

PLACEMENT BROCHURE

MBA 2022-24



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 2023) and introduce the students of our MBA batch of 2022-2024. 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 favoured talent recruiting destination. It is a matter of great achievement for us that 19 out of the 111 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 2023 batch got placements in reputable firms in a variety of roles. The highest CTC offered was Rs. 13.58 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 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



Prof. (Mrs). Rajita Kulkarni
President

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 11 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 is 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 develop 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 2024 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,

It is a pleasure to welcome you, our dear corporate/industry partners as you step into the vibrant campus of Sri Sri University this academic year. Sri Sri University continues to be at the forefront of pioneering higher education in Eastern India, steadfast in our commitment to delivering transformative and high-quality education through innovative initiatives and programs.

In the last academic year, Sri Sri University's faculty, staff and students achieved significant milestones in a wide array of domains, spanning from academics, sports, environmental initiatives, climate action, Sustainable Development Goals, administration, community engagement, professional excellence, entrepreneurship, research, innovation, publications, patents, design, students' successes and Global Thought Leadership. These endeavours have ignited the campus with enthusiasm, creativity and a spirit of innovation.

I take immense pride in presenting to you the incoming batch, the eleventh cohort (2022-24), of students from MBA program.

At Sri Sri University, we have cultivated a unique ecosystem that empowers the teaching-learning process through the collaborative efforts of our students and faculty, as well as, external experts from academia and industry. Together, we have relentlessly pursued academic excellence and nurtured our students into ethical, committed and professionally adept individuals poised for the future. These skills and competencies align seamlessly with the demands of Industry 5.0, and our students excel in possessing them.

Our distinctive pedagogy not only sharpens their skills and enriches their knowledge but also equips them with tools to combat stress and work-related fatigue, primarily through regular meditation and yoga. I cordially invite you to witness first-hand, the holistic development of these emerging entrepreneurs and professionals. I am confident that you will be eager to welcome such young and enthusiastic talent into your organisations, thus allowing them to create a meaningful impact on society.

Our students are poised to tackle real-world challenges upon graduation from this institution, where they assimilate the best of both the innovation of the West and the wisdom of the East. Over time, they will leave an indelible mark across diverse industries, just as our alumni have done in the past.



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

We strive to align our programs with the industry's evolving needs, as per the mandate of NEP 2020. Together, let us enrich and deepen the partnership between academia and industry, making it a more meaningful and rewarding journey.

Prof. (Dr.) B. R. Sharma

MESSAGE FROM THE DEAN, FACULTY OF MANAGEMENT STUDIES

At Faculty of Management Studies (FMS), Sri Sri University, we live our values i.e.; Learn, Lead and Serve. For more than a decade, 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. FMS is marching ahead with three pillars – Innovation, Technology & Entrepreneurship.

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 2023.

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 Esteemed Recruiters,

In today's dynamic and fiercely competitive global markets, the demand for exceptional performance characterized by the highest standards of quality and professionalism is paramount. Sri Sri University, in recognition of this challenge, remains committed to equipping its students with the requisite industry exposure and skills essential to meet the exacting expectations of the corporate world.

At the heart of our efforts is the Central Career and Guidance Cell (CCGCC), a dedicated team passionately focused on creating abundant learning opportunities for our students. We achieve this through a multifaceted approach, incorporating live projects, research assignments, competitions, management simulations, industrial training, guest lectures, conferences, and seminars. These experiences empower our students to thrive in a competitive corporate environment.

Furthermore, our institution places significant emphasis on Employability Training and Corporate Readiness Programs. These structured programs are instrumental in bridging the gap between the academic life on campus and the professional world. They serve to mould our students into well-rounded individuals, enhancing their overall personality, communication skills, corporate decorum, grooming, and instilling the right attitude necessary for effective teamwork and ethical conduct, along with proficient time management.

Integral to our curriculum is the inclusion of projects that provide students with practical exposure to real-world challenges. Additionally, we facilitate summer internships with various organizations, allowing students to gain invaluable insights into a company's operations. These experiences not only enhance their adaptability but also enable them to discern their areas of interest, thereby aiding in making informed choices for both summer internships and final placements.

In recognition of your invaluable partnership, we extend our heartfelt gratitude for your continued association with us. We warmly invite your esteemed organization to participate in the Campus Recruitment of our MBA batch for the years 2022-24. Warm 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 accredited by NAAC 'A' Grade with CGPA 3.25. It is also recognized by UGC and the 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

- Best in class Faculty Members nurture solid domain expertise and employable skills.
- 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
- Diverse student community, promoting an environment of collaboration and camaraderie

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 Sri Sri University - FMS 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.



COURSE CURRICULUM OF MBA (GENERAL MANAGEMENT)
FROM THE ACADEMIC YEAR 2023-24 ONWARDS (FOR MBA: 2023-25 BATCH ONWARDS)

SEMESTER 1

Paper Name	Category	Credit
Organisational Behavior	Core	4
Quantitative Techniques	Core	4
Microeconomics for Managers	Core	4
Financial Reporting and Analysis	Core	4
Marketing Management	Core	4
Business Communication	Core	4
(Analysis of Written Communication)		
Indian Financial System	Core	4
Digital Transformation in Business	Core	4
Happiness Connect	Skill Based	2
Total		34

SEMESTER 2

Paper Name	Category	Credit
Management Sciences	Core	4
Human Resources Management	Core	4
Macroeconomic Analysis and Policy	Core	4
Production & Operations Management	Core	4
Digital and Social Media Marketing	Core	4
Financial Management	Core	4
Research Methods in Business	Core	4
AI & ML for Business	Core	4
Total		32

SEMESTER 3

Paper Name	Category	Credit
Summer Internship Project	Core	4
(8 weeks duration tentatively during May-June every year)		
Strategic Management	Core	4
Project Management	Core	4
Enterprise Risk Management	Core	4
Elective - 1	Elective	4
Elective - 2	Elective	4
Elective - 3	Elective	4
Elective - 1	Elective	4
Elective - 2	Elective	4
Total		36

SEMESTER 4

Paper Name	Category	Credit
Dissertation & Viva-Voce	Core	4
Innovation, Creativity & Entrepreneurship	Core	4
Business Process Re-engineering	Core	4
Legal Aspect of Business	Core	4
Elective - 1	Elective	4
Elective - 2	Major	4
Elective - 3		
Elective - 1		
Elective - 2	Minor	4
Elective - 2		
Total		36
Grand Total (Sem 1+ Sem 2 + Sem 3 + Sem 4)		138

Note :-

Minimum 102 Credits are required for award of Degree including SIP and Capstone Project.

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 from the following specialisations.

- | | |
|--------------------------------|-------------------------------------|
| i) Finance Management | v) Business Analytics |
| ii) Marketing Management | vi) Good Governance & Public Policy |
| iii) Human Resource Management | vii) Business Economics |
| iv) Operations Management | |

ELECTIVE COURSES OFFERED IN SEMESTER - III

Finance Management

- Project Appraisal & Finance
- Investment Analysis & Portfolio Management
- Corporate Valuation
- Block Chain Technologies & Crypto Currencies
- Merchant Banking & Capital Market Services
- Working Capital Management
- Money and Banking

Marketing Management

- Consumer Behavior
- Sales & Distribution Management
- Sustainable Marketing
- B2B Marketing
- Product & Brand Management
- Marketing to base of Pyramid Consumers

Human Resource Management

- Industrial Relations and Labour Legislations
- Leading and Managing Change
- Industrial Psychology
- Compensation and Benefits Management
- International HRM
- Manpower Planning, Recruitment & Selection
- Organisational Design and Dynamics

Operations Management

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

Business Analytics

- Data Analytics Using SAS
- Big Data and Cloud Computing
- Multivariate Data Analysis
- Data Visualization for Managers
- E-Business and Marketing Analytics

Good Governance & Public Policy

- Good Governance: Understanding Eastern and Western Perspectives
- Introduction to Public Policy
- India and Global Governance
- Urban Development and Administration
- Principles of Indian Economy

Business Economics

- Applied Econometrics for Managers
- Financial Economics
- Development Economics
- International Economics

ELECTIVE COURSES OFFERED IN SEMESTER - IV**Finance Management**

- Derivatives & Risk Management
- International Finance
- Corporate Restructuring, Mergers and Acquisitions
- Behavioural Finance
- Fintech for Finance
- Advanced Financial Reporting
- Personal Financial Planning

Marketing Management

- International Marketing
- Marketing Strategy
- Integrated Marketing Communication
- Rural Marketing
- Services Marketing
- Retail Management
- Customer Relationship Management

Human Resource Management

- Leadership in the Changing Context
- Training and Development
- Strategic HRM
- Negotiation Skills for Managers
- Performance Management System
- HR Metrics
- Team Dynamics

Operation Management

- Sales and Operations Planning
- Total Quality Management
- Production, Planning & Control
- Behavioral Operations Management
- Quality Toolkit for Managers
- Pricing and Revenue Management
- Operations Strategy

Business Analytics

- Data Mining
- Data Warehousing for Analytics
- Web Analytics for Business
- Predictive Analytics for Business
- Data Science Using R

Good Governance & Public Policy

- Law and Public Policy
- Indian Economy and Public Finance
- Nitishastra Through Panchatantra
- Constituency Management
- Public Health Policy and Management
- Ethics and Research in Good Governance & Public Policy

Business Economics

- Time Series Analysis and Forecasting Models
- Rural Economics
- Asian Economics and Business Environment
- Environmental Economics

LEARNING BEYOND CURRICULUM

At Sri Sri University 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.







FACULTY MEMBERS



Dr. Dindayal Swain
Professor & Dean FMS



Dr. Debi Prasad Sahoo
Professor



Dr. Vishal Sood
Professor



Dr. Bhagirathi Nayak
Professor & Programme
Coordinator of MBA (GM)



Dr. Sunil Kumar Dhal
Professor & Director,
'Research & Development Cell'



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



Dr. Alok Kumar Sahai
Asso. Prof.



Dr. Suresh Kumar Sahoo
Asso. Prof.



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



Dr. Biswajit Nayak
Asst. Prof.



Dr. Sarita Mishra
Asst. Prof.



Dr. Prabhuram Tripathy
Asst. Prof.



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



Dr. Jasmine Bhuyan
Asst. Prof. & Programme
Coordinator of BBA



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



**Dr. Shwetasaibal Samanta
Sahoo**
Asst. Prof.



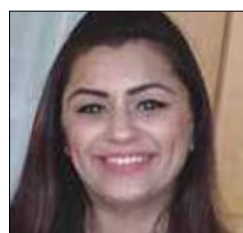
Dr. Giridhari Mohanta
Asst. Prof.



Dr. Nupur Moni Das
Asst. Prof



**Mr. Swarupa Ranjan
Panigrahi**
Asst. Prof.



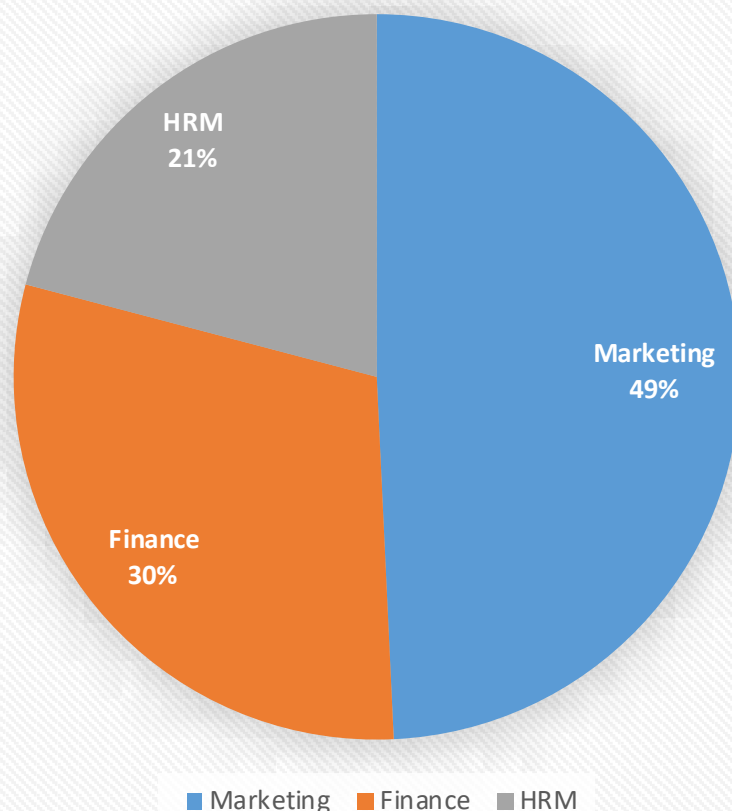
Ms. Rupina Popli
Asst. Prof.

FINAL PLACEMENT 2022-24

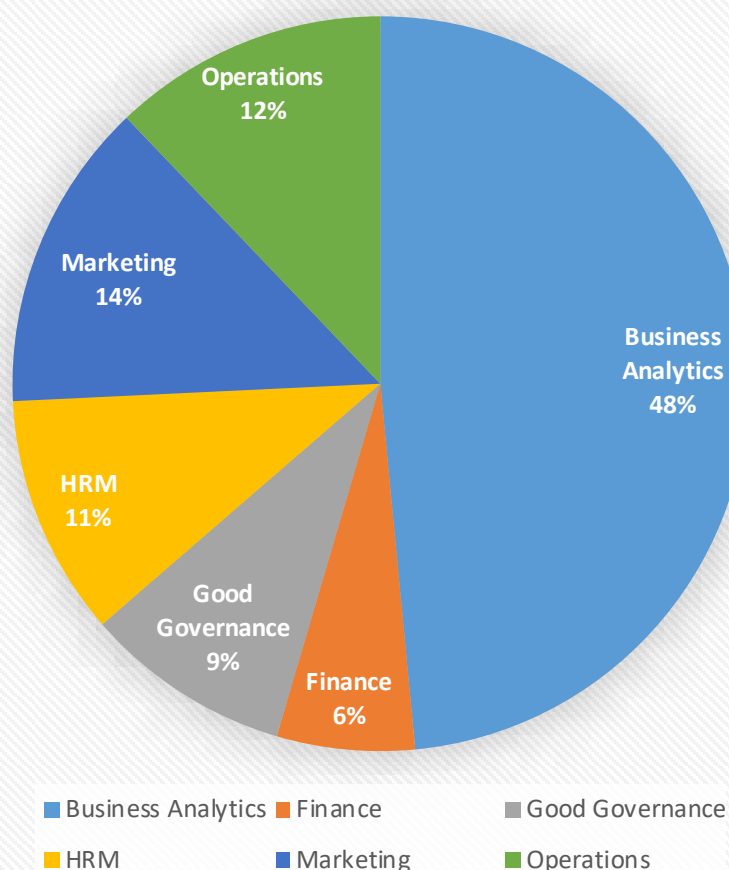
The placement process is driven to match the long term career aspirations and natural skill sets of the students. As an institution, Sri Sri University promotes long term career associations for our students in the recruiting organizations for a mutual win.

This year, our students have joined the industry across more than 15 business sectors in various capacities.

Specialization (Major)



Specialization (Minor)



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.



Deloitte.



19 OF 111 UNICORNS OF INDIA HIRE FROM SRI SRI UNIVERSITY

Flipkart



SUCCESS STORIES 2023

MBA 2021-23 Placements

CONGRATULATIONS



ARNISH KAR ANSHULA SHARMA GYANAJEY PANDA

FEDERAL BANK
YOUR PERFECT BANKING PARTNER

Officer in Junior Management Grade I
CTC:- 13.58 LPA

MBA 2021-23 Placements

Conratulations



ASHWESH KABADE ARNISH KAR CHANDRASHEKHAR PATIL EVERAT KUMAR BHAT

KPMG

Role:- Associate
CTC:- 5.50LPA

MBA 2021-23 Placements

ICICI Bank

Conratulations



Avinava Juma Nikhil Pattnaik Sabyasachi Mohanty Santosh Kumar

Role:- Deputy Manager (Band II)
CTC Rs. 8.29 LPA

MBA 2021-23 Placements

Conratulations



Ashwath Narayanan Tengudu Jagannadham Karishma Nayak

Role: Analyst I
CTC **INR 5.50 LPA**
Transport + Medical Insurance

AON

MBA 2021-23 Placements

CONGRATULATIONS



SABYASACHI MOHANTY TAPAS GOURAV JENA VISHAL GUPTA

KENT Health Care PRODUCTS
HOUSE of PURITY

Management Trainee

MBA 2021-23 Placements

CONGRATULATIONS



ASHIMANDAN MALLUR PRATYUSHA SAIF AHMED S

360

Role:- Trade Relations Manager
CTC:- 6LPA

MBA 2021-23 PLACEMENTS

COFFEE Day beverages



SAYANTON GHOSH

Sales Trainee
CTC:- Rs. 5.40 LPA

MBA 2021-23 PLACEMENTS

CONGRATULATIONS



ANSHULA SHARMA YASH H. NARASIMHAN

BUYER FORESIGHT

Management Trainee
CTC as (Rs. 5 to Rs. 7 LPA - On Confirmation)

MBA 2021-23 PLACEMENTS

VI



AJAYA KUMAR SABAT

COMPANY:- VODAFONE
ROLE:- TERRITORY SALES MANAGER

MBA Placements 2021-23

Conratulations



Ashwath Narayanan

CTC - Rs. 9.8 LPA
Role: Deputy Manager - Compliance

AXIS BANK

MBA 2021-23 PLACEMENTS

CONGRATULATIONS



DARPAN ANILKUMAR

MRF

Role:- Territory Sales Supervisor
CTC:- Rs.6.71 LPA

and many more ...

VIRTUAL RECRUITERS' MEET 2023



On September 15, 2023, the Central Career and Guidance Cell organized Virtual Recruiter's Meet with our Honourable President Madam, Honourable Vice Chancellor, Respected Director Operations and Respected Deans of all faculty. 35 companies joined including Fortune 100, MNC, Start-ups and Unicorns.

EMPLOYABILITY TRAINING 2023



Placement Orientation Sessions and GDPs were conducted in September, October, November 2023 for the students of MBA.

INDUSTRY CONNECT



Faculty of Management Studies, Sri Sri University has organised an Corporate Guest Talk on “Leave No One Behind - Making an Organisation Belong to All” on October 22, 2022 for the students of MBA. The lecture was delivered by Mr. Simanta Mohanty, Head of Human Resources, Milk Mantra, Bhubaneswar, Odisha.



Faculty of Management Studies, Sri Sri University has organised a Corporate Guest Talk on “Corporate Business and Finance Model - SAIL” on October 29, 2022 for the students of MBA. The talk was delivered by Dr. Girija Sankar Das, Chief General Manager (Finance), Rourkela Steel Plant, SAIL.



FMS has organised an Industrial Visit to Jay Bharat Spices Pvt. Ltd., Ramdaspur, Cuttack on November 1, 2022 for the students of 5th semester BBA/IMBA: 2020-23.



FMS has organised an Industrial Visit to Aarti Steels Pvt. Ltd., Ghantikhal, Athgarh, Cuttack on November 2, 2022 for the students of 5th semester B.Com (Hons.) 2020-23.



FMS has organised an Industrial Visit to Parle Manufacturing Unit, Chandaka Industrial Estate, Bhubaneswar on November 10, 2022 for the students of 3rd semester BBA : 2021-24.



FMS has organised an Industrial Visit to Aarti Steels Ltd., Ghantikhal, Cuttack on February 14, 2023 for the students of 4th semester MBA : 21-23 Finance & Operations Specialisation.



FMS has organised an Industrial Visit to JK Lakshmi Cement Ltd., Khuntuni, Cuttack on February 16, 2023 for the students of 2nd semester MBA : 22-24.



Faculty of Management Studies, Sri Sri University has organised a Corporate Guest Talk on “An Agri-Entrepreneur Journey - Building Bharat Masala” on November 5, 2022 for the students of MBA. The talk was delivered by Shri Surendra Nath Panda, Chairman, Jay Bharat Spices Pvt. Ltd., Cuttack.



An interactive session was organised by FMS for the students of 3rd MBA (HR) : 2021-23 on the topic “Importance of Balanced Scorecard in Performance Management” on November 7, 2022. The lecture was delivered by Dr. Sanjay Kumar Pattnaik, Co-Founder & CEO, People Better.



Faculty of Management Studies, Sri Sri University has organised a Corporate Guest Talk on “Perseverance - Path to Succeed” on November 12, 2022 for the students of MBA. The talk was delivered by Mr. Rajesh Rout, Trainer, Coach, Keynote Speaker, EMCEE and Educator on Soft Skills.



Faculty of Management Studies, Sri Sri University has organised an Alumni Talk on “How To Build Your Career” on November 12, 2022 for the students of MBA. The talk was delivered by Mr. Abhijeet Athipet, Delivery Manager, Enterprise Business, Great Learning.



FMS has organised a seminar on “FMCG Landscape of India” on April 10, 2023.

Resource Person:- Mr. Nilotpal Das, Senior Sales Executive, Nestle India Limited.



FMS has conducted two workshops on “How to Vlog: Complete Beginners Guide” by Srichandan Behera, a student of 2nd semester MBA : 22-24 and “Social Media Marketing” by Abhishek Khatal, a student of 2nd semester MBA : 22-24 on April 11, 2023 for the students of 2nd semester MBA : 22-24 and 4th semester MBA : 21-23 batches as a part of the student workshop series of digital & social media marketing.



Leadership Wisdom CEO Talk Series on April 20, 2023.

Resource Person:- Mr. Gopal Krishna G S S, Country Head Market Function and Product Group Head - TCS iON, Tata Consultancy Services, Mumbai and Professor of Eminence & Advisory Board Member of FMS



A Business Quiz was jointly hosted by FMS and Business Standard on April 11, 2023 for the students of 2nd semester MBA 22-24 and 4th semester MBA 2021-23.

A special session on “News Analysis and Library Reading” was conducted on April 29, 2023 by Dr. Subash Ch. Nath, Professor, FMS and Mr. Bharat Bhushan Dash, Assistant Professor, FMS for the students of 2nd semester MBA: 2022-24 and 4th semester MBA: 2021-23.



Visit to G20 Exhibition on April 27, 2023 by MBA Students



FMS has organized an Industrial Visit to Omfed Dairy Plant, Arilo, Cuttack on May 5, 2023 for the students of 2nd semester MBA 2022-24 Batch.



FMS has organized an Industrial Visit to Sabitri Enterprises on May 24, 2023 for the students of 4th semester MBA 2021-23 (Operation Specialisation).



A Guest Lecture was organised by FMS on the topic “Digitalization of Industries - Challenges & Solutions” for the students of BBA 2021-24 batch, IMBA 2021-26 batch and B. Com (Hons.) 2021-24 batch on July 22, 2023 delivered by Mr. Praveen Kumar.



MBA Corporate Session on August 5, 2023 for the student of 1st semester MBA 2023-25. Guests were- Mr. Sanjeev Gupta, Joint President, Myhome Industries Pvt. Ltd. and Mr. Bimal Kumar Mohanty, AGM (Finance), Myhome Industries Pvt. Ltd.



An Expert Talk was organised by FMS on September 14, 2023, delivered by Mr. Shreyans Mehta, Leadership Coach for Startups, Alumnus of IIM Calcutta & McKinsey, Pioneer in Political Consulting on the topic “Management Lessons from Political Consulting” for the students of 3rd semester MBA 2022-24 Batch.



STUDENT PROFILE



MBA 2022-24 Batch



Name: A. R. Divya Jyoti
Major: HR
Minor: Finance
Company: Planet Solutions
SIP Title: Recruitment and Selection Process in Planet Solutions



Name: Abhilash Barik
Major: Finance
Minor: Business Analytics
Company: NALCO
SIP Title: Working Capital Management



Name: Abhilipsha Upadhyaya
Major: Finance
Minor: HR
Company: Jindal Power Limited
SIP Title: A Study on Working Capital Management through Theory of Constraints



Name: Abhimanu Kumar
Major: Marketing
Minor: Business Analytics
Company: SAIL
SIP Title: Branded Retail Channels & Digital Marketing Initiatives from Steel Producers in Indian Steel Industry



Name: Abhipsa M. Yadav
Major: Finance
Minor: HR
Company: PPL
SIP Title: Working Capital Management



Name: Abhishek Khatal
Major: Marketing
Minor: Good Governance
Company: Outlook media
SIP Title: An analysis of Consumer's Perceptions of Print Media in the Era of Digitalization with reference to Outlook Magazines



Name: Ambika Bartia
Major: HR
Minor: Marketing
Company: DCB Bank
SIP Title: Recruitment and Selection Process in DCB Bank



Name: Amrit Ku. Pattanayak
Major: Marketing
Minor: Business Analytics
Company: Xiaomi India
SIP Title: Analysis of Xiaomi India's offline Marketing Strategy



Name: Anagh Gupta
Major: Finance
Minor: Business Analytics
Company: vHub
SIP Title: Navigating the Influencer Marketing Landscape



Name: Anirudh Modi
 Major: Marketing
 Minor: HR
 Company: Xiaomi Distributor
 SIP Title: Point Customer Satisfaction of Xiaomi Phones



Name: Anwesha Rath
 Major: HR
 Minor: Business Analytics
 Company: TPCODL
 SIP Title: Crafting an effective corporate communication policy for TPCODL BBSR: A strategic analysis and recommendations



Name: Arpita Panigrahi
 Major: Finance
 Minor: HR
 Company: MGM Agri-tech and Research Pvt. Ltd.
 SIP Title: Business Process and Forecast of MGM Agri-tech and research Pvt. Ltd



Name: Asmita Panda
 Major: Marketing
 Minor: Good Governance
 Company: Mahanadi Coal Fields Limited
 SIP Title: Analysing the Performance of E-Auction of Coal in Mahanadi Coalfields Limited



Name: Atulya A. Mandal
 Major: HR
 Minor: Business Analysis
 Company: NALCO
 SIP Title: Employee Welfare Measures



Name: Bhamati Acharya
 Major: HR
 Minor: Finance
 Company: Tata steel
 SIP Title: Hyper personalisation of offerings in HR



Name: Bigyan B. Shaw
 Major: Marketing
 Minor: Operations
 Company: KANTAR IMRB
 SIP Title: An Exploratory study of stakeholder perception of TMT bar in Bhubaneswar



Name: Debasish Swain
 Major: Marketing
 Minor: Business Analytics
 Company: SAIL
 SIP Title: A Comprehensive study on Marketing of secondary products for Rourkela Steel Plant



Name: Dhiraj Godage
 Major: Marketing
 Minor: Good Governance and Public Policy
 Company: Outlook
 SIP Title: Study on How unique Outlook Magazines are from its competitors, and customer satisfaction, relationship, knowledge



Name: Ipsita Nayak
 Major: Finance
 Minor: Business Analytics
 Company: SAIL Rourkela
 SIP Title: A study on financial analysis of SAIL



Name: Jasaswi Das
 Major: Marketing
 Minor: Business Analytics
 Company: Vlebaazaar
 SIP Title: Social media marketing and promotion



Name: Jyotirmaya Mishra
 Major: Marketing
 Minor: Operations
 Company: Varun Beverages Ltd.
 SIP Title: Comparative Analysis Between PepsiCo and Coca-Cola on the basis of Market Acquisition, Brand Awareness and Consumer Buying Behaviour



Name: Karan Bali
 Major: Marketing
 Minor: Business Analytics
 Company: Adani Ports
 SIP Title: Hinterland and Logistics Analysis



Name: Khushi Vashishtha
 Major: Finance
 Minor: Marketing
 Company: 360tf
 SIP Title: Factoring- advancing financing for global trade



Name: Kishan Mahapatra
 Major: Marketing
 Minor: Finance
 Company: SBI Cards and Payment Service Limited
 SIP Title: A Study on Digital Penetration of SBI Cards with their Competitors



Name: Maithili Kinhikar
 Major: Marketing
 Minor: Operations
 Company: Outlook Publishing Pvt Ltd
 SIP Title: A study on consumer perception of Outlook magazine in South and West India



Name: Meera Panchal
 Major: Finance
 Minor: Business Analytics
 Company: Adani Green Energy Ltd.
 SIP Title: Financial performance analysis & valuation of AGE



Name: Megha Senthil
 Major: Finance
 Minor: Business Analytics
 Company: Equivaluesearch
 SIP Title: Comparative analysis between Kotak mahindra bank and IndusInd bank



Name: Nihal Bhut
Major: Marketing
Minor: Operations
Company: Aditya Birla Fashion and Retail Ltd.
SIP Title: Store Operations



Name: Nilesh Kapre
Major: Marketing
Minor: Good Governance
Company: Britannia Industries Pvt Ltd
SIP Title: A Study of Customer Behaviour in Confectionary Product with respective Britannia Biscuits in Modern Trade



Name: Pragyan P. Panda
Major: Finance
Minor: Marketing
Company: DCB Bank
SIP Title: Analysis of Home Loan Proposal at DCB Bank



Name: Priyabrata Pradhan
Major: HR
Minor: Finance
Company: Jindal Power Ltd.
SIP Title: Attrition Management at Jindal Power Ltd.: A Comprehensive Study and Analysis



Name: Purnendu Ku. Karan
Major: Finance
Minor: Operations
Company: Maha Cement
SIP Title: Working Capital Analysis of Maha Cement



Name: Rajesh Kumar Lenka
Major: Marketing
Minor: Finance
Company: Kantar imrb
SIP Title: A study on Corporate Brand Awareness among Diverse Stakeholders



Name: Rakesh Kumar Singh
Major: HR
Minor: Business Analytics
Company: Jindal Power Limited
SIP Title: A Study on Employee Perception about Recruitment Process of Jindal Power Limited



Name: Rashmi R. Behera
Major: Marketing
Minor: HR
Company: Xiaomi
SIP Title: Offline Presence and Retail Shop Expansion of Xiaomi



Name: Ratan Pattnaik
Major: Marketing
Minor: Business Analytics
Company: Awign
SIP Title: Customer Delight with OYO Rooms in Bhubaneswar



Name: Riteek Kumar Sahoo
 Major: Marketing
 Minor: Business Analytics
 Company: Maha Cement
 SIP Title: A study on dealer satisfaction for Solid HD+ Cement with respect to Cuttack and Bhubaneswar market



Name: Rohit Bilung
 Major: Finance
 Minor: Marketing
 Company: Outlook group
 SIP Title: Comparative study on Payment Gateway, Investment and Stock market analysis



Name: Saileena Bose
 Major: HR
 Minor: Business Analytics
 Company: Tech Mahindra
 SIP Title: A Detailed Examination of Their Business Process Implementation with Special Focus on the Human Capital Management Module



Name: Sainesh Aggarwal
 Major: Marketing
 Minor: HR
 Company: Genisun Power Solution Pvt. Ltd.
 SIP Title: A Study on Solar Power Plant and Solar Energy



Name: Sandeep Jha
 Major: Finance
 Minor: Marketing
 Company: DCB Bank
 SIP Title: Analysis on Credit Appraisal of DCB Bank on mortgage loan



Name: Sandhra V
 Major: Marketing
 Minor: Business Analytics
 Company: Oushadhi Pharmaceuticals
 SIP Title: A Study on Retailer Satisfaction towards the Distribution of Oushadhi Pharmaceuticals (I.M) Kerala Ltd



Name: Sandip sethy
 Major: Marketing
 Minor: Business Analytics
 Company: Indian Oil Corporation limited
 SIP Title: Market analysis of Servo Engine Oil and Lubricant by Indian Oil



Name: Sarthak Pattanaik
 Major: HR
 Minor: Marketing
 Company: Odisha Mining Corporation Ltd.
 SIP Title: Recruitment and Promotion Methods (Executive)



Name: Saswati Mohanty
 Major: Marketing
 Minor: Business Analytics
 Company: Varun Beverages, PEPSICO
 SIP Title: A Study on Consumer Perception towards PEPSI in Cuttack



Name: Satwik Chatterjee
 Major: Marketing
 Minor: Business Analytics
 Company: Vlebaazaar
 SIP Title: Assessing Digital Marketing with reference to Vlebaazaar



Name: Shourya Kundu
 Major: Finance
 Minor: Marketing
 Company: DCB Bank
 SIP Title: Analysis of Commercial Vehicle Loan and its Due Diligence



Name: Sony Mohanty
 Major: Finance
 Minor: Business Analytics
 Company: UTI AMC Ltd.
 SIP Title: A Study on Comparative Analysis of some Flexi- Cap Funds



Name: Soumya R. Biswal
 Major: HR
 Minor: Business Analytics
 Company: Odisha Mining Corporation Ltd.
 SIP Title: A Study on Performance Management System at OMC



Name: Sradha S. Panigrahi
 Major: HR
 Minor: Business Analytics
 Company: Rourkela steel plant
 SIP Title: A Study on Performance Management of Employees of RSP



Name: Steeta Prangya Badu
 Major: HR
 Minor: Business Analysis
 Company: Jindal Power Limited, Tamnar
 SIP Title: Study on Performance Appraisal in Jindal Power Limited



Name: Subham Srivastava
 Major: Finance
 Minor: Business Analytics
 Company: Jindal power
 SIP Title: A Study on Performance Analysis of Jindal Power Ltd.



Name: Subhasis Pradhan
 Major: Marketing
 Minor: Business Analytics
 Company: Ultratech
 SIP Title: UTEC by Ultratech Support Required by Dealer, Retailer and Customers



Name: Swagatika Verma
 Major: HR
 Minor: Business Analytics
 Company: NALCO
 SIP Title: A Study on Employee Satisfaction at NALCO



Name: Swati Singh
 Major: Marketing
 Minor: Business Analytics
 Company: Unicharm India Pvt. Ltd.
 SIP Title: New Customer Acquisition



Name: Tanmay Rout
 Major: Marketing
 Minor: Business Analytics
 Company: Bhubaneswar
 SIP Title: A Comparative Study on Cement Brands with respect to Solid HD+ Cement in Cuttack and Bhubaneswar Market



Name: Ujjwal Kalra
 Major: Marketing
 Minor: Business Analytics
 Company: IMRB Kantar
 SIP Title: Market Research



Name: Utshab Karmakar
 Major: Finance
 Minor: Marketing
 Company: DCB Bank
 SIP Title: Analysing the Intricacies of School Finance tendered to DCB Bank



Name: Vaishnavi Deshmukh
 Major: HR
 Minor: Operations
 Company: Aikhya Infra Developers
 SIP Title: Recruitment and Selection Process at Aikhya Infra Developers



Name: Vaishnavi S. Ratkalkar
 Major: Finance
 Minor: Good Governance
 Company: Outlook
 SIP Title: Changing Impact of Economic Variables Effecting FII's : An Empirical Analysis of India



Name: Vishnu V. Chhapolia
 Major: Marketing
 Minor: Operations
 Company: Aditya Birla Ltd
 SIP Title: Customer handling



BATCH OF 2022-24



Major - Marketing



Major - Finance



Major - HR



Student CRC Team MBA 2nd Year

PLACEMENT PROCESS

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.

PLACEMENT TEAM



Mr. Basina Ravi Prakash Rao

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Central Career & Guidance Cell
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