



Dr. D.Y. PATIL VIDYAPEETH, PUNE  
(DEEMED UNIVERSITY)

**GLOBAL BUSINESS SCHOOL & RESEARCH CENTRE**

**Annual Placement Report**

**MBA - 2018-19**

## OVERVIEW: Placement Report – 2018-19

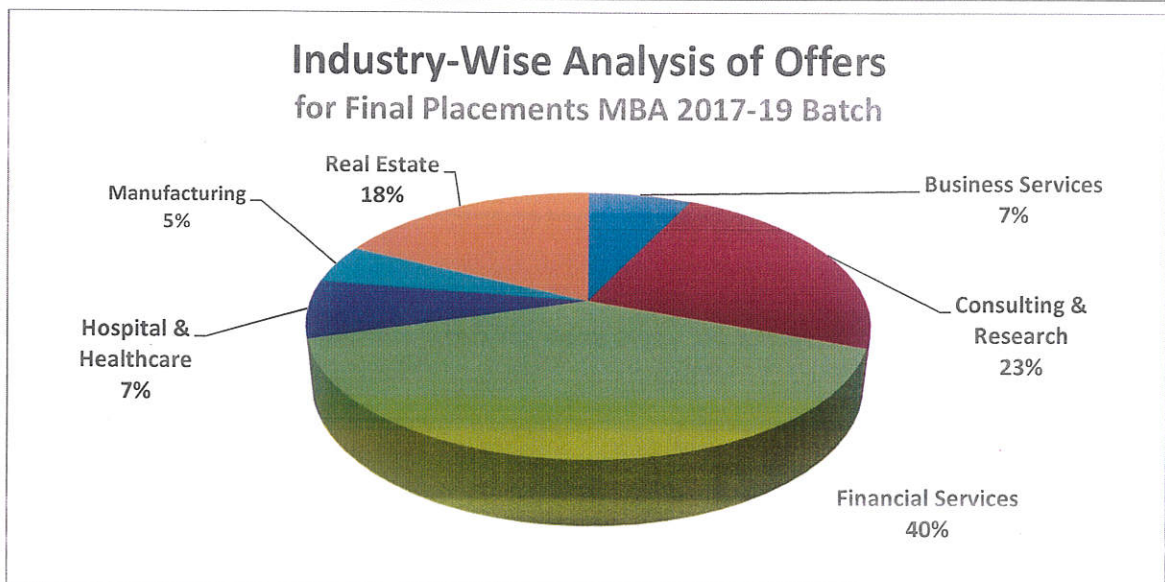
Dr. D. Y. Patil Vidyapeeth, Global Business School and Research Centre picks out students with a drive to succeed, a high level of integrity, a sense of purpose, a strong sense of ethics, pro-activeness, and adaptability to change.

The strong base provided to GBSRC students means that the illustrious names from the corporate world recruiting from this institute look up to us to continue producing the leaders of tomorrow, time and again. With a fantastic foundation created by our alumni, our students continue to rise from strength to strength and bring new laurels to the institute's brand.

The institute's unique student-driven culture, robust corporate engagement model and planned academic rigor have consistently resulted in a significant increase in the competency levels of the students.

A total of over **124 companies** across the sector such as Automobiles, Real states, FMCG/FMCD, Information Technology, Infrastructure, Manufacturing, Pharmaceutical, Healthcare, Banking, Retail and Telecom, amongst others confirmed their participation for the campus recruitment program 2018.

Total No of Company Announced	No of Students Applied for Placement	No of Placed Students	Highest Package	Avg. Package	Percentage of Placed Students
124	142	130	13.50 LPA	4.50 LPA	88%



A total of over **142 students** participated in the Campus Recruitment Programme this year out of which **130 students** got a sound placement offers at top companies from prominent

recruiters, which significantly achieved the success rate of approx 88 % **Placements** this year.

The students of GBSRC once again proved their mettle through quality performance during their summer internship and at various competitions; various students also received Pre-Placement offers during their academics. The average CTC offered to the students was 5.50 LPA, the highest package was 13.50 LPA.

Our placement preparation for the students starts off early in the second year for the MBA students as the students have to mandatorily undergo campus recruitment Process. This course comprises of quantitative aptitude, logical reasoning, verbal ability and soft skills training which ensure that the student is prepared for the 1st round of the placement process.

Career acceleration program (number of sessions are based on the student's requirement) are provided to students to help them identify their career path and also ensure that they are focused in the right direction with regards to their career based on their caliber, scores, interest areas and long term forecasting. Also, Career guidance sessions by the industrial experts which include the senior manager and leaders from the corporate world.

#### Our Recruiters for Placements - Year 2018-19:



## OVERVIEW: Summer Internship Program – 2018-19

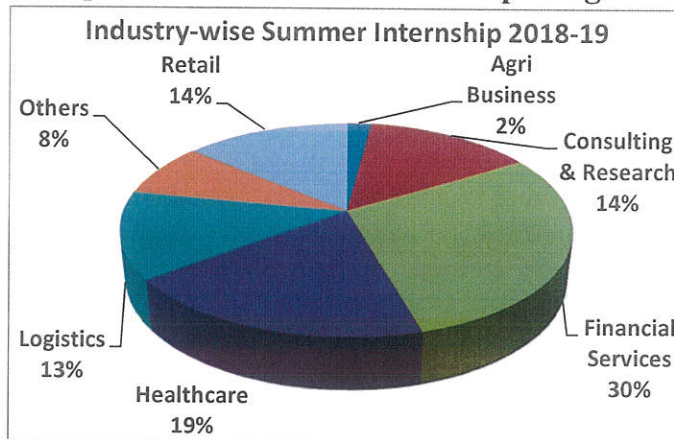
Summer Internship is an integral part of our post graduate programme, it gives the opportunity to work in professional space, to acquaint themselves with the real-world application of the theories they learn on the campus and to enhance their practical skills. This exposure will help them to deliver their best when they join the industry as working professionals. As a part of curriculum, each student of the first year MBA programme is required to undergo 8 weeks summer training with a suitable organization. The summer Internship Program gives students the opportunity to work closely with companies and apply what they have learnt. It thus gives them a better perspective about their future career choices.

This is one of the efficient platforms where a student can develop the knowledge of workplace collaboration, business etiquette, and strong communication tactics are among the vital “soft skills” that can only be learned on the job. In this way, internships in their area of study will build their resume and teach them instrumental, career-developing qualities.

Internships are foundational in preparing students for the workforce and providing opportunities to build their strong profile. Also, Summer Internships are incorporated as an essential part of practical training in degree as well as short-term programs; internships offer a wide range of advantages for those aiming to gain real-world exposure in their respective field of interest. Facilitating personal development, internships are available in different forms, be it virtual or full-time or paid and unpaid.

We at GBSRC believe that Internships will not only help in developing professionalism but also enhance self-growth of our students. They certainly develop various characteristics like integrity, commitment, and self-motivation. Internship pursuing students get to work on a wide range of tasks that help boost their managerial skills, and working in a team, can polish their interpersonal and communication skills while learning about the importance of teamwork.

### Companies of Summer Internship Programs:



## Career Advancement Programmes offered to students for A.Y. 2018-19

Dr. D. Y. Patil Vidyapeeth's Global Business School & Research Centre organized various activities for ensuring the Career Advancement of its students during the AY 2018-19.

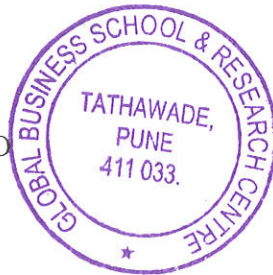
**Under this initiative, various activities were conducted as follows:**

1. Career Counselling Programme: This initiative focused upon career counselling on Financial Planning for young investors, various employability avenues for MBA graduates.
2. Advance Excel Workshop: Under this programme, hands on training was offered to students like introduction to MS Excel, Formula & functions, Charts & Graphics, Statistical functions were conducted.
3. Digital Marketing Workshop: This event trained the students on very essential "Digital Marketing" skills along with its various aspects.
4. Product & Brand Management workshop: This workshop explored & improved the experiences & potential of students interested in brand management.
5. Marketing Refreshers Course: The trainer emphasized on various case studies in marketing field, focus of this workshop was on market segmentation, marketing mix, Advertising & Promotion etc.
6. Mock Interview Session: Under this initiative, resource person trained all students on various techniques of improving language & communication skills, interview tools & techniques.
7. Finance Refresher Course: This programme ensured the students' development in the area of financial modelling, financial analysis, excel analytics & company valuation which is very much essential for employability of Management graduates
8. HRM Refresher Course: Under this initiative, the students were exposed to various tools of recruitment & selection process, exit interviews, payroll basic etc.
9. IB Refresher Course: This programme trained students on Intellectual Property Rights, Copyrights & Registration aspects, India's new national IP policy etc.
10. Hospital & Healthcare Refresher Course: This event trained the students on very essential NABH & ACME accreditation process required for hospital sector & skills along with its various aspects.
11. Business Analytics Refresher Course: Under this initiative, the students were exposed to various tools of data analysis, data presentation & its importance in informed business decision making.
12. Pharmaceutical Management Refresher Course: This initiative focused upon various developments in Pharma sector along with marketing processes of Pharma new products planning & brand development.

13. Placement Grooming Workshop: In this programme, various activities related to presentations, personal interviews, group discussion & preparation of CV were conducted.
14. Aptitude Test Training: Under this program trainer offered hands on training to students about logical reasoning, verbal & non-verbal reasoning, Data interpretation & quantitative aptitude techniques.



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