

PLACEMENT BROCHURE

MBA 2021-23



LEARN LEAD SERVE

SRI SRI UNIVERSITY



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MESSAGE FROM
THE FOUNDER & LIFETIME PRESIDENT



*"The role of this university is to make you
a complete human being with a multi-faceted
personality and many talents in your basket."*

- Sri Sri Ravi Shankar

MESSAGE FROM THE PRESIDENT

Dear Recruiters,

I am delighted to welcome our corporate partners to Sri Sri University which is amongst the top 200 Global Universities (as per THE Impact Rankings 2021) and introduce the students of our MBA batch of 2021-2023. Overcoming the aftermath of the Covid 19 pandemic, these students have emerged resilient, resolute, committed, and agile, skills key to industry 5.0.

You are amongst the growing tribe of Fortune 500 companies who consider Sri Sri University as a favored talent recruiting destination. It is a matter of great achievement for us that 17 out of the 100 Unicorns in India are actively hiring our students. Our best in class faculty and solid domain areas of experiential learning makes our students ready for challenges which are critical for business specially for post pandemic world. Our corporate partners engage the students in internships and live projects which is an integral part of their academic journey unfolding in tangible business outcomes and organizational alignment for students.

This year, we observed major improvements in our placement statistics. 98.57% of our MBA students from the 2022 batch got placements in reputable firms in a variety of roles. The highest CTC offered was Rs. 13.25 LPA. This demonstrates your faith in our students as recruiters.

At Sri Sri University we are highly committed towards innovation & encourage entrepreneurial spirit amongst youth. Our entrepreneurship cell Srinovation is burgeoning with ideas & initiatives of students. In the last 5 years, 85 startups got incubated at our campus supporting more than 18000 farmers, creating around 3000 jobs, serving 2.5 million customers with a cumulative turnover of Rs. 50 crores.

The Journey of the Faculty of Management Studies (FMS):

Sri Sri University, FMS is a one-of-a-kind educational and research institution. We feel that focusing on the following key factors has helped us in establishing



Prof. (Mrs). Rajita Kulkarni
President

ourselves as one of India's best private colleges. According to the FICCI B-School ranking, we are the 8th best B-School in India. We were able to do so because of our unique methodology and teaching approach. An approach that emphasizes practical learning above traditional learning. Our MBA program provides six specializations. We are also the first in the world to include Good Governance & Public Policy as one of them.

We make certain that our students benefit from:

- A unique academic method that combines the finest of western knowledge with the most time-tested wisdom of the east,
- A curriculum rich in interactive, self-study, and classroom learning,
- Industry projects, as well as community participation,
- Exposure to international events and speakers,
- Opportunities to be mentored by renowned national and international leaders,
- Integration of mind management tools and techniques in the curriculum, that nurture skills of resilience and emotional intelligence to respond to the demands of professional responsibilities,
- Training in self-leadership to develop the ability to be agile in an increasingly dynamic world, and
- A solid foundation of universal human values.

Sri Sri University Awards & Recognitions:

Sri Sri University is growing at an incredible rate and has created several milestones in a short period of 10 years of its existence. Being a young University,

we are proud recipient of the following awards and accolades:

- Ranked 3rd across India and is positioned in A3 Band of Institution of Academic Excellence in Outcome Based Education (OBE) Rankings.
- Ranked 1st in State & Zone & 8th in India under Best Private Universities by IIRF.
- Ranked 27th in the category of the Top 50 University of Eminence (Deemed & Pvt.) by IIRF.
- Ranked 8th among all private universities in India in terms of Employability in IIRF University Ranking 2022.
- Awarded “Emerging University of the Year-East” at the 14th National Educational Summit 2021 by ASSOCHAM.
- Awarded as Leading University in India by EdTech Review in 2020.
- Ranked 6th amongst the top 25 Universities survey 2020 in India by Higher Education Review.
- Awarded Global Powerhouse of Peace by Non-Violence & Peace Foundation, Geneva, 2018;
- Awarded India’s Best University East India Region – India Education Excellence Award, 2018;
- Second Best Institution in Agri-Business Management Award at the 7th National Conference and Game Changer Awards, 2017 at Mumbai under the Excellence in Agri Education (Agri-Business Management) category;
- Best University – Trendsetting Synthesizer of Traditional and Global Outlook Award presented by Dr. Prakash Javdekar, Hon’ble Minister for Human Resource Development, Govt. of India at the 10th ASSOCHAM Higher Education Summit, 2017

Global Recognition:

Times Higher Education World University Rankings on Sustainable Development Goals (SDGs) ranked Sri Sri University in top 200 Universities across the world based upon SDG 12 (Responsible Production & Consumption). Sri Sri University has been positioned in the band 201-300 across the world based upon SDG 2 (Zero Hunger), SDG 6 (Clean Water and Sanitation), and SDG 7 (Affordable and Clean Energy). Sri Sri University has been ranked in the band of 800-1000 based upon all SDGs.

Sri Sri University has been ranked 1st in Odisha (consecutively for the second time), 6th in India, and 248th in the world as per UI Green Metric Awards World University Rankings 2021.

These awards and rankings are just one of the many indicators for our pursuit of milestones over a decade of excellence.

Sri Sri University is committed towards creating a world class Model of Higher Education driven by academic excellence and focused on the holistic development of students. We take pride in having a serene lush award winning green campus rich with biodiversity having 80 types of birds & 33 types of butterflies which it one of a kind campus in the country. Situated at the junction of Bhubaneswar and Cuttack, many regard it as an architectural marvel due to its unique topography. It is on track to become a multidisciplinary educational center with a student population of over 10,000.

Today, Sri Sri University provides value-based education in diverse fields. These include Agriculture, Management, Yoga, Sanskrit, Journalism, Philosophy, Psychology, Architecture, Health and Wellness, Osteopathy, Liberal Arts, Performing Arts, and many others. We are proud to provide programmes that develops both domain knowledge and life skills. Through its smoke-free, alcohol-free, drug-free, and vegetarian campus, the University fosters a rich learning atmosphere and encourages students to achieve their full potential.

Our MBA students of the 2023 batch are fighters. They are vibrant individuals with a can-do mentality. Their intellectual excellence, together with their resilient inner strength, is a formidable combination. They will, without a doubt, be a valuable asset to your company. I’d like to extend my warmest greetings to you on your arrival at Sri Sri University.

Prof. (Mrs). Rajita Kulkarni

MESSAGE FROM THE VICE CHANCELLOR

Dear Industry Partners,

I have great pleasure in welcoming the prospective corporate/industry partners to the campus of Sri Sri University, one of the best pioneering Universities in the East India Region. Our commitment to create benchmarks in transformative and quality education is reflected through the path-breaking initiatives and programmes started at Sri Sri University.

During the year 2021, in order to bring together the whole team members of the University as a cohesive & collaborative unit who were separated due to pandemic, Sri Sri University launched a unique Mission 40*40. In a record time frame of less than an year, the Faculty, staff members, and students of Sri Sri University set a benchmark of successfully completing 1600 diverse activities in the areas of Academics, Environment, Climate Action, Sustainable Development Goals, Agricultural Science, Administration, Fine Arts, Architecture, Yoga, Medicine, Ayurveda, Computer Science, Emerging Technologies, AI, Data Science, Management, Community Engagement, Professional Excellence, Entrepreneurship, Research, Innovation, Publications, Patents, Design, Music, Performing Arts, Student Success, and Global Thought Leadership. The initiative made the whole campus buzz with enthusiasm, creativity, and innovation.

I take this opportunity to present to you the tenth batch (2021-23) of MBA students of Faculty of Management Studies and also other batches of programmes being run by various Faculties under Sri Sri University from very diverse fields like architecture, agriculture, computer science, yogic science, performing arts, etc.

At Sri Sri University we have built a unique ecosystem wherein the teaching learning process is strengthened by collaborative efforts of students and the teachers of Sri Sri University on the one hand and other stakeholders including external experts from academics and captains from the industry, on the other hand. Together, we have worked vigorously to bring about academic excellence and groomed our students into committed, ethical and professional



Prof. (Dr.) B. R. Sharma
Vice-Chancellor

individuals who are future-ready. The current batch students are unique in the way they have shown unprecedented perseverance in facing the challenges posed by the Pandemic during the first year of their education process. In spite of the hardship of shifting from the physical classroom learning environment to the blended learning mode, the students stayed motivated, resilient, determined, and agile. These are in fact the skills and competencies required by the GenNext Professionals under Industry 5.0 and our students possess them all.

At Sri Sri University, the latent abilities of students are also nourished by the unique pedagogy whereby, we not only hone their skills and improve their domain knowledge, but train them in overcoming stress and work-related fatigue. The regular practice of Meditation and Yoga go a long way in achieving this. Therefore, I invite you to come and witness for yourselves the developmental process of young budding entrepreneurs and professionals of the future. I am sure that after doing so, you will welcome these young and enthusiastic people to work for you and, through you, to make a difference in the society at large.

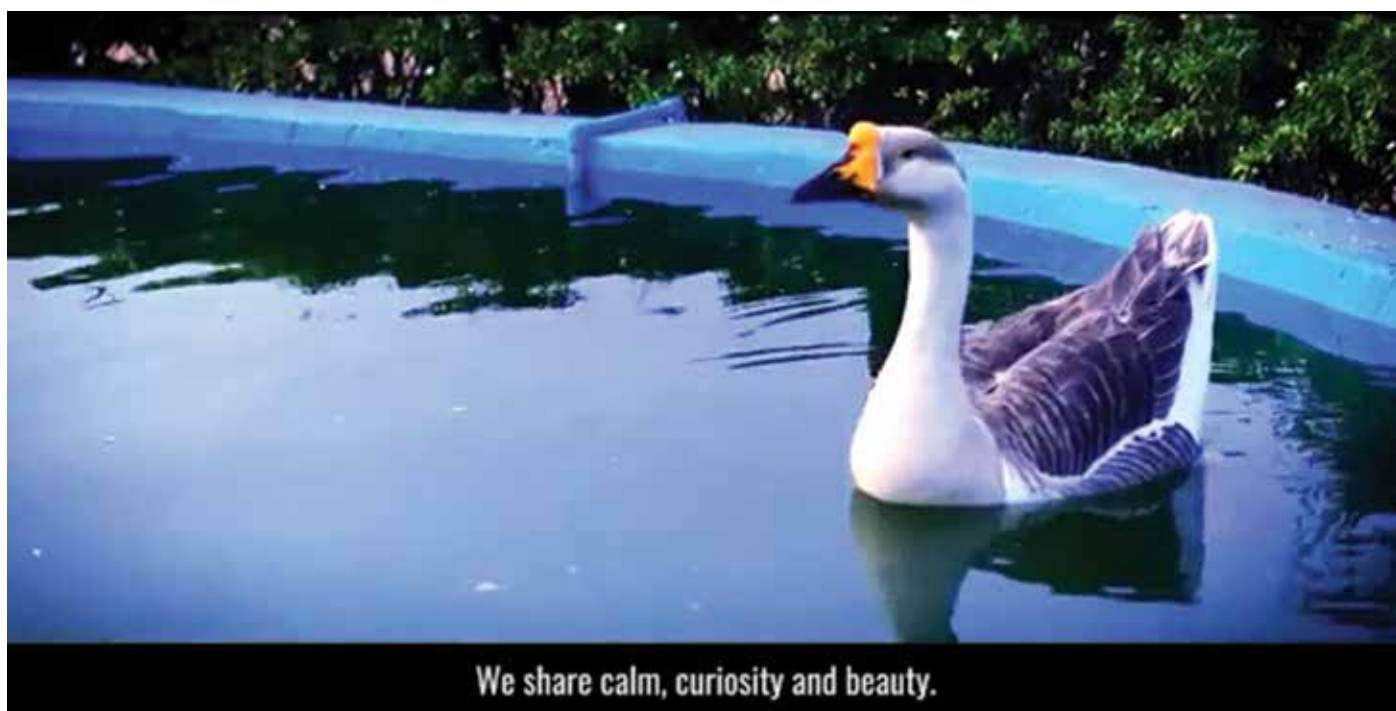
Our students are raring to accept the challenges of the real world after graduating from this unique institution where they imbibe the best of the west and the best of the east. In time, our students will be able to stamp their presence and leave behind an indelible mark in all spheres of work. In the past, our students have received offers from well-known companies and our alumni are successfully working therein.

We also welcome you to engage with the eleventh batch (2022-24) of MBA students in a unique mentorship programme called “Panch Sakha” wherein the students can be involved in live projects while they are in the first two semesters followed by Summer Internship Projects (SIP) then again followed by live projects which they can be associated with during their third and fourth semester studies so that both of you have experience for working with each other for two years before you offer the best ones as per your experience the pre placement offers (PPOs). You are also invited to engage with students of other Programmes as well as per your requirements.

Moreover, we also invite you to share your valuable feedback regarding the outcome based curriculum taught to the MBA students. It will be very useful for us to align the Programme as per the need of the industry which is the mandate of NEP 2020.

Together let us make this journey of academia-industry partnership more meaningful and fulfilling.

Prof. B. R. Sharma



We share calm, curiosity and beauty.

MESSAGE FROM THE DEAN, FMS

At Faculty of Management Studies, Sri Sri University, we live our values i.e.; Learn, Lead and Serve. For 10 years, FMS is marching ahead with a vision of imparting holistic and value-integrated education in order to develop visionary thinkers with social-consciousness leaders to lead and precipitate inevitable changes, with summative call for Learn – Lead – Serve. At FMS, we not only educate and train students in the field of management but also make them practice management. Since the time of inception in 2012, FMS has been providing the industry with quality human assets in the field of Marketing, Finance, Human Resources, IT, Operations & General management. This stands as a proof of the high standards, diversity of student pool and versatility of the curriculum and pedagogy of FMS, Sri Sri University, Odisha, India.

At FMS, great emphasis has been laid on the selection process to ensure that a perfect blend of talent pool is chosen for its UG and PG programs. While admitting a student into FMS system we not only look at the technical skills but also, we lay emphasis on universal human values and leadership. Further to prepare the students for the industry, FMS provides the opportunity to work on live projects with the industry along with the regular summer internships. Since 2012, FMS is proud to provide 4000 industry leaders for top companies not only in India but also across globe.

I would like to place it on record our deep sense of gratitude to all the corporates who visited our campus since 2012.

It is with immense pleasure; I extend a very warm invitation to corporates and start-ups to visit our campus and be a part of the placement drive 2022.

Looking forward to your visit to the campus of Sri Sri University.

Prof. (Dr.) Dindayal Swain



Prof. (Dr.) Dindayal Swain
Dean FMS

MESSAGE FROM THE DIRECTOR, CORPORATE RELATIONS

Dear Recruiters,

The challenges in today's global and competitive markets are very high and one needs to perform with the utmost quality and professionalism.

We at Sri Sri University ensure that each student is given the right industry exposure and skills to meet high-end corporate expectations. The dedicated Central Career and Guidance Cell (CCGCC) emphasizes the job learning opportunities for students through live projects, research assignments, competitions, management games/quizzes, industrial training, guest lectures, conferences, and seminars.

We also follow a rigorous schedule for Employability Training & Corporate Readiness Programs which indeed are required strongly to get an opportunity to work with industry. This dedicated team helps bridge the gap for students between their campus and corporate life. It encompasses the development of students in terms of overall personality, communication skills, corporate etiquette, and grooming while instilling the right attitude towards leading and working in a team with professional ethics and time management skills. Students are provided with projects that are an integral part of the academic curriculum. They are provided the opportunity to undergo summer internships with different organizations that provide them with a basic understanding of the company's operations, ultimately enhancing the adaptability of students at large and enabling students to evaluate their own interest in the company and thus identify an appropriate fit, both for a Summer Internship and Final Placements.

I would like to extend my sincere gratitude to all of you for your continuous association with us and I warmly invite your esteemed organization for the Campus Recruitment of MBA 2021-23 batch.

Regards,

Mr. Basina Ravi Prakash Rao



Mr. Basina Ravi Prakash Rao

Director, Corporate Relations
Central Career & Guidance Cell

ABOUT SRI SRI UNIVERSITY



Envisioned by H. H. Sri Sri Ravi Shankar, the renowned spiritual leader and humanitarian, Sri Sri University was established in 2009 as a center for world-class education in India.

Since 2012, the University has offered a range of pivotal as well as unique courses that seek to preserve the ancient wisdom of the East while imparting the best of Western innovations, thus delivering a perfect blend of both to nurture wholesome learning. The university offers courses both at undergraduate and post graduate levels in the fields of Management Studies, Yoga & Naturopathy, Performing Arts, Good Governance & Public Policy, Architecture and Osteopathy.

The University is recognized by UGC and its programs are duly approved by AICTE.

VISION

To impart holistic and value-integrated education in order to develop visionary thinkers with social-consciousness who can lead and precipitate inevitable changes, with a summative call for 'Learn, Lead and Serve'.

MISSION

To create centers of excellence in knowledge and research across fields of studies in order to equip students to achieve the highest levels of professional ability in an atmosphere that induces learning and fosters human values, with the higher aim of serving the needs of local, national and global economies.

KEY DIFFERENTIATORS

- Tools for stress and mind management through the techniques of the Art of Living Foundation
- Global Network and Platforms that enables learning from thought leaders
- Smoke-free, alcohol-free, drug-free and 100% vegetarian campus for a wholesome lifestyle
- Diverse student community, promoting an environment of collaboration and camaraderie
- ISO 22000-2005 recognized Kitchen

WHERE ARE WE LOCATED ?

Odisha - The Land of Splendour and Beauty

Odisha is the land of vivid culture, numerous splendid temples and grand monuments, mesmerizing beaches, fantastic wildlife sanctuaries and mind-blowing natural panorama.

It has been rightly regarded as a land of myriad marvels. The dynamic topographical and vegetational strength of Odisha have combined to produce some of the most stunning destinations that not only offer a visual feast for visitors but also provide a highly educative and culturally pleasing insight into one of the oldest civilizations of the world.



Cradled between the sunlit waters of the Bay of Bengal and the heavily forests blue-hued hills of the Eastern Ghats, Odisha's beauty has a gem-like quality, dazzling the visitor with her beguiling charms.

Buddhism, Jainism and Hinduism have flourished in this land, which pays homage to its ancient deities with extravagant style from the religious architectural wonders in the Golden Triangle of Bhubaneswar-Puri-Konark, where you can get an encapsulated experience of Odisha in all its infinite charm, to the mysteries of the ancient tantric temples and yogini shrines that intrigue and delight. The glorious beaches beckon you with their tranquillity and turbulent waters. Cavorting dolphins roam in Chilika lake. Healing springs and limpid lakes dotted across the state stun the eye with their visual appeal.

Odisha's art and crafts offer you an indelible experience of its cultural heritage, brilliantly manifested in its ikkat silk, pata paintings, silver filigree and stone carving.

The artist's villages at Pipili and Raghurajpur bring alive old traditions into a colourful and flamboyantly rich fusion.

Cuttack and Bhubaneswar are often referred to as the Twin-Cities of Odisha. The metropolitan area formed by the two cities had a population of 1.68 million in 2014.

Cuttack is categorised as a tier-II city as per the ranking system used by the Government of India. Cuttack is a city on a peninsula flanked by the Mahanadi river to the north and the Kathajodi river to the south. Bhubaneswar is located on the coastal plains of Odisha, south-west of the river Mahanadi.

Cuttack and Bhubaneswar experience typical tropical weather conditions. The summer months from March to May are hot and humid. The south west monsoon lashes in June, bringing relief to the parched environs of Bhubaneswar. July and August receive the maximum rainfall, which may average over 220 mm a month. Pleasant weather conditions prevail during November in Bhubaneswar, but December and January face cold winds.

Bhubaneswar city is served by all domestic airlines as well as many international airlines. If you are coming by flight, you will land at Biju Patnaik international airport in Bhubaneswar. It takes 42 minutes to travel from the airport to the university. The approximate driving distance between the two points is about 35 kms or 21.7 miles. From the airport, you can take an auto-rickshaw or a cab to reach our university.

Bhubaneswar also has a well-developed railway system connected to almost every town and city in the country. It takes about 49 minutes from Bhubaneswar railway station and about 30 minutes from Cuttack railway station to travel to the university. The approximate driving distance between Bhubaneswar railway station and the university is about 26.5 km or 16.5 miles and between Cuttack railway station and the university is about 15.6 km or 9.3 miles.

FACULTY OF MANAGEMENT STUDIES

The Faculty of Management Studies (FMS) at Sri Sri University nurtures dynamic business leaders capable of changing the world of business while assuming social responsibility. Started in 2012, it is now in its eighth batch of operation. FMS, though young, is strongly supported by the parent organization - The Art of Living Foundation, to promote a blend of contemporary education with Indian values. This unique combination of education in a serene environment is attracting students from across the country, leading to a campus that gives to the society, individuals who are intellectually well-founded, culturally sensitive and emotionally strong.

OVERVIEW OF MBA PROGRAMME

The MBA at SSU-FCMS is approved by the All India Council for Technical Education (AICTE) and the University Grants Commission (UGC) of India. It follows a semester calendar with four semesters spread across a period of two years, 32 papers to choose out of 60 papers which includes an eight-week Summer Internship.

The pedagogy includes classroom learning, learning through mini projects and interactions with representatives from the industry, with the aim of 'field-based study' and 'learning by doing', which, we believe, help the students translate classroom learning to real life situations, thus impacting 'practices here and now'.

KEY HIGHLIGHTS

- Summer Internship Project evaluation by Corporate Executives
- Scope to specialize in electives like Dance, Yoga and Governance beyond the MBA Curriculum
- Platform to improve visibility and networking in the industry of choice through Capstone and Self-Audit evaluations
- Avenues to demonstrate and improve leadership skills through the Students' Clubs
- Curriculum designed to international standards of management education with equal focus on spiritual development

MBA- GENERAL MANAGEMENT

The course helps develop analytical, conceptual and decision-making skills to face business challenges and grow as socially responsible business leaders. The programme offers specializations in Finance, Marketing, HR, IT/Operations.

MBA- AGRIBUSINESS MANAGEMENT

The course creates awareness about the scope and prospects of sustainable Agribusiness. It enables students to participate in global research, based on agricultural and agro-commodity innovations.



SEMESTER 1

Paper Name	Category	Credit
Management Theory & Practices	GE	2
Quantitative Techniques	Core	3
Managerial Economics	GE	4
Organizational Behavior	Core	2
Marketing Management	Core	3
Business Communication & Soft Skill Development - I	Core	3
Financial Reporting, Statements and Analysis	Core	2
Human Resources Management	Core	3
Computer Applications for Business	Core	3
CER & Sustainability	Core	2
Happiness Connect	Optional	1
Total		28

SEMESTER 2

Paper Name	Category	Credit
Legal Aspects of Business	Core	3
Indian Ethos, Value & Contemplative Studies	GE	3
Production & Operations Management	Core	3
Digital and Social Media Marketing	GE	3
Indian Financial System & Financial Markets	Core	2
Managerial Skills for Effectiveness	Core	2
Organisation Design	Core	2
Marketing Research	Core	3
Business Statistics and Analytics for Decision Making	Core	3
AI & ML for Business	Core	3
Corporate Finance	Core	3
Happiness Connect	Optional	1
Total		31

* Summer Internship Project of 8 weeks duration during May-June

Note :- All papers of 1st Semester & 2nd Semester are common for MBA (General Management), MBA (Entrepreneurship Management) & MBA (Agribusiness Management).

SEMESTER 3

Paper Name	Category	Credit
Corporate Strategy	Core	3
Global Business Development	Core	3
Project Management	Core	3
Risk Management	Core	3
Happiness Connect	Optional	1
Elective - 1	E	3
Elective - 2	E	3
Elective - 3	E	3
Elective - 1	E	3
Elective - 2	E	3
Total		28

Minor

SEMESTER 4

Paper Name	Category	Credit
Capstone Project	Core	2
Innovation, Creativity & Entrepreneurship	GE	3
Business Process Re-engineering	Core	3
Indian Economy & Policy	Core	3
Happiness Connect	Optional	1
Elective - 1	E	3
Elective - 2	E	3
Elective - 3	E	3
Elective - 1	E	3
Elective - 2	E	3
Total		27
Grand Total (Sem 1+ Sem 2 + Sem 3 + Sem 4)		118

GE - General Elective, E- Elective, Core- Course on Core subject

Note :- In 3rd & 4th Semester, all the Core papers, General Elective & Optional papers are common for MBA (General Management), MBA (Entrepreneurship Management) & MBA (Agribusiness Management).

* **Minimum 102 Credits are required for award of Degree including SIP and Capstone Project. But it is compulsory for all students to be Passed in both SIP & Capstone Project for award of Degree. It means if a student has secured 102 Credits out of 118 Credits, he/she is declared as 'Passed' and is eligible for award of Degree.**

CAREER READINESS PROGRAMME (CRP)

CRP is offered as an Optional in all semesters as a Certificate Programme.

ELECTIVE COURSES

- A student would be free to choose any three electives from any one group and two electives from another group during third and fourth semesters for MBA (General Management).
- A student has to choose any four electives during third and fourth semesters for MBA (Agribusiness Management) and MBA (Entrepreneurship Management).

ELECTIVE COURSES OFFERED IN SEMESTER - III

Finance Management

- Project Appraisal & Finance
- Investment Analysis & Portfolio Management
- Corporate Tax Management
- Corporate Finance
- International Finance
- Working Capital Management
- Financial Markets and Services

Marketing Management

- Consumer Behavior
- Sales & Distribution Management
- Sustainable Marketing
- B2B Marketing
- E-Commerce
- Marketing to base of Pyramid Consumers

Business Analytics

- Data Analytics Using SAS
- Big data and Cloud Computing
- Multivariate Data Analytics
- Data Visualization for Managers
- Business Forecasting

Human Resource Management

- Industrial Relations and Labor Legislations
- Organisational Effectiveness & Change
- Performance Management System
- Compensation and Benefits Management
- International HRM
- Understanding Self: Indian Perspective
- Cross Cultural Management

Operations Management

- Supply Chain and Logistics Management
- Service Operations Management
- Material Management
- Operations Research Applications
- Management of Manufacturing Systems
- Sourcing Management
- Supply Chain Analytics

Good Governance & Public Policy

- Good Governance: Understanding Eastern and Western Perspectives
- Public Policy: Design, Analysis, and Implementation
- Geopolitics and Social Environment of Business
- Governing India: Challenges and Opportunities
- Economics for Good Governance and Public Policy

Agribusiness Management (Any Four)

- Agri-Supply Chain Management
- Strategic Food Marketing
- Food Processing Management
- Agri Brand Management
- NGOs & Rural Development
- Agri Retail Management

Entrepreneurship Management (Any Four)

- Entrepreneurship in Green Business
- Entrepreneurial Marketing
- Technology Appreciation and Intellectual Property Rights
- Indian Models in Entrepreneurship
- New Design Thinking

ELECTIVE COURSES OFFERED IN SEMESTER - IV

Finance Management

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Financial Derivatives • Valuation • Mergers, Acquisitions and Corporate Restructuring | <ul style="list-style-type: none"> • Behavioral Finance • Fin Tech for Finance • Corporate & SME Banking • Taxation |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Marketing Management

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • International Marketing • Marketing Strategy • Integrated Marketing Communication • Rural Marketing | <ul style="list-style-type: none"> • Services Marketing • Retail Management • Product & Brand Management |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|

Business Analytics

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Data Mining • Data Warehousing for Analytics • E-Business and Marketing Analytics | <ul style="list-style-type: none"> • Predictive Analytics • Data Science Using R |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|

Human Resource Management

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Talent Management • Human Resource Development • Strategic HRM • Business Negotiation | <ul style="list-style-type: none"> • Manpower Planning, Recruitment & Selection • HR Metrics and Analytics • Team Dynamics at Work |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Operation Management

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Sales and Operations Planning • Total Quality Management • Production, Planning & Control • Behavioral Operations Management | <ul style="list-style-type: none"> • Quality Toolkit for Managers • Pricing and Revenue Management • Operations Strategy |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|

Good Governance & Public Policy

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Ancient Wisdom in Achieving Sustainable Development Goal • Legislative Process and Policy Advocacy • Good Global Governance | <ul style="list-style-type: none"> • Rural Development and Governance • Business and Public Policy • Ethics and Research in Good Governance and Public Policy |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Agribusiness Management (Any Four)

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Rural Marketing • Agro-Input Industry Management • Agriculture Futures and Options Markets • Management and Finance of Agro-Food Projects | <ul style="list-style-type: none"> • Post-Harvest Management • Agricultural Entrepreneurship |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|

Entrepreneurship Management (Any Four)

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Agricultural Entrepreneurship, Challenges & Opportunities • Innovation Technology Management • Legal & Regulatory Process of Entrepreneurship | <ul style="list-style-type: none"> • Social Entrepreneurship • Venture Valuation and Accounting • Entrepreneurship Lab |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|

LEARNING BEYOND CURRICULUM

At SSU we believe in creating work-ready managers who can be effective from Day 1 in the roles they take up. We take special interest in enhancing learning beyond curriculum through various value addition workshops that cover latest industry needs. These workshops improve the skills and personality of our students, making them an irreplaceable addition to your team.

The Art of Living – The Art of Living Workshop offers insights into the nature of the human mind, empowering students to handle stressful people and situations effectively—an Art of Living forte that complements management education.

Excel BI Pro – Excel BI (Business Intelligence) Pro trains participants in Data Computing, Visualisation, Analysis and Decision-Making through Excel.

Corporate Readiness – The Corporate Readiness Workshop imparts training on soft skills and effective business communication, two highly necessary skills for a successful corporate career.

Design – The design workshop helps translate potential business & marketing ideas into a visual representation through the Adobe Photoshop Software.

Effectiveness – The Effective Workshop helps develop skills in problem-solving, communication, recall and time management through the technique of mind-mapping.

Dance – The Dance Workshop channelizes the power of dance to improve body posture, body language and confidence.

Short Term Courses on Linguistics –The Linguistics Training of four different foreign languages German, French, Russian, gets students ready for International Business Operations.

Short Term Technical Courses – The technical training domains in Digital Marketing , Six Sigma , Kaizen Continuous Assessment and Big data helps in getting hands on knowledge in latest trending technology driven Business operations.



SSU INFRASTRUCTURE





FACULTY MEMBERS



Dr. Dindayal Swain
Professor & Dean FMS



Dr. Debi Prasad Sahoo
Professor &
Executive Registrar



Dr. Vishal Sood
Professor & Programme
Coordinator of MBA (GM)



Dr. Bhagirathi Nayak
Professor



Dr. Sunil Kumar Dhal
Professor & Director,
'Centre for Professional Examinations'



Dr. Subash Chandra Nath
Professor & Associate Dean
Research & Development



Dr. Alok Kumar Sahai
Asso. Prof.



Dr. Suresh Kumar Sahoo
Asso. Prof. & Programme
Coordinator of M. Com



Dr. Vijayalakshmi Mohanty
Asso. Prof. & Head, PR and Social Outreach,
Director, SSAGC-CRPS & Director, HRDC



Dr. Mrutyunjay Dash
Asso. Prof.



Dr. Namita Rath
Asso. Prof. & Programme
Coordinator of BBA



Mr. Bharat Bhushan Dash
Faculty Associate
(Business Communication)



**Mr. Laxmana Sandeep
Janyavula**
Asst. Prof.



Mr. Binod Gopal Mukherjee
Asst. Prof.



Mr. Kaushal Borisagar
Asst. Prof.



Dr. Richa Baghel
Asst. Prof. & Programme
Coordinator of MBA (ABM)



Dr. Ravish Mathew
Asst. Prof. & Programme
Coordinator of B.Com



Mr. Biswajit Nayak
Asst. Prof.



Dr. Sarita Mishra
Asst. Prof.



Dr. Prabhuram Tripathy
Asst. Prof.



Dr. Barada Prasad Panigrahy
Asst. Prof. & Director,
Incubation Centre



Dr. Bhubaneswari Bisoyi
Asst. Prof.



Dr. Jasmine Bhuyan
Asst. Prof.



Ms. Mani Goswami
Asst. Prof. & Deputy Dean, Office
of the Vice Chancellor



Dr. Shwetasaibal Samanta Sahoo
Asst. Prof.



Dr. Giridhari Mohanta
Asst. Prof.



Dr. Nupur Moni Das
Asst. Prof.



Mr. Swarupa Ranjan Panigrahi
Asst. Prof.



Ms. Rupina Popli
Asst. Prof.



Mr. Jayakar Sodagiri
Asst. Prof. & Deputy Director,
Office of the Vice Chancellor and
Director, 'Sri Sri Centre for
Blended Learning'

INDUSTRY CONNECT



Our Students attending Workshop Series on Responsible Business Conduct



MBA corporate session - 'Saam, Daam, Dand, Bhed' a potent neeti by Mr. Bharat Bhusan Dash



'Extramarks Learning' attending Job Fair in our University on 10th September, 2022



SSU Job Fair 2022



SSU Central Training & Placement Team



SSU Job Fair Organising Team



Unilight Insurance Brokers conducting Campus Drive at Sri Sri University for MBA students



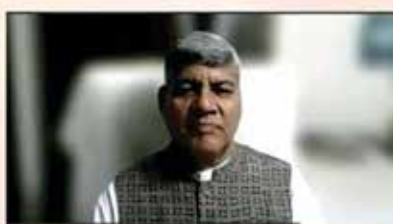
MBA corporate guest talk by Mr. Raja Singh Chowdhury



Gurudev Sri Sri Ravi Shankar Ji



Prof. (Mrs.) Rajita Kulkarni
President, Sri Sri University



Prof. B. R. Sharma
Vice-Chancellor, Sri Sri University



Dr. Paul Whitney
Associate Vice-President for International Programs
Washington State University



Dr. Shyam S. Sablani
Interim Chair & Professor of Food Engineering, Department of
Biological Systems Engineering, Washington State University



Dr. Arvin Sahaym
Professor, Management, Information Systems, and
Entrepreneurship, Washington State University



Dr. Sung Ahn
Associate Dean for International Programs, Washington
State University



Dr. Scot Hulbert,
Associate Dean of Research, College of
Agricultural, Human, & Natural Resource
Science, Washington State University



Prof. D. P. Sahoo
Executive Registrar, Sri Sri University



Prof. Kumaraswamy
Dean, Faculty of Agriculture, Sri Sri University



Dr. Karthik Mohan
Faculty, Electrical & Computer Engineering
Department, University of Washington



Prof. R.N. Satpathy
Dean, Faculty of Science & Faculty of Emerging
Technologies, Sri Sri University



Prof. D. D. Swain
Dean, Faculty of Management Studies,
Sri Sri University

MoU Exchange Ceremony- Sri Sri University and Washington State University on 12 August 2022

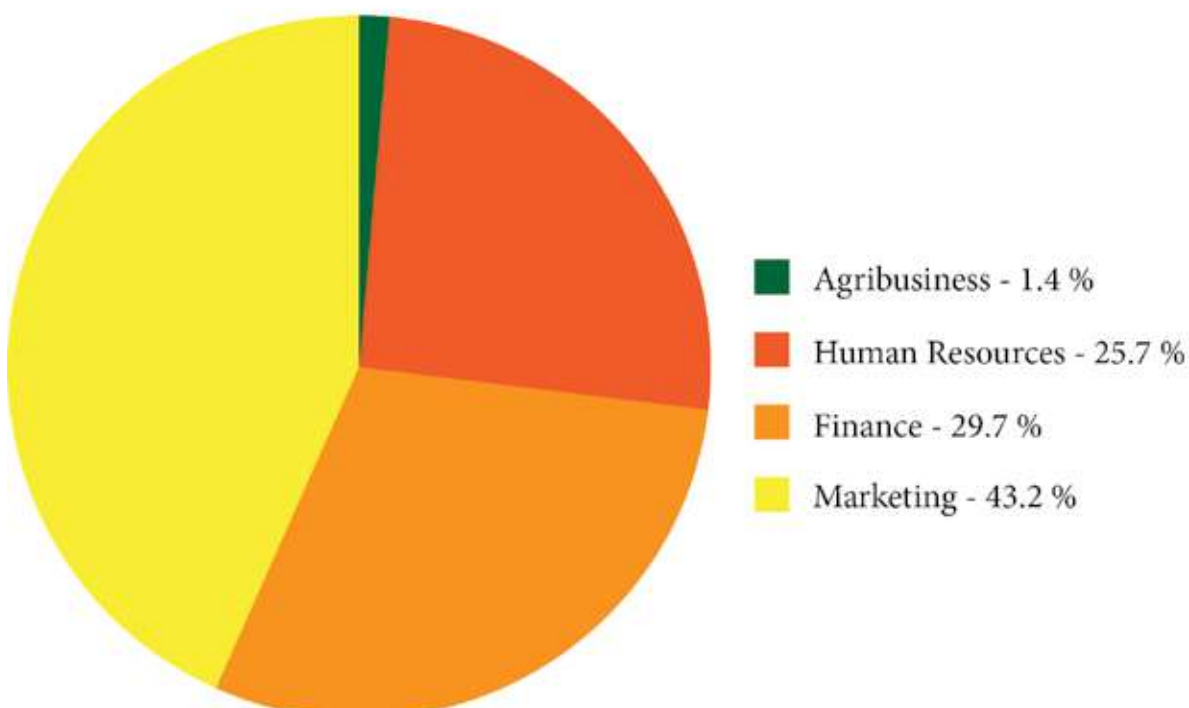
FINAL PLACEMENT 2021-23

The placement process is driven to match the long term career aspirations and natural skill sets of the students. As an institution, Sri Sri University promotes long term career associations for our students in the recruiting organizations for a mutual win. This year, our students have joined the industry across more than 15 business sectors in various capacities.

COUNT OF MINOR SPECIALISATION



COUNT OF MAJOR SPECIALISATION



PLACEMENT PROCESS

The placement process at Sri Sri University aims at providing a platform for both the students and corporates to find mutually agreeable avenues of engagement for long-term career satisfaction. The University facilitates all logistic support and hospitality arrangements to host the placement drive, including:

- Seminar Halls with well-equipped audio-visual systems for pre-placement presentations
- Computer Lab with 65 stations and hi-speed internet, for any examinations to be conducted
- Interview Rooms for one-on-one discussions
- Board Room for panel/group discussions
- Classrooms for conducting tests

PLACEMENT CALENDAR

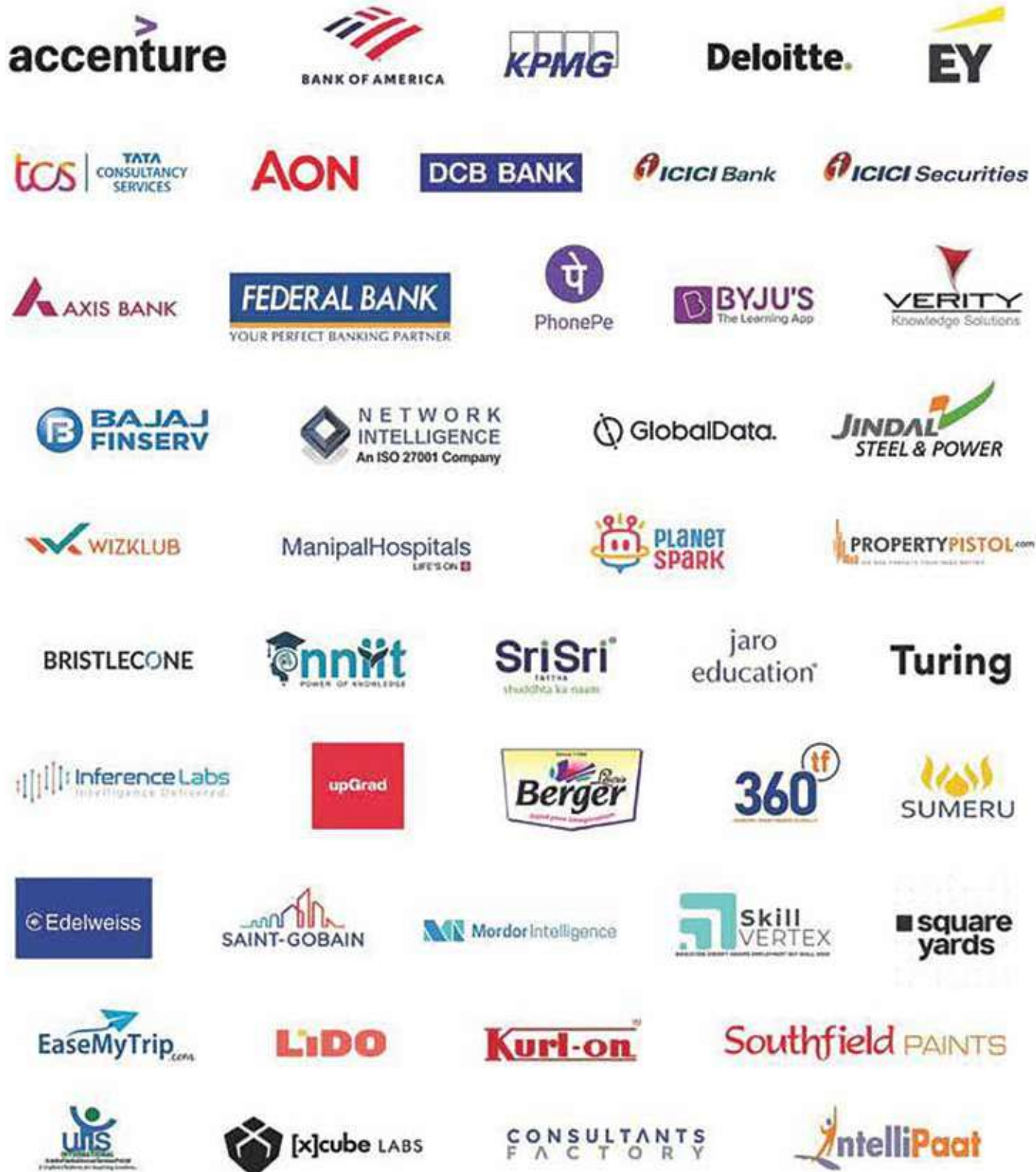
Category	Pre-Placement Talks	Placement Phase 1	Placement Phase 2	Joining Dates
Final Placements	Sep - Oct	Oct - Nov	Dec - Jan	May - Jun
Summer Internships	Sep - Oct	Oct - Nov	Dec - Jan	May - Jun

GUIDELINES FOR COMPANIES

- Pre-Placement talks are followed by the interview process from November onwards every year based on mutually convenient dates.
- Declaring the results of the interviews is requested and expected immediately after the interview or within 24 hours. This enables the students to sign out of the placement process to avoid overlap of efforts.
- The University follows a standard format for CVs. Organization-specific formats can be facilitated if the template is shared in advance.
- All communication regarding offers is made through the Placements Office.

OUR RECRUITERS

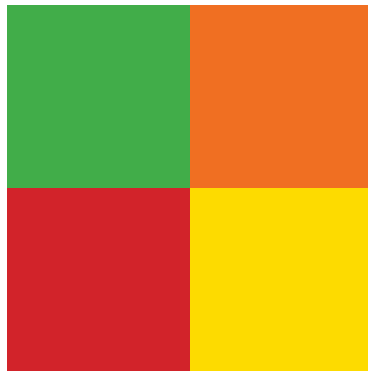
The placement process is driven to match the long-term career aspirations and natural skill sets of the students. As an institution, Sri Sri University promotes long-term career associations for our students in the recruiting organizations for a mutual win. This year, our students have joined the industry across more than 15 business sectors in various capacities.



17 OF 100

Unicorns of India hire from
SRI SRI UNIVERSITY





STUDENT PROFILE



Name: **ABHINANDAN N MALLUR**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Bazaar Fresh
Sip Topic: Marketing Research



Name: **ABHISHEK KABADE**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Analytical Investments
Sip Topic: A detailed study on financial competency and problems and challenges faced by sme's in financing with special reference to customers of analytical investments



Name: **ADITI NEUPANE**
Major Specialization: Marketing
Minor Specialization: HR
Sip Company: Shankara Naturals India
Sip Topic: Onboarding of shankara products in e-commerce platform



Name: **AJAYA KUMAR SABAT**
Major Specialization: Marketing
Minor Specialization: Operation
Sip Company: Kantar Group
Sip Topic: Study to understand users' behaviour on different social media platform and its effect on their buying behaviour towards healthcare products



Name: **AKASMIKA SWAIN**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: State Bank of India
Sip Topic: A study on loans and advances at state bank of india.



Name: **ALISHA BAL**
Major Specialization: Finance
Minor Specialization: Marketing
Sip Company: Sriram Life Insurance Company
Sip Topic: Insurance



Name: **AMAN MOHANTY**
Major Specialization: HR
Minor Specialization: Marketing
Sip Company: Odisha mining corporation limited
Sip Topic: An effective study on training and development



Name: **AMAN PATTANAYAK**
Major Specialization: HR
Minor Specialization: Marketing
Sip Company: MCL
Sip Topic: An overview of performance appraisal



Name: **AMLAN MISHRA**
Major Specialization: Finance
Minor Specialization: Operations Management
Sip Company: Tata Steel
Sip Topic: Procure to pay



Name: **AMRITESH SHYAM**
Major Specialization: Marketing
Minor Specialization: Finance
Sip Company: Torc Infotech
Sip Topic: Marketing practices at torc infotech



Name: **ANIVART JHUNJHUNWALA**
Major Specialization: Marketing
Minor Specialization: Operations
Sip Company: Thomas Assessments Pvt Ltd
Sip Topic: How does psychometric assessments help businesses in meeting efficient personnel requirements.



Name: **ANKITA MOHANTY**
Major Specialization: HR
Minor Specialization: Marketing
Sip Company: Hotel Brahmani Pvt Ltd.
Sip Topic: Study on organizational culture and its impact on employee's behavior at hotel brahmani



Name: **ANSHULA SHARMA**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Insplore Consultants
Sip Topic: Marketing (sales) and HR



Name: **ANURAG PADHY**
Major Specialization: Marketing
Minor Specialization: HR
Sip Company: Open Wings Foundation
Sip Topic: Marketing



Name: **ARNISH KAR**
Major Specialization: Finance
Minor Specialization: Operations
Sip Company: Finshore Management Services
Sip Topic: Intrinsic and relative valuation



Name: **ASHWATH NARAYANAN**
Major Specialization: Finance
Minor Specialization: Marketing
Sip Company: Diaz Invest
Sip Topic: Analysis of top 3 mutual fund schemea in india.



Name: **ASISH ABHISEK**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: 360tf
Sip Topic: Trade finance-role of banks in international settlement of importers and exporters



Name: **AVIRUPA JENA**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Vibgyor Advisors
Sip Topic: Study of test marketing and customer interaction



Name: **AYUSHI GOYAL**
Major Specialization: Finance
Minor Specialization: Marketing
Sip Company: Ernst & Young
Sip Topic: Marketing



Name: **B LAXMI RAVEENA**
Major Specialization: HR
Minor Specialization: Marketing
Sip Company: Tata Cummins Pvt Ltd
Sip Topic: A study on rewards and recognition and it's effectiveness among the employees of tata cummins pvt ltd.



Name: **BAISAKHI DAS**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Hindalco Industries Ltd
Sip Topic: An enquiry into the application aspects of theory of constraints in relation to the financial performance of aditya aluminium (hindalco industries ltd)



Name: **BAISHNABI MOHANTY**
Major Specialization: HR
Minor Specialization: Business Analytics
Sip Company: Valnizen Health Care
Sip Topic: Explanatory study on recruitment and selection process at valnizen health care



Name: **BIJAYA POUDEL**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Finshore Management Services Limited
Sip Topic: Fundamental analysis and



Name: **BISWA BHUSAN DEO**
Major Specialization: HR
Minor Specialization: Marketing
Sip Company: Hotel Brahmani Pvt. Ltd.
Sip Topic: A study on the efficiency of the human resource practices at the brahmani hotel



Name: **CHANDRAGUPTA DWIBEDI**
Major Specialization: HR
Minor Specialization: Marketing
Sip Company: Mozo Hunt
Sip Topic: Talent acquisition



Name: **CHANDRASHEKHAR PATIL**
 Major Specialization: Finance
 Minor Specialization: Business Analytics
 Sip Company: Oil States Industries
 Sip Topic: Study on relation between internal audit and financial performance of the company



Name: **CHIRAG RATHOR**
 Major Specialization: Finance
 Minor Specialization: Business Analytics
 Sip Company: Nalco
 Sip Topic: Various finance functions at national aluminium company limited(smelter division) in erp environment



Name: **DAGGUPATI SINDHURA LAXMI KRISHNA**
 Major Specialization: HR
 Minor Specialization: Business Analytics
 Sip Company: Tbh Circle
 Sip Topic: Effectiveness of talent acquisition process at tbh circle



Name: **DARPAN ANILKUMAR**
 Major Specialization: Marketing
 Minor Specialization: Operations
 Sip Company: Bubblenut Wash
 Sip Topic: Reduction of carbon footprint by promoting the brand and its products by digital marketing



Name: **DHEERAJ S**
 Major Specialization: Finance
 Minor Specialization: Marketing
 Sip Company: Investocon
 Sip Topic: A study on financial performance of reliance petrochemicals



Name: **DYUTI SUNDAR GHADAI**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Agile Capital Services
Sip Topic: A study on factors affecting customers preference towards investing in life insurance policies



Name: **GYANAJEET PANDA**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Talent Serve
Sip Topic: A study on growth marketing and revenue in edtech startup



Name: **HARSH VARDHAN**
Major Specialization: HR
Minor Specialization: Business Analytics
Sip Company: OSL
Sip Topic: Recruitment and selection



Name: **JAINAM SONI**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Vibgyor Advisors
Sip Topic: Study of mergers and acquisitions in indian banking sector



Name: **KABIPRASAD ROUTRAY**
Major Specialization: Marketing
Minor Specialization: Operation
Sip Company: SSU Incubation
Sip Topic: Market potential of rented agriculture equipment



Name: **KARISHMA NAYAK**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Finshore Management Service Limited
Sip Topic: Fundamentals analysis & company valuation of laurus labs



Name: **LINALIN NAYAK**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Odisha State Financial Corporation
Sip Topic: Role of osfc and its impact on the growth of msme in odisha



Name: **MANAS RANJAN SAHOO**
Major Specialization: HR
Minor Specialization: Marketing
Sip Company: Mahanadi Coalfield Limited (MCL)
Sip Topic: Employee welfare policy at MCL



Name: **MUKUNTH NARAYANAN. S**
Major Specialization: HR
Minor Specialization: Good Governance and Public Policy
Sip Company: ICM Logistics Pvt. Ltd.
Sip Topic: Introduction of competency based interview process at icm logistics pvt. Ltd. (chennai)



Name: **NIKHIL PATTNAIK**
Major Specialization: HR
Minor Specialization: Business Analytics
Sip Company: Mochiko Shoes
Sip Topic: To study performance appraisal system of the organization and identify the gaps between the current state and the desired state.



Name: **PATYADU SIDHANTA DORA**
Major Specialization: Marketing
Minor Specialization: HR
Sip Company: Earthology Private Limited
Sip Topic: Marketing strategies and business development for earthology private limited



Name: **PRACHI PAUDEL**
Major Specialization: Agribusiness
Minor Specialization: Marketing
Sip Company: Way2agribusiness India Pvt. Ltd.
Sip Topic: Market intelligence & agri clinic services for the farmers a case study on services offered by way2agribusiness india pvt ltd



Name: **PRATYUSHA**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Novel patent services
Sip Topic: Marketing research



Name: **PRIMAL P**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Outlook
Sip Topic: Customer satisfaction, relationship, knowledge and how unique outlook magazines are from its competitors



Name: **PUSPANJALI HIAL**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Outlook Publishing (India) Pvt. Ltd.
Sip Topic: A study on customer perception towards print media in the era of digitization with reference to outlook magazines



Name: **RAHUL KRISHNAN**
Major Specialization: Marketing
Minor Specialization: Operations
Sip Company: Shankara Naturals India
Sip Topic: Customer survey & competitor analysis



Name: **SABYASACHI MOHANTY**
Major Specialization: Marketing
Minor Specialization: Operation
Sip Company: Tbh Circle
Sip Topic: Customer sales marketing



Name: **SAIF AHMED S**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Evaluators Point Pvt. Ltd.
Sip Topic: Digital marketing, business development executive, marketing research



Name: **SAMARTH HANGARGI**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Valnizen Healthcare Pvt. Ltd.
Sip Topic: Effectiveness of social media on business



Name: **SANKALP PATTANAİK**
Major Specialization: HR
Minor Specialization: Operations
Sip Company: NTPC Ltd.
Sip Topic: Performance management system of executives at NTPC



Name: **SANTOSH KUMAR**
Major Specialization: Marketing
Minor Specialization: Operations
Sip Company: Goodspace
Sip Topic: Marketing intern in the marketing departement



Name: **SARTHAK MOHANTY**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Investocon, Bhubaneswar
Sip Topic: Study on financial markets with special emphasis on indian capital market



Name: **SAYANTON GHOSH**
Major Specialization: Marketing
Minor Specialization: Operations
Sip Company: Timespro
Sip Topic: Study on students' feedback on ed-tech companies offering professional courses and online education



Name: **SHUVABRAT PATTNAIK**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Earthology Pvt. limited
Sip Topic: A study on digital marketing and its impact on revenue generation with reference to earthology pvt. Limited



Name: **SIDDHARTH ARYAN PATRO**
Major Specialization: HR
Minor Specialization: Operations
Sip Company: Aarti Steels Ltd, Ghantikhal
Sip Topic: Measuring trainingbeffectiveness of senior executive level employees at aarti steels ltd, ghantikhal



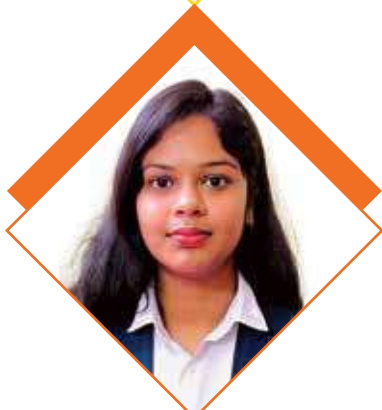
Name: **SIMIKA KAR**
Major Specialization: HR
Minor Specialization: Business Analytics
Sip Company: Odisha Stevedores Limited, Cuttack
Sip Topic: Training and development in an organisation



Name: **SOUBHAGYA RANJAN NANDA**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: HINDALCO
Sip Topic: Theory of constraints on working capital



Name: **SOURABH KUMAR SAHOO**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Agile capital service
Sip Topic: Life insurance



Name: **SUBHADRA SIMRON SWAIN**
Major Specialization: Finance
Minor Specialization: HR
Sip Company: NALCO
Sip Topic: Working capital management of nalco



Name: **SUBHASISH MAHAPATRA**
Major Specialization: HR
Minor Specialization: Business Analytics
Sip Company: Tata Steel, Kalinganagar
Sip Topic: Training and development at tata steel, kalinganagar



Name: **SUBRAT KUMAR DASH**
Major Specialization: Finance
Minor Specialization: Business Analytic
Sip Company: Finshore Management Service Ltd.
Sip Topic: Intrinsic and relative valuation



Name: **TANGUDU JAGANADHAM**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Odisha Capital Market and Enterprises Ltd.
Sip Topic: Free pricing of ipos - are ipos leaving money on the table for investors now? (a study on current scenario)



Name: **TAPAN GOURAV JENA**
Major Specialization: Marketing
Minor Specialization: Business Analytics
Sip Company: Fastrack
Sip Topic: A study on customer satisfaction for fastrack watches.



Name: **VEGULLA MANIKANTHA**
Major Specialization: Finance
Minor Specialization: Business Analytics
Sip Company: Odisha Capital Market & Enterprises Ltd.
Sip Topic: Fundamental analysis of equity investment in the current scenario: a critical analysis



Name: **YASH BANKA**
Major Specialization: Marketing
Minor Specialization: Operations
Sip Company: Brandshark
Sip Topic: Social media marketing



Name: **YASH H NARSINGHANI**
Major Specialization: Marketing
Minor Specialization: Operations
Sip Company: Madhurya, Bangalore
Sip Topic: Online sales with respect digital marketing

CORPORATE FEEDBACK



Certainly your institute is very different from the rest. The kind of learning environment that SSU is giving to students will certainly bring out the best leaders & human beings. This breed will not only prove to be successful professionals but also effective social change agents. We wish you all the best for all your future endeavours.

- **MR. CHIRAG SHAH**

Dy. General Manager- HR, Adani Ports & Special Economic Zone Ltd.



Mr. Kishan is a work dedicated guy who quickly understood what the expectations were from the project & put all efforts to achieve the same. He was punctual throughout the SIP. The most important thing is, even not being from engineering background, he grasped the project so quickly and delivered it very well. This speaks of his dedication and commitment for the work.

- **MR. SOURABH SHARMA**

Manager, Supply Chain, Maruti Suzuki India Ltd



We needed more experienced people from India. Therefore, we visited Sri Sri University. After my visit I was very impressed by the total i.e. the location, the knowledge and the atmosphere. I met 10 students and they pitched their ideas to me, which they did really well. I was really impressed by the management and the things they said which I was recollecting all my way back and which will remain with me all my life.

- **MS. ANJA JESSURUN**

Director, Shankara, Health & Wellness by Ayurveda, Netherlands, Europe



It was an honour to be part of the conclave in Sri Sri University. It was very well organised. Subjects presented by students are based on the challenges industry is facing. Well researched and very well presented by all students. I wish all the best for their future.

- **MR. UMAKANTA PANIGRAPHY**

Director, Duff & Phelps, Mumbai

THE PLACEMENT TEAM



Mr. Basina Ravi Praksh Rao

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ravi.r@srisriuniversity.edu.in
7406203363



Mr. Lalatendu Behera

Manager - Corporate Relations
lalatendu.b@srisriuniversity.edu.in
9861304559



Ms. Aayushi Moonka

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9031783960



Ms. Ayushi Das

Executive - Corporate Relations
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Thank you

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