhand



**Pragya Kumawat**  
Ajmer, Rajasthan



**Pratik Chatterjee**  
Asansol, West Bengal



**Praveen Kumar**  
Siwan, Bihar



**Priyanka Saha**  
Kolkata, West Bengal



**Saurabh Mishra**  
Jajpur, Odisha



**Sayan Pal**  
Kolkata, West Bengal



**Shradha Jain**  
Kesinga, Odisha



**Shwetabh Subh Prasad**  
Cuttack, Odisha



**Sourabh Mandloi**  
Indore, MP



**Sreerupa Sarkar**  
Jamshedpur, Jharkhand



**Sri Rohit Dayana**  
Vijayawada, AP



**Surubhatla Prabhakar**  
Nuzvid, AP



**Suryakanta Sahoo**  
Rourkela, Odisha



**Tushar Singh**  
Surat, Gujarat



**Utkarsh Singhal**  
Agra, UP



**Vishakha Joshi**  
Jaipur, Rajasthan



**Vivek T**  
Thoothukudi, Tamil Nadu



**Tejas Chavan**  
Nasik, Maharashtra

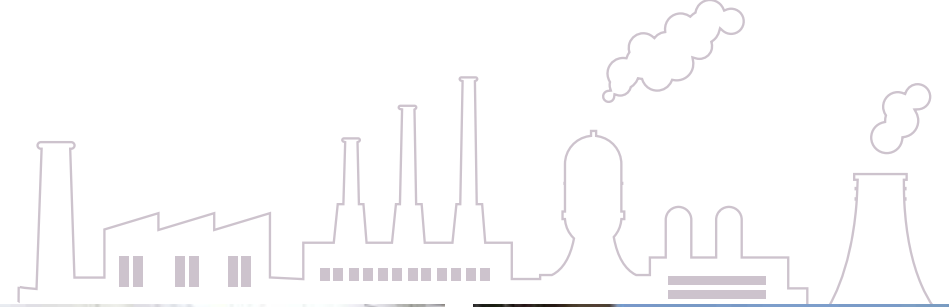


>>> For more details visit [www.iba.ac.in](http://www.iba.ac.in)

Disclaimer: Readers are requested to note that this is a partial list of students placed in 2019



# Industry Visits & Workshops



Binghatti Beverages, Dubai



Dubai Silicon Oasis Authority, Dubai



Fortune Karama Hotel, Dubai



Trump International Golf Course, Dubai

Visiting Industries & International study tours gives us real time exposure to the work culture and its functioning



Tiger Breweries, Singapore



Amul, Bengaluru



TVS Motor Company, Bengaluru



Hindustan Machine Tools, Bengaluru





V.S.T Tillers Tractors Ltd., Bengaluru



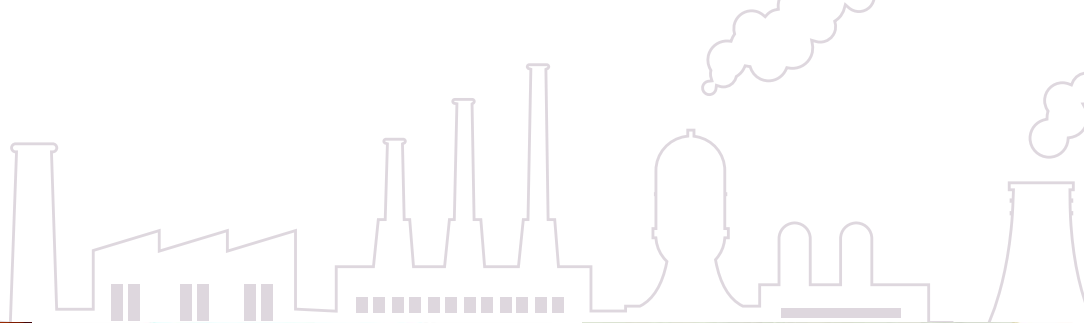
Hewlett Packard, Singapore



Easun Reyrolle Ltd., Bengaluru



Inventrik Pte Ltd., Singapore



Singapore Parliament, Singapore



SAP, Singapore



Bosch, Bengaluru



Malaysian Petroleum, Kuala Lumpur

# Industry Interaction



## Justice Santosh Hegde

Ex-Judge Supreme Court and Lokayukt of Karnataka  
Topic: Current scenario in Public Offices



## Mr. Anand Talwai

Ex- CEO, Wipro and Executive Director & Co-founder, Nextwealth.in  
Topic: Big Giant Corporate vs Start ups



## Mr. Clynton Almeida

CIO, Redington  
Topic: IT Strategy in Alignment with Corporate Strategy



## Mr. Shoaib Ahmed

President, Tally Solutions India Ltd.  
Topic: How to overcome stage fear and how to sustain interest in one's job



## Mr. Thiagarajan Suryanarayanan

VP(HR), Accenture  
Topic: Corporate Etiquettes & Culture



## Mr. Satish C. Amblee

CEO, Maverick Holdings & Investments Pvt. Ltd.  
Topic: Introduction to Tourism Industry



## Mr. B.S. Murthy

CEO, BSM Leadership Capital  
Topic: The Art and Science of Positioning Yourself



## Mr. Satish Viswanathan

Director, BSG-Microsoft  
Topic: Importance of interaction



## Mr. Guru Prasanna

Director (Analytics), Flipkart  
Topic: Importance of Plan B



## Mr. Harsh V. Trehan

Director (HR), BAE Systems India (Services) Pvt. Ltd.  
Topic: Work Culture



## Mr. Suraj Chettri

Regional HR Director, Airbus Group  
Topic: Innovation in Airlines Industry and Work Practices for Success



## Mr. Binod Hampapur

Sr. VP, Infosys  
Topic: Types of partnerships in corporate entities



## Mr. Anshuman Mishra

VP(Energy and Utilities), Genpact  
Topic: Business Intelligence



## Mr. Vrishabhendra Swamy

VP, ABB (India & South Africa)  
Topic: Engineering Industry Expectations from MBAs



## Mr. Vivek Gupta

Finance Controller, Helion Ventures  
Topic: Venture Capital and other Financial Aspects



## Mr. Saurabh Prakash

Global Delivery Manager, HP  
Topic: Responsibility of a Corporate citizen



## Mr. Riju Antony

South Zonal Head Manager, Reliance Retail Ltd.  
Topic: The Value of Time & Money



## Mr. K Kasi Vishwanath

Director & Head (HR), IKYA Group  
Topic: Real World for MBAs



## Dr. Soumendra K. Dash

Principal Credit Officer, African Development Bank Group  
Topic: Forwards & Futures as the tools of Risk Management



## Mr. P. Thiruvengadam

Sr Director, Deloitte  
Topic: Management consulting with respect to Growth, Profitability and Leverage.



## Ms. Bhumika Jain

Consultant – NEN Regional Office, Bangalore  
Topic: True meaning of being an Entrepreneur







**Mr. Tony Varghese Francis**  
Head (South), Red FM 93.5  
Topic: Radio and Entertainment industry



**Mr. Parmeshwaram Balakrishnan**  
GM(HR), Toyota Kirloskar Pvt. Ltd.  
Topic: Role of HR practices in India



**Mr. Santhana Anandraman**  
Head, Risk & Compliance, GASCO-UAE  
Topic: Organization Resilience Through Enterprise Risk Management



**Mr. Subrahmanya Gupta Boda**  
Chief Information Security Officer, GMR Group  
Topic: Skills for Digital Age



**Mr. Sunit Rikhi**  
VP & General Manager (Retd.)  
Intel Custom Foundry and Founder – Reach for Infinity, LLC  
Topic: Career lesson in Leadership



**Mr. Krishna Singh**  
Business Segment Manager – Kuehne Nagel  
Topic: Career Advice for Future Managers



**Mr. Divyang Trivedi**  
Manager (Tax) - Grant Thornton  
Topic: Career in Taxation



**Ms. Rekha Santosh**  
Head (Retail HR), ING Vysya Bank  
Topic: Best HR Practices and Emerging Trends



**Mr. Girinarayan**  
Director (HR), GE Energy, Power Electronics  
Topic: The Future of Business Graduates in India



**Dr. Krishna Kumar**  
Professor, IIM Lucknow & Ex-Director,  
IIM Kozhikode  
Topic: Strategic Management



**Mr. Venu.G. Somineni**  
Chairman, Unic TV  
Topic: Secret of Success in Professional Life



**Mr. Rohit Khajuria**  
Talent Acquisition Leader (Analytics) – Genpact  
Topic: Analytics – Recent Industry Buzz



**Mr. Sadasiva Sarma D**  
Associate Director (Audit) - Grant Thornton  
Topic: Basics of Auditing



**Mr. Venkataramana B**  
President – Group HR, Landmark Group  
Topic: HR Best Practices



**Mr. Maneesh Chandra Verma**  
Manager (Audit) - Grant Thornton  
Topic: Basics of Auditing



**Mr. Sujitesh Das**  
Head(HR), Microland Co. Ltd.  
Topic: Industrial Relations



**Mr. Jayakumar D A**  
Associate Vice President  
Hindustan Coca-Cola Beverages Pvt. Ltd.  
Topic: FMCG and the Food & Beverages Industry



**Ms. Rajeswari Santhanam**  
Associate Director (Tax) - Grant Thornton  
Topic: Career Choices & Career in Tax



**Mr. Srikanth G.**  
Regional Training Manager, Times Group  
Topic: Introduction to the Corporate World



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Disclaimer: Readers are requested to note that designations mentioned in this list are the designations held by dignitaries during their lecture with our students

# Prominent Events Held at Indus Business Academy | 2018-19



## Archish 2k19

Archish 2k19 was the eleventh edition of IBA's national level management and cultural fest. The event has grown by leaps and bounds over a span of ten illustrious years with an array of top notch sponsors and splendid performances to count upon. The theme of the event this time was "MUBG (Manager's Unknown Battle Ground) Space Edition", an amalgamation of the revolutionary game PUBG and a tribute to the commendable work being done by ISRO in Space exploration.

22nd & 23rd February 2019



## Women's Leadership Summit

A first of its kind in IBA's history, the summit was dedicated to the female students with the belief that every woman has the ability to lead and create positive change. The event brought together the women leaders, entrepreneurs and mentors to share thought leadership via participatory presentations, workshops, panel discussions and more. Priya Chetty Rajagopal, Meenakshi Iyer, Mini Mol, Dr. Anuradha Rao, Meenalochani Kumar, Archana Kapoor Nagpal, Aruna Newton, Bindu Bhatia and Dimitrov Krishnan were among the eminent speakers that graced the event.

9th February 2019



## TEDx IBA Bangalore

The independently organised TED event by IBA Bangalore, the theme this year was 'Impact on Society' which implied sharing ideas that will help us in creating a positive impact on our society in more than one way. The star-studded event had Sandhya Suri, Anirban Banerjee, Shreegauri Sawant, Mark Dharmai, Disha Pandya, Tejaswini Manogna, Swatii Chandak, Jyoti Sudhir, and Amitabh Shah as speakers for the day.

19th January 2019



## Convocation Ceremony 2019

The day every graduate waits for, the convocation ceremony, this was the 16th convocation ceremony at IBA of the Batch 2016-18. Hon. Shri Faqir Chand Kohli (referred to as the Father of the Indian Software Industry due to his significant contribution in Indian IT industry) was the Chief Guest on this occasion. The entire fraternity gathered to congratulate the batch on a day that was filled with nostalgia.

5th January 2019



## Alumni Meet and Kalakshetra

It was the 8th edition of IBA's Alumni meet and 10 year reunion of Batch 2006-08. This year also the Alumni Meet had a twist with the 18th PGDM batch organising the meet as a project management course under 'Kalakshetra' where the student teams engaged in selling and marketing their products. The event was promising and something to reckon upon.

15th December 2018



# Corporate

## Speak



IBA is growing leaps & bounds and great to be associated with Institute of this stature with right focus of the people. ”

D A Jaya Kumar, Zonal Head, HR, Hindustan Coca Cola

**Debajyoti Mohanty, Associate Director –HR, KPMG**  
“I am really impressed with the vision and how IBA is thinking, that is what sets it apart. Looking forward to being in touch.”

**Srinivas Billa, Regional Head, Bajaj Electricals Ltd.**  
“Excellent Team and everybody has done well. Very confident & talented students.”

**Kamal S, Sr. HR Manager, Reckitt Benckiser**  
“Excellent coordination by placement team and highly enthusiastic students. Excellent & energetic campus.”

**Nikita Sarangi, Branch HR Manager, Colgate Palmolive India Ltd.**  
“Good quality of students, great hospitality by placement team. Look forward to visit IBA again.”

**Rajdyuti Dasgupta, Deputy Manager (Marketing) – PAN India, Reliance Vision Express**  
“Efforts well put. Appreciate the planning team.”

**Wg Cdr (Retd.) Mohandas, AIMA Coordinator**  
“Came as an observer from AIMA. The serene atmosphere is out of place for a busy hassle of Bangalore. Had a very nice time. The staff is very cooperative and friendly. I wish the college a very prosperous growth.”

**Suraj Chettri, Regional HR Director, Airbus Group India**  
“Impressed with all that I have seen. Good to see a course with a different focus on EQC.”

**G V Krishnan, Exec Director, Lowe Lintas**  
“I find that IBAians are more adaptable and are eager to adjust to the corporate environment and to that extent ‘less demanding’ and are more eager to prove that they can contribute first. They also have their feet to the ground and hence are willing and able to adapt well.”

**Jeba Kumar M, GM & Head HR, GMR Corporate Affairs**  
“It was a wonderful experience speaking to a bunch of eager, young students who want to make a mark in life. It was a learning experience for me to interact with uncluttered minds and I enjoyed talking to them.”

**Satish Vishwanathan, Director, Business Support Group, Microsoft**  
“The focus of corporate world today is a work force that has the ability to handle the situation practically and that is what the student of IBA is trained to do from the onset.”

**Binod Hampapur, Sr. VP & Global Head - Corporate Relations, Infosys**  
“Lush Green Campus, learned Faculty, Academic resources and energetic students – perfect blend for Industry Managers in making. All the best IBA! Tremendous effort by the institute for the society as a whole.”

**Priya Dubey, AVP- HR, Carwale.com**  
“We have recruited post graduate management students from the IBA, Bangalore Campus and we are very glad to corroborate the excellent caliber and aptness of IBA.”

**Vikas Bajjal, Senior VP-HR, Bata India Ltd., India**  
“It was a pleasure to be at the campus once again. Will be here for interns too. Great team+student.”

**Vimal M, Zonal HR Manager, Mahindra and Mahindra Financial Services Ltd.**  
“Pleasure to be back, committed team and good pool of students.”

**Sujitesh Das, Head HR, Microland**  
“IBA has done remarkably well in admitting & nurturing students by way of modish curriculum, visiting faculty sessions & corporate partnerships. Students’ track record in our organization has been appreciative & progressive.”

# Placements @ IBA

Today's job market is highly competitive, and IBA's outstanding career resources are an important part of the learning experience. The team at IBA is constantly striving to strengthen relationships and cultivate new partnerships.

Ever since its inception since 2001, IBA has gained an image of a Management Institute with difference and relevance owing to its placement commitments. An exclusive Placement Team has been developed to have an interface between Institute and Industries. At IBA, placements is not a seasonal task but instead a process that is initiated from the day when the student joins for the course; hence the team is constantly striving to strengthen relationships and cultivate new partnerships.

IBA's career advisory services include:

## Institute Industry Interface (I3)

The team serves as an interface between students and business leaders by organizing a wide range of events like Workshops, Seminars and Guest Lectures.

## Mentoring & Career counselling

Offering personal support systems, the team works directly with the students keeping their interests and goals in mind. They also help in grooming the students to meet the expectation levels of the Corporate world.

## Advanced Placement & Training Programme

Focused preparation for Aptitude Tests, Group Discussion and Mock Interviews to enable students gain confidence, diminish nervousness, hone their responses and think on their feet.

In addition to this, the Placement Team at IBA also has the uniqueness of comprising of select students along with the Placement officers. The Placement Team through its dynamism and professionalism, has been able to manage commendable placement figures every year for students in leading MNCs and Corporations across the globe.







# Partial list of ADMIRABLE ALUMNI



Name	Batch	Hometown	Designation	Current Company
Nishant Lakshman	2003-05	Bangalore (Karnataka)	Global Football Merchandising Director	Nike, Portland, Oregon, USA
Deepak Lall	2002-04	Madhubani (Bihar)	Cluster Head	Allied Blenders & Distillers Pvt Ltd., Mumbai
Kavindra Brijwal	2007-09	Munsiyari (Uttarakhand)	Field Sales Development Manager	Maruti Suzuki India Limited, Hyderabad
Nishant Bahuguna	2008-10	Dehradun (Uttarakhand)	Associate Research Manager	Cognizant, Hyderabad
Arnav Datta	2002-04	Kolkata (West Bengal)	Assistant Vice President	Central Depository Services India Ltd., Mumbai
Jishnu Kumar Baruah	2001-03	Dibrugarh (Assam)	Sr. Manager	Shoppers Stop, Bangalore
Nisha Yadav	2001-03	Bokaro (Jharkhand)	Sr. Specialist	Accenture, Bangalore
Divya Nayak	2001-03	Bangalore (Karnataka)	Manager- Corporate Affairs	Transas Hong Kong Ltd., Hong Kong
Vinod Lalwani	2004-06	Varanasi (Uttar Pradesh)	Accounts Executive - North(GCCS)	Dell International Services India Pvt. Ltd., Gurgaon
Satyakam Biswal	2005-07	Bhubaneswar (Odisha)	Associate Vice President, Corporate Group	Infiniti Research, Bangalore
Heena Sharma	2009-11	Raipur(Chattisgarh)	Senior Business Analyst/Scrum Master	Deloitte, Sydney, Australia
Nitin Sharma	2004-06	Ajmer (Rajasthan)	AVP - Global Research Solutions	Orchidea Research Group, New Delhi
Amrit Malhotra	2007-09	Bhopal (Madhya Pradesh)	Head Sales - Microsoft Dynamics	Winspire Solutions, UAE
Anant Sagar	2003-05	Dehradun (Uttarakhand)	Global Services Delivery Leader	GEP Worldwide, Mumbai
Karthik Subramaniam	2004-06	Chennai (Tamil Nadu)	Principal Software Architect	Wirecard, Singapore
Sai Harihar Ananthanarayanan	2005-07	Puducherry	Regional Sales Supervisor - GTA South West	Sony Electronics, Toronto, Ontario, Canada
Mudit jain	2006-08	Lucknow (Uttar Pradesh)	Head	ASICS Corporation, India
Adithya RS	2007-09	Coimbatore (Tamil Nadu)	Assistant Manager	Forbes & Company Ltd., Bangalore
Sanjog Meshram	2002-04	Nagpur (Maharashtra)	Founder & Managing Director	Zappkode Solutions Pvt. Ltd., Mumbai
Anya Geraldine D'Souza	2003-05	Goa	Head - Marketing & Corporate Communications	ELGI Equipments Ltd., Bangalore
Ravi Kyal	2002-04	Kolkata (West Bengal)	Director - Capital Raising	Edunetwork Pvt. Ltd., Mumbai
Waseem Surve	2006-08	Mumbai (Maharashtra)	AOR and Planning Director- P&G	MediaCom, Jakarta, Indonesia
Anup Gholap	2009-11	Nasik (Maharashtra)	Market Research Intelligence Professional	DXC Technology, Bangalore
Preeti Shrotri	2010-12	Jagdarpur (Chattisgarh)	Manager Financial Modelling & Conversion - APAC	Refinitiv, Bangalore
Parag Shah	2002-04	Calicut (Kerala)	Investment Operation Officer	General Pension and Social Security Authority, Abu Dhabi, UAE
Dev Bhattacharya	2004-06	Shillong (Meghalaya)	Regional Head	Network18 Media & Investments Ltd., Bangalore
Mukul Manchanda	2003-05	Chandigarh	Head of Sales - Iron ore Pellet Business	Essar Steel, Mumbai
Haindavi Narayan	2010-12	Hyderabad (Telengana)	Group Therapy Manager	Intas Pharmaceuticals Ltd., Ahmedabad
Priya Palit	2006-08	Ranchi (Jharkhand)	Asst. General Manager - Human Resources	Reliance Retail, Mumbai
Luigi Corderio D'Souza	2003-05	Mumbai (Maharashtra)	Executive Director, FX Trading - Africa & Southern Africa	Standard Chartered Bank, Johannesburg, South Africa
Mandeep Singh	2007-09	Jammu & Kashmir	Sr. Manager HR/Unit HR Head	Diageo, Nanded
K. Bharath Nandan	2005-07	Hyderabad (Telengana)	Senior SAP Consultant	Bosch, Bangalore
Rajdeep Singh	2005-07	Gurgaon (Haryana)	Assistant Director Marketing	EY, Bangalore
Poulamee Gosh	2003-05	Kolkata (West Bengal)	General Manager - Planning	Omnicom Media Group, Mumbai
Navin Patel	2001-03	Vishakapatnam (AP)	Head of Talent Acquisition	Brillio, Bangalore
Ravi Newatia	2008-10	Nainital (Uttar Pradesh)	Director	Akriti Resources Pvt. Ltd., Bhubaneswar



# Indus Business Academy, Bangalore

## 8.5 Acre Residential Campus





**Richa Sarna**

Public Relations Officer  
richa@iba.ac.in

# Placement Team 2019

**Creative** | **Enlightened** | **Organic**

## Student Members

(L-R) Santanu Sen | Gourab Mazumder | Smriti Nair | Arindram Gosh | Mukundhan Kumar M | Lakkamraju Shanmitha | Bhaskar Kumar Sharma | Neha | Vishal Banerjee



✉ placements@iba.ac.in ☎ +91 80 2608 3716, 93435 18946 📠 +91 80 2608 3717



65%

men

35%

women



# STUDENT DEMOGRAPHY

Batch 2018-20



27%

BE/ B.Tech

45%

B.Com / M.Com

20%

BBA / BBM

07%

Others

23%

work experience

77%

freshers



15%

business analytics & marketing

42%

finance & marketing

15%

human resource & marketing

12%

international business & marketing

16%

operations & marketing

# Student Summary

## FINANCE & MARKETING

Sahil Prasad  
Niti Rathore  
Vennapusa Devi Vineela  
Sital Mohanty  
Thokala Pavankumar  
Sweta Jena  
Pratik Jaiswal  
Vinit Kumar Keshari  
Limon Majumder  
V Pawan  
Subham Gope  
Ujjawal Chugh  
Dhulipalla Sairam  
Saiteja Karipaka  
Vinisha Biju  
Nikita Lande  
Arindram Ghosh  
Suman Subhadarshini  
Shaik Yehsanullah  
Bodapati Naga Seshu  
Meda Dharma Teja  
Vishnu Vardhan Amanchi  
Douzi Umar Ali Khan  
Vishal Banerjee  
Ashif Mondal  
Manu. M  
Raj Kumar Patra  
Balwant Kumar Choudhary  
Faizan Sana

## Mohit Goyal

Pollapalli Sushmitha Reddy  
Marida Mahendranath Reddy  
Manikanta Tadikonda  
Omkar Chaurasia  
Himanshu Singh  
Nishant Kumar  
Amrutha Sahadevan  
Soumik Banerjee  
Naritya Sharma  
Anubhav Biswas  
Parimi Prabhu Krishna Paramesh  
Annapareddy Pavan Kumar Reddy  
Kriti Kumari  
Suprita Sahu  
Achhula Sree Ramya  
Shreya Nair  
Sijin T Simon  
Nausheen Ali  
Sambit Kumar Panda  
Preety Jaiswal  
Parul Mehra  
Avishek Banerjee  
Rupin Gupta  
Piyush Roongta  
Deepti Nair  
Deepak Prasad  
Raksha Poddar  
Naina Singh  
V Anurag

## Betha Sai Chandu

M Vinay Kumar  
Pericharla Kanaka Deva Varma  
Sonal Singh  
Purimetla Sai Prasad  
Sachin Tiwari

## IB & MARKETING

Mathyseelan V  
Nehal Kumar Mahto  
Susmita Priyadarshini  
Gaurab S Patnaik  
Swathi  
Rahul Singh Chauhan  
Probal Ghosh  
Arindam Roy  
Chaitali Sarkar  
Rahul bit  
Yadam Charan Sai  
P. Rajkumar  
Abhirup Das  
Vinnakkota Sri Harsha  
Dhanil Dhiraj Nagda  
Aastha Pahlajani  
Sabin Sunny  
Shubham Shah  
Kandregula Nanda Kishore

## HRM & MARKETING

Sankha Subhra Roy  
Shailendra Gupta  
Jyoti Kumari  
Andaleeb Ahmad  
M Lokesh  
Anushree Sen  
Pratibha Sinha  
Naga Harshitha  
Vijesh Nayar  
Sugandha Sharma  
Purnima sharma  
Shanmitha  
Preyashi Roy  
Smriti S Nair  
Jeevan Kumar Agasty  
Radhika Poddar  
Sarmishtha Das  
Mimansha Mohapatra  
Neha  
Dasari Ramya keerthi  
Shraddha Ghoshal  
Payal Ghosh  
Shrishthy Mishra

## BUSINESS ANALYTICS & E-BUSINESS

Ankit Kumar Patne  
Bishal Singha  
Gourab Mazumder  
Sudipa Ghosh  
Ankit Talukdar  
Rajeev Khare  
Archishman Das  
Subhasree Bhaumik  
Jaivardhan Rathod  
Punam Deka  
Nishant Ramsunder Sharma  
Somnath Banerjee  
Anand R Kumar  
Trupti ranjan pahi  
Manideep ragharapur  
Ayan Kumar Das  
Shravan kumar  
Biswajit Das  
Tina Jaiswal  
Kambhampati Venkata Datta  
Sujit kumar pati  
Bhaskar Kumar Sharma  
Gaurav Ganguly

## OPERATIONS & MARKETING

Shaik Shajahan  
Murikinati Lakshmi sahithi  
Saurabh Singhal  
Chittimalla Aravind  
Sourav Ganguly  
Khara Suman Subrat  
Shikan Pandey  
Sahil Gupta  
Sanagapudi naga venkata hanumaram  
Pratik Choudhuri  
Nikhila Peketi  
Chirag Bandyopadhyay  
Raunak Gupta  
Santanu Sen  
Mukundan Kumar M  
Narravula Vasanth Raju  
Swagata mukherjee  
Mahesh Varma V  
Kommineni Lakshmi Keerthi  
Piyush Kumar Shah  
Ajay Kumar  
Tejaswini N  
Priyanka Sahu  
Raghavendra kumar





**Sahil Prasad | FPB1820/001**

25 Years | B.B.A

45 Days Internship, Central Coalfield Limited Ranchi

**Summer Internship:** JP HYUNDAI

**Topic:** To study the Comparative Analysis between Hyundai and Maruti Suzuki on Customer Satisfaction.

**Area:** Marketing



**Niti Rathore | FPB1820/003**

26 years | B. Com

**Summer Internship:** Cholamandalam Investment and Finance Company Limited (CIFCL)

**Topic:** A study on the process of granting credit and disbursement process of vehicle finance in CIFCL

**Area:** Finance



**Vennapusa Devi Vineela | FPB1820/007**

22 years | B. Com

**Summer Internship:** Marico Ltd.

**Topic:** A study on consumer awareness and buying behaviour towards healthy gourmet products(COCO SOUL and SAFFOLA-FITIFY)

**Area:** Marketing



**Sital Mohanty | FPB1820/011**

22 years | B. Com  
TALLY ERP , OS-CIT

**Summer Internship:** Estate.one

**Topic:** A study on impact of home buying behaviour of middle class indians

**Area:** Marketing



**Thokala Pavankumar | FPB1820/0014**

23 years | B. Com  
Tally ERP9

**Summer Internship:** Emtec Software India Pvt Ltd

**Topic:** Project profitability by BU/Region/Technology/Resource in a professional service industry.

**Area:** Finance



**Sweta Jena | FPB1820/022**

23 years | B. Com

**Summer Internship:** Cholamandalam Investment and Finance Company Limited (CIFCL)

**Topic:** A study on process mapping for disbursal related operations at CIFCL

**Area:** Finance



**Pratik Jaiswal** | FPB1820/023

24 Years | B. Com

**Summer Internship:** Aditya Birla Fashion and Retail Ltd.

(Brand-Allen Solly)

**Topic:** Virtual Store Sales (Target - 2% of GSV)

**Area:** Marketing



**Vinit Kumar Keshari** | FPB1820/024

23 years | B. Com

**Summer Internship:** Skimbox

**Topic:** Learning about Content writing and Digital marketing at SKIMBOX

**Area:** Marketing



**Limon Majumder** | FPB1820/030

24 years | B. Com

FA and TALLY

**Summer Internship:** Bachfun Pvt. Ltd.

**Topic:** A study on consumer behaviour towards health drinks launched by start up under the brand "Again"

**Area:** Marketing



**V Pawan** | FPB1820/031

23 years | B. Com

**Summer Internship:** Finibrain Pvt. Ltd.

**Topic:** A study on currency pairs in Forex market

**Area:** Finance



**Subham Gope** | FPB1820/033

24 years | B. Com

Tally, MS Office

**Summer Internship:** IDBI Federal Life Insurance Co Ltd.

**Topic:** Investment habits of different age and income groups

**Area:** Marketing



**Ujjawal Chugh** | FPB1820/039

22 years | B. Com

**Summer Internship:** Heyfolio Pvt. Ltd.

**Topic:** Marketing development and client onboarding for Heyfolio Pvt. Ltd.

**Area:** Marketing



**Dhulipalla Sairam** | FPB1820/040

21 Years | B. Com

**Summer Internship:** GOLDCREST SCHOOL

**Topic:** Study on marketing and advertising strategies of goldcrest school

**Area:** Marketing



**Saiteja Karipaka** | FPB1820/041

24 years | B. Com

Work Exp: 14 Months

M/s Somayajulu & Associates as Audit Assistant

**Summer Internship:** Doortask Technologies Pvt. Ltd.

**Topic:** Startup - Capital Issue

**Area:** Finance



**Vinisha Biju** | FPB1820/043

22 years | B. Com

**Summer Internship:** ADAN & CO.

**Topic:** Auditing and financial stament by gathering, analysing and how its impact on client.

**Area:** Finance



**Nikita Lande** | FPB1820/044

23 years | B. Com

**Summer Internship:** Adan & Co.

**Topic:** Auditing of financial statements and filling of tax returns

**Area:** Finance



**Arindram Ghosh** | FPB1820/047

23 years | B. Com

The Bharat Scouts and Guides, Karnataka (Tritiya Sopan Scout)

**Summer Internship:** Mahindra and Mahindra Financial Services Ltd.

**Topic:** The study of customer retention startegies at MMFSL with special refernce to 'sutradhar program' and '2-20 wheeler Activity'

**Area:** Marketing



**Suman Subhadarshini** | FPB1820/049

22 years | B. Com

**Summer Internship:** Grant Thornton LLP

**Topic:** A study on US Sales and Use Tax and the process of Return preparation to E-filings in GT.

**Area:** Finance





**Shaik Yehsanullah | FPB1820/052**

21 Years | B. Com  
Tally ERP9

**Summer Internship:** Bachfun Pvt. Ltd.

**Topic:** A study on consumer behaviour towards again health drinks at retail store

**Area:** Marketing



**Bodapati Naga Seshu | FPB1820/053**

22 years | B. Com

**Summer Internship:** D2L Pharma Research Research Solutions

**Topic:** A Project on Account Payables and GST Compliances

**Area:** Finance



**Meda Dharma Teja | FPB1820/054**

21 years | B. Com (Computer Applications)

**Summer Internship:** Trisys IT Solutions

**Topic:** Generating leads through online marketing and establishing partnership with other company

**Area:** Marketing



**Vishnu Vardhan Amanchi | FPB1820/056**

21 years | B. Com (Computer Applications)

**Summer Internship:** Analytical Investments

**Topic:** A Study on Loans and Advanced with reference to Analytical Investments

**Area:** Finance



**Douzi Umar Ali Khan | FPB1820/057**

22 years | B. Com

Diploma in Computer Applications, Business Accounting and Multilingual DTP

**Summer Internship:** Bachfun Pvt. Ltd.

**Topic:** To understand the barriers in marketing healthy soft drinks in Bangalore

**Area:** Marketing



**Vishal Banerjee | FPB1820/058**

23 years | B. Com

Work Exp: 24 Months

M/s Punam Kumar Gupta & Associates as Assistant Auditor

**Summer Internship:** Meesho

**Topic:** CPG Onboarding, KYC Project & Beauty Category

**Area:** Marketing



**Ashif Mondal | FPB1820/059**

22 Years | B. Com  
Diploma course from CMC

**Summer Internship:** Analytical Investments

**Topic:** Conducting financial diligence and fund raising services to prospective clients for analytical investments

**Area:** Finance



**Manu M | FPB1820/063**

21 years | B. Com (CA)  
ITT & Orientation by ICAI

**Summer Internship:** Syngene International Limited

**Topic:** Understanding the internal controls in Customer Management

**Area:** Finance



**Raj Kumar Patra | FPB1820/066**

23 years | B. Sc

**Summer Internship:** SellerHelp

**Topic:** A study on Catalogue management and Order management in E-commerce

**Area:** Marketing



**Balwant Kumar Choudhary | FPB1820/067**

24 years | B.B.A

**Summer Internship:** Estate.one

**Topic:** Marketing Research

**Area:** Marketing



**Faizan Sana | FPB1820/073**

22 years | B. Com  
EAD (Entrepreneurship Awareness Drive), participated in Arts Competition

**Summer Internship:** Jp Hyundai

**Topic:** Study on sales promotion strategy of Hyundai

**Area:** Marketing



**Mohit Goyal | FPB1820/076**

24 years | B. Com

**Summer Internship:** Shaun Hospitality Ventures Pvt. Ltd.

**Topic:** A study on factors affecting the performance of various food outlets of Shaun hospitality ventures in Bangalore

**Area:** Marketing



**Pollapalli Sushmitha Reddy** | FPB1820/077

21 Years | B. Com

**Summer Internship:** Bata

**Topic:** A Study of Improving Retail KPI s of Selected Bata Outlets in Hyderabad

**Area:** Marketing



**Marida Mahendranath Reddy** | FPB1820/078

22 years | B. Com

**Summer Internship:** Syngene International Ltd.

**Topic:** A study on importance of Accounts Receivable Management in Syngene International Ltd.

**Area:** Finance



**Manikanta Tadikonda** | FPB1820/079

22 years | B. Com

**Summer Internship:** Grandmark & Associates

**Topic:** An Analysis of Working capital requirement of startup firms - A case of 3 firms

**Area:** Finance



**Omkar Chaurasia** | FPB1820/082

23 years | B. Com

**Summer Internship:** Citymandi

**Topic:** Citymandi B2C marketing and sales

**Area:** Marketing



**Himanshu Singh** | FPB1820/083

22 years | B. Com

**Summer Internship:** Getmyuni

**Topic:** A study on reducing the Turnaround Time (TAT) in inside sales

**Area:** Marketing



**Nishant Kumar** | FPB1820/084

22 years | BBA

**Summer Internship:** Wizklub Learning Pvt. Ltd.

**Topic:** An Analytical Study of Marketing Strategies for New Distribution Points for HOTS

**Area:** Marketing





**Amrutha Sahadevan** | FPB1820/086

21 Years | BBA

**Summer Internship:** Vaco Binary Semantics LLP

**Topic:** Market Research in the neighbourhoods of Bengaluru

**Area:** Marketing



**Soumik Banerjee** | FPB1820/091

26 years | B. Com  
Tally

**Work Exp:** 20 Months

**Cognizant as Process Executive- Data**

**Summer Internship:** IDBI Federal Life Insurance Co.ltd

**Topic:** Consumer behavior with respect to Investment

**Area:** Marketing



**Naritya Sharma** | FPB1820/093

22 years | B. Com

**Summer Internship:** Quick Ride

**Topic:** A Study of Rider Mapping Activities At Quick Ride, Mumbai

**Area:** Marketing



**Anubhav Biswas** | FPB1820/095

22 years | B. Com (Hons)

**Summer Internship:** TTK Prestige

**Topic:** Creating awareness of Prestige Chimney and Hobs

**Area:** Marketing



**Parimi Prabhu Krishna Paramesh** | FPB1820/104

24 years | BBA

**Summer Internship:** Axis Asset Management Company Ltd.

**Topic:** To measure the awareness of mutual funds of Axis Asset Management Company Ltd. in the city of Visakhapatnam and recommend measures for its performance

**Area:** Marketing



**Annapareddy Pavan Kumar Reddy** | FPB1820/108

22 years | BBA

**Summer Internship:** Advith Consulting LLP

**Topic:** Global Tax Transparency and its impact on Economy

**Area:** Finance



**Kriti Kumari | FPB1820/109**  
23 Years | B. Com  
Diploma in Tally

**Summer Internship:** Wizklub  
**Topic:** Activation of new centres as an expansion plan of Wizklub  
**Area:** Marketing



**Suprita Sahu | FPB1820/110**  
22 years | B. Com

**Summer Internship:** BEHTAR(LMIH Pvt. Ltd.)  
**Topic:** Key Accounts Management-Planning and Execution of In-store Branding and Marketing Activation  
**Area:** Marketing



**Achhula Sree Ramya | FPB1820/111**  
21 years | B. Com  
Tally (ERP 9)

**Summer Internship:** Grant Thornton LLP  
**Topic:** A comparative study on home rule and non home rule state's filing procedures of SUT in US Indirect taxation  
**Area:** Finance



**Shreya Nair | FPB1820/118**  
22 years | BBA

**Summer Internship:** Marico Ltd.  
**Topic:** Brand Activation in Modern Trade Outlets of Bangalore to achieve a target of atleast 70000 in a month  
**Area:** Marketing



**Sijin T Simon | FPB1820/119**  
22 years | B. Com (Computer)  
Workshop on Entrepreneurial Skill Development

**Summer Internship:** Quickride  
**Topic:** Increasing brand awareness of quickride using Digital Media & Promotional Activities  
**Area:** Marketing



**Nausheen Ali | FPB1820/120**  
23 years | B. Com

**Summer Internship:** Buy Media Space (Apto Media Solutions)  
**Topic:** Building business alliance and customer experience analysis in ad agency  
**Area:** Marketing



**Sambit Kumar Panda** | FPB1820/123

25 Years | B. Com

Work Exp: 16 Months

TCS as Process Associate

**Summer Internship:** Bluemoon Hotels

**Topic:** A study on changing dynamics of student housing and building brand awareness among the university students

**Area:** Marketing



**Preety Jaiswal** | FPB1820/126

22 years | B. Com

**Summer Internship:** Cabdost Pvt. Ltd.

**Topic:** ITR filing of Zomato Riders and functions involved at Cabdost Pvt. Ltd

**Area:** Finance



**Parul Mehra** | FPB1820/127

22 years | B. Com (Hons)

German Language Certification

**Summer Internship:** DCM Shriram Ltd.

**Topic:** Financial Statement Analysis

**Area:** Finance



**Avishek Banerjee** | FPB1820/130

24 years | B. Com

Work Exp: 29 Months

Janakidas Consultancy LLP as Assistant Accountant

**Summer Internship:** IDBI Federal Life Insurance

**Topic:** Public vs Private Sector in life insurance industry

**Area:** Finance



**Rupin Gupta** | FPB1820/131

22 years | B. Com

**Summer Internship:** Ernst & Young LLP

**Topic:** Emerging Trend of Electric Vehicle in India

**Area:** Marketing



**Piyush Roongta** | FPB1820/134

25 years | B. Com (Hons)

Work Exp: 24 Months

A. Agarwal & Co. as Auditor

**Summer Internship:** Diamond Beverages Pvt. Ltd.

**Topic:** Tax Audit

**Area:** Finance





**Deepti Nair** | FPB1820/140  
25 Years | B. Com (Hons)

Work Exp: 33 Months

Ernst & Young LLP as Lead Audit Associate

**Summer Internship:** Bata India Ltd.

**Topic:** Post sales Interaction and shaping customer's purchase journey

**Area:** Marketing



**Deepak Prasad** | FPB1820/141  
21 years | BBM

**Summer Internship:** Grant Thornton LLP

**Topic:** A Study on USA Taxation System to Reduce the Time Gap in E-filing Process

**Area:** Finance



**Raksha Poddar** | FPB1820/142  
27 years | B. Com

Work Exp: 44 Months

BT Global Services Pvt. Ltd. and HCL Technologies Ltd. as Associate (Finance)

**Summer Internship:** Bluemoon Hotels

**Topic:** A study on development and promotions of 'Right Living' student accomodation in Bangalore

**Area:** Marketing



**Naina Singh** | FPB1820/144  
22 years | BBA

**Summer Internship:** Grant Thornton LLP

**Topic:** A comparative study of Sales and Use Tax rates between different U.S states

**Area:** Finance



**V Anurag** | FPB1820/146  
22 years | B. Com

**Summer Internship:** Decathlon

**Topic:** A study on digital marketing at Decathlon

**Area:** Marketing



**Betha Sai Chandu** | FPB1820/153  
22 years | B. Com

**Summer Internship:** Quick Ride

**Topic:** Customer Engagement and Promotional Activities of Quick Ride Application

**Area:** Marketing



**M Vinay Kumar** | FPB1820/159

22 Years | B. Com

**Summer Internship:** Grant Thorton LLP

**Topic:** A study on US Indirect Taxation and tools used in the process of E-files

**Area:** Finance



**Pericharla Kanaka Deva Varma** | FPB1820/161

21 years | BBA

**Summer Internship:** Mapro Foods Pvt. Ltd.

**Topic:** To conduct product awareness by Sampling, sales promotions and achieving the sales target

**Area:** Marketing



**Sonali Singh** | FPB1820/163

23 years | B. Com

**Summer Internship:** Fab Hotels

**Topic:** A study on assessment of service quality at Fab Hotels, Bangalore

**Area:** Marketing



**Purimetla Sai Prasad** | FPB1820/166

22 years | B. Com

**Summer Internship:** Bachfun Pvt. Ltd.

**Topic:** Comparative study of non carbonated drinks with respect of again and epigamia

**Area:** Marketing



**Sachin Tiwari** | FPB1820/168

23 years | B. Com

**Summer Internship:** Fasnear Technologies (MEESHO)

**Topic:** A study Of Supplier Onboarding Process and the Challenges

**Area:** Marketing



**Mathyseelan V | FPB1820/002**

21 Years | BBA

TALLY.ERP9, C, C++, MS OFFICE, Typewriting English

**Summer Internship:** Marico Ltd.

**Topic:** A study on consumer rechange of purchasing on the basis of brand image

**Area:** Marketing



**Nehal Kumar Mahto | FPB1820/008**

23 years | BBA

Internship in Mahindra

**Summer Internship:** Marico Ltd.

**Topic:** A study of various factors leading to purchase decisions of new products with respect to saffola fittify and coco-soul products

**Area:** Marketing



**Susmita Priyadarshini | FPB1820/016**

21 years | B. Com

**Summer Internship:** Marico Ltd.

**Topic:** A study of challenges faced by category challenger brands with special reference to food categories of marico of Marico Ltd.

**Area:** Marketing



**Gaurab S Patnaik | FPB1820/018**

23 years | B. Com

JAVA

Work Exp: 13 Months

TCS as Process Associate

**Summer Internship:** Marico Ltd.

**Topic:** To understand and analyse the customer buying behaviour in modern trade outlets of healthy gourmet foods and super-food coconut

**Area:** Marketing



**Swathi | FPB1820/021**

22 years | BBM

**Summer Internship:** Skimbox

**Topic:** The impact of content writing towards achieving higher SEO for Skimbox

**Area:** Marketing



**Rahul Singh Chauhan | FPB1820/026**

25 years | BBA

CCC(course on computers Concept), C Language.

**Summer Internship:** Quick Ride

**Topic:** Branding and promotions of Quick Ride in Delhi NCR

**Area:** Marketing





**Probal Ghosh** | FPB1820/038

27 Years | B. Com

**Summer Internship:** Capital Quotient  
**Topic:** Brand designing and digital marketing  
**Area:** Marketing



**Arindam Roy** | FPB1820/051

25 years | B. Com  
 Basic Cabin Crew and Hospitality Management

**Work Exp:** 17 Months  
 M/s Satish Traders/Bellovista as Sales Representative/Executive  
**Summer Internship:** Olimpio  
**Topic:** Acquisition of hospitality industry by Olimpio  
**Area:** Marketing



**Chaitali Sarkar** | FPB1820/070

22 years | BBA

**Summer Internship:** Estate.One  
**Topic:** Relationship with nature a real estate prospective  
**Area:** Marketing



**Rahul Bit** | FPB1820/075

25 years | BBA

**Work Exp:** 36 Months  
 Berger Paints India Ltd. as Senior Sales Officer  
**Summer Internship:** Tata Motors  
**Topic:** Learnings from tata motors  
**Area:** Marketing



**Yadam Charan Sai** | FPB1820/087

21 years | B. Com

**Summer Internship:** KSA Softwares Technology LLP  
**Topic:** How SaaS companies use product strategy for travel agencies  
**Area:** Marketing



**P Rajkumar** | FPB1820/097

21 years | BBA

**Summer Internship:** Marico Ltd.  
**Topic:** A study on consumer awareness and persuading them towards healthy and organic categories  
**Area:** Marketing



**Abhirup Das | FPB1820/103**  
23 Years | BBA

**Summer Internship:** Quick Ride  
**Topic:** Future of ride sharing industry and market development for quick ride, Kolkata  
**Area:** Marketing



**Vinnakkota Sri Harsha | FPB1820/105**  
21 years | BBA

**Summer Internship:** Marico Ltd.  
**Topic:** A study on identifying potential customers and analyzing customer buying behavior on Saffola Fittify and Coco Soul premium healthy brand products of marico limited in Bangalore  
**Area:** Marketing



**Dhanil Dhiraj Nagda | FPB1820/106**  
23 years | BBA

**Work Exp:** 02 Months  
**M Tech as Intern**  
**Summer Internship:** FabHotels  
**Topic:** A study on customer expectation, experience and satisfaction levels of the service provided by Fabhotels in Bangalore  
**Area:** Marketing



**Aastha Pahlajani | FPB1820/116**  
22 years | BBA

**Summer Internship:** Greenply Industries Ltd.  
**Topic:** Market research on customer preference on branded vs non-branded plywood  
**Area:** Marketing



**Sabin Sunny | FPB1820/132**  
24 years | BBA  
Diploma in Office Administration

**Work Exp:** 20 Months  
**TCS as Analyst**  
**Summer Internship:** Aditya Birla Fashion and Retail  
**Topic:** The study of retail operations at Aditya Birla fashion and retail with reference to casual wear and innerwear  
**Area:** Marketing



**Shubham Shah | FPB1820/138**  
23 years | BBA

**Summer Internship:** GetMyUni  
**Topic:** A study on improving the quality and efficiency in inside sales  
**Area:** Marketing



**Kandregula Nanda Kishore** | FPB1820/169

21 Years | BBA

Aviation

Work Exp: 03 Months

GMR International Airport as Operational manager

**Summer Internship:** Marico Ltd

**Topic:** A study on consumer awareness and consumption of organic and super food products

**Area:** Marketing







**Sankha Subhra Roy** | FPB1820/006  
22 years | B.Com

**Summer Internship:** Quick Ride  
**Topic:** Impact and contribution of Quick Ride towards making a sustainable world  
**Area:** Marketing



**Shelly Gupta** | FPB1820/009  
21 years | B.Tech

**Summer Internship:** goHyP  
**Topic:** A study on non-IT engineering freelance culture in India  
**Area:** Marketing



**Jyoti Kumari** | FPB1820/027  
21 years | BCA  
NUSSD PROGRAMME by TISS for soft skills and management

**Summer Internship:** Aditya Birla Fashion and Retail Ltd.  
**Topic:** To run the virtual store by 1% of the the total target  
**Area:** Marketing



**Andaleeb Ahmad** | FPB1820/029  
22 years | BBA

**Summer Internship:** KSA Software Technology LLP  
**Topic:** A study on branding strategy for SaaS product in India  
**Area:** Marketing



**M Lokesh** | FPB1820/032  
20 years | B. Sc

**Summer Internship:** People10  
**Topic:** EVP - A Systematic study on attracting Talent  
**Area:** HR



**Anushree Sen** | FPB1820/037  
25 years | B.Com

**Work Exp:** 48 months  
Wipro Ltd. as Operations Team Leader | Digimyx Infotech Pvt. Ltd. as Chief Operating Officer  
**Summer Internship:** REVOS Auto Tech  
**Topic:** Visual Content Creation in REVOS: Fuelling the Emerging Electric Economy  
**Area:** Marketing



**Pratibha Sinha** | FPB1820/050

22 years | B.Com

**Summer Internship:** CityMandi Business Private Limited

**Topic:** Customer perception and Derived Satisfaction from CityMandi

**Area:** Marketing



**Naga Harshitha** | FPB1820/055

20 years | BBA

Internship in bharathi cements private limited

**Summer Internship:** Inteligami

**Topic:** Customer perception towards the product called Sprush at Inteligami

**Area:** Marketing



**Vijesh Nayar** | FPB1820/064

22 years | B.Sc

**Summer Internship:** goHyP

**Topic:** Role of social media marketing in increasing awareness of freelancing among non IT engineering firms

**Area:** Marketing



**Sugandha Sharma** | FPB1820/065

26 years | BBA

**Summer Internship:** NIELIT "O" LEVEL

**Topic:** IScholar Education Services Private Limited  
Enhancing Conversions through Content Marketing

**Area:** Marketing



**Purnima Sharma** | FPB1820/068

25 years | B.Com

LLB

**Summer Internship:** Estate.one

**Topic:** Customer perception towards real estate services of Estate.one

**Area:** Marketing



**Shanmitha** | FPB1820/085

22 years | B.Com

**Summer Internship:** Aditya Birla Fashion and Retail Limited

**Topic:** Increasing footfalls at retail store - A study at Aditya Birla Fashion and Retail

**Area:** Marketing



**Preyashi Roy | FPB1820/092**

25 years | B.Com  
Tally ERP 9

**Summer Internship:** Aditya Birla Sun Life Insurance

**Topic:** To conduct Product awareness by different strategies to increase the sales

**Area:** Marketing



**Smriti S Nair | FPB1820/094**

20 years | BBA

**Summer Internship:** Bata India Ltd.

**Topic:** A study of improving Retail Key Performance Indicators of selected Bata outlets in Delhi

**Area:** Marketing



**Jeevan Kumar Agasty | FPB1820/101**

22 years | B. Sc

**Summer Internship:** Buy Media Space

**Topic:** A study on effectiveness of outdoor advertising

**Area:** Marketing



**Radhika Poddar | FPB1820/102**

22 years | B.Com

Diploma Course In Computer Accounting and Taxation

**Summer Internship:** FabHotels

**Topic:** A Study on Marketing of budgeted hotels

**Area:** Marketing



**Sarmishtha Das | FPB1820/107**

21 years | B.Com

**Summer Internship:** Estate.One

**Topic:** Work Culture at Estate.One

**Area:** HR



**Mimansha Mohapatra | FPB1820/122**

20 years | B.Sc

**Summer Internship:** National Aluminium Company

**Topic:** A survey on Employee satisfaction for Business Excellence at NALCO Ltd.

**Area:** HR





**Neha** | FPB1820/129

21 years | B.Com

**Summer Internship:** ICS Consultancy Services, Bangalore

**Topic:** A study on end to end recruitment process in ICS consultancy services

**Area:** HR



**Dasari Ramya Keerthi** | FPB1820/145

22 years | B. Tech

**Work Exp:** 19 months

Narayana e-techno schools as **Administrative Officer**

**Summer Internship:** Soma Enterprise Ltd.

**Topic:** Project on Man Power Planning

**Area:** HR



**Shraddha Ghoshal** | FPB1820/147

23 years | BE

**Summer Internship:** Olimpio Inventory Management

**Topic:** A study on the impact of consumers in adapting services of Olimpio around Bangalore

**Area:** Marketing



**Payal Ghosh** | FPB1820/152

21 years | B.Sc

**Summer Internship:** Vaco Binary Semantics LLP

**Topic:** A study of Bengaluru neighborhoods for Goggle Neighborly App at vaco binary Semantics LLP

**Area:** Marketing



**Shrishthy Mishra** | FPB1820/155

21 years | B.Com

**Work Exp:** 08 months

Wiral web Pvt. Ltd. as **Content Writer**

**Summer Internship:** Zolostays Property Solutions Pvt. Ltd.

**Topic:** Role of Inside sales in co-living industry like Zolostays

**Area:** Marketing



**Ankit Kumar Patne** | FPB1820/004

25 Years | BE  
PGDCA

**Summer Internship:** GETMYUNI

**Topic:** Analysis of the effects of sales forecast on marketing decision making through inside sales and lead generation.

**Area:** Marketing



**Bishal Singha** | FPB1820/005

23 years | B. Tech

**Summer Internship:** Bumblebee Leadership Academy

**Topic:** Digital Marketing for Advertisement and Promotion

**Area:** Marketing



**Gourab Mazumder** | FPB1820/013

26 years | B. E

Embedded Pre, Industry oriented vocational training, Java,Hadoop

**Work Exp:** 17 Months

TCS as Systems Engineer | M/S Nabina as Supervisor

**Summer Internship:** Lobaasoft Technologies Pvt. Ltd.

**Topic:** A study on predictive analysis of customer walk-in for retail stores

**Area:** Analytics



**Sudipa Ghosh** | FPB1820/028

23 years | B. Tech

Nptel online certification on python, php from NIIT

**Summer Internship:** PCS Global Private Ltd.

**Topic:** Study on the effectiveness of Analytics in retail market

**Area:** Analytics



**Ankit Talukdar** | FPB1820/036

22 years | BCA

**Summer Internship:** Quick Ride

**Topic:** Understanding the consumer behavior towards Quick Ride (carpooling) and its impact on Ola and Uber

**Area:** Sales & Marketing



**Rajeev Khare** | FPB1820/046

25 years | BE

**Summer Internship:** Marico Limited

**Topic:** A study to understand customer buying behaviour in Modern trade outlets for premium healthy food products(of coco soul and fittify range by Marico) and develop them into actionable consumer insights to drive sales outcomes

**Area:** Marketing



**Archishman Das** | FPB1820/060

23 Years | B. Tech

**Summer Internship:** Berger paints India Ltd.

**Topic:** Comparative analysis of different brands of cc product  
w.r.t. Berger CC products

**Area:** Marketing



**Subhasree Bhaumik** | FPB1820/061

24 years | B. Tech

**Summer Internship:** Berger Paints India Ltd

**Topic:** Awareness of influencers (Civil Engineers, Architects  
and Interior designers) about new products and services from  
Berger Paints

**Area:** Marketing



**Jaivardhan Rathod** | FPB1820/071

22 years | BBA

**Work Exp:** 01 Month

**Sony India Pvt. Ltd. as Shop Front Associate**

**Summer Internship:** Berger Paints India Ltd

**Topic:** Service gap Analysis

**Area:** Marketing



**Punam Deka** | FPB1820/080

25 years | B. Tech

**Work Exp:** 29 Months

**Mplifire Online Sales as Client Server Associate | Crazzle Plus  
Infotech Pvt. Ltd Jaipur as Content Marketing Analyst(SEO)**

**Summer Internship:** KSA Software Technology LLP

**Topic:** Implementation of Irrestible Offer on SaaS Product

**Area:** Marketing



**Nishant Ramsunder Sharma** | FPB1820/098

23 years | BE

Google Marketing Fundamentals, Technophilia Robotics, AutoCAD,  
ACS India Internship, Google Basics Analytics

**Summer Internship:** KSA Softwares Technology LLP

**Topic:** Marketing Analytics in SaaS

**Area:** Marketing Analytics



**Somnath Banerjee** | FPB1820/099

23 years | B. Com

**Work Exp:** 33 Months

**Netscribes (India) Pvt Ltd. as Senior Associate**

**Summer Internship:** PCS Global Pvt Ltd

**Topic:** A study on Effectiveness of Analytics for the growth of  
Retail Industry

**Area:** Analytics





**Anand R Kumar** | FPB1820/115

24 Years | B. Tech

Certificate course in CAD/CAM from Indo German tool room

**Summer Internship:** Olimpio

**Topic:** Analysis of management and technical procedure of linen management of hospitality industry at olimpio

**Area:** Marketing



**Trupti Ranjan Pahi** | FPB1820/124

21 years | BBA

**Summer Internship:** Marico Ltd.

**Topic:** A study on effect of branding and packaging in highend premium products

**Area:** Marketing



**Manideep Raghavarapu** | FPB1820/133

23 years | B. Tech

**Summer Internship:** Lobaasoft Technologies Pvt. Ltd.

**Topic:** A study on predictive analysis of customer walk-in for retail stores

**Area:** Analytics



**Ayan Kumar Das** | FPB1820/137

28 years | B. Tech

MDP on Production Management

Work Exp: 51 Months

Sanaskriti Agencies Pvt Ltd. as Product Designer | Minacs pvt. Ltd. as CSA | Udaynarayanpur Govt. I.T.I as instructor

**Summer Internship:** Gokrazee Innovations Pvt Ltd

**Topic:** A Study On Brand Engagement Strategies Through Social Media Platforms With Special Reference to Facebook

**Area:** Analytics



**Shravan Kumar** | FPB1820/148

23 years | B. Tech

Embedded system Training

Work Exp: 06 Months

Vivo healthcare Pvt. Ltd. as Operation Executive

**Summer Internship:** Fashnear Technology pvt ltd

**Topic:** Lead Generation and onboarding of suppliers

**Area:** Marketing



**Biswajit Das** | FPB1820/149

25 years | B. Tech

Software Testing

Work Exp: 18 Months

Poletowin Pvt Ltd as Game Testing

**Summer Internship:** Sujal Associates

**Topic:** Analysis and promotion of photography services in the apparel industry

**Area:** Marketing



**Tina Jaiswal** | FPB1820/150

22 Years | B. Com

**Summer Internship:** Arvind Lifestyle Brands Ltd.

**Topic:** To analyse the causes for the customer walkout from the U.S Polostore and suggestion for reducing it to 50%

**Area:** Marketing



**Kambhampati Venkata Datta** | FPB1820/157

21 years | B. Tech

**Summer Internship:** GOLDCREST school

**Topic:** Marketing and promotion of GOLDCREST

**Area:** Marketing



**Sujit Kumar Pati** | FPB1820/158

22 years | BBA  
Retail Operation

**Summer Internship:** Bachfun Pvt. Ltd.

**Topic:** Building brand awareness for "Again" health drinks in bangalore city across various outlets

**Area:** Marketing



**Bhaskar Kumar Sharma** | FPB1820/160

23 years | BE

**Summer Internship:** Trisys IT services

**Topic:** A study on how online marketing can help in lead generation and partnership creation with other companies

**Area:** Marketing



**Gaurav Ganguly** | FPB1820/162

27 years | B. Tech

Work Exp: 36 Months

Impressions HR Services Pvt. Ltd. as System Operator

**Summer Internship:** Gohyp

**Topic:** Sales and Promotion of website for freelancing jobs in Non-IT Engineering domain

**Area:** Marketing



**Shaik Shajahan** | FPB1820/010  
23 Years | B. Tech (Agriculture)

**Summer Internship:** INTELIGAMI

**Topic:** Analyzing the impact of promotional activities on customer behaviour at inteligami  
**Area:** Marketing



**Murikinati Lakshmi Sahithi** | FPB1820/012  
23 years | B. Tech  
International student exchange program to South Korea

**Summer Internship:** Olimpio

**Topic:** Linen Management services of Olimpio in Hospitality and Fitness industry  
**Area:** Marketing



**Saurabh Singhal** | FPB1820/017  
22 years | BCA

**Summer Internship:** Quick Ride

**Topic:** Brand Marketing - BTL  
**Area:** Marketing



**Chittimalla Aravind** | FPB1820/019  
23 years | B. Tech

**Summer Internship:** Babul Films Society

**Topic:** Green Feilding a Film Festival  
**Area:** Operations



**Sourav Ganguly** | FPB1820/020  
24 years | B. Tech

**Work Exp:** 07 Months

SETECH (INDIA) as Technical Coordinator

**Summer Internship:** Bachfun Pvt. Ltd.

**Topic:** To study the factors affecting the consumer behaviour for again drinks in Bangalore  
**Area:** Marketing



**Khara Suman Subrat** | FPB1820/034  
26 years | B. Tech

**Summer Internship:** Behtar (LMIH Technologies Pvt. Ltd.)

**Topic:** Key Accounts Management- Planning and Execution of In-store Branding & Marketing Activation  
**Area:** Marketing





**Shikan Pandey** | FPB1820/042

23 Years | B. Tech

Summer Internship at Rourkela Steel Plant

**Summer Internship:** Marico Limited

**Topic:** A study on marketing strategy of premium product in modern trade outlet

**Area:** Marketing



**Sahil Gupta** | FPB1820/045

25 years | B. Tech

**Summer Internship:** Cargo Motors Punjab Pvt. Ltd.  
**Topic:** To study about the market strategy of cargo motors in Jalandhar

**Area:** Marketing



**Sanagapudi Naga Venkata Hanumaram** | FPB1820/048

25 years | B. Tech

SAP- ABAP, Autocad, PLC & SCADA

Work Exp: 05 Month

GKC Projects Ltd. as Graduate Engineer Trainee

**Summer Internship:** Estate.one

**Topic:** Is location is relevant when buying a home or Is water the new location?

**Area:** Marketing



**Pratik Choudhuri** | FPB1820/069

24 years | B. Tech

**Summer Internship:** Aditya Birla Fashion and Retail

**Topic:** To determine the impact of slim fit shirts on regular fit customers

**Area:** Marketing



**Nikhila Peketi** | FPB1820/096

22 years | B. Tech

**Summer Internship:** GetMyUni

**Topic:** To study and understand the efficiency of lead generation in inside sales

**Area:** Marketing



**Chirag Bandyopadhyay** | FPB1820/100

25 years | B. E

Work Exp: 33 Months

Quality Evaluation & System Team Pvt. Ltd. as Quality Inspector

Hinduja Global Solutions as Customer Relations Officer

Mithra Precision Components as Production Planning Engg.

**Summer Internship:** Aditya Birla Fashion and Retail Ltd.

**Topic:** To understand in depth store operations and drive men's inner wear sales at the store

**Area:** Marketing



**Raunak Gupta | FPB1820/112**

25 Years | BE

Work Exp: 13 Months

Automobile Gallery as Supervisor

**Summer Internship:** Quick Ride

**Topic:** Advertisement and Promotional strategy followed by Quick Ride in Kolkata

**Area:** Marketing



**Santanu Sen | FPB1820/113**

28 years | B. Tech

Work Exp: 32 Months

B.Enterprise as Site Mechanical Engineer | Gear Academy as Visiting guest faculty

**Summer Internship:** Crowd4Test

**Topic:** A study on effectiveness of crowdsourced testing services for IT companies/startups/e-commerce companies.

**Area:** Marketing



**Mukundan Kumar M | FPB1820/114**

24 years | B. Tech

Business English Communication

**Summer Internship:** Freshly India

**Topic:** Retail Stores Management in Business to Customers department at Freshly India

**Area:** Operations



**Narravula Vasanth Raju | FPB1820/117**

24 years | B. Tech

Work Exp: 25 Months

ICICI Bank as CSO | Wipro Ltd. as Senior Associate

**Summer Internship:** KSA software

**Topic:** Comprehensive analysis on SaaS product buying behaviour

**Area:** Marketing



**Swagata Mukherjee | FPB1820/121**

24 years | B. Sc (Hons)

**Summer Internship:** Bachfun Pvt. Ltd.

**Topic:** Promotion and activation of brand 'again' at selected retail chains across Bangalore

**Area:** Marketing



**Mahesh Varma V | FPB1820/125**

23 years | B. Tech

**Summer Internship:** Marico Ltd.

**Topic:** To understand customer buying behaviour in modern trade outlets for premium healthy food products and develop them into actionable customer insights to drive sales outcomes.

**Area:** Marketing



**Kommineni Lakshmi Keerthi | FPB1820/128**

24 Years | B. Tech  
Digital Marketing

Work Exp: 12 Month

Schneider Electric India Pvt. Ltd. as Graduate Apprentice Trainee

**Summer Internship:** The Magic Straw

**Topic:** To develop, implement different promotional strategies to increase the brand visibility, sales of the Magic Straw

**Area:** Marketing



**Tejaswini N | FPB1820/143**

23 years | BE

**Summer Internship:** GetMyUni

**Topic:** To analyse the importance of Inside sales by generating the prospective leads through different campaigns via different Channels

**Area:** Marketing



**Piyush Kumar Shah | FPB1820/136**

23 years | B. Tech  
Training certificates from ultratech cement

**Summer Internship:** UltraTech Cement Ltd.

**Topic:** Factors differentiating the preference of UltraTech Cement in B2B and B2C segment

**Area:** Marketing



**Priyanka Sahu | FPB1820/151**

23 years | B. Tech  
1 month vocational training programme in NALCO

**Summer Internship:** Aditya Birla Fashion and Retail

**Topic:** A project on increasing women's wear sales of June by 100% as compared to May month

**Area:** Marketing



**Ajay Kumar | FPB1820/139**

25 years | B. Tech

Work Exp: 13 Month

Smrithi Hyundai as Technical Head

**Summer Internship:** Aditya Birla Fashion and Retail Ltd.  
**Topic:** A Project on maintaining VM of store to effective sales in LP sports

**Area:** Marketing



**Raghavendra Kumar | FPB1820/167**

29 years | B. Tech

Work Exp: 48 Months

Bhilai Engineering Corporation Ltd. as Assistant Engineer

**Summer Internship:** Hindustan Coca-Cola Beverage Ltd.

**Topic:** Same outlet growth

**Area:** Marketing



# iba

## Media Talks

### ‘बिजनेस के गुरु सिखाएं’

आईबीए को मिलेगा टॉप इंस्टीट्यूट अवार्ड

Next reporter  
**KANPUR (24 April):** ग्लोबलाइजेशन और टेक्नोलॉजी के दौर में जल्दी है कि बिजनेस स्कूल यात्र विद्यो शोध न शोध बिजनेस स्कूल मिलेनेट विश्व में आज विश्व में टैलेंटेड युव तो हैं, परन्तु इंटरमी को निकट वैश्विक नहीं मिल पा रही है. वर्ष 2025 तक 30 करोड़ युव जाव क्रिएट करें हैं. लेकिन केवल 9-10 परसेंट प्रोफेसर ही इन्फॉर्मेशन हैं. इस क्षेत्र में जल्दी को पूरा करने के लिए इंडस बिजनेस अकादमी (आईबीए) को म्पाना 2011 में आईआईटी और आईआईएम के कुछ एल्युमिनार्ड एवं फार्मेट प्रोफेसरों ने की थी. सीएसआर, सीआरपीसी एवं प्रोफेसर जो भूकल में जल्दी 20 संस्थाओं में परमा गार है. साथ ही बिजनेस इंडिया सेक्टर में इसकी ए-प्लस को गेटिंग है. आईबीए को फैक्टरी ने बताया कि आईबीए के स्टूडेंट्स एवं एल्युमिनार्ड अपनी सफलता का त्रय आईबीए



आईबीए के सीईओ मनीष जैन.

को निकल वेस्ट एग्रेसर को देते हैं. आईबीए के विश्व में उल्लेखनीय योगदान के लिए कॉम्प्लेक्स सबसे जल्दी आईबीए को 30 अप्रैल 2011 को टॉप इंस्टीट्यूट ऑफ इंडिया अवार्ड से सम्मानित करे जा है.

**VOICES THAT MATTER**

"With open boundaries, globalization and huge investments, we have latest technologies, business ideas, opportunities and competitors knocking at the door step. The world has become a global village and this has completely changed the business scenario. Higher education has to dynamically evolve and institutes are required to align and re-invent the curriculum to produce graduates who can compete and survive due to international integration."

**Manish Jain**  
 Chairman and CEO - IBA

**'Business ethics crucial for economic development'**

Manish Jain, Chairman and CEO of IBA, emphasized the importance of business ethics in driving economic growth. He stated that ethical practices are essential for building trust and sustainable business relationships. Under his leadership, IBA has focused on instilling strong ethical values in its students and faculty.

### 'Business of quality, hygiene delivered at real prices'

**IL CASE**

**The Basics**  
 Bangalore, April 2  
 "A lot of students say that we are an entrepreneur, you know I think you are from same kind," said Dr. Manish Jain, Founder and Chief Executive Officer (CEO), Students Trail Food, which runs the food and beverage (F&B) outlets in Bangalore.

**Defining the Business**  
 Jain (left) is one of the entrepreneurs sponsored by the state bank for the students of India Business Academy (IBA). He told the students to not just open a business, but they have to be successful in business.

"I asked them to open a business before I opened the first outlet. The answer was, 'what is a business?' and what is the real value that is coming out of the business. My original value system was always up and I consciously decided to become a 'customer'. I told the students."

**Business opportunity**  
 Jain made his decision to open outlets that serve the 'real' business opportunity. However, the decision to open the first outlet was based on research and data.

"I told them to not just open a business, but they have to be successful in business. I told them to not just open a business, but they have to be successful in business. I told them to not just open a business, but they have to be successful in business."

**Business Line - September 10, 2011**

Wednesday, March 28, 2012

Nargis Fakhri says that she had no plans of acting before 'Rockstar'. P4

**'ARCHISH'**

**ENERGETIC** Participants of 'Rock band' competition.

### Quick thinking and exciting action

India Business Academy (IBA) celebrated their annual management fest Archish'12. Festivals recently. The fest, each year, tries to come up with innovative ideas and exciting events. The aim of the fest was for the students to make a quick and smart move in a difficult situation.

Archish'12 - Festivals began with a bang and had something for everyone. It included a host of events such as Pious Page (Dance), Pious Plebs (HR), Pious Prent (Retail), Shaker's (Operations), Pious De Novorum (IT), Pious Swift (Marketing) and 'Invitation' (Cultural). However, in addition to these, there was the newly formed Optimus Vilcas (Best Management Team), which proved to be an interesting and exciting event as it tested the limits and capabilities of the participants.

The fest was not only meant for the management geeks but also for other students. The event 'Invitation' (Cultural)

maximum participation with 21 teams.

College fests have always been an exciting lot of crowd and Archish'12 - Festivals was no exception. The IBA campus witnessed huge crowd. Over 30 management institutes participated in the fest and at least 200 corporate people were a part of this mega event. For students, such fests are a temporary break from studies.

Participation of 20 colleges for the management events and 10 for the cultural made Archish'12 - Festivals a hit among the students. Winners were from different colleges. Students of Vellore Institute of Technology bagged the first prize for rock band competition while the winners of the dance performance were from RMS College. PES Institute of Technology won the first prize for the fashion show. The overall winner for the management event was Christ Junior College, Kengeri.

**DHNS**

**Deccan Herald - March 28, 2012**

**SPOTLIGHT EDUCATION**

### TEACHING EXCELLENCE AT IBA

**IB Indus business academy**  
 IBA BANGALORE - www.iba.ac.in

**INDIVIDUALS WITH POSITIVE ATTITUDES** towards life, work and personal skills for advanced knowledge economy that are publicly responsible and accountable are becoming important in today's fast paced corporate world. To get a head in the corporate world aspiring management students build upon various skills which are necessary for them to sustain and start their career to greater heights. Ever since its inception in 2001, this has been the driving force at IBA Bangalore - "To enable careers not just jobs". Under the able leadership of its Founder & CEO

Dr. Manish Jain, who has been awarded and honored at many platforms for his passion and contribution in development of higher education, India Business Academy (IBA), Bangalore has successfully carved a niche for itself as one of the most respected management institutions in India today. IBA has consistently been ranked among India's top B-schools with IBA Bangalore being ranked in the list of first 20 B-schools out of the 500+ in the country to get international accreditation.

IBA differentiates itself from other B-schools by its innovative pedagogy and its teaching methodology. IBA's unique 'Omni-Learning Model' that is HD (Observation, Dialogue and Discovery) representation of learning, aims at making its students future and industry oriented and most importantly better business beings and responsible citizens. Great emphasis is given on improving their leadership, communication and soft skills. This is the motivation in shaping the rigorous curriculum and student driven activities, so that the students are not just knowledgeable but in fact employable as well. This is evident in the statement by Dr. Jain: "We aim to build managers and leaders who are hardworking, who believe in dignity of labor, who are team players and pragmatic, and having their feet firmly on ground."

**'साप्ताहिक निर्वहणा मनादो हेमिन्सुसवल्लि धारात यथस्य'**

Department of Studies in Business Administration  
 Post Graduate Centre  
 SHIVAGANGOTRI, DAVANAGERE-2.

**Two Day Seminar On EMERGING TRENDS IN MANAGEMENT**

The seminar was held on 28th March 2012 at Shivagangotri, Davanagere. It was a two-day event focusing on emerging trends in management. The seminar was attended by students and faculty members. The event was inaugurated by the Dean, Post Graduate Centre, Dr. Manish Jain. The seminar was a great success and provided a platform for students to learn and interact with experts in the field.



# A holistic management education at IBA

The placement season is here. B-school students are gearing up for the interview that will land them their dream jobs. Students are nervous bogged down, as they are by hundreds of questions. Will the right company visit our campus? Will our profile match with their demands? What package will we get? Will we get the right return on investment (ROI) for all the costs we have incurred on our higher education?

The Indus Business Academy (IBA), which has campuses in Bangalore and Greater Noida, believes that the proof of the excellent education it imparts to its students lies in their placement performance. Even during the recession in 2009 when other B-schools could not even place more than 80% of their students, IBA had managed to place every student in its passing out batch. Three of them even won international placements, while the average salary of a domestic placement stood at ₹4.4 lakh. The subsequent placements in 2010 and 2011 were 100% affairs.

The feedback from recruiters is interesting. Naven Lalitna, chief marketing officer, Digitatives Content Solutions Pvt Ltd, said, "IBA has been



**THE CAMPUS**

**IBA, Bengaluru Lakshnapura, Thataganuri Post Kanakapura Main Road Bengaluru 560 062.**

**For admissions, call 091-90-26083703/716 or 093424 10771, 093131 43933 or fax 091-90-26083717/708**  
**small admissions@ibaindia.org**

**For placements, call 080-26083791/792/793, 098456 96402 and 093439 09926**  
**small: crd@ibaindia.org**

training students well on various aspects of business. During my interactions, I have found that IBA students' grasping power is better than expected

and they are quick to deliver in the key resource areas." MJ Saxena, managing director, Ayurvut Limited, said, "IBA offers young well groomed talented students from various disciplines. Our experience has been very positive and we do not regret picking students from IBA who have turned out to be an asset for the organisation."

Besides, IBA witnesses 5-10% successful career shifts every year, be it entrepreneurial or related to higher studies. Keerti Chandra, a student of 2007 batch, opted for film making as his career.

He joined LV Prasad Film School, Chennai.

Karan Johar isn't satisfied with any of his movies. P4

**FUTURE PERFECT**



**NEW PHASE** The graduating batch of the college.

# Equipped for the corporate world

The eleventh batch of Indus Business Academy (IBA) has its convocation ceremony recently and they were given a send off with great pomp and glory. The entire IBA family, comprising teaching and non-teaching faculty, witnessed the ceremony and offered their best wishes to the students in their future endeavours.

Starting with an invocation to Sarawon, the goddess of knowledge, the auspicious day began on a peaceful note. The day was inaugurated with the metaphor for students entering the corporate world. The day saw inspiring speeches by the dignitaries and heads of the college.

Several students received various awards and scholarships, including Dr. Anil Agrawal Memorial Award worth Rs 25,000, which was

granted by Swati Jain of the outgoing batch. "It is great to get this award along with the 'Best Student Award', which is given to students who excel in academics through all six semesters and take part in extra-curricular activities. My parents are also honoured by the fact that this college has chosen me for this award," says Swati, a finance and marketing PGDM student.

"The faculty here, especially visiting faculty, were really good. The exposure the college gave us by letting us participate in fests and by taking the day-long inspiring speeches by the dignitaries and heads of the college, was commendable. I will always cherish the degree certificate by chief guest Sunar Roy, director general, All India Breweries Association. He

said he wanted to see these students at top levels in the new world that they were stepping into. Students graduated with flying colours and the same pride was visible on their faces as well as their parents'. "It feels great to work hard and be recognised for it. And that's exactly what this college does—it encourages you to act to the best of your capacity and acknowledges that effort. I'm going to miss the professor and friends I've made here," shares Saurav Paul, who won the award for 'Best Outgoing Student in Academics'.

The day ended with professor Prashant, a faculty member of the college, giving his regards to the students and hoping that they will make their Alma Mater proud at different levels. **DHNS**



# Dynamics between two countries

Chinese foreign trade has been a boon for India. However, the growth of the Indian economy is not as fast as that of China. This is because of the different economic policies of the two countries. India has a mixed economy, while China has a socialist market economy. The Indian government has been trying to attract foreign investment and improve its infrastructure. China, on the other hand, has been focusing on increasing its technological capabilities and improving its education system. The two countries have a long history of trade relations, and this relationship is expected to continue to grow in the future.



**MEMORABLE MOMENTS:** The fashion design contest winner; at the NIMJ convocation; the winner of the CSM award; at the MATSMA convocation

**CAMPUS CAPSULE**

**'Top institute of India'**

Indus Business Academy (IBA), Bengaluru, has been awarded the 'Top Institute of India' award by Computer Success Review as part of its 5th anniversary events, said a press release. Manoj Jain, Founder & CEO, IBA, Bengaluru, received the award from IBA, Bangalore. Chairman, CSR, Anand the top institute in the country, only two from Bengaluru. IBA & MATSMA made it to the list. Some of the previous laureates in the list are: NMIMS, WIPAC, Symbiosis, etc.

**Top Institute of India**

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# Indus Business Academy

Placement season is a fun & joy for many students. However, lack of opportunities nag so many others. With the annual placement season, IBA school students gear up and start preparing for the interview of their dream job and/or company. Campus placement is a usual process at B-schools across the country. Every year, companies visit campuses to hire the best fit to fill the vacant positions available with them. Students are left thrilled with hundreds of opportunities in their mind. Whether a right company will visit the campus? Would that profile match with their demands. What would be the package? Will we get the ROI of the high education cost incurred till date. Indus Business Academy, even with the down turn of recession in 2009, when other B-schools could not even place more than 50% of their students, IBA, Bangalore & Greater Noida had placed almost all their passing out batch with a pre-meral placements and excellent domestic placement leading to an avg. salaries of 4.2 lakh a year (thanks to strong Alumni and Corporate Network). Subsequently we found out that 2010 & 2011 had been very good on placements wherein all the students are placed unlike others whose placements are just half way through. Students have already stepped in to the corporate door of the companies like Deloitte, PricewaterhouseCoopers, Amrap, Ernst & Young, Infiniti Research, Mahindra Finance, BeWu, TechnoByte, Berger paints, sukar.com to name a few. Competition Success Review has selected IBA among one of the Top Institutes of India Award & the award was conferred on 30th April 2011 at New Delhi.

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Deccan Herald – September 19, 2013

Deccan Herald – February 12, 2013



# INDUS BUSINESS ACADEMY

Formerly Indian Business Academy

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