

Placement Training Details for the past five years

Batch	Name of the program	Date of implementation	Number of students enrolled	Name of the agencies/consultants involved with contact details	Modules covered in training program	Any supporting document (Agreement/contracts/Feedbacks/emails/Photos)
2021-2023 Batch	Placement Training	Apr-22	120	Career Curve - Parivarthana Consulting	Resume Building, Group discussion workshop, Interview preparation workshop	Agreements/feedbacks/evaluation reports (attached in mail)
2021-2023 Batch	Aptitude training	Mar-22	120	AWAKE Training institution	Quants solving Techniques	Agreement (attached in mail)
2021-2023 Batch	Area wise career counselling	Mar-22	120	Career Curve - Parivarthana Consulting	Career Options insights	Agreement (attached in mail)

Industry Deep-dive Programme for MBA 2021-2023 Batch

Resource Person:

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Coordinated by

MBA Programme Office

Faculty Liaison: Prof. Sivasakthi G

Overview

- **This program has been conducted at top b-schools like ISB, IIM-Indore, IIM-Kozhikode, IIM-Trichy etc**
- The objective of the program is to help bridge the “**Industry-Knowledge Gap**” that exists between b-school students and the industry requirements.
- The program familiarizes the students to the dynamics of different industries and more importantly provide an easy and effective framework to understand any industry on their own.
- The program will have following deliverables:
 - During the program, the students would be taken through 6-7 industries in detail.
 - The industries will be chosen in such a way that they belong to wide spectrum like **E-Commerce, FMCG, Fintech, Banking, Hitech, Pharma**. The reason for choosing disparate industries is to equip the students with tools of how to analyze the industries which have very different dynamics.
- At the end of the program, material pertaining to the 25 industries would be provided to the participants.

Program Outcome

- Better Placement performance of the b-schools particularly among top recruiters.
- Increase in the number of PPOs through better performance in Summer Internship Projects.
- Relating the concepts taught in the class room and the real world of business.
- Improving the quality of Industry based projects/assignments/ Case Analysis.
- Improve the CV by winning International and National level b-school competitions

Importance of Industry Knowledge

- The expectations of the corporates from the b-school students have changed significantly over the years. They now want the students to be **“Industry Ready”** from the day of joining.
- Apart from conceptual clarity on managerial courses, **they also expect the students to have sufficient industry knowledge.**
- Industry knowledge is essential to **relate and apply** the concepts taught in the classroom to the real world situations. For example, marketing concepts have different level of application in an IT company compared to FMCG companies, consumer durables and automobile companies will have different challenges in supply chain.
- According to recruiters, most students even from reputed b-schools are not aware of the basic dynamics of the industry. During the interview, most students could not answer some simple questions like below:
 - Why do you want to join this industry?
 - How do you analyze this industry performance over the last 3 years?
 - What are the challenges faced by this industry?
 - What are the key segments in the industry and the size and growth of each segment?
 - What are the segmental changes happening in the industry?

Need for this program

- **Dynamics of Industries are not taught specifically as a course at many b-schools.**
- The courses are structured along marketing, finance, operations, HR etc. But the students are not adequately introduced to the realities of different industries.
- So the students have to acquire this knowledge on their own. But they do not have the framework to understand and analyze an industry.
- Though there are lot of material and information available about the industry, there are a few issues:

- Many reports like CMIE, equity analyst reports, annual reports of companies, industry reports are targeted for working managers, senior level professionals and investors related to the industry. They are not targeted towards students. Hence the students do not what information to take and what to leave. How far to go?
- This program the students would expose the students to the dynamics of key industries and also provide the right framework to analyze an industry on their own.

Program Details

During the program, the students would be taken through 6-7 industries in detail. The industries will be chosen in such a way that they belong to wide spectrum like **E-Commerce, FMCG, Fintech, Banking, Hitech, Pharma**. The reason for choosing disparate industries is to equip the students with tools of how to analyze the industries which have very different dynamics. **At the end of the program, material pertaining to the 25 industries would be provided to the participants.**

- **Snap-shot pack –5 to 10 slides.** Mini-pack will give a snapshot view by providing key industry numbers like industry **size, growth, market-share** etc.
- **Crasher pack – 25 to 30 slides.** Crasher pack will answer the key pointers. It will help to quickly get the overall perspective about the industry.
- **Comprehensive pack – 80 to 100 slides.** Comprehensive pack is very detailed which will cover all aspect of the industry. Some of the key parameters which will be covered in comprehensive are:
 - Industry Structure and characteristics
 - Size / Demand
 - Segmentation and Size of each segment
 - Segmental changes in the past and the future
 - Growth rates in the past
 - Key Raw Materials

- Dynamics or basis of competition
- Analysis of Cost Structure, Financial Performance and Profitability
- Demand Drivers (Factors that affect the demand positively or negatively)
- Demand-Supply Equation
- Capacity Utilization/Operation Rates
- Critical Success Factors
- Top 4-5 players in the industry, their market shares across different segments, growth rates, profitability, key initiatives etc.
- Strategies of key players and their impact
- Key Regulations and policies affecting the industry positively or negatively
- Exports and Imports
- Future Outlook for the Industry on Demand, Supply, Growth Rates, Costs and Profitability.

**INDUSTRY DEEP-DIVE PROGRAMME
SCHEDULE MBA (2021-2023)
BATCH**

VISIT	SESSION No.	DATE	TIME	VENUE
I	01	12.09.2022	4.30 PM - 5.45 PM	II MBA SECTION "A"
	02	13.09.2022	10.00 AM – 11.15 AM	
	03	14.09.2022	8.00 AM – 9.15 AM	
	04	14.09.2022	12.00 PM – 1.15 PM	
II	05	21.09.2022	6.50 PM – 8.05 PM	
	06	22.09.2022	9.45 AM – 11.00 AM	
	07	22.09.2022	6.50 PM – 8.05 PM	
	08	23.09.2022	2.30 PM – 3.45 PM	

All must attend | Attendance Compulsory