PLACEMENT BROCHURE

2017-19

www.iba.ac.in
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.
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.
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
- Infrastructure & Facilities Upgrade
- Integration of Global Trends in Managerial Education to IBA courses
- Execution of Management Development Programmes

**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 COUNCIL**

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.
Shri Narendra Nahata  
Congress Leader in 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 Limited.  
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 Corporatae Workshops  
He has a n experience of over two decades ind Education and training and leads Srir 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 Priniple Consultant Servicing various Industrial groups in India for their HR intervention in the Organizational Development Area.
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, Markant’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.

Success = Inspiration X Breakthrough X Achievement
(S = IxBxA)
At IBA, the decree is to meet the corporate expectations, first. Our students are trained to perform in real life.
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 seventeenth batch of IBA will be graduating in April 2019. 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.
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.

Recognized as one of the ‘Fastest Growing Private education Institute (2012-13) in the ‘Business School’ category by World consulting & research corporation (WCRC). The Process Advisors & evaluators were KPMG in India.

Awarded as the top Institute of excellence in India by CSR during the annual CSR awards for 4 consecutive years (2013–2016)

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

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

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<th>Name</th>
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<th>Experience</th>
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<tbody>
<tr>
<td>Dr. Subhash Sharma</td>
<td>PhD University of Southern California (USC), USA</td>
<td>Exp: 42 yrs</td>
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<tr>
<td>Dr. Subhendu Dey</td>
<td>PhD-AMU, PGCPM-IIMKozhikode, B.E. (Mechanical)</td>
<td>Exp: 25 yrs</td>
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<tr>
<td>Prof. Chandra Kant</td>
<td>Masters in Industrial Management (IIT-Chennai), B.Tech. (IIT-Kharagpur)</td>
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<tr>
<td>Prof. V. Suresh Chandra</td>
<td>MBA (Marketing), MBA (Finance), LLB</td>
<td>Exp: 34 yrs</td>
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<tr>
<td>Prof. B.M. Gourish</td>
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<tr>
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<td>Prof. Prashant Kulkarni</td>
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<tr>
<td>Dr. Dr. Smita M. Gaikwad</td>
<td>PhD, MPhil. - Periyar University, MBA, BBA</td>
<td>Exp: 13 yrs</td>
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<tr>
<td>Dr. Dr. Smita M. Gaikwad</td>
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*Imbibe Thought Leadership...*
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.
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  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 Advtq. and TBIWA Anthems
- Mr. S.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 MKIU, Dept. of Management Studies
- Mr. Rajiv Ahmed
  TNS India
- Prof. Samir R. Chatterjee
  President (SGBED), Curtin Business School, Australia
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  Sildvin School of Business
- Mr. Shankar Bharath
  Senior Researcher, Hansa Research Group
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  Intel Corporation
- Mr. B.V. Srinath
  Consultant Marketing
- Mr. Venkatraman Krishnamurthy
  Consultant - Retail, Supply Chain & Strategy
- Mr. Ramesh Venkataraman
  Director - ABmt&r
- Dr. Anandh Venkatraman
  Consultant - Adhishtaa Consulting
- Dr. B.K. Kumar
  CEO, Business & markets Strategists
- Mr. B.K. Krishnamurthy
  Consultant - Retail, Supply chain & Strategy
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  City Finance in retail
- Mr. V. Nagendra
  Marketing – merchandising, Innovative Film
- Mr. S.P. Manjunatha
  Consultant, ex. Director Personal, BPO
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  Director - Mobilistic Business Solution Pvt. Ltd.
- Prof. Ramesh P. Iyer
  ex Principal consultant, Strategic Partnership
- Dr. Praveen Kamath
  Global Head Talent Transformation, Wipro, BPM
- Mr. Ram K. Navaranath
  Chief Executive, HR Resonance
- Dr. Mathew Chacko
  COO - HAL Infotech
- Mr. M.P. Manjunatha, Consultant, HRM Consultants, Ex. Director Personal, BPLM
- Mr. S.K. Nandy
  Director-CHR, Ex-Head-HR, BPL Telecom
- Dr. Ramani
  WMEN
- 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.
- OMS 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.) Agis School of Business & Telecommunication
- Dr. Binoy Mathew
  Head, PG. Studies, R.B.A.N.M.S
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- Prof. Hema D.
  Asst. Prof., Welingkar Institute of Management
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  Investment Coach, Simple Equation
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  Retired Manager, Canara Bank
- Prof. K. Harinath
  Asst. Prof., AMS Institute
- Mr. S.P. Srinivasan
  Chartered Accountant
- Prof. Ramakrishnan
  Professor, Christ and Jain University

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  Director Projects, OLX
- Mr. Rajaram Chandrasekar
  National Vice-Chairman, Indian Institution of Production Engineers
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  Retd. Sr. Divisional, Manager (Mechanical), TATA Steel
- Mr. Vishu Behl
  GM-PED, TVS Motor Co.
- Mr. Kunigal Rama Sastry
  Industrial Consultant
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  SOC & OR Unit, Indian Statistical Institute
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  Global SCM Programme Manager, IBM
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  Director - (Academic & Administration), NSB
- Prof. A.V. Rao
  Director - (Academic & Administration), NSB

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  Sapiens Corporation
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  VP-Engineering, Object Orb Technologies
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  CEO, Hartech Consultant
- Mr. Moses Mathuram
  ACP - Global Alliances, Infosys
- Mr. S. Srikant
  AVP - Global Alliances, Infosys
- Mr. Kunigal Ramasastri
  Director Projects, OLX
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  Software Systems
- Mr. Ramesh Chandra
  Mindsource Consulting Services
- Mr. Somanatha S.
  Director - Mobilistic Business Solution Pvt. Ltd.
- Mr. Sreekarth Moni
  Sr. Engg. Project Manager - Eletronics Software Systems
- Mr. Ramesh P. Iyer
  Ex-Principal Consultant, Strategic Partnership
- Mr. Rajendra Thangadurai
  Director - RB & Creations
- Prof. Rama Satish K.V.
  Professor, RNS Engineering College
- Ms. R. Vijayalakshmi
  Consultant, ISBR, IBMR, IFIM, Manipal Global
- Mr. Diwakar Menon
  Director, Last Mile Consultants, Technologies Solutions Pvt. Ltd.

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- Mr. Y.R. Sridhargopal
  Vice-President, Clarion Technologies Pvt. Ltd.
- Ms. Vedavathy R. Kabadi
  Company Secretary & Attorney, General Meters
- Dr. Ashok Kumar T.K.
  Senior Product Manager, AliSource
- Prof. Shikha Ojha
  Asst. Prof., CMS Business School
- Mr. Ramesh Venkataraman
  Director - CurAlea Mgmt. Consultants
- Mr. Y. Shekar
  Consultant - Adhishtaa Consulting
- Mr. K. Sivakumaran
- Mr. Suvan S. Mahapatra
  Global Head HiTech Technical Support, Consultant
- Mr. S. Nagendra
  Director - Sridhaga Softwares
- Ms. Rupa Gopal
  Soft Skills Consultant, Trainer for Project
- Mr. Raj Subramaniam
  Six Sigma Consultants Trainer & Coach
- Prof. Sarah Giri
  Certified Counsellor - Voice & Language
- Mr. Karmakar
  German
- Ms. Margaret Anne
  French
- Mr. Gnanamurthy
  Kannada
- Ms. Revathi Shivakumar
  English
- Ms. Shyamala Kannath
  English
- Mrs. Saravathy
  French
- Mrs. Archana Bhulata
  German

**FINANCE**

- Mr. K.N. Guha
  Advisor, Corporate Banking
- Mr. V.V. Mohan
  Ex. VP, IndusInd Bank
- Mr. Muralidharan R. Nair
  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
  SOC & OR Unit, Indian Statistical Institute
- Mr. Anand Sagar
  Global SCM Programme Manager, IBM
- Dr. H.B.N. Murthy
  GM - Solid Container
- Dr. Shaji Thomas
  Director - ABMTAR
- Mr. K.N. Sheshu
  Director - (Academic & Administration), NSB
- Prof. K. Harinath
  Asst. Prof., AMS Institute
- Mr. S.P. Srinivasan
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- Prof. Ramakrishnan
  Professor, Christ and Jain University
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  WMEN
- 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.
- OMS 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.) Agis School of Business & Telecommunication
- Dr. Binoy Mathew
  Head, PG. 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., Welingkar 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., AMS Institute
- Mr. S.P. Srinivasan
  Chartered Accountant
- Prof. Ramakrishnan
  Professor, Christ and Jain University
- Dr. Praveen Kamath
  Global Head Talent Transformation, Wipro, BPM
- Mr. Ram K. Navaranath
  Chief Executive, HR Resonance
- Mr. Mathew Chacko
  COO - HAL Infotech
- Mr. M.P. Manjunatha, Consultant, HRM Consultants, Ex. Director Personal, BPLM
- Mr. S.K. Nandy
  Director-CHR, Ex-Head-HR, BPL Telecom
- Dr. Ramani
  WMEN
- 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.
## 1st Year

<table>
<thead>
<tr>
<th>Trimester</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td></td>
<td>Business Law</td>
</tr>
<tr>
<td></td>
<td>Management Skills-I</td>
</tr>
<tr>
<td></td>
<td>Management Perspectives-I</td>
</tr>
<tr>
<td>2</td>
<td>Managerial Communication-II</td>
</tr>
<tr>
<td></td>
<td>Management Skills-II</td>
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<td>3</td>
<td>Quantitative Methods-II</td>
</tr>
<tr>
<td></td>
<td>Management Perspectives-II</td>
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<tr>
<td></td>
<td>International Business</td>
</tr>
<tr>
<td></td>
<td>Business Intelligence</td>
</tr>
</tbody>
</table>

### Credits
- Trimester 1: 26.5 credits
- Trimester 2: 26 credits
- Trimester 3: 33.5 credits

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

## 2nd Year

### Core Courses
- Strategic Management and Business Policy
- Enterprise Resource Planning (Navision/SAP)
- Personality Development Program
- Management Skills-IV (Strategic Sense)
- Management Skills-V (Social Entrepreneurship)
- Management Skills-VI (Transition Management)
- Dissertation

### Business Analytics & E-business
- IT Services & Products
- Basics of Data Science
- Data Warehousing & Business Intelligence
- Business Process Modeling
- Practical Machine Learning & Predictive Analytics
- Social Media Analytics
- Marketing Analytics
- Strategies for Internet Economy

### Finance
- Security Analysis & Portfolio Management
- Derivatives
- Strategic Financial Management
- Financial Instruments Markets & Institutions
- Mergers & Acquisitions
- Taxation Management

### Retail
- Introduction to Retail Management
- Retail Store Operations
- Retail Supply Chain Management
- Category Management
- Visual Merchandising
- Buying and Merchandising
- Management of warehouse
- Retail Entrepreneurship
- Branding in Retail

### Human Resource
- Talent Acquisition and Management
- Compensation Benefits and Performance Management
- Training and Development
- Labour Laws
- Leadership and Managerial Effectiveness in Global Context
- Knowledge Management
- Human Resource Information Systems
- Social Media Recruiting

### Operations Management
- Logistics and Supply Chain Management
- Production Planning and Control
- Six Sigma
- Global Manufacturing and Materials Management
- Operations Management in Services Industries
- Operations Strategy

### Entrepreneurship Management
- Creation & Management of New Enterprises/Start-ups
- Family Business Management – Dynamics & Strategies
- Entrepreneurial Business with Government & PSUs
- Units
- Business/Growth Plan Preparation & Appraisal
- Pitching, Venture Capital & Enterprise Funding Options
- Government Policy, MSMEs & Intellectual Property Rights
- Business or Social Entrepreneurship Lab – Plan to Practice
- Creativity, Innovation and Entrepreneurial Leadership
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.

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:

<table>
<thead>
<tr>
<th>Management Skills</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Emotional Intelligence** | • How to control emotions and handle other persons’ emotions.  
• Understand how our mind creates negative thoughts and how to handle these thoughts.  
• How to control emotions for better time management, prioritisation of activities & be more productive. |
| **Critical Thinking** | • How to make goal-centric decisions rationally and come up with creative solutions  
• How to remove subjective bias from decision making.  
• Understand why we make wrong decisions. |
| **Sales & Negotiation Skills** | • Understand people’s motivation.  
• How to sell your ideas to others.  
• How to generate leads, get appointments and sell face-to-face.  
• How to create a win-win situation for all parties. |
| **Strategic Thinking** | • Understand and use the principles of strategic management to determine success in your own life. |
| **Managing Projects** | • Understand and use the principles of project management in achieving short-term and long-term life objectives. |
| **Social Entrepreneurship** | • How to create economic and social value in enterprise  
• How to measure financial and social ROI |
| **Transition Management** | • How to prepare for and adjust to inevitable changes (good or bad) in our life and our careers.  
• Understanding the change management process.  
• Understanding what will happen in corporate life and what a student can do to be most effective. |

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 2 months. The internship is carefully designed so that it is mutually beneficial to both organization and student.
Kalakshetra is a platform for students to learn essential skills for success in corporate life. In Kalakshetra:

- Compete with others. Students do not really learn how to work throughout their academic life, students have been taught to compete 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 by performing in front of a live 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 (APTP)

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

- Builds an interface between IBA 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 expectations of the Corporate world.

### 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, Gangue chart, MS Project, Project planning, Stakeholder analysis, Project charter, Project status reporting, etc.
- Team management while doing a cultural activity.
- Concept of team formation.
- Utilizing each other’s strengths 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 by performing in front of a live audience.

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 ans machine learning to determine actionable insights.
Glimpse of Final Placements 2018

For more details visit www.iba.ac.in

Disclaimer: Readers are requested to note that this is a partial list of students placed in 2018.
InduStrY ExPOSure

Visiting Industries & International study tours gives us real time exposure to the work culture and its functioning.
<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Justice Santosh Hegde</td>
<td>Ex-Judge Supreme Court and Lokayukt of Karnataka</td>
</tr>
<tr>
<td>Mr. Anand Talwai</td>
<td>Ex- CEO, Wipro and Executive Director &amp; Co-founder, Nextwealth.in</td>
</tr>
<tr>
<td>Mr. Clynton Almeida</td>
<td>CIO, Redington</td>
</tr>
<tr>
<td>Mr. Shoaib Ahmed</td>
<td>President, Tally Solutions India Ltd.</td>
</tr>
<tr>
<td>Mr. Thiagarajan Suryanarayanan</td>
<td>VP(HR), Accenture</td>
</tr>
<tr>
<td>Mr. Satish C. Amblee</td>
<td>CEO, Maverick Holdings &amp; Investments Pvt. Ltd.</td>
</tr>
<tr>
<td>Mr. B.S. Murthy</td>
<td>CEO, BSM Leadership Capital</td>
</tr>
<tr>
<td>Mr. P. Thiruvengadam</td>
<td>Sr Director, Deloitte</td>
</tr>
<tr>
<td>Mr. K Kasi Vishwanath</td>
<td>Director &amp; Head (HR), IKYA Group</td>
</tr>
<tr>
<td>Mr. Saurabh Prakash</td>
<td>Global Delivery Manager, HP</td>
</tr>
<tr>
<td>Dr. Sanjay Patro</td>
<td>Professor, Marketing - XLRI Jamshedpur</td>
</tr>
<tr>
<td>Mr. Manas Dasgupta</td>
<td>Technology Leader – ANZ Wealth</td>
</tr>
<tr>
<td>Mr. Satish Viswanathan</td>
<td>Director, BSG-Microsoft</td>
</tr>
<tr>
<td>Mr. Guru Prasanna</td>
<td>Director (Analytics), Flipkart</td>
</tr>
<tr>
<td>Mr. Harsh V. Trehan</td>
<td>Director (HR), BAE Systems India (Services) Pvt. Ltd.</td>
</tr>
<tr>
<td>Mr. Suraj Chettri</td>
<td>Regional HR Director, Airbus Group</td>
</tr>
<tr>
<td>Mr. Binod Hampapur</td>
<td>Sr. VP, Infosys</td>
</tr>
<tr>
<td>Mr. Anshuman Mishra</td>
<td>VP(Energy and Utilities), Genpact</td>
</tr>
<tr>
<td>Mr. Vristabhendra Swamy</td>
<td>VP, ABB (India &amp; South Africa)</td>
</tr>
<tr>
<td>Dr. Soumendra K. Dash</td>
<td>Principal Credit Officer, African Development Bank Group</td>
</tr>
<tr>
<td>Mr. Riju Antony</td>
<td>South Zonal Head Manager, Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Mr. Vivek Gupta</td>
<td>Finance Controller, Helion Ventures</td>
</tr>
<tr>
<td>Mr. Binod Kr. Panda</td>
<td>Executive Director - PolyEco Smart Film Pvt. Ltd.</td>
</tr>
<tr>
<td>Mr. Manish Agarwal</td>
<td>Co-Founder of United Squares Pvt. Ltd. and Co-Founder of Novel Gifting</td>
</tr>
</tbody>
</table>
Mr. Tony Varghese Francis  
Head (South), Red FM 93.5

Ms. Rekha Santosh  
Head (Retail HR), ING Vysya Bank

Mr. Parmeshwaram Balakrishnan  
GM(HR), Toyota Kirloskar Pvt. Ltd.

Mr. Girinarayan  
Director (HR), GE Energy, Power Electronics

Mr. Santhana Anandraman  
Head, Risk & Compliance, GASC0–UAE

Dr. Krishna Kumar  
Professor, IIM Lucknow & Ex-Director, IIM Kozhikode

Mr. Subrahmany Gupta Boda  
Chief Information Security Officer, GMR Group

Mr. Venu G. Somineni  
Chairman, Unic TV

Mr. Sunit Rikhi  
VP & General Manager (Retd.) Intel Custom Foundry and Founder – Reach for Infinity, LLC

Mr. Venkataramana B  
President – Group HR, Landmark Group

Mr. Krishna Singh  
Business Segment Manager – Kuehne Nagel

Mr. Robert Sutton  
Vice President, Global Cyber-security Advisory & Consulting Services - Virtusa Polaris Corporation

Mr. Divyang Trivedi  
Manager (Tax) - Grant Thornton

Mr. Sujitesh Das  
Head(HR), Microland Co. Ltd.

Mr. Rohit Khajuria  
Talent Acquisition Leader (Analytics) – Genpact

Mr. Jayakumar D A  
Associate Vice President Hindustan Coca-Cola Beverages Pvt. Ltd.

Mr. Sadasiva Sarma D  
Associate Director (Audit) - Grant Thornton

Ms. Rajeswari Santhanam  
Associate Director (Tax) - Grant Thornton

Ms. Bhumika Jain  
Consultant – NEN Regional Office, Bangalore

Mr. Srikanth G.  
Regional Training Manager, Times Group

Mr. Raja Sameer Nandan  
Vice President, HR - Voonik Technologies

Ms. Anjana K R  
General Manager, HR - Tata Consultancy Services

Dr. Lung-Pin Lu  
Asst. Prof. & Director, Leadership Development Programme - Shanghai Jiao Tong University

Dr. Michael Zirkler  
Head, Organisation Development & Consulting - Zurich University of Applied Sciences

Mr. Rajnesh Khosla  
Head HR – LG Software India

Ms. Mitchell Dudani  
Social Media Expert & Trainer – Socialli.in

Disclaimers: Readers are requested to note that designations mentioned in this list are the designations held by dignitaries during their lecture with our students.
Archish 2k18
9th & 10th March 2018

Archish 2k18 was the tenth edition of IBA’s national level management and cultural fest. Over the past ten years the growth of the event have been amazing with great sponsors and splendid performances over the year. The theme of the event was “D-Krypt”, an amalgamation of the concepts of Disruption, Crypto currency & Hygge (Happiness in Danish).

TEDXIBA Bangalore
13th December 2017

The name says it all, an independently organised TED event by IBA Bangalore, the theme this year was ‘For the future’ which implied sharing ideas that will help us shape our future. With prominent speakers around the world the event was a great success.
11th IBA International Conference – Towards New Vision for Globally Extended India
22nd – 24th March

The conference marks a prominent event in the calendar of IBA. This was the 11th edition of IBA’s International Conference which was an attempt to be the forerunner in constructing a vision for what is being termed as the New Era in Modernity (NEMO).

Alumni Meet and Kalakshetra
16th December 2017

It was the 7th edition of IBA’s Alumni meet and 10 year reunion of Batch 2005-07. This year the Alumni Meet had a twist with the 17th PGDM batch organising the meet as a project management course under ‘Kalakshetra’ where 14 teams engaged in selling and marketing their stalls. The event was promising and something to reckon upon.

Convocation Ceremony 2018
24th February 2018

The day every graduate waits for, the convocation ceremony, this was the 15th convocation ceremony at IBA of the Batch 2015-17. Ms Pankajam Sridevi (Managing Director – ANZ Bengaluru Service Centre). The entire fraternity gathered to congratulate the batch on a day that was filled with nostalgia.
"Green Campus and Impressed with the accreditations and outcome focused education."

Jaydip Sinha, Madison Street Capital
"Warm hospitality and humble attitude."

Divya Rajput, Head – CBI & ITS, Indian Institute of Corporate Affairs
"Well-cultured students, humble staff and vibrant campus."

S Prasada Rao, Corporate Trainer: HR & NLP, People Development Consultants
"Campus is just wonderful; education imparted is worth appreciation, very warm approach of one and all at campus."

D A Jaya Kumar, Zonal Head, HR, Hindustan Coca-Cola
"IBA is growing leaps & bounds and great to be associated with Institute of this stature with right focus of the people."

Rekha Santosh, Head HR Retail - India, ING VYSYA Bank
"Excellent infrastructure, students were highly interactive."

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."

Satish C Amblee, CEO, Garuda Maverick Infrastructure Projects Ltd.
"Very good infrastructure and environment. Students asked very interesting questions and were keen learners."

Guru Prasanna, Director-Analytics, Flipkart
"Engaging staff and faculty that want to see the school grow to new heights. Excellent campus too."

Vivek Gupta, Finance Controller, Helion Ventures
"Very good experience, students are interactive but can ask more questions."

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."

Mali Mahalingam, Executive Vice President & Chief People Officer, Symphony Teleca Corporation
"Impressed by the infrastructure that the Institute provides and feel that this will go a long way in enabling students to be great future managers."

Vrishabhendra Swamy, Vice President, ABB
"Good Campus, Environment friendly, Nice interaction with students."

Vijender Singh Kadyan, Head HR, C K Chetty & Sons
"Every time I visit IBA, it makes me feel happy as the students have a unique approach to learning, and it always feels good to interact with 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."

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."

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."
Shoaib Ahmed, President, Tally Solutions
"Highly motivated class, students were interactive and had lot of queries. Really a bright and intelligent set of students at IBA."

S.K Mishra, VP, Infinite Computer Solutions Ltd.
"My best wishes to all students & the institute and hope this effort motivates a few in the path of entrepreneurship."

K G Umesh, Head – HR, Himalaya Drug Company
"Soft Skills and Etiquette of the students is very good. Like the Alumnus of this Institute are raising the flag in the Industry, the same is the expectation from current batches and I am sure they are on the right track."

Siddharthan Muthuraj, Head – Human Resources & Administration, Total (Jubilant Retail)
"Great to see a vibrant campus even in the evening when most of the Education Institutes closes at 5 PM. Good environment created by the Institute for budding Managers to grow and meet the corporate expectation of being active in all the realm of organization."

B S Murthy, CEO, BSM Leadership Capital
"Excellent interactions with students, committed faculty, delight to be here."

Sujitosh 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."

Sandeep Sivaram, Founder & Director, Step 2 Strategy
"Good Hospitality and Excellent coordination"

Jayantha Dowarah, Retail Manager, Bata India Ltd.
"Good creativity shown by all participants. Good show by all."

Vineeth Narayan, Product Management – Analytics, MISYS
"Thanks for having me in Archish'17. Enjoyed Experience."

Ravi Kiran Annaswamy, CEO, Innohabit Technologies
"Excellent organisation looking forward"

Anand Pillai, Assoc. Director, Resultrix
"Apt Conference given the increasing demand of digital. Look forward to participates in future events. Good Luck!"

Murali Uthappa, Area Business Head, MMFSL, Bangalore
"Time management was very well. Very disciplined students."

Jeevan Thomas, CEO and Co-Founder, AMB Crypto
"Really planned nicely. Great hospitality, good team. All the best."
Recruiters of IBA students in the recent years
Recruiters of IBA students in the recent years
<table>
<thead>
<tr>
<th>Name</th>
<th>Batch</th>
<th>Hometown</th>
<th>Designation</th>
<th>Current Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nishant Lakshman</td>
<td>2003-05</td>
<td>Bengaluru (Karnataka)</td>
<td>Global Football Merchandising Director</td>
<td>Nike, Portland, Oregon</td>
</tr>
<tr>
<td>Sridhar Rajaram</td>
<td>2001-03</td>
<td>Bengaluru (Karnataka)</td>
<td>CEO</td>
<td>JustBooks</td>
</tr>
<tr>
<td>Ravi Newata</td>
<td>2008-10</td>
<td>Nainital (Uttar Pradesh)</td>
<td>Director</td>
<td>Akrit Resources</td>
</tr>
<tr>
<td>Yogendra Goswami</td>
<td>2005-07</td>
<td>Mathura (Uttar Pradesh)</td>
<td>Section Head - Logistics</td>
<td>Asahi India Glass Limited</td>
</tr>
<tr>
<td>Ravi Kyal</td>
<td>2002-04</td>
<td>Kolkata (West Bengal)</td>
<td>Senior Vice President</td>
<td>IL&amp;FS Financial Services Ltd.</td>
</tr>
<tr>
<td>Anup Ghosal</td>
<td>2009-11</td>
<td>Nasik (Maharashtra)</td>
<td>Market Research Intelligence Professional</td>
<td>Hewlett Packard, Bengaluru</td>
</tr>
<tr>
<td>Preeti Shrotri</td>
<td>2010-12</td>
<td>Jagdalpur (Chattisgarh)</td>
<td>Manager</td>
<td>Thomson Reuters</td>
</tr>
<tr>
<td>Dev Bhattacharya</td>
<td>2004-06</td>
<td>Shillong (Meghalaya)</td>
<td>Regional Head</td>
<td>Network18 Media &amp; Investments Limited</td>
</tr>
<tr>
<td>Mukul Manchanda</td>
<td>2003-05</td>
<td>Chandigarh</td>
<td>Head of Sales - Iron ore Pellet Business</td>
<td>Essar Steel</td>
</tr>
<tr>
<td>Luigi Cordero D'Souza</td>
<td>2003-05</td>
<td>Mumbai (Maharashtra)</td>
<td>Director, FX Trading - Africa</td>
<td>Standard Chartered Bank</td>
</tr>
<tr>
<td>Akshay Manikantan</td>
<td>2003-05</td>
<td>Kolka (West Bengal)</td>
<td>Head of Marketing – Loyalty</td>
<td>Landmark Group</td>
</tr>
<tr>
<td>Poulamee Gosh</td>
<td>2003-05</td>
<td>Kolka (West Bengal)</td>
<td>General Manager, Planning</td>
<td>Omnicom Media Group</td>
</tr>
<tr>
<td>Ritesh Kr. Sahay</td>
<td>2002-04</td>
<td>Kolka (West Bengal)</td>
<td>Regional Sales Head</td>
<td>NewWave Computing Pvt Ltd</td>
</tr>
<tr>
<td>Amar Rastogi</td>
<td>2002-04</td>
<td>Kanpur (Uttar Pradesh)</td>
<td>Head of Marketing</td>
<td>Worldwide Industrial Venture Ltd., Lagos, Nigeria</td>
</tr>
<tr>
<td>Arnab Datta</td>
<td>2002-04</td>
<td>Kolka (West Bengal)</td>
<td>Assistant Vice President</td>
<td>Central Depository Services India Ltd</td>
</tr>
<tr>
<td>Jishnu Kumar Baruah</td>
<td>2001-03</td>
<td>Dibrugarh (Assam)</td>
<td>Unit Head</td>
<td>Shoppers Stop, Bengaluru</td>
</tr>
<tr>
<td>Nisha Yadav</td>
<td>2001-03</td>
<td>Bokaro, Jharkhand</td>
<td>Sr. Specialist</td>
<td>Accenture</td>
</tr>
<tr>
<td>Divya Nayak</td>
<td>2001-03</td>
<td>Bengaluru (Karnataka)</td>
<td>Manager - Corporate Affairs</td>
<td>Transas Hong Kong Ltd</td>
</tr>
<tr>
<td>Yogesh Jadav</td>
<td>2008-10</td>
<td>Nashi (Maharashtra)</td>
<td>Area Business Manager</td>
<td>GlaxoSmithKline, Mumbai</td>
</tr>
<tr>
<td>Manish Parmoji</td>
<td>2001-03</td>
<td>Bengaluru (Karnataka)</td>
<td>Director PMO</td>
<td>Utopia Global Inc, Greater Chicago</td>
</tr>
<tr>
<td>Sangamesh Ijery</td>
<td>2003-05</td>
<td>Bijapuri (Karnataka)</td>
<td>Project Manager</td>
<td>LEGO Singapore, Procurement Processes and</td>
</tr>
<tr>
<td>Anubha Pathak</td>
<td>2010-12</td>
<td>Lucknow (Uttar Pradesh)</td>
<td>Team Manager AML/KYC</td>
<td>Genpact, Bengaluru</td>
</tr>
<tr>
<td>Ashutosh Sonkar</td>
<td>2007-09</td>
<td>Sultanpur (Uttar Pradesh)</td>
<td>Sales Manager</td>
<td>Fever104 FM (HT Media Ltd), Noida Area</td>
</tr>
<tr>
<td>Siddharth Karnawat</td>
<td>2003-05</td>
<td>Mumbai (Maharashtra)</td>
<td>Vice President</td>
<td>Fountain Head, Mumbai Area</td>
</tr>
<tr>
<td>Sumit Moriyani</td>
<td>2003-05</td>
<td>Datia (Madhya Pradesh)</td>
<td>Regional Sales Manager - Pointnext</td>
<td>Hewlett Packard Enterprise</td>
</tr>
<tr>
<td>Sameer Skitar</td>
<td>2003-05</td>
<td>Bhopal (Madhya)</td>
<td>Vertical Head - Strategic Accounts</td>
<td>Magicbricks.com</td>
</tr>
<tr>
<td>Salman Afzal</td>
<td>2009-11</td>
<td>Lucknow (Uttar Pradesh)</td>
<td>Team Lead</td>
<td>KPMG Global Services (KGS)</td>
</tr>
<tr>
<td>Aditi Lenka</td>
<td>2004-06</td>
<td>Bhubaneswar (Odisha)</td>
<td>Sr. Business Associate</td>
<td>Tech MAhinda</td>
</tr>
<tr>
<td>Nishant Bahuguna</td>
<td>2008-10</td>
<td>Dehradun (Uttarakhhand)</td>
<td>Sr. Research Associate</td>
<td>Cognizant Technology Solutions</td>
</tr>
<tr>
<td>Raj Senapati</td>
<td>2007-09</td>
<td>Cuttack (Odisha)</td>
<td>System Analyst- SAP HCM Consultant</td>
<td>Tata Consultancy Services</td>
</tr>
<tr>
<td>Amrit Malhotra</td>
<td>2007-09</td>
<td>Bhopal (Madhya)</td>
<td>Head Sales- Microsoft Dynamics</td>
<td>Winspire Solutions, UAE</td>
</tr>
<tr>
<td>Karthik Subramaniam</td>
<td>2004-06</td>
<td>Chennai (Tamil Nadu)</td>
<td>Director - Product Management</td>
<td>Wirecard AG, Singapore</td>
</tr>
<tr>
<td>Sai Harinhar A</td>
<td>2005-07</td>
<td>Puducherry</td>
<td>Regional Sales Supervisor - GTA South West</td>
<td>Sony Electronics, Toronto, Ontario, Canada</td>
</tr>
<tr>
<td>Mudit Jain</td>
<td>2006-08</td>
<td>Lucknow (Uttar Pradesh)</td>
<td>Team Lead</td>
<td>Crocs Asia, Singapore</td>
</tr>
<tr>
<td>Pradeep Singh</td>
<td>2006-08</td>
<td>Lucknow (Uttar Pradesh)</td>
<td>Director</td>
<td>Motivator South</td>
</tr>
<tr>
<td>Kumar Abhishek Anand</td>
<td>2007-09</td>
<td>Patna (Bihar)</td>
<td>Unit Sales Manager</td>
<td>ICICI Lombard</td>
</tr>
<tr>
<td>Aditya RS</td>
<td>2007-09</td>
<td>Coimbatore (Tamil Nadu)</td>
<td>Area Sales Manager</td>
<td>Wureth India Pvt, Ltd, Coimbatore</td>
</tr>
<tr>
<td>Sanjog Meshram</td>
<td>2002-04</td>
<td>Nagpur (Maharashtra)</td>
<td>Business Head - Telecom Products</td>
<td>Kores India Ltd. Mumbai</td>
</tr>
<tr>
<td>Nikita Mehrotra</td>
<td>2004-06</td>
<td>Lucknow (Uttar Pradesh)</td>
<td>Assistant Manager</td>
<td>State Bank of India, Hyderabad</td>
</tr>
<tr>
<td>Ashish Sahrawat</td>
<td>2003-05</td>
<td>Ghaziabad (Uttar Pradesh)</td>
<td>Senior Manager - Sales</td>
<td>DIAGEO</td>
</tr>
<tr>
<td>Name</td>
<td>Batch</td>
<td>Hometown</td>
<td>Designation</td>
<td>Current Company</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------</td>
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<td>--------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Richeek Dey</td>
<td>2002-04</td>
<td>Kolkata (West Bengal)</td>
<td>Circle Business Head</td>
<td>Dish TV India Ltd</td>
</tr>
<tr>
<td>Sanden Gurunathun</td>
<td>2009-11</td>
<td>Bengaluru (Karnataka)</td>
<td>Area Manager</td>
<td>Honda Cars India Ltd</td>
</tr>
<tr>
<td>Rajdeep Singh</td>
<td>2005-07</td>
<td>Haryana (Punjab)</td>
<td>Assistant Director Marketing</td>
<td>Ernst &amp; Young</td>
</tr>
<tr>
<td>Ankur Saxena</td>
<td>2008-10</td>
<td>Indore (Madhya Pradesh)</td>
<td>Manager - Ad Sales</td>
<td>TV Today Network Ltd</td>
</tr>
<tr>
<td>Punitha Singh</td>
<td>2006-08</td>
<td>Bengaluru (Karnataka)</td>
<td>Asst. Vice President</td>
<td>I Ads &amp; Events</td>
</tr>
<tr>
<td>Deepak Lall</td>
<td>2002-04</td>
<td>Madhubani (Bihar)</td>
<td>State Sales Head</td>
<td>ABD</td>
</tr>
<tr>
<td>Kavindra Bijuwal</td>
<td>2007-09</td>
<td>Munsiyari (Uttarakhand)</td>
<td>Field Staff Development Manager</td>
<td>Maruti Suzuki India Limited</td>
</tr>
<tr>
<td>Prashant Hakim</td>
<td>2003-05</td>
<td>Kolkata (West Bengal)</td>
<td>Associate Director</td>
<td>KPMG, Hong Kong</td>
</tr>
<tr>
<td>Vijay A G</td>
<td>2001-03</td>
<td>Mysore (Karnataka)</td>
<td>Manager, Special Projects</td>
<td>WorleyPerson, Soudiarbi</td>
</tr>
<tr>
<td>Anant Sagar</td>
<td>2003-05</td>
<td>Dehradun (Uttarakhand)</td>
<td>Self employed</td>
<td>Principal Consultant and Business/ Start up</td>
</tr>
<tr>
<td>Rajdeep Dutta</td>
<td>2004-06</td>
<td>Kolkata (West Bengal)</td>
<td>Operational Leader, HSSSC</td>
<td>Amazon</td>
</tr>
<tr>
<td>Anindita Kundu</td>
<td>2007-09</td>
<td>Kolkata (West Bengal)</td>
<td>Partner-Digital</td>
<td>DDB Mudra Group</td>
</tr>
<tr>
<td>Vijay Iyer</td>
<td>2002-04</td>
<td>Mumbai (Maharashtra)</td>
<td>Zonal Sales Manager Deputy Vice President</td>
<td>SBI Cards and Payments Services</td>
</tr>
<tr>
<td>Niranjan Kr. Manodia</td>
<td>2003-05</td>
<td>Sinsa (Haryana)</td>
<td>EVP &amp; Country Head BSD Cross Sell Program</td>
<td>Yes Bank</td>
</tr>
<tr>
<td>Makrand Patwardhan</td>
<td>2007-09</td>
<td>Nagpur (Maharashtra)</td>
<td>UX Designer and Data Visualization Developer</td>
<td>IBM</td>
</tr>
<tr>
<td>Armit Parikhrajy</td>
<td>2005-07</td>
<td>Gajapati (Odisha)</td>
<td>Research- Aerospace and Defence Sector</td>
<td>Cognizant Technology Solutions</td>
</tr>
<tr>
<td>Anirban Mukherjee</td>
<td>2005-07</td>
<td>Kolkata(West Bengal)</td>
<td>Customer Relationship Management Manager</td>
<td>KEYA Homes</td>
</tr>
<tr>
<td>Vinod Lalvani</td>
<td>2004-06</td>
<td>Varanasi(Uttar Pradesh)</td>
<td>Accounts Executive- North(GCCS)</td>
<td>Dell International Services, Noida</td>
</tr>
<tr>
<td>Javed Agadi</td>
<td>2001-03</td>
<td>Haveni(Karnataka)</td>
<td>Global Talent Acquisition</td>
<td>eBay Inc</td>
</tr>
<tr>
<td>Rakesh Jain</td>
<td>2002-04</td>
<td>Bengaluru(Karnataka)</td>
<td>Talent Acquisition Head</td>
<td>Grant Thornton, Bengaluru</td>
</tr>
<tr>
<td>Sathyakam Biswal</td>
<td>2005-07</td>
<td>Bhubaneswar(Odisha)</td>
<td>Associate Vice President, Corporate Group</td>
<td>Infiniti Research, Bengaluru</td>
</tr>
<tr>
<td>Bhavesh Rathod</td>
<td>2007-09</td>
<td>Bhubaneswar(Odisha)</td>
<td>Manager-Delivery, Analytics and Insights</td>
<td>Tata Consultancy Service, Bengaluru</td>
</tr>
<tr>
<td>Kunal Dhiragra</td>
<td>2004-06</td>
<td>Mumbai(Maharashtra)</td>
<td>Marketing and Online Domain Professional</td>
<td>Electronica Finance Limited, Pune, Maharashtra</td>
</tr>
<tr>
<td>Heena Sharma</td>
<td>2009-11</td>
<td>Raipur(Chattisgarh)</td>
<td>Senior Business Analyst(Salesforce.com)</td>
<td>Deloitte, Australia</td>
</tr>
<tr>
<td>Nitin Sharma</td>
<td>2004-06</td>
<td>Ajmer(Rajasthan)</td>
<td>AVP- Global Research</td>
<td>Orchidea Research Group</td>
</tr>
<tr>
<td>Mousumi Chattopadhyay</td>
<td>2007-09</td>
<td>Raipur (Chattisgarh)</td>
<td>Assistant Manager - Enterprise Sales</td>
<td>eMudra Ltd, Bengaluru</td>
</tr>
<tr>
<td>Dilip Bhaskara</td>
<td>2002-04</td>
<td>Coorg (AP)</td>
<td>Programme Manager – Inventory Funding</td>
<td>TVS Motors, Bengaluru</td>
</tr>
<tr>
<td>Anya Geraldine D'Souza</td>
<td>2003-05</td>
<td>Goa</td>
<td>General Manager Communications</td>
<td>Cummins Inc</td>
</tr>
<tr>
<td>Sameer Redij</td>
<td>2002-04</td>
<td>Mumbai (Maharashtra)</td>
<td>Managing Partner</td>
<td>EvolutionCo</td>
</tr>
<tr>
<td>Waseem Surve</td>
<td>2006-08</td>
<td>Mumbai (Maharashtra)</td>
<td>AOR and Planning Director- P&amp;G</td>
<td>MediaCom</td>
</tr>
<tr>
<td>Parag Shah</td>
<td>2002-04</td>
<td>Calicut (Kerala)</td>
<td>Investment Operation Officer</td>
<td>General Pension and Social</td>
</tr>
<tr>
<td>Milan Jain</td>
<td>2004-06</td>
<td>Patna (Oriya)</td>
<td>Sales Leader MENA</td>
<td>Nuance Communications</td>
</tr>
<tr>
<td>Haindavi Narayan</td>
<td>2010-12</td>
<td>Hyderabad (Telengana)</td>
<td>Group Therapy Manager</td>
<td>Intas Pharmaceuticals Ltd</td>
</tr>
<tr>
<td>Priya Palit</td>
<td>2006-08</td>
<td>Ranchi (Jharkhand)</td>
<td>Asst. General Manager - Human Resources</td>
<td>Reliance Retail</td>
</tr>
<tr>
<td>Auxilian Joseph Paul</td>
<td>2006-08</td>
<td>Chennai (Tamil Nadu)</td>
<td>Bids &amp; Proposals Manager</td>
<td>Deli</td>
</tr>
<tr>
<td>Mandeep Singh</td>
<td>2007-09</td>
<td>Jammu &amp; Kashmir</td>
<td>Process Manager - ER</td>
<td>Hero Motocorp Ltd</td>
</tr>
<tr>
<td>Gurneet Singh</td>
<td>2007-09</td>
<td>Jamshedpur (Jharkhand)</td>
<td>Solution Specialist - Azure</td>
<td>Microsoft</td>
</tr>
<tr>
<td>K. Bharath Nandan</td>
<td>2005-07</td>
<td>Hyderabad (Telengana)</td>
<td>Senior SAP Consultant</td>
<td>Bosch</td>
</tr>
<tr>
<td>Udaysinh Raje Nimbalkar</td>
<td>2005-07</td>
<td>Bengaluru (Karnataka)</td>
<td>Contract Manager – Program Management</td>
<td>DHL Supply Chain</td>
</tr>
<tr>
<td>Naveen Patel</td>
<td>2001-03</td>
<td>Vishakapatnam (AP)</td>
<td>Head of Talent Acquisition</td>
<td>Brilio</td>
</tr>
</tbody>
</table>
Indus Business Academy, Bangalore - 8.5 Acre Residential Campus

Administrative Block

Academic Block

Residential Facilities

IT facilities & Knowledge Management Centre (KMC)
Placement Team 2018

Richa Sarna
Public Relations Officer
richa@iba.ac.in

Student Members
(L-R) Vijay Krishna Chintha | Achyutha Anudeep Kumar | Priyanka Saha | Dipanjan Sen | Nivedita M Joshi | Tarun Kedia | Aamir Haroon

E-mail: placements@iba.ac.in | Ph: +91 80 2608 3716; +91 93435 18946 | Fax: +91 80 2608 3717
STUDENT DEMOGRAPHY
Batch 2017-19

MEN 66%
WOMEN 34%

BUSINESS ANALYTICS & MARKETING 13%
FINANCE & MARKETING 42%
HUMAN RESOURCE & MARKETING 14%
INTERNATIONAL BUSINESS & MARKETING 19%
OPERATIONS & MARKETING 13%
BE/B TECH 23%
B. COM / M. COM 55%
BBA / BBM 11%
OTHERS 11%

WORK EXPERIENCE 13%
FRESHERS 87%
STUDENT SUMMARY

FINANCE & MARKETING
Utkarsh Singhal
Amit Kumar
Kosuri Tagore
Dayana Sri Rohit
R Dinesh
Apurba Bhowmick
Debimalya Sikdar
Megha Jha
Shalu
Kapalavai Sudheer Kumar
Vedji Rana Roy
Subbaraju Kanumuri
Shradha Jain
Vidushi Agarwal
Ashish Kumar Ambasht
Subham Goel
Krishna Khandelval
Gadena Naveen Tejayadav
Akanisha Singh
Surubhatla Naga Venkata Prabhakar
Harshit Singla
Bhavesh Chandnani
Vithilesh Mundhra
Repalli Ratna Sai
Shahroon
Tuhina Chakraborty
Shreya Chakraborty
Nareddi Lokeshwar Reddy
Rajdeep Paul
Kaustubh Jain
Atul Agarwal
Praveen Kumar
Annu Shaw
Pragy Kumaravat
Bhuvanesh Venkataramanrao
Shaik Jafer Sadik
Srebona Sarkar
Naga Venkata Sairam Praveen Gelli
Pritam Kumar
Rakim Chowdhury
Sneha Chowdhury
Pilli Sai Kiran
Jagadeesh Mulaparthi
Lydia B Shibu
Akash Singh
Gude Thirupati Prameswara Rao
Debdip Mitra
Baishali Nag
Tushar Singh
Akash Agarwal
Aman Kumar
Swati Keshri
Ashish Keshri
Rajan Kumar Sah
Anirban Chakraborty
Muddam Sva Kumar
Triveni Javaji
Somnath Goswami
Ritesh Kumar
Debduttaa Bagh
Praeen Kumar
Shambhavi Mishra
Rahul Bhowmick
Mohit Khandelwal
Bharti Khandelwal
Ritul Khandelwal
Gudipati Venu Gopal
Bikash Agrawal

HRM & MARKETING
Rohini Banerjee
Alisha Ali
Potti Srikanta
Sukanya Koner
Swetlana Hazra
Mayureena Bera
Priyanka Lakra
Shatarupa Poddar
Mansi Latchandani
KH Harish Singh
 Pallavi Das
Srijita Sarkar
Sabipreet Saluja
Madduri Divyasree
Nischita Shankar Shetty
Ankita Saikia
Ankita Kundu
Pratik Chatterjee
Soumendra Nath Sorne
Bharudeepa Reddy Katamar
Mriganka Dasgupta
Dibyaja Ghosh
Akhinav Mishra
Stuti

BUSINESS ANALYTICS & E-BUSINESS
Baldev Parmar
Arghya Mandal
Suryakanta Sahoo
Joydip Chakraborty
Subham Das
P Stephen
Debol Raha
Sanhita Modak
Aamir Haroon
Saurabh Mishra
Priyanka Saha
Siddhant Agrawal
Souma Kanti Mondal
Sumit Kumar Barman
Snehungshu Ghosh
Tejas Ravindra Chavan
Sheela Gupta
Munna Dey
Vivek T
Sourabh Mandloi
Monali Sadanand Naik Chopdekar

IB & MARKETING
Ankur Palidar
Abhirjoy Chowdhury
Advait Shirish Murudkar
Sonu Burnwal
Anindita Adhikari
Sneerupa Sarkar
Aman Kumar Vijay
Mandeep Pal Singh
Chitrirala Harish Kumar
Vishakha Joshi
Jonna Veera Venkatesh
Arpita Sengupta
Ayush Agrawal
Illuru Santosh
Akhilesh Banerjee
SMS Mohamed Ismail
Mangalagiri Bhanu Teja
Dipanjan Sen
Amit Srivastava
Shweta Subh Prasad
Sandeepa Roy
Ganith Mounika
Anupam Mitra
Swetaleena Daas
Biranchi Narayan Maharana
Sahid Alam SK
Koncha Srinivasa Reddy
Ankita Paul
Aishwarya Rao
Mani Mansi
Tarun Kedia
Utkarsh Singhal | FPB1719/003
23 years
B. Com

Summer Internship: SIB Infotech Private Limited
Topic: Sales and Marketing
Area: Marketing

Amit Kumar Bhagat | FPB1719/005
22 Years
B. Com

Summer Internship: Ecotree solution Pvt. Ltd.
Topic: Acquisition of new customer in different sector
Area: Marketing

Kosuri Tagore | FPB1719/007
21 Years
B. Com

Summer Internship: Ramky Enviro Engineers Ltd.
Topic: Market report of MSW proceeds with RDF as focal point
Area: Marketing

Dayana Sri Rohit | FPB1719/008
22 years
B. Com

Summer Internship: Idisha info labs Pvt Ltd (Quick Ride)
Topic: Planning and conducting promotional strategies for Quick ride in Hyderabad
Area: Marketing

R Dinesh | FPB1719/009
22 Years
B. Com

Summer Internship: GetMyUni
Topic: The Effect of Content Marketing and SEO on Business Growth and Development of GetMyUni
Area: Marketing

Apurba Bhowmick | FPB1719/010
24 Years
B. Com

Summer Internship: BumbleBee Leadership Academy
Topic: Digital Media Marketing
Area: Marketing
Debmalya Sikdar | FPB1719/011
24 years
B. Com

**Summer Internship:** J Wings
**Topic:** Study of Analyzing the Forex Market with Technical and Fundamental Analysis
**Area:** Finance

Megha Jha | FPB1719/012
24 Years
B. Com

**Work Exp:** 25 Months
**Company:** ICICI Prudential LIC Ltd
**Designation:** Financial Service Consultant

**Summer Internship:** J Wings
**Topic:** A Study on Risk Management in Forex Market
**Area:** Finance

Shalu | FPB1719/013
22 Years
B. Com

**Summer Internship:** Bumblebee Leadership Academy
**Topic:** Digital Marketing
**Area:** Marketing

K Sudheer Kumar | FPB1719/028
23 years
B. Com

**Summer Internship:** HDFC Bank
**Topic:** Establishing a Strong Digital Footprint
**Area:** Marketing

Vedji Rana Roy | FPB1719/029
23 Years
B. Com

**Summer Internship:** Easy Home Buy
**Topic:** Launch of easy home buy (A project on marketing & channel sales operation)
**Area:** Marketing

Subbaraju Kanumuri | FPB1719/030
20 Years
B. Com

**Summer Internship:** Karvy Stock Broking Ltd.
**Topic:** Awareness of commodity market
**Area:** Marketing
Shradha Jain | FPB1719/033
20 years
B. Com

Summer Internship: Aditya Birla Capital
Topic: Identifying Target segment for new initiative taken by aditya Birla - MULTIPLY App
Area: Marketing

Vidushi Agarwal | FPB1719/034
22 years
BBA/BBM

Summer Internship: ParkingRhino Online Services Pvt. Ltd.
Topic: The study of parking companies of Israel and Dubai to improve the strategies applied by ParkingRhino in India
Area: Marketing

Ashish Kumar Ambasht | FPB1719/035
20 Years
B. Com

Summer Internship: BauenAd Interactive Pvt. Ltd.
Area: Marketing

Subham Goel | FPB1719/038
21 years
B. Com

Summer Internship: Berger paints India Ltd.
Topic: Business Development at Berger Paints India Ltd through Master painter channel
Area: Marketing

Krishna Khandelwal | FPB1719/039
23 Years
B. Com, Common Proficiency Test(CPT), Computer Training Course from ICAI

Summer Internship: GetMyUni
Topic: SEO Optimisation and Development of Education Management Website
Area: Marketing

Gadena Naveen Teja | FPB1719/045
20 Years
B. Com

Summer Internship: G.P Textiles
Topic: Working capital management in G.P. Textiles
Area: Finance
Akanksha Singh | FPB1719/050
23 years
B. com, CCC

**Summer Internship:** HDFC Bank
**Topic:** Segmentation and Penetration
**Area:** Marketing

Surubhatla Prabhakar | FPB1719/055
21 Years
B. Com, Tally

**Summer Internship:** Quick Ride
**Topic:** Customer Retention and Creating the awareness about the benefits of car and bike pooling to corporate employees
**Area:** Marketing

Harshit Singla | FPB1719/057
22 Years
B. Com

**Summer Internship:** Getmyuni.com
**Topic:** Development of education website and its optimization
**Area:** Marketing

Bhavesh Chandnani | FPB1719/060
22 years
B. Com, Tally

Work Exp: 06 Months
Company: Design 2 occupancy services LLP
Designation: Accounts manager

**Summer Internship:** By & Large Pvt. Ltd.
**Topic:** A study on factors influencing growth of sales at By & Large Pvt. Ltd.
**Area:** Marketing

Vithilesh Mundhra | FPB1719/062
22 Years
B. H. M

**Summer Internship:** Promo India
**Topic:** Marketing and Promotion of Digital Banking
**Area:** Marketing

Repalli Ratna Sai | FPB1719/063
22 Years
B. Com

**Summer Internship:** Ramky Enviro Engineers
**Topic:** A survey on compost and fertiliser market
**Area:** Marketing
Shahroon | FPB1719/065
22 years
B. Com
Work Exp: 12 Months
Company: Tirupati Food Products
Designation: Assistant Accountant
Summer Internship: Haldiram’s snacks Pvt. Ltd.
Topic: Identifying customer’s (retailers & wholesalers) pain points and the possible solutions
Area: Marketing

Tuhina Chakraborty | FPB1719/086
23 Years
B Tech
Summer Internship: EcoTree Solutions Pvt. Ltd.
Topic: To market Visitor Management System Of EcoTree Solutions Pvt. Ltd. and also conduct online research about the challenges of Visitor Management System.
Area: Marketing

Shreya Chakraborty | FPB1719/075
22 years
B. Com, Company Secretary- Level 1
Summer Internship: ParkingRhino Online Services Pvt. Ltd.
Topic: To study the opportunities for ParkingRhino to enter into USA market
Area: Marketing

Lokeshwar Reddy | FPB1719/079
21 years
B. Com, NISM Equity Derivatives, NCFM Macro Economics For Financial Markets
Summer Internship: Thirdwave Exim
Topic: Identifying the potential buyers for Thirdwave rugged products
Area: Marketing

Rajdeep Paul | FPB1719/080
23 Years
B. Com
Summer Internship: Ambuja Cement Ltd.
Topic: Impact of premium cement products in current market
Area: Marketing

Kaustubh Jain | FPB1719/081
23 Years
B. Com
Summer Internship: AU Small Finance Bank
Topic: Business Planning and Budgeting
Area: Finance
Atul Agarwal | FPB1719/084
24 years
BBA/MMM
Summer Internship: GetMyUni Education Services Pvt. Ltd.
Topic: Content Development & Digital Marketing
Area: Marketing

Praveen Kumar | FPB1719/089
21 years
B. Com
Summer Internship: Koncept Cloud Pvt. Ltd.
Topic: Business Development (Sales)
Area: Marketing

Annu Shaw | FPB1719/090
26 years
CA
Summer Internship: Easy Home Buy
Topic: Launch of Easy Home Buy (a project on marketing channel sales and operations)
Area: Marketing

Pragya Kumawat | FPB1719/091
21 years
B. Com, DELL A1 & A2 - Diploma in French language from France’s Ministry of Education.
Summer Internship: ONN Bikes
Topic: Project on effects and ways to improve brand awareness and identity building.
Area: Marketing

Bhuvanesh V | FPB1719/092
20 years
B. Com, CA-CPT, Type writing- lower
Summer Internship: HDFC Bank
Topic: Promoting and making use of digital banking services by HDFC Bank
Area: Marketing

Shaik Jafer Sadik | FPB1719/094
23 years
B. Com
Summer Internship: SlicePay
Topic: Businesses development in SlicePay
Area: Marketing
Srobona Sarkar | FPB1719/100
22 years
B. Com

**Summer Internship:** Bauenad Interactive Pvt. Ltd.
**Topic:** Digital Business Development
**Area:** Marketing

Praveen GNV | FPB1719/102
20 Years
B. Com

**Summer Internship:** NamasteKisan
**Topic:** Optimum resources utilization of NamasteKisan to result in improved farmers income
**Area:** Marketing

Pritam Kumar | FPB1719/103
21 Years
B. Com

**Summer Internship:** Augray Pvt. Ltd.
**Topic:** Acquisition and Retention of users for Tada Time
**Area:** Marketing

Raktim Chowdhury | FPB1719/108
25 years
B. Com, M. Com

**Summer Internship:** Get my Uni
**Topic:** Inside sales and Lead Generation-an in depth analysis of its functioning and its impact on the students as well as on the organisation
**Area:** Marketing

Sneha Chowdhury | FPB1719/109
25 Years
B. Com, M. Com, DFAS

**Summer Internship:** Future Group
**Topic:** Effectiveness of Everyday(Har Din) Low pricing - Consumer Awareness and Reaction
**Area:** Marketing

Pilli Sai Kiran | FPB1719/111
23 Years
B. Com

**Summer Internship:** Ramky Enviro Engineers Ltd.
**Topic:** A study of Municipal Solid Waste (MSW) under Public Private Partnership(PPP)-municipal body
**Area:** Finance
Jagadeesh Mulaparthi | FPB1719/113
21 years
B. Com

**Summer Internship:** Dezignare India

**Topic:** Analysis and designing tactics for interior designing with reference to Dezignare India

**Area:** Marketing

Lydia B Shibu | FPB1719/114
22 years
B. Com, PG diploma in Computer Applications, CPT(CA)

**Summer Internship:** India Infoline Ltd.

**Topic:** Understanding equity funds hedged with put option and creating consumer awareness for better asset allocation

**Area:** Finance

Akash Singh | FPB1719/115
23 years
B. Com

**Summer Internship:** HDFC Bank

**Topic:** To Establish a strong digital footprint

**Area:** Marketing

Parameswara Rao | FPB1719/118
21 years
B. Com

**Summer Internship:** Goldcrest School

**Topic:** Marketing and Promotional Strategies of Goldcrest School

**Area:** Marketing

Debdip Mitra | FPB1719/121
25 years
B. Com

**Summer Internship:** Ecotree Solutions Pvt. Ltd.

**Topic:** Business Development by identifying the sector that needs Visitor Management System

**Area:** Marketing

Baishali Nag | FPB1719/122
22 years
B. Com

**Summer Internship:** Learnings Candid India Pvt. Ltd.

**Topic:** Promotion of LC IPL through Digital marketing

**Area:** Marketing
Tushar Singh | FPB1719/129
24 years
B. Com

**Summer Internship:** Kamrup Packaging Udyog
**Topic:** Generate Business Alliance with Potential Clients for Corrugation Services
**Area:** Marketing

Akash Agarwal | FPB1719/131
25 years
B. Com

**Summer Internship:** ITC
**Topic:** ITC Personal Care Product Liquid Segment Availability
**Area:** Marketing

Aman Kumar | FPB1719/133
21 years
B. Com

Work Exp: 13 Months
Company: APC IMPEX Pvt. Ltd.
Designation: Business Merchandiser

**Summer Internship:** Odigma
**Topic:** SEO (Search Engine Optimization)
**Area:** Marketing

Swati Keshari | FPB1719/134
22 years
B. Com

**Summer Internship:** Odigma
**Topic:** Search Engine Optimization
**Area:** Marketing

Ashish Keshri | FPB1719/135
23 Years
B. Com, IRDA Training, IT Training(CA-IPCC)

**Summer Internship:** B8minutes
**Topic:** Future Energy Pvt. Ltd.
**Area:** Marketing

Rajan Kumar Sah | FPB1719/137
22 Years
B. Com, DICA&M

**Summer Internship:** Ballyhoo.Today
**Topic:** Analyse the Significance of Food-Tech company and its market expansion.
**Area:** Marketing
Anirban Chakraborty | FPB1719/138
23 years
B. Com

Summer Internship: ACC Cement Ltd.
Topic: Survey to understand the factors differentiating the preference of buying cements in the B2B segment.
Area: Marketing

Muddam Siva Kumar | FPB1719/139
21 Years
B. Com, C-Lang, Java

Summer Internship: BOSCH Ltd.
Topic: Study on awareness and acceptability of BOSCH measuring tools in B2B at Hyderabad market by conducting a survey
Area: Marketing

Triveni Javaji | FPB1719/148
22 Years
B. Com

Summer Internship: Brainswig Edutech Pvt. Ltd.
Topic: A study on professional's preferences towards enrolling online courses
Area: Marketing

Somnath Goswami | FPB1719/150
24 years
B. Com

Summer Internship: Svastera Healthcare Solutions
Topic: A market study on sales and business development and product development for healthcare sector business
Area: Marketing

Ritesh Kumar | FPB1719/151
23 Years
B. Com (Hons)

Summer Internship: Tata Steel Ltd.
Topic: Study of Automobile Grease Market in India special focus on West Bengal
Area: Marketing

Debdutta Bagh | FPB1719/157
23 Years
B. Com (Hons)

Summer Internship: Nester Group (EasyHomeBuy)
Topic: Launch of EasyHomeBuy (A project on marketing and channel sales operations)
Area: Marketing
Praveen Kumar | FPB1719/158
23 years
B. Com

Summer Internship: AlgoShack Technologies Pvt. Ltd.
Topic: Market Research and Marketing Campaign: Establishing LinkedIn Campaign by analysing market and generating leads for IT startup company.
Area: Marketing

Shambhavi Mishra | FPB1719/164
23 Years
B. Com

Summer Internship: ParkingRhino Online Service Pvt. Ltd.
Topic: Creating Financial Control and Processes for ParkingRhino Online Service Private Limited using Financial Tools
Area: Finance

Rahul Bhowmick | FPB1719/165
24 Years
B. Com

Summer Internship: Trump Career Solution
Topic: Promoting business through digital marketing
Area: Marketing

Mohit Khandelwal | FPB1719/170
20 years
B. Com

Summer Internship: ONN Bikes
Topic: The study of generating visibility towards ONN Bikes
Area: Marketing

Bharti Khandelwal | FPB1719/171
19 Years
B. Com, RS-CIT course

Summer Internship: J Wings Menifest Wealth
Topic: Risk Management in Forex Market
Area: Finance

Ritul Khandelwal | FPB1719/172
20 Years
B. Com

Summer Internship: Getmyuni.com
Topic: Inside sales and lead generation
- A depth analysis of GetmyUni
Area: Marketing
Gudipati Venu Gopal | FPB1719/175
22 years
B. Com

**Summer Internship:** G.P Textiles
**Topic:** Make an 8020 analysis of product portfolios of GP textiles and make recommendations for strategic development of the business
**Area:** Finance

Bikash Agrawal | FPB1719/177
20 Years
BBA/BBM

**Summer Internship:** HDFC Bank
**Topic:** Customer Service and Satisfaction in Managed Programme of HDFC Bank Ltd.
**Area:** Marketing
Rohini Banerjee | FPB1719/004
23 years
B.Com (Hons)

**Summer Internship:** GetMyUni Educational service Pvt. Ltd.

**Topic:** To analyse the way to increase the leads volume of GetMyUni Educational service Pvt. Ltd based on Branding and Digital marketing

**Area:** Marketing

Alisha Ali | FPB1719/006
24 Years
B. Com

Work Exp: 18 Months
Company: Companion Placements
Designation: HR Executive

**Summer Internship:** AirAsia (India) Ltd.

**Topic:** A study on Key success factors of Cabin Crew in AirAsia (India) Ltd.

**Area:** HR

Srikanth Potti | FPB1719/018
22 Years
BBA/BBM

**Summer Internship:** Olimpio

**Topic:** Analysis and promotion of Fabric Usage and maintenance in the Hospitality Industry.

**Area:** Marketing

Sukanya Koner | FPB1719/020
23 years
B.H.M.S

Work Exp: 15 Months
Company: Medica Superspeciality Hospital
Designation: Junior Associate

**Summer Internship:** Quikr India Pvt. Ltd.

**Topic:** The influence of online marketing in real estate business

**Area:** Marketing

Swetlana Hazra | FPB1719/021
23 Years
BBA/BBM

**Summer Internship:** Quikr India Pvt. Ltd.

**Topic:** Client acquisition and onboarding for Quikr Homes

**Area:** Marketing

Mayureena Bera | FPB1719/023
22 Years
B. Sc.

**Summer Internship:** Ballyhoo.Today

**Topic:** Understanding the foodtech Eco system and existing players in India

**Area:** Marketing
Priyanka Lakra | FPB1719/032
21 years
B. Com

**Summer Internship:** Olimpio
**Topic:** Analysis and promotions of fabrics usage and maintenance in the hospitality industry.
**Area:** Marketing

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Shatarupa Poddar | FPB1719/036
22 Years
BBA (Hons)

**Summer Internship:** Essense Healthcare Ind. Pvt. Ltd.
**Topic:** Branding, promotion, consumer usage and attitude towards Wellness CafÃ©.
**Area:** Marketing

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Mansi Lalchandani | FPB1719/037
21 Years
B. A

**Summer Internship:** HDFC Bank
**Topic:** Marketing Segmentation and Penetration.
**Area:** Marketing

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KH Harish Singha | FPB1719/054
23 years
B. Com

**Summer Internship:** GetMyUni Education Technology Pvt. Ltd.
**Topic:** Optimization of digital channels to maximize revenue generation and customer acquisition
**Area:** Marketing

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Pallavi Das | FPB1719/072
21 Years
B. Com

**Summer Internship:** Greendzine Technology
**Topic:** Creation of sales funnel for Greendzine electric vehicles
**Area:** Marketing

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Srijita Sarkar | FPB1719/082
23 Years
BBA/BBM

**Summer Internship:** Bajaj Finance Ltd.
**Topic:** Understand HNI customer proposition and engagement
**Area:** Marketing
Sabipreet Saluja | FPB1719/086
23 years
B.Com (Hons)

Summer Internship: Augray Pvt. Ltd.
Topic: Customer Experience and Social Media Marketing for Mobile App in Augmented reality Industry
Area: Marketing

Madduri Divyasree | FPB1719/088
23 Years
B.Tech

Summer Internship: Designare India
Topic: Market Research
Area: Marketing

Nischita Shetty | FPB1719/105
21 Years
B.BA/BBM

Summer Internship: Aditya Birla Health Insurance
Topic: The study of Talent Acquisition process for Sales function at Aditya Birla Health Insurance Co. Ltd.
Area: HR

Ankita Saikia | FPB1719/112
25 years
B.A

Work Exp: 25 Months
Company: SGIL
Designation: HR Assistant
Summer Internship: Gohyp
Topic: Comparative analysis of Traditional and Modern Approaches for user acquisition process with special reference to GoHyp.com
Area: Marketing

Ankita Kundu | FPB1719/117
23 Years
B.C.A

Work Exp: 22 Months
Company: Cognizant Technology Solutions
Designation: Programmer
Summer Internship: Bata India Ltd.
Topic: Improve the retail conversion rate through “Save the Sale”
Area: Marketing

Pratik Chatterjee | FPB1719/120
25 Years
BBA/BBM, GDBA, EXCEL

Summer Internship: Getmyuni
Topic: Content Marketing and SEO Approaches
Area: Marketing
Soumendra Nath Some | FPB1719/130
23 years
BBA (Hons), DCA, AutoCad
Work Exp: 38 Months
Company: Cretasys Technologies, Suyes Network, PageLinko Technologies
Designation: Freelance Content Writer
Summer Internship: Rajesh Shethia Consultants Pvt. Ltd.
Topic: A study of effective digital marketing strategy
Area: Marketing

Bhanudeepa Reddy | FPB1719/136
23 Years
BBA/BBM
Summer Internship: BauenAd Interactive Pvt. Ltd.
Topic: Creating a strong brand using Digital Marketing Tools
Area: Marketing

Mriganko Dasgupta | FPB1719/142
25 Years
Summer Internship: AMETEK Instruments India Pvt. Ltd.
Topic: Analysing the employee satisfaction survey and streamlining the employee recognition program
Area: HR

Dibyaja Ghosh | FPB1719/146
22 years
B. Com
Summer Internship: Learning Candid
Topic: Trends of Recruitment
Area: HR

Abhinav Mishra | FPB1719/147
21 Years
B. Com
Summer Internship: EcoTree Solutions Pvt. Ltd.
Topic: Establishment and Acquiring customers across different sectors
Area: Marketing

Stuti | FPB1719/155
22 years
B.Com (Hons)
Summer Internship: EcoTree Solutions Pvt. Ltd.
Topic: Market research and Sales Promotion of Entrylog.in
Area: Marketing
Baldev Parmar | FPB1719/016
22 years
B.E, CREO
Summer Internship: Bata India Ltd.
Topic: To improve the conversion rate through save the sale
Area: Operations

Arghya Mandal | FPB1719/017
23 Years
B.Tech
Summer Internship: Svastera Healthcare Solutions
Area: Marketing

Suryakanta Sahoo | FPB1719/019
20 Years
B. Com, CIA TAX
Summer Internship: GetMyUni Education Services Pvt. Ltd.
Topic: Content development and SEO strategy for GetmyUni
Area: Marketing

Joydip Chakraborty | FPB1719/025
23 years
B.Tech, ASP.net, PHP
Summer Internship: HDFC Bank
Topic: Establishing a Strong Digital Footprint
Area: Marketing

Subham Das | FPB1719/040
22 Years
B.Tech
Summer Internship: Market Forces
Topic: Market Feasibility Study of TATA Nest-In : A Steel Based Prefabricated Housing Solution
Area: Marketing

P Stephen | FPB1719/042
20 Years
B. Com
Summer Internship: GetMyUni
Topic: Generating the prospective leads through different campaigns via different channels
Area: Analytics
Debol Raha | FPB1719/044
23 years
B.Tech

**Summer Internship:** SVASTERA Healthcare Solutions
**Topic:** Influence and implementation of IT solutions in healthcare solutions
**Area:** Marketing

Sanhita Modak | FPB1719/049
23 Years
B.Tech, RDMS

**Summer Internship:** INDUS- Indian Users of SAP
**Topic:** Improving Members’ Engagement for INDUS
**Area:** Analytics

Aamir Haroon | FPB1719/051
25 Years
B.Com

Work Exp: 21 Months
Company: Cognizant Technology Solutions Pvt. Ltd.
Designation: Senior Process Executive

**Summer Internship:** Titan Company Ltd.
**Topic:** Ideal user journey for the e-commerce portal of Taneira.
**Area:** Marketing

Saurabh Mishra | FPB1719/064
23 years
B.Tech

**Summer Internship:** EcoTree Solutions Pvt. Ltd.
**Topic:** Acquisition of clients in different sectors and building market strategy.
**Area:** Marketing

Priyanka Saha | FPB1719/068
23 Years
B.Tech

**Summer Internship:** Larsen & Toubro
**Topic:** Power Conservation and Automation of Kolkata Metro
**Area:** Marketing

Siddhant Agrawal | FPB1719/076
22 Years
B.Com

**Summer Internship:** ONN Bikes
**Topic:** Project on Business development of OnnBikes and creating brand awareness
**Area:** Marketing
Souma Kanti Mondal | FPB1719/077
23 years
Core JAVA

**Summer Internship:** Teqjass
**Topic:** Brand Awareness and promotion through Digital Marketing and active selling in various sectors
**Area:** Marketing

Sumit Kumar Barman | FPB1719/087
25 Years
B. Sc.

Work Exp: 12 Months
Company: VCare Call Center
Designation: Sale Executive

**Summer Internship:** Ladder Consultancy Services
**Topic:** Generating leads of prospective colleges and institutions for training, hiring and aspiration profiling.
**Area:** Marketing

Snehungshu Ghosh | FPB1719/098
22 Years
B.Tech

**Summer Internship:** Trisys IT Services
**Topic:** To bring an awareness, online marketing and to sale ZIADAA application.
**Area:** Marketing

Tejas Ravindra Chavan | FPB1719/106
24 years
B.E

**Summer Internship:** Techtwixt Services & Technologies LLP
**Topic:** Customer Acquisition for CT-ZAPP Kalyan
**Area:** Marketing

Sheela Gupta | FPB1719/107
23 Years
B.C.A

**Summer Internship:** Besstoo
**Topic:** Finding new avenue for Besstoo
**Area:** Marketing

Munna Dey | FPB1719/127
25 Years
BBA/BBM

**Summer Internship:** Value Point Systems
**Topic:** Analysis on the reasons behind a lost opportunity and strategies on how to win back the customers
**Area:** Analytics
Vivek T | FPB1719/128
22 years
B.E, Training on SMAW,GMAW,GTAW & NDT in MCET - TUVRheinland centre for advanced Training

**Summer Internship:** Black & White Business Solution
**Topic:** Talent Recognition and recruitment in Black and white Business solution
**Area:** HR

Sourabh Mandloi | FPB1719/132
23 Years
B.E

**Summer Internship:** XORISK LLP
**Topic:** Social Media Marketing for XORISK
**Area:** Marketing

Monali Naik Chopdekar | FPB1719/144
25 Years
B.E

**Summer Internship:** Digi leader studios
**Topic:** Market research and enrollment for Number1Email
**Area:** Marketing
Akhileswar Sivaratri | FPB1719/022
22 years
B.Tech

**Summer Internship:** BauenAd Interactive Pvt. Ltd.
**Topic:** Social media serving as a market and tool for business analytics.
**Area:** Marketing

Dibya Ranjan Das | FPB1719/024
23 Years
B.Tech, Electrical AutoCAD, SCADA

**Summer Internship:** Wickedride
**Topic:** Quality testing of keyless vehicles.
**Area:** Operations

Manjusha Marripudi | FPB1719/026
22 Years
B.Tech

**Summer Internship:** Nester Construction
**Topic:** Launch of easy home buy (A project on marketing & channel sales operation)
**Area:** Marketing

N Akhaya Kumar Dora | FPB1719/027
22 years
B.Tech, ET & T certified C Language, MSME certified INDUSTRIAL AUTOMATION AND SCADA, completed Diploma in C.C.O.A

**Summer Internship:** HDFC Bank
**Topic:** To understand B2B user segment of HDFC merchant establishment business and its penetration level along with HDFC managed programs at puttenahalli branch, Bangalore.
**Area:** Marketing

Shreya Banerjee | FPB1719/047
22 Years
B.Tech, Junior Diploma in Bharatnatyam and Rabindranritya

**Summer Internship:** Innohabit Technologies Pvt. Ltd.
**Topic:** Strategies for social media promotion
**Area:** Marketing

Bijo Thampi | FPB1719/052
23 Years
B. E, Central Institute of Tool Design, MSME, Hyderabad

Work Exp: 12 Months
Company: Honda service Pvt. Ltd.
Designation: Spares Executive
**Summer Internship:** Bata India Ltd.
**Topic:** Customer profiling of women customers in Hush Puppies.
**Area:** Marketing
Velugu Anusha | FPB1719/053
22 years
B.Tech

**Summer Internship:** Garuda Polyflex Foods Pvt. Ltd.
**Topic:** An Organizational study on marketing activities of M/s Garuda Polyflex Foods Pvt. Ltd.
**Area:** Marketing

Yaswanth Sai Manohar | FPB1719/067
23 years
B.Tech

**Summer Internship:** QUICK RIDE (iDisha Info Pvt. Ltd.)
**Topic:** Sales And Marketing Strategies Of Quick Ride
**Area:** Marketing

Anudeep Kumar | FPB1719/070
24 years
B.Tech

Work Exp: 6 Months
Company: Haigreeva Infratech Projects Ltd.
Designation: Site Engineer

**Summer Internship:** Decathlon Sports India
**Topic:** A study on retail management and operational activities at Decathlon
**Area:** Marketing

John Sundar Raju | FPB1719/071
24 years
B.Tech

**Summer Internship:** Getmyuni
**Topic:** A Detailed Study of Digital marketing and content marketing for the development of educational site.
**Area:** Marketing

Jit Ghosh | FPB1719/073
25 years
B.Tech

Work Exp: 12 Months
Company: S. Saha & Co.
Designation: Technical Supervisor

**Summer Internship:** Berger Paints India Ltd.
**Topic:** study of the factors that can positively impact on master painters opinion of Berger Paints
**Area:** Marketing

Soham Datta | FPB1719/083
23 years
B.Tech, AUTO CAD (BASIC)

**Summer Internship:** Easy Home Buy(A venture of Nester Group)
**Topic:** Launch of Easy Home Buy(A project on marketing & channel sales operation)
**Area:** Marketing
Pavan Rajoli | FPB1719/093
22 years
B.Tech

**Summer Internship:** WickedRide Adventure Services Pvt. Ltd.
**Topic:** A study on how to improve efficiency of keyless bikes using technology through field operations
**Area:** Operations

Chintha Vijay Krishna | FPB1719/095
23 years
B.Tech, AutoCAD and STAAD PRO

**Summer Internship:** Bata India Ltd.
**Topic:** A study of improving retail KPI’s of selected BATA outlets in Hyderabad
**Area:** Marketing

Payal Das | FPB1719/110
22 Years
B.Tech, PHP Course

**Summer Internship:** Doodle Interiors
**Topic:** Implementation & Completion of a Interior designing project
**Area:** Operations

Mounika Cherukuri | FPB1719/124
24 years
B.Tech

**Summer Internship:** HDFC Bank
**Topic:** Segmentation and Penetration
**Area:** Marketing

Ippilisatya Sai Ganesh | FPB1719/141
22 Years
B. E

**Summer Internship:** Mahindra and Mahindra Ltd.
**Topic:** Improving the direct Pass Ratio of Domestic Tractors
**Area:** Marketing

Guduru Sreekar | FPB1719/145
24 Years
B. Tech

Work Exp: 6 Months
Company: TCS Ltd.
Designation: Contract Assignee

**Summer Internship:** Dezignare India
**Topic:** To Market interior design products of Dezignare, India by enabling successful leads.
**Area:** Marketing
Godavarthi Manideep | FPB1719/156
23 Years
B.Tech

**Summer Internship:** Metro Cash & Carry
**Topic:** To improve the physical tracking of warehouse in metro cash and carry using 5S methodology
**Area:** Operations

Rohit Kumar Das | FPB1719/159
23 Years
B.Tech, PLC, SCADA, CORE JAVA

**Summer Internship:** Ecotree Solutions Pvt. Ltd.
**Topic:** Acquisition of clients in various sector who needs visitor management system.
**Area:** Marketing
Ankur Patidar | FPB1719/002
21 years
B.Com
Summer Internship: GETMYUNI
Topic: Digital content using SEO tools
Area: Marketing

Abhijoy Chowdhury | FPB1719/014
22 Years
B. Sc.
Summer Internship: ACC Ltd.
Topic: Survey to understand the factors differentiating the preference of buying cements in the B2B segment.
Area: Marketing

Advait Murudkar | FPB1719/015
21 Years
BBA/BBM
Summer Internship: Synechron
Topic: Brand Awareness and Marketing campaigns for Synechron
Area: Marketing

Sonu Burnwal | FPB1719/041
23 years
B.C.A.
Summer Internship: Digiproton Technologies Pvt. Ltd.
Topic: Business Development of TeachOnApp
Area: Marketing

Anindita Adhikari | FPB1719/046
21 Years
B. Sc.
Summer Internship: Value Point Systems Pvt. Ltd.
Topic: Understanding the customer pain points and winning them back
Area: Marketing

Sreerupa Sarkar | FPB1719/048
22 Years
B.A.
Summer Internship: BunnyBash
Topic: Promotion, Lead generation of green flag/bunny bash
Area: Marketing
Aman Kumar Vijay | FPB1719/056
21 years
B.Com, RSCIT
Work Exp: 6 Months
Company: Hotel Sky Inn
Designation: Marketing Executive
Summer Internship: GetMyUni
Topic: A study on reducing the Turn Around Time in Inside Sales
Area: Marketing

Mandeep Pal Singh | FPB1719/058
23 Years
B.Com, Diploma in Event mangement
Work Exp: 28 Months
Company: Abybaby Events
Designation: Client Servicing
Summer Internship: GetMyUni
Topic: The analysis of lead generation at GetmyUni
Area: Marketing

Chitirala Harish Kumar | FPB1719/059
23 Years
B.Com, C language
Summer Internship: Dezignare India
Topic: Contribution and implication of inside sales in conversion of potential prospects into customers
Area: Marketing

Vishakha Joshi | FPB1719/061
24 years
B. Sc.
Work Exp: 6 Months
Company: Birla Institute of Scientific Research
Designation: Student Scientist
Summer Internship: Trisys IT services
Topic: To bring awareness among the customers through online marketing and sales of Ziadaa Application
Area: Marketing

Jonna Veera Venkatesh | FPB1719/069
22 Years
B.Com
Work Exp: 21 Months
Company: Page 9 Books
Designation: Founding member/Mar- keting manager
Summer Internship: GoAbrigo
Hospitalities
Topic: Evaluating Sales and marketing strategies of real estate companies in Hoodi with reference to GoAbrigo Hospitalities
Area: Marketing

Arpita Sengupta | FPB1719/074
24 Years
B. Sc., Certificate course of Computer Application
Summer Internship: Doodle Interi- ors
Topic: Sales process establishment, business and strategy development for short term and long term growth of “Doodle Interiors”
Area: Marketing
Ayush Agrawal | FPB1719/085
21 years
B.Com
Summer Internship: Dabur India Ltd.
Topic: A study on effect of activation on channel sales
Area: Marketing

Illuru Santosh | FPB1719/097
20 Years
B.Com
Summer Internship: Future Group Retail
Topic: BTL activities of marketing communication and catchment area analysis
Area: Marketing

Akhilesh Banerjee | FPB1719/099
22 Years
BBA
Summer Internship: Value Point Systems
Topic: 3 big reasons why Value Point systems lost its customers in the last financial year
Area: Marketing

SMS Mohamed Ismail | FPB1719/101
21 years
B.Com
Summer Internship: Brainswig Edutech Pvt. Ltd.
Topic: Acquisition of Clients and Sales Promotions for Data Analytics Course in Chennai MBA Colleges
Area: Marketing

Mangalagiri Bhanu Teja | FPB1719/104
22 Years
BBA/BBM
Summer Internship: GetMyUni
Topic: A study on digital marketing services with respect to content writing
Area: Marketing

Dipanjan Sen | FPB1719/116
21 Years
B.Com
Summer Internship: ParkingRhino
Topic: Business Development Integration of Parking Rhino Software within various verticals
Area: Marketing
Amit Srivastava | FPB1719/123  
24 years  
B. Sc.  
**Summer Internship:** TVS Motors Company  
**Topic:** Dealership Comparison, Leak-age Analysis, Market Research  
**Area:** Marketing

Shwetabh Subh Prasad | FPB1719/140  
22 Years  
BBA/BBM  
**Summer Internship:** Aditya Birla Capital  
**Topic:** Identifying of new target consumers  
**Area:** Marketing

Sandeepa Roy | FPB1719/143  
22 Years  
B.A.  
**Summer Internship:** Workex  
**Topic:** Development of Workex App by integrating different marketing methodology  
**Area:** Marketing

Ganthi Mounika | FPB1719/149  
22 years  
B.Com  
**Summer Internship:** Brainswig Edutech Pvt. Ltd.  
**Topic:** A study on professional’s preferences towards enrolling analytics courses online v/s offline  
**Area:** Marketing

Anupam Mitra | FPB1719/153  
27 Years  
B.E, PGDIA  
Work Exp: 48 Months  
Company: The India Cements Ltd.  
Designation: Senior Assistant Manager  
**Summer Internship:** United Colors of Benetton  
**Topic:** Retail Store Management and Customer Delight at UCBL  
**Area:** Operations

Swetaleena Das | FPB1719/160  
22 Years  
B. Sc.  
**Summer Internship:** Brita India Pvt. Ltd.  
**Topic:** Research on Bangalore water quality  
**Area:** Marketing
Biranchi Maharana | FPB1719/162
23 years
B. Sc., PGD-PPT
Work Exp: 6 Months
Company: Sterlite Technologies Ltd.
Designation: Process Associate Trainee
Summer Internship: Kiran Educational Consultancy and Services
Topic: Educational consultancy services in bringing awareness and developing perception for rendering best education
Area: Marketing

Sahid Alam SK | FPB1719/166
23 Years
B.Com
Summer Internship: EcoTree Solutions Pvt. Ltd.
Topic: Generate potential leads for AceEntrylog.in system and also create brand awareness through social media
Area: Marketing

Koncha Srikanth | FPB1719/167
21 Years
BBA/BBM
Summer Internship: Bagrrys
Topic: Business Development of Bagrry products
Area: Marketing

Ankita Paul | FPB1719/168
22 years
B.Com
Summer Internship: GetMyUni
Topic: Digital Marketing in content development through SEO
Area: Marketing

Aishwarya Rao | FPB1719/173
22 Years
B.Com
Summer Internship: Autumn Worldwide.com
Topic: The study of roles of social media analytics in lead generation
Area: Analytics

Mani Mansi | FPB1719/174
21 Years
BBA/BBM
Summer Internship: Bata India Ltd.
Topic: Impact of store dynamic on customer satisfaction
Area: Marketing
Tarun Kedia | FPB1719/178
21 years
BBA/BBM

**Summer Internship:** Grey Rentals  
**Topic:** A study on brand awareness cycle of two-wheeler rentals - WRT - Grey Rentals  
**Area:** Marketing
‘Business of quality, hygiene delivered at real prices’

Mr. Dhirubhai Ambani, Chairman of Reliance Industries Limited, said at the launch of Reliance Fresh, a new retail chain that the company has launched, that the chain would offer high-quality products at affordable prices.

Mr. Ambani said that the company had spent a lot of money on research and development to ensure that the products offered were of the highest quality. He added that the company had also worked hard to ensure that the prices of the products were kept as low as possible.

Reliance Fresh is the latest addition to the Reliance Retail chain, which already includes Reliance Trends, Reliance Digital, and Reliance Jewels. The new chain will focus on offering a wide range of fresh fruits and vegetables, as well as a variety of other products.

Mr. Ambani said that the company had already opened 10 stores in Mumbai and had plans to open 50 more stores in the next few months. He added that the company would continue to expand the Reliance Fresh chain in other parts of the country.

Key to entrepreneurship is the ability to spot a market niche and exploit it, said Mr. Ambani. He added that the company had identified a gap in the market for fresh fruits and vegetables, and had decided to fill it with its new retail chain.

Reliance Fresh will be able to offer fresh fruits and vegetables that are of the highest quality, said Mr. Ambani. He added that the company had worked hard to ensure that the products were free of pesticides and other chemicals.

Mr. Ambani said that the company had also worked hard to ensure that the prices of the products were kept as low as possible. He added that the company would continue to monitor the market and adjust the prices of the products as necessary.

‘Media Talks’

Inderdeep Singh, CEO, IBA

The need for media to be more transparent and accountable has become more apparent in recent times. The media plays a crucial role in shaping public opinion and influencing political decisions.

It is important for media organisations to be accountable to their readers and viewers. This accountability is essential for maintaining the credibility of the media and ensuring that it serves the public interest.

Media organisations must be transparent in their operations and ensure that they are not influenced by external factors. They must be committed to providing accurate and balanced news, and must be willing to correct any mistakes they may make.

Media organisations must also be open to criticism and willing to learn from it. This will help them to improve their performance and ensure that they are truly serving the public interest.

Business Line – September 10, 2011

‘Business ethics crucial for economic development’

Inderdeep Singh, CEO, IBA

The need for business ethics has never been more apparent than in today’s world. The global economy is increasingly linked, and businesses are required to operate in an ethical manner.

Business ethics are essential for ensuring the long-term success of a business. They help to build trust and confidence, and ensure that the business is seen as a responsible member of society.

Business ethics also help to create a stable and predictable business environment. When businesses operate ethically, they are more likely to attract investors and customers. This, in turn, leads to economic growth and development.

It is important for businesses to recognise that ethical behaviour is not just a matter of conscience, but a business imperative. They must be willing to invest in ethical practices and be willing to pay the price of doing business ethically.

Media organisations must also be committed to ethical practices. They must be willing to invest in training and development to ensure that their employees are aware of the importance of ethical behaviour.
MBA is a coveted PG Management Degree. It gets even more robust when delivered by a high-ranked B-School. A perfect blend of scholastic knowledge and business acumen. A formidable synergy.

University of Mysore and IBA’s Business Academy have come together, to give you an ‘edge’. So that you become knowledgeable, skilled and competitive, in the management scenario.
MBA (Masters of Business Administration)

Specializations
Marketing
Finance
Human Resource Management
International Business
Information System

Programme Details

Mysore University MBA Course Structure
- First year comprises of Two Semesters. Most of them are foundation subjects focusing on fundamentals of management followed by Two-months Internship.
- Second year comprises of Two Semesters which consists of Electives, Cross-functional and foundation courses which are taught by senior practitioners from Industry.

These courses consist of Classroom Lectures, Individual and Group Presentations, Case Studies, Projects, Field work and Research work.
Neha Shawant | MUB1719/001
22 Years
B.Sc. (Zoology)

**Summer Internship:** HDFC Bank
**Topic:** A study on impact of e-banking in establishing a strong digital footprint in Dobbaspeth Brach, Bangalore Rural
**Area:** Marketing

Kalpana Mahra | MUB1719/002
23 Years
B. Com

**Summer Internship:** Cassius technologies - Freshersworld.com
**Topic:** Market research and development of Job Salary Calculator
**Area:** Marketing

Shilpa Bhardwaj | MUB1719/003
22 Years
B. Sc. (Mathematics)

**Summer Internship:** Velankanni Pro recruit Consultancy Services Pvt. Ltd.
**Topic:** Study on recruitment cycle
**Area:** HR

Neha | MUB1719/004
22 Years
BBA (Finance)

**Summer Internship:** HDFC Bank
**Topic:** Establishing a strong digital footprints
**Area:** Finance

Vaibhavi Gupta | MUB1719/005
21 Years
B. Com

**Summer Internship:** Velankanni Pro recruit Consultancy Services Pvt. Ltd.
**Topic:** Study on recruitment cycle
**Area:** HR

Shraddha Sharma | MUB1719/006
21 Years
B. Com

**Summer Internship:** Devmantra Financial Service Ltd.
**Topic:** A study on income tax payers perception towards electronic filing.
**Area:** Finance
Sujeet Sahoo | MUB1719/007
25 years
B. Tech (E&TC)

Work Exp: 12 Months
Company: Pole to Win India Pvt. Ltd.
Designation: Trainee Test Engineer
Summer Internship: Aviation Indeed
Topic: Recruitment Assistance for Airline and Retail Sector
Area: HR

Sudipta Ghosh | MUB1719/008
25 years
B. H. M

Work Exp: 19 Months
Company: Cognizant Technology Solutions
Designation: Test Professional
Summer Internship: India Infoline (IIFL) Pvt. Ltd.
Topic: A study on recruitment and HR operations at IIFL, Bangalore
Area: HR

Megha Bala | MUB1719/009
24 years
B. H. M

Work Exp: 20 Months
Company: Tata Consultancy Services
Designation: Process Associate
Summer Internship: Prajnam Solutions Pvt. Ltd.
Topic: A live engagement overview of talent sourcing and acquisition at Technology Product Firm
Area: HR

Supratim Biswas | MUB1719/010
24 years
BBA

Work Exp: 20 Months
Company: Tata Consultancy Services
Designation: Process Associate
Summer Internship: GetMyUni Education Services Pvt. Ltd.
Topic: A study on the effect of SEO and content as a part of Marketing Tool.
Area: Marketing

Anshika Kapal | MUB1719/011
23 years
BBM

Summer Internship: Wickedride
Topic: Analysis of market strategies of Wickedride
Area: Marketing

Rausheen Sharma | MUB1719/012
24 years
BA

Summer Internship: Eightleaf Designs Pvt. Ltd.
Topic: To understand the process of garment trade at Eight Leaf Designs Pvt. Ltd.
Area: Marketing
Kushal Sarswat | MUB1719/013
22 Years
BBM (E-Commerce)

**Summer Internship:** ClearTax India Pvt. Ltd.
**Topic:** A Study of Sales, Promotion, Awareness and Attitude of customer towards Financial Services at ClearTax
**Area:** Marketing

Sai Chaitanya Reddy | MUB1719/014
26 Years
B. Tech (E&C)

**Summer Internship:** Eco Tree Solutions Pvt. Ltd.
**Topic:** A study on Sales and Business Development and customer relationship
**Area:** Marketing

Dasarla Siva Shankar | MUB1719/015
22 Years
B. Com

**Summer Internship:** Wicked Ride Adventures Pvt. Ltd.
**Topic:** Analysis of Brand Promotions and successful marketing strategies of Wicked Ride adventures and Pvt. Ltd.
**Area:** Marketing

Mugilraj P T | MUB1719/016
21 Years
B. Com

**Summer Internship:** Brainswig Edutech Pvt. Ltd.
**Topic:** Marketing and Business development of Brainswig Edutech in Tamil Nadu
**Area:** Marketing

Urvashi Bisht | MUB1719/017
25 Years
B. A

**Summer Internship:** IOCL (Kaso)
**Topic:** Benchmarking, HR practices
**Area:** HR

Nivedita Tiwari | MUB1719/018
28 Years
B. Sc

**Summer Internship:** EXIDE Life Insurance
**Topic:** A study on Consumer Behaviour towards EXIDE Life Insurance Products
**Area:** Marketing
Punit Kumar | MUB1719/019
23 years
B. Com

**Summer Internship:** Dev Mantra Online Services Pvt. Ltd.

**Topic:** A study on Investment in Mutual Funds through Systematic Investment Plan, A smart Investors Preference

**Area:** Finance

Chiranjeet Kumar | MUB1719/020
21 years
BBA

**Summer Internship:** Teqjass Software Solutions Pvt. Ltd.

**Topic:** A study on effect of promotional activities on consumer behaviour

**Area:** Marketing

Rajendra | MUB1719/022
23 years
BBA

**Summer Internship:** Care ratings

**Topic:** Analysis of real estate market and credit ratings

**Area:** Finance

Saurabh Anand | MUB1719/023
25 years
BBA

**Summer Internship:** Teqjass Software Solutions Pvt. Ltd.

**Topic:** A study of consumer perceptions and active sales towards digiposty

**Area:** Marketing

Indira Ghosh | MUB1719/024
23 years
B.Com (Hons)

**Summer Internship:** HDFC Bank

**Topic:** Segmentation and Penetration

**Area:** Marketing

Sayan Pal | MUB1719/025
22 years
BBA

**Summer Internship:** BlueInd Consulting Services

**Topic:** A study based on present and the future impacts of IT in Bangalore city and also market potentiality of BlueInd Consulting Services around Bangalore

**Area:** Marketing
Anyatom Biswas | MUB1719/026
23 Years
BA
Summer Internship: HDFC Bank
Topic: A study on segmentation and penetration of HDFC Bank in HSR Layout catchment area
Area: Marketing

Lalith Kumar M | MUB1719/027
23 Years
B. E (E&C)
Summer Internship: HDFC Bank
Topic: A study on a research of Digital Banking
Area: Marketing

Sarthak Ray | MUB1719/028
22 Years
B. Tech (Mech)
Summer Internship: Omfed
Topic: To study on consumer behavior towards Omfed pouch milk.
Area: Marketing

Ayush Gupta | MUB1719/029
22 Years
B. Com
Summer Internship: Dev Mantra Online Services Pvt. Ltd.
Topic: A study on investors perception towards different types of mutual funds and their schemes
Area: Finance

Susmita Ghosh | MUB1719/030
24 Years
B. Tech (CS)
Summer Internship: Wawasan Pvt. Ltd.
Topic: A study on smart homes, home automation system and brand awareness of Wawasan Pvt. Ltd.
Area: Marketing

Mohd. Tabish | MUB1719/031
22 Years
B. Sc (Mathematics)
Summer Internship: Augray Pvt. Ltd.
Topic: A comparative study on users engagement and problem faced by them while using TaDa Time
Area: Marketing
Anannya Biswas | MUB1719/032
22 Years
B. A

Summer Internship: Outofbox Advertising
Topic: A study on enabling start up companies for successful market penetration
Area: Marketing

Nivedita Joshi | MUB1719/033
24 Years
B. Com

Work Exp: 36 Months
Company: Phillipos and Co., Chartered Accountants
Designation: Audit and Articled Assistant
Summer Internship: HDFC Bank
Topic: A study on understanding consumers’ digital engagement towards retail banking.
Area: Finance

Suparna Kanti Bhattacharya | MUB1719/034
25 Years
B. Tech (C.S.E.)

Summer Internship: Nimbus System Pvt. Ltd.
Topic: A study on the development of curito and research on the existing M-Health Care Services In India
Area: Marketing

Marudi Rajashekhar Reddy | MUB1719/035
24 Years
B. Com

Summer Internship: Cleartax
Topic: A study on Consumer Behaviour and attitude towards, Financial services of cleartax and overview of Income Tax Return Filing
Area: Finance

Amal Sujath C S | MUB1719/036
23 Years
B.Com

Summer Internship: Urdhva Management Pvt. Ltd.
Topic: Marketing of Corporate Events
Area: Marketing

Snigdha Roy | MUB1719/037
24 Years
B. Com (Hons)

Summer Internship: HDFC Bank
Topic: Establishing strong digital footprint
Area: Marketing
Midhun M K | MUB1719/038
23 Years
BA
**Summer Internship:** Brainswig Edutech Pvt. Ltd.
**Topic:** Business Development of Data Analytics in Tamil Nadu
**Area:** Marketing

Manabendra Dutta | MUB1719/039
24 Years
B. E (E&TC)
**Summer Internship:** Swazuna Technologies
**Topic:** Establishing a Strong Digital Footprint of the product “FaceInterview”
**Area:** Marketing

Khyati Gaur | MUB1719/041
23 Years
B. Com
**Summer Internship:** WickedRide
**Topic:** Brand awareness and identity building for metro bikes (Keyless and with keys)
**Area:** Marketing

Poonam Das | MUB1719/042
22 Years
BBA
**Summer Internship:** August Pvt. Ltd.
**Topic:** Study on “Brand Promotion and marketing strategies for TaDa Time”
**Area:** Marketing

Anjali KK | MUB1719/043
22 Years
B. Com
**Summer Internship:** Scholastic India Pvt. Ltd.
**Topic:** A study on Marketing Strategies of Scholastic India Pvt. Ltd.
**Area:** Marketing

Nidhi Kumari | MUB1719/044
B. Com
**Summer Internship:** Odigma Consultancy Solutions Pvt. Ltd.
**Topic:** A Project on Digital Marketing through SEO of rental apartments across Karnataka
**Area:** Marketing
Sagar Raj Singh | MUB1719/045
24 Years
B. Tech (Civil)

Work Exp: 05 Months
Company: OCL
Designation: Engineer
Summer Internship: NA
Topic: To analyse the impact of HRM Practices upon the employees of IOCL - OSO and conclude the impact of growth industry in Odisha, and to build a conceptual framework of the study relating to HRM

D Jithendra | MUB1719/046
22 Years
B. Com

Summer Internship: Devmantra Financial Services Pvt. Ltd.
Topic: A study on portfolio analysis and investments of clients in mutual funds
Area: Finance

Ganta Pavan Kumar | MUB1719/048
21 Years
B. Sc.

Summer Internship: Trisy
Topic: Online Marketing strategies to convience the end customers by using ziadaa app
Area: Marketing

Komal Prasad | MUB1719/049
23 Years
B. B. A

Summer Internship: Jindal Steel and Power Limited, Patratu
Topic: A study on Brand Auditing of TMT Rebar for Jindal Steel and Power Limited, Patratu
Area: Marketing

Megha Chandrakar | MUB1719/050
21 Years
B. B. A

Summer Internship: BMW Munich Motors
Topic: A study on Brand Management and Future Retail at BMW - Munich Motors, Raipur
Area: Marketing

Kanimozhi R | MUB1719/052
21 Years
B. A (English)

Summer Internship: Tamil Nadu Newsprint and Papers Ltd.
Topic: Quality work-life for an TNPL employee’s
Area: HR
Anurag Choubey | MUB1719/053
22 Years
B. Com

Summer Internship: Teqjass Software Solutions Pvt. Ltd.
Topic: A study on advertisement and sales promotion strategy adopted by Digiposty
Area: Marketing

Debpriya Hazra | MUB1719/054
22 Years
B. B. A

Summer Internship: Ashok Leyland
Topic: A study on AL University CORE Curriculum 2018 at Ashok Layland
Area: HR

Raunak Bera | MUB1719/055
23 Years
B. B. A

Summer Internship: Coactive IT Solutions Pvt. Ltd.
Topic: A Study On Digital Marketing in IT Industry
Area: Marketing

Susmita Bakuli | MUB1719/057
23 Years
BBA

Summer Internship: Velenkanni Prorecruit Consultancy Service Pvt. Ltd.
Topic: Study on Recruitment cycle
Area: HR

Jithin Raj TV | MUB1719/058
22 Years
BCA

Summer Internship: OYO Rooms
Topic: A study on Oyo room’s journey from the budgeted to the premium segment of Hotels
Area: Marketing

Divya Mohan Pattnaik | MUB1719/059
26 Years
B. Tech

Work Exp: 13 Months
Company: DCB Bank
Designation: Teller service executive
Summer Internship: OMFED
Topic: A study on consumer behaviour towards OMFED Products
Area: Marketing
Subhadeep Matabbar | MUB1719/060
23 Years
B. Tech (E.C.E.)

Summer Internship: Propello Innovations Pvt. Ltd.
Topic: Retention of the Customers
Area: Marketing