



# **Birla Institute of Management, Mesra, Ranchi**

## **Placement Brochure**

**|| 2021-22 ||**



# DEPARTMENT OF MANAGEMENT, BIT MESRA

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## OVERVIEW:

The Department of Management at BIT Mesra was established in the year 1979 with an aim to serve the growing need for qualified professionals who could harness the resources of the country to achieve its developmental goals. The department has continuously strived to achieve this aim by maintaining the highest standards in the post graduate (MBA) and Doctoral Programs offered since its inception.

## VISION:

To be recognized as a frontrunner in Management education in the country in consonance with the social, economic and ecological environment while striving to contribute to nation building through excellence in research and development activities.

## MISSION:

- To educate students at Post Graduate and Doctoral level to perform challenging managerial jobs in industry as a leader and achieve excellence as Entrepreneurs and Researchers.
- To provide excellent research and development facilities for faculty and students to undertake path breaking theoretical and applied research.
- To build national capabilities in management education and research in emerging areas.
- To uphold the values of Personal Integrity and Social Responsibility in all our decisions.

The department follows the philosophy of Outcome Based Education. Therefore, the teaching – Learning process is student centric. The pedagogy is practical, hands-on and real time. Case studies, Problem Solving Exercises, Role Plays, Management Games and Presentations are extensively used. The curriculum is planned to facilitate learning in theory and practice of all aspects of the discipline of management ensuring the achievement of predefined learning outcomes.

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# ACADEMIC PROGRAMMES OFFERED

## MBA/ Ph.D. in Management

The 2-Year (4 Semester) Master of Business Administration (MBA) Program of the Institute was launched in the year 1980. The program is an elite professional course which prepares students with leadership, innovative and individual excellence required for high-flying careers in management and entrepreneurship. The course structure and content are regularly updated to keep pace with the changing business environment. The department also offers a PhD program in Management at BIT Mesra during the two sessions of January and July.

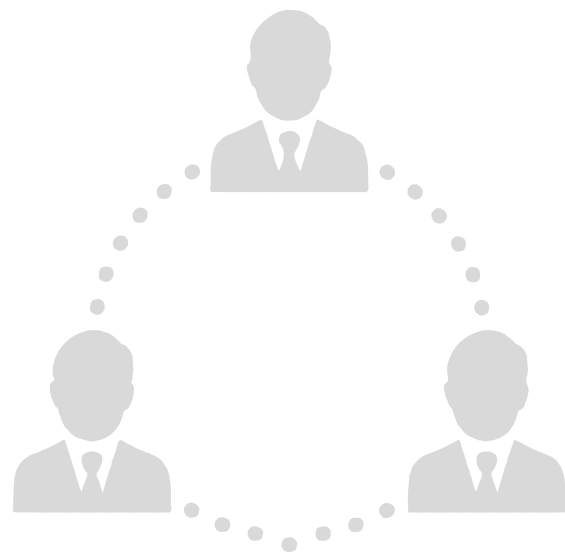


## OFF CAMPUSES OFFERING THE PROGRAMMES





# COURSES AND SPECIALIZATIONS



## 01 FOUNDATION COURSES

- Organization and Management
- Financial Accounting and Management
- Organizational Behaviour
- Marketing Management
- Quantitative Techniques for Management
- Information technology Management
- Management of Manufacturing Systems
- Managerial Economics
- Business Communication - I
- French Language/German Language
- Legal Environment for Business
- Entrepreneurship

- Human Resource Management
- Business Research
- Operations Research
- IT Enabled Business Intelligence
- Strategic Management
- Cost Management
- Business Communication – II
- Summer Internship
- Business Ethics & CSR

## 02 SECTORAL SPECIALIZATIONS

- **OPERATIONS & MANUFACTURING MANAGEMENT**
- Technology Management
- Supply Chain Management
- Manufacturing Planning and Control

- **HOSPITALITY MANAGEMENT**
- Hotel Management
- Tourism Management
- CRM for Hospitality Management
- **INSURANCE & BANK MANAGEMENT**
- Bank Management
- Insurance Management
- Risk Management
- **03 SPECIALIZATION COURSES**
- Marketing
- Finance
- Information Technology & Operations
- Human Resource Management
- Business Analytics



## MARKETING

- Consumer Behaviour
- Marketing Research
- Retail Management
- Services Marketing
- Sales and Distribution Management
- Brand Management
- Social Marketing
- International Marketing
- Industrial Marketing
- Advertising and Integrated Marketing Communication

## FINANCE

- Strategic Cost Management
- International Finance
- Behavioural Finance
- Corporate Finance
- Corporate Taxation
- Corporate Accounting
- Management of Financial Derivatives
- Cost & Management Accounting
- Management of Financial Derivatives
- Investment Portfolio Management

## INFORMATION TECHNOLOGY & OPERATIONS

- Decision Science for
- Business Modelling
- Operations Strategy &
- Supply Chain Management
- Distribution & Logistics Management
- Purchasing Strategy, Sourcing & Controlling
- Operations Planning & Control in Supply Chain Management
- Total Quality Management
- & Six Sigma
- Relational Database Management System
- Programming Technology (C++)
- Programming Technology – II
- (Java Application)
- Software Engineering
- Multimedia & Web Designing
- System Analysis & Design
- Computed Aided Management
- Business Data Communication
- Enterprise Resource Planning

## BUSINESS ANALYTICS

- Business Forecasting
- Data Visualization for Managers
- Data Mining
- Multivariate Data Analysis
- Marketing Analytics
- Data Science in R

## HUMAN RESOURCE MANAGEMENT

- Human Resource Planning
- Industrial Relations & Labour Laws
- Recruitment, Selection & Training
- Organizational Change & Development
- Organizational Theory & Design
- Compensation & Rewards
- Performance Management Systems
- Individual & Group Behaviour
- Strategic Human Resource Management



## COLLEGE RANKING

Birla Institute of Technology, Mesra was ranked 8th by Outlook- ICARE (Indian Centre for Academic Rankings and excellence) India in the top B-schools in East Zone and 30th among the top 150 private MBA Institutes.

·It was ranked 58 in India by the National Institutional Ranking Framework (NIRF).

## SELECTION PROCESS

The institute follows a three-stage admission process:

- Shortlisting based on All India Management Aptitude Tests (XAT/ CAT/ CMAT/ MAT) ranking.
- Group Discussion of shortlisted applicants
- Personal Interview





# STUDENT BODIES



## **Students Activity Forum (SAF)**

The key to a successful Management programme is through practical implementation of the theoretical learning. This student body contributes to achieving this goal. SAF organizes a series of innovative extracurricular intra-college and intercollege events throughout the year. It provides a platform to the students to inculcate a practical approach to solving management problems.

## **The Academic Forum (TAF)**



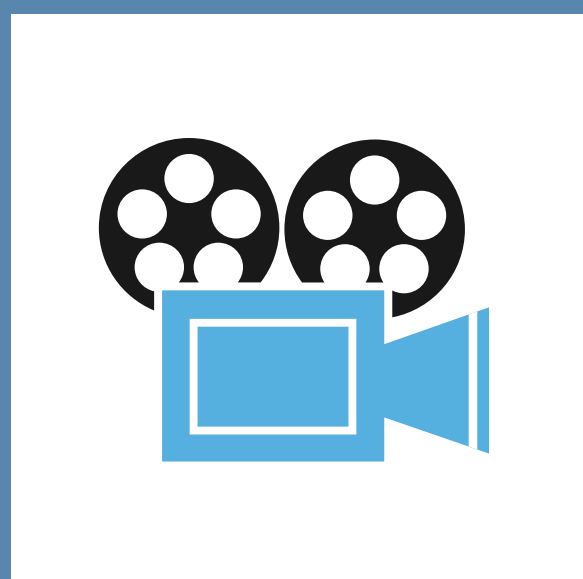
To strengthen classroom learning and complement the objectives of the courses, The Academic Forum in coordination with the faculty members, keeps organizing various events throughout the year. These events include guest lectures, panel discussions, industrial visits, sessions for technical skill improvement, soft skills classes and pre-placement training.

## **Team Sustainability**



Professionalism infused with humility. This is what makes a successful leader. And thus, Team Sustainability came into existence with its motto to infuse humility into the budding manager through various activities that it plans out to uphold the essence of CSR in professional way. IT was associated with prestigious UNESCO MGIEP DICE program this year.

## **Team Media & PR**



A new body established with the motive to reach out to our alumni and create a platform where everyone can join us. Media & PR is tasked with quarterly publication of departmental newsletter and magazine and to build a platform where everyone can join us, managing sustainable relations with alumni and liaison work of department. It is also tasked with to build the brand image of department along with handling of departmental social media pages and website.

## **Departmental Placement Unit**



It is an effort towards building a confident aspirant and acts as a catalyst to enable students to prepare for a holistic career.

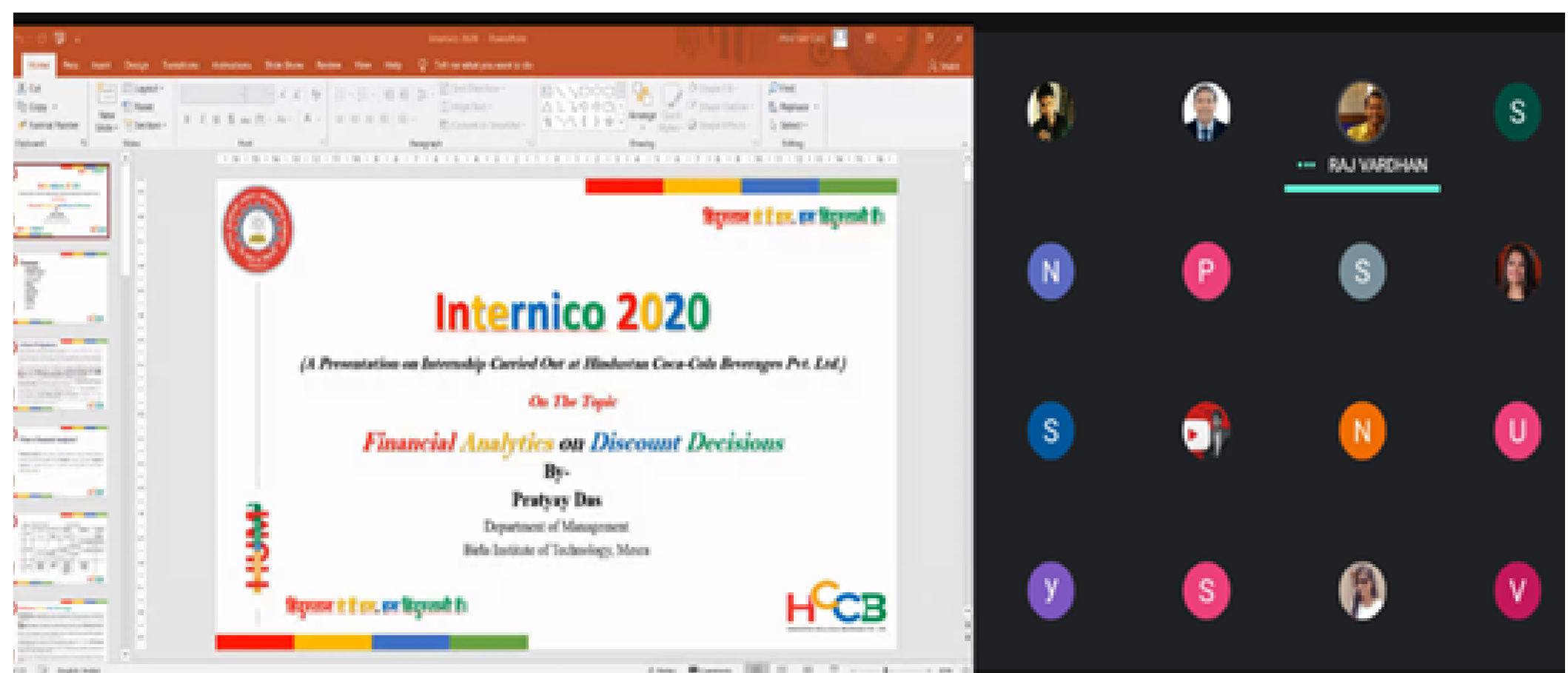


# EVENTS & ACTIVITIES

## INTERNICO 2020

*Internships are a key way to get a step up when it comes to jumping into the real world.*

*So to provide an opportunity to showcase hard work, dedication and experience in fronts of experts from the industry the Department of Management, Birla Institute of Technology, Mesra organized Internico'20. The event was carried out on the digital platform. Participants from all over the country from various B- Schools participated to show case their knowledge and experience which they gained from their respective internships. BIT Mesra was grateful to have Mr Nirmal Dayani, Co-founder of Expereal India as the chief Guest of the event. The Head of the Department of Management, Dr. Shraddha Shivani graced the event with her presence.*



## DAKSHAM 2020: BUILD THE CHANGE

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.” — Margaret Mead

With this idea, Team Sustainability of Department of Management, Birla Institute of Technology, Mesra, organised and hosted DAKSHAM: Build the Change, 2020, on September 20th. DAKSHAM is conceptualized to be an annual event of the department. This year Team Sustainability collaborated with Made Differently by Divyangjan, a social entrepreneurship firm that helps in the sales of promotion of products made by people with special needs. Participants were observed from various educational institutes in India.





# BTRIX 2021

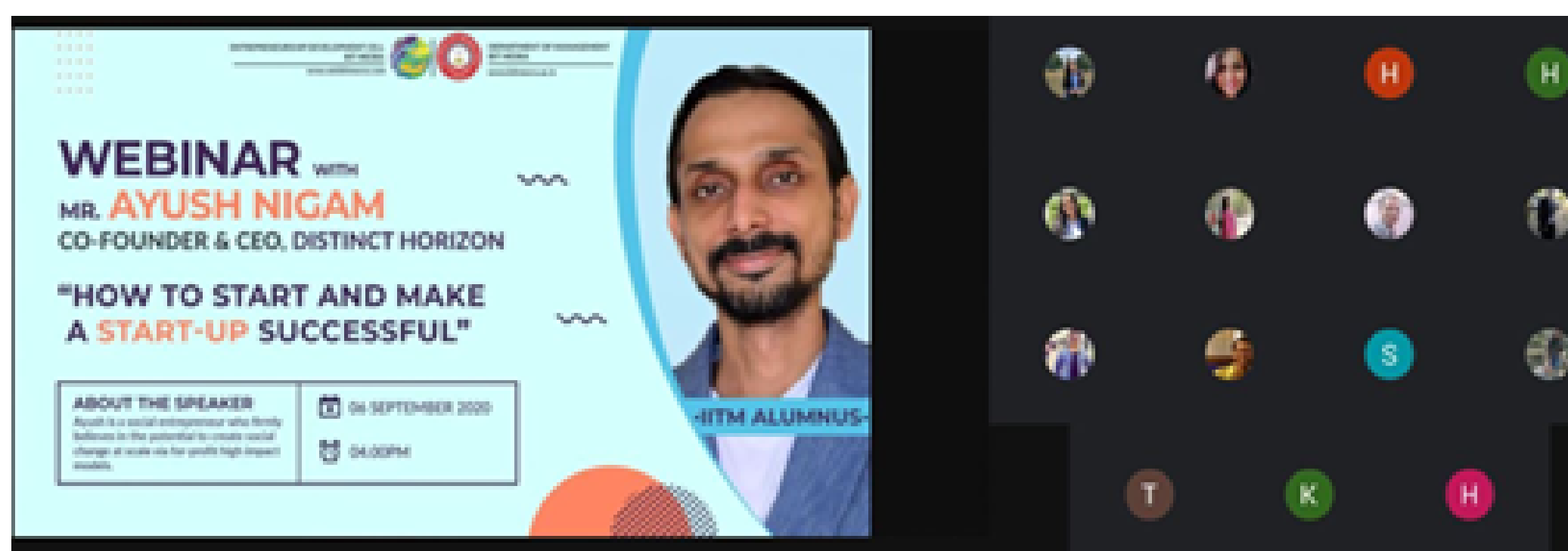
The Department of Management, Birla Institute of Technology, Mesra is cordially inviting you to be a part of the Annual Management Fest, Btrix 2021, themed on 'Unleashing the Entrepreneurial Energy in The Times of adversity' to be held on February 20-21, 2021. Entrepreneurs are professionals who conduct innovative business activities like exporting and implementing new ideas, to promote new identity across the world.

B-TRIX, an inter college management fest is organized by the department of management, BIT Mesra. In this event students from across the state participate in various competitions to push their limits, enjoy to their fullest and win exciting prizes. The events include Biz-Quiz (brainstorming to put business and general acumen to test), B Plan (giving life to new entrepreneurs), corporate council (a real corporate situation-based discussion), Nukkad Natak (Bringing out the influencer to be the driver for change for some social issues) and a beautiful ending with Cultural Evening (Packed with performances). This year due to the ongoing pandemic situation we couldn't have it offline but the consummated students of our department have made it sure that Covid doesn't affect the fun of learning and have shown unwavering spirit to organise an amazing line-up of events and make this BTrix 2021 memorable for everyone.



## WEBINAR WITH MR. AYUSH NIGAM, CO-FOUNDER AND CEO, DISTINCT HORIZON

Once someone said, "If we tried to think of a good idea, we wouldn't have been able to think of a good idea. You just have to find the solution to the problem in your own life". Keeping this mantra in mind, the Department of Management along with the Entrepreneurship Development Cell, BIT Mesra tried to solve a problem that emerges in the mind of many and that is "How do we become an entrepreneur?" To help us find the answer to this question we had with us Mr. Ayush Nigam, CEO & Co-founder of Distinct Horizon. He taught us how Thinking Big, Doing Big and Acting Now are important.



## STOCK MIND

"Take risks in your life: If you win, you can lead; if you lose, you can guide." -Swami Vivekananda. The guest speaker of the session was Ms Smita Chakraborty, Zonal Head-Marketing (East and South). Deliberations focused on the importance of the capital market for investors and the significance of the virtual stock market game Stockmind for students in career building. She explained the dynamics of the stock market and how does it operate. Analysis, critical thinking, decision making, and calculated risk are key skills that a student undergoes after getting into this virtual trading platform. She also illustrated the process by which one can easily get involved in stock mind.



## KARTAVYA 2021

ITeam Sustainability of Department of Management, Birla Institute of Technology, Mesra, organized and hosted KARTAVYA 2021: an intradepartmental group discussion on 3rd April. This year, Team Sustainability collaborated with Made Differently by Divyangjan, a social entrepreneurship firm that helps in marketing products made by people with special needs.

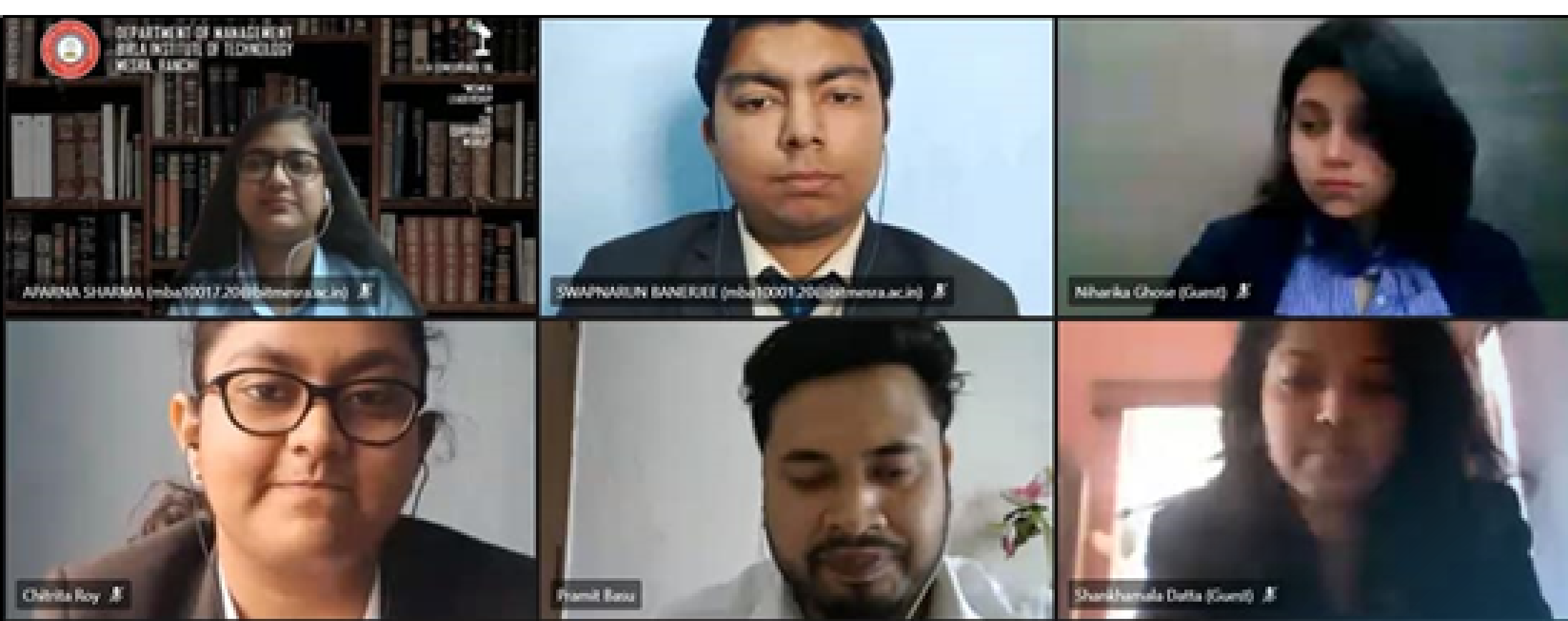
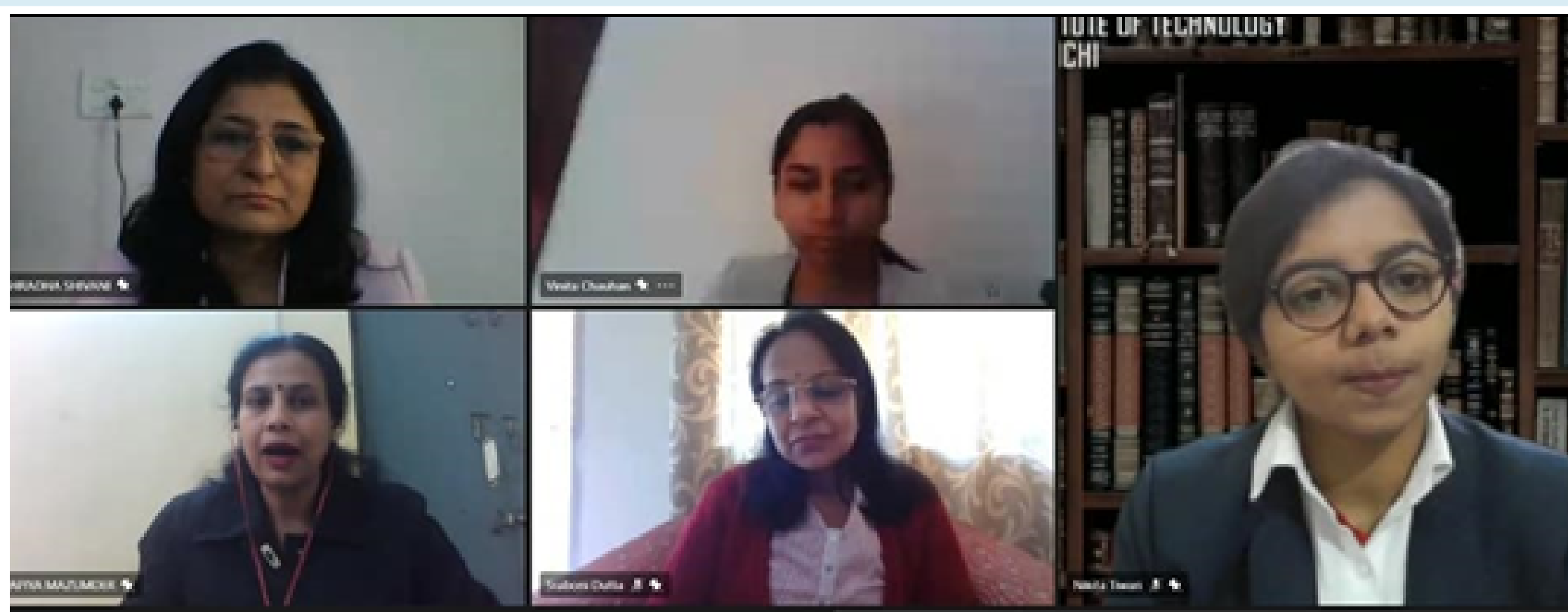
The commencement of the event was marked by a welcome speech by Dr Sraboni Dutta. She welcomed the representative of Made Differently, the judges, Dr Shadab Hassan and Dr Neha Kaur. The topic for the GD was "CSR in Indian reality – A Serious brand building or marketing gimmick". After the GD got over, our judges provided with their insights and feedback to the students.





# CONFERENCE ON WOMEN LEADERSHIP IN THE CORPORATE WORLD

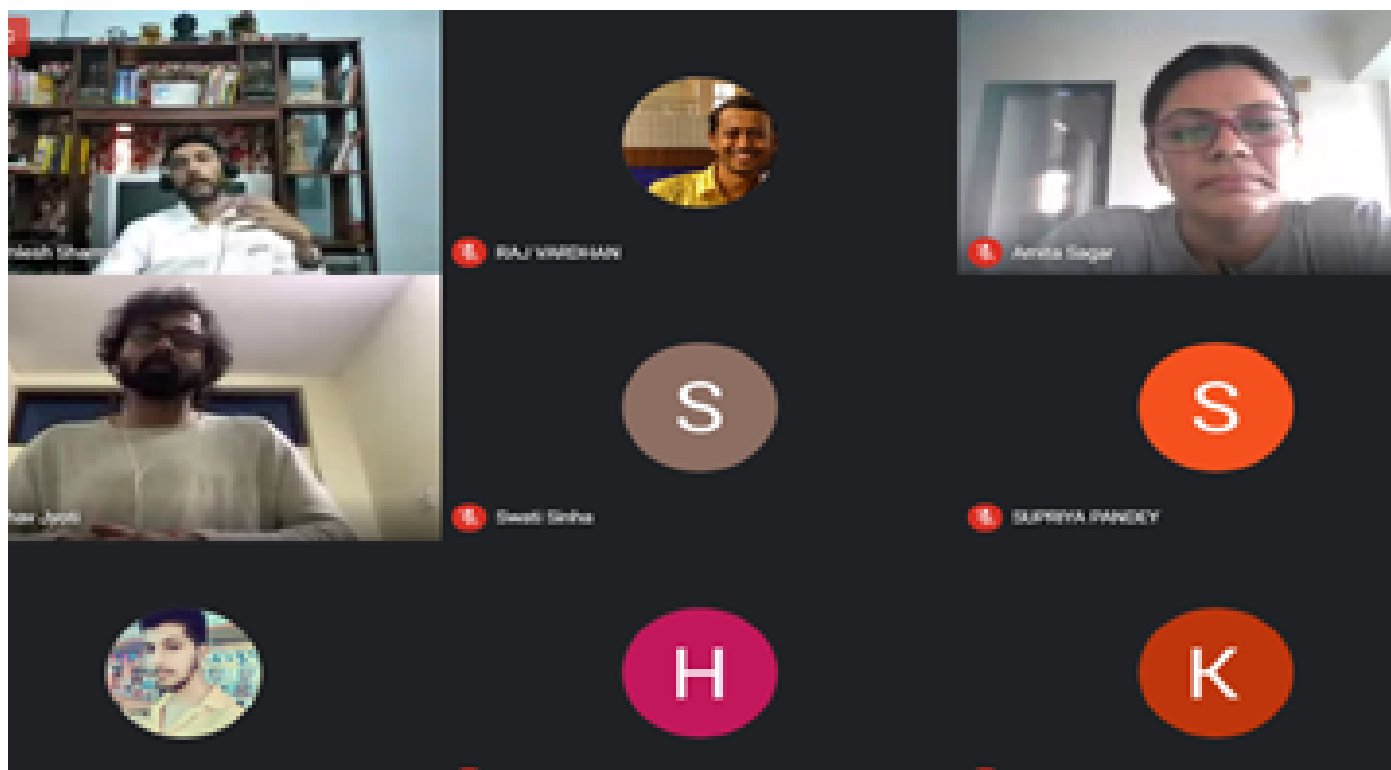
Department of Management, BIT Mesra organized a short conference on titled- "Women Leadership in The Corporate World" on February 6, 2021. Ms Vinita Chauhan, Director, Enterprise Sales, Darwin Box delivered the keynote address at the conference. The conference speakers like Ms Ritu Goyal who is working as a Soft Skill and HR trainer and has served in Global institutes as a training and placement officer. The conference began with the welcome note by Dr. Shradha Shivani, HoD Dept. of Management, BIT Mesra. Professor Dr. Papiya Mitra Mazumder (Pharmaceutical Science and Technology) and Chairperson, Internal Complaint Committee, BIT Mesra was chief guest for the occasion. This was followed by a students' panel discussion on the theme, where the panel discussed on gender inequality in corporate workplace, need for reservation of women's in CXO Levels and main causes of patriarchy in corporate workplace.





## WISDOM OF OUR ALUMNI

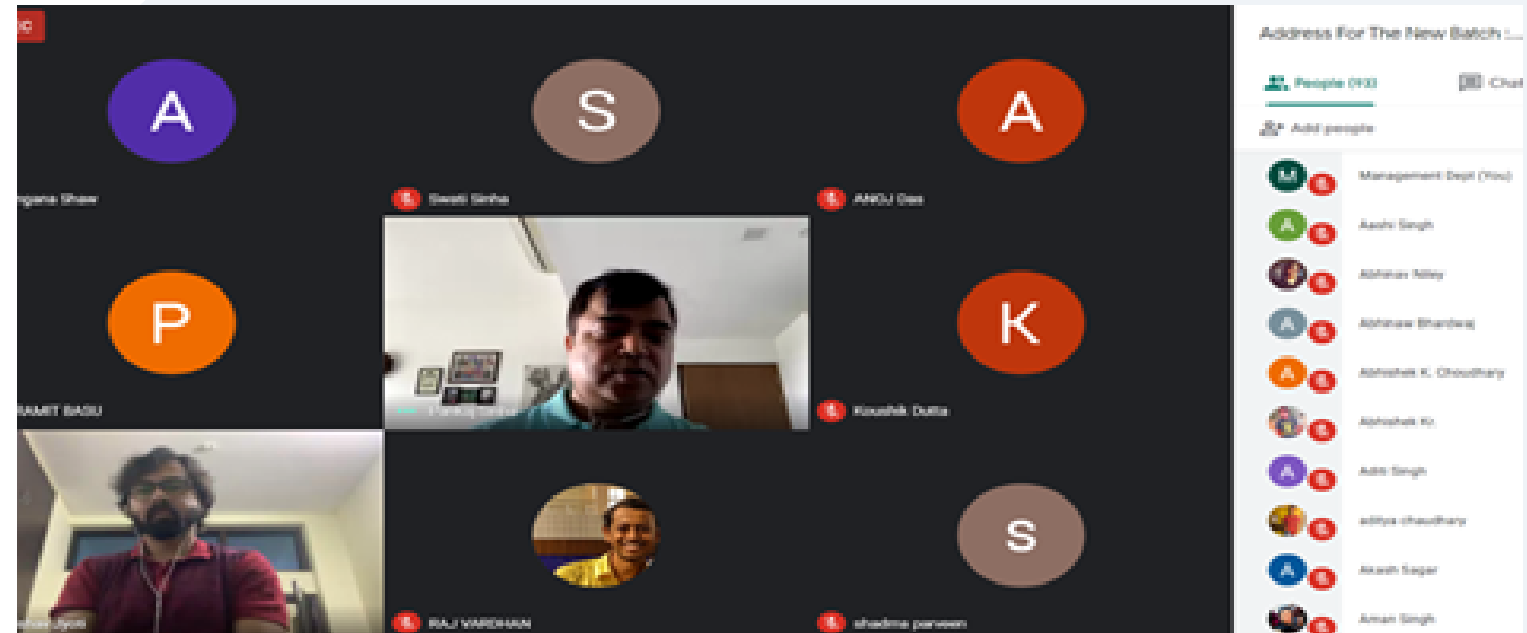
### Webinar by Mr. Kamlesh Kumar Sharma, Alumnus (1997-1999) and Chief Communication Officer and Vice President, Hindustan Coca-Cola Beverages Pvt. Ltd., 2nd august 2020



Mr. Kamlesh Kumar Sharma, Vice President and Chief Communications Officer at Hindustan Coca Cola Beverages (HCCB), the manufacturing arm of Coca-Cola India. An MBA from 1997-1999 batch, Kamlesh has had an illustrious career, starting with Rediffusion Y&R in 1999, where he contributed to the genesis of brand 'Bharti Airtel.' Since joining Coca-Cola in 2006, he has served in multiple roles, including in crisis response, sustainability communications, as well as brand and corporate reputation management.

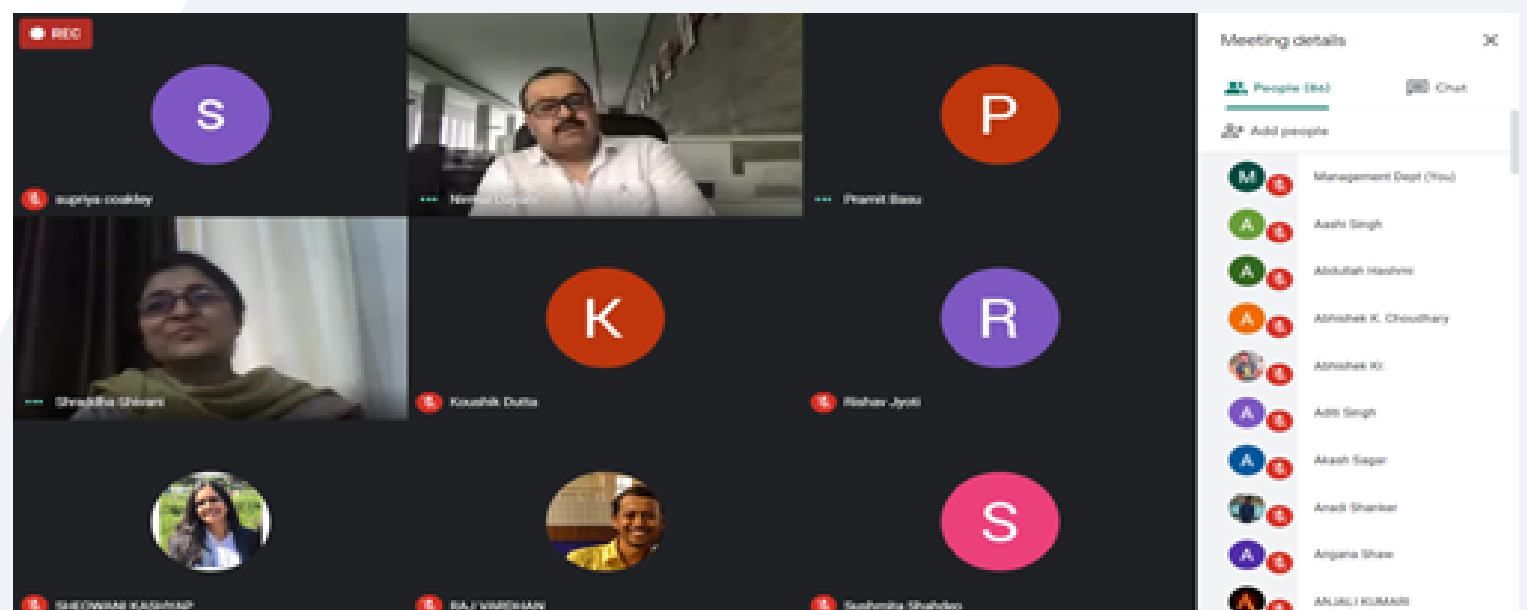
In the webinar he spoke about the economic slowdown amidst the pandemic. He also explained the process of building a brand identity for HCCB and demonstrated the iconography and fonts incorporate HCCB's common message of "soul and scale" inspired by India. His business unit, HCCB, is at the forefront when it comes to leveraging contemporary marketing tools. He introduced us to a relatively new concept – sonic branding ("mogoscope"), which organizations like HCCB are nowadays increasingly using to make consumers aware of what the brand sounds like. Ms Amita Sagar, head of social media and communications at HCCB, also shared the snippets of her journey at HCCB.

### Webinar by Mr. Pankaj Sinha, Alumnus (1996-1998) and Managing Director, The Coca-Cola Company, Sri Lanka and Maldives, 1st August 2020



Mr. Pankaj Sinha, MD, the Coca-Cola Company, Sri Lanka and Maldives. He spoke about his leadership experience across Asia-Pacific with The Coca-Cola Company and ExxonMobil Corporation. He emphasized that corporate culture is being tested in these lines and both, organisations and individuals need to adapt to the paradigm shift taking place through proactive planning and action. He left the students with his understanding of corporate life summarized as: 3A's – Ambition, Agility in action & Ability to handle failures. 2B's - Belief in yourself & be a critique of your behaviour. 5C's - Common sense, Curiosity, ability to lead, Courage to take bold decisions, Change, ability to adapt & Competitiveness with yourself. 3D's - Dream big, Developing Critical thinking & Determination.

### Webinar by Mr. Nirmal Dayani, Alumnus (1989-1991) and Co-Founder, Expereal India, 31st July 2020



Mr. Nirmal Dayani a distinguished BIT Mesra alumnus for a July 31st 2020 webinar. He is currently a consultant on branding strategies and a co-founder at Expereal India. The theme of the webinar was how the strategies and approaches one may choose to take different decisions in management are so close to those in sports. The students were encouraged to have a holistic view of the job they might do as a potential manager



## Webinar by Ms Mridula Sekhar, Alumnus (1999-2001) and Chief Marketing Officer, Tata AIA Life Insurance



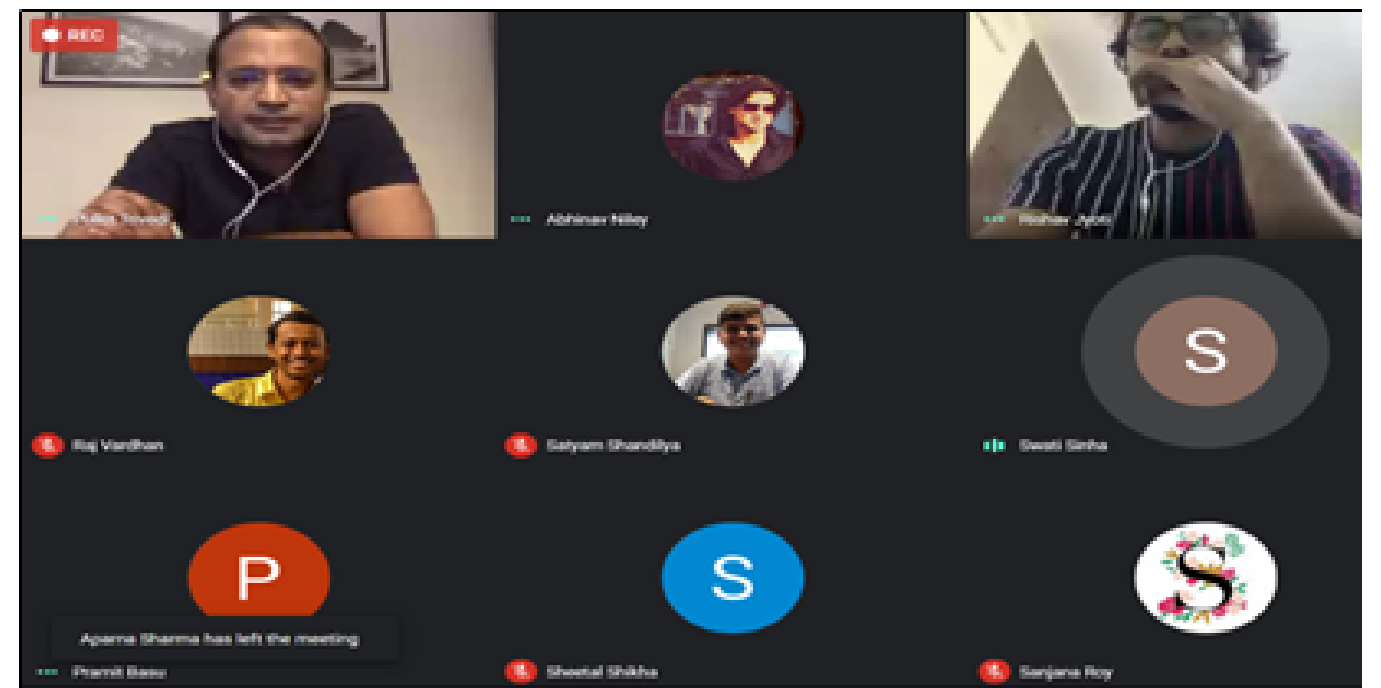
**Ms. Mridula Sekhar**  
Chief Marketing Officer

Tata AIA Life Insurance

Distinguished Alumnus (1999-2001)

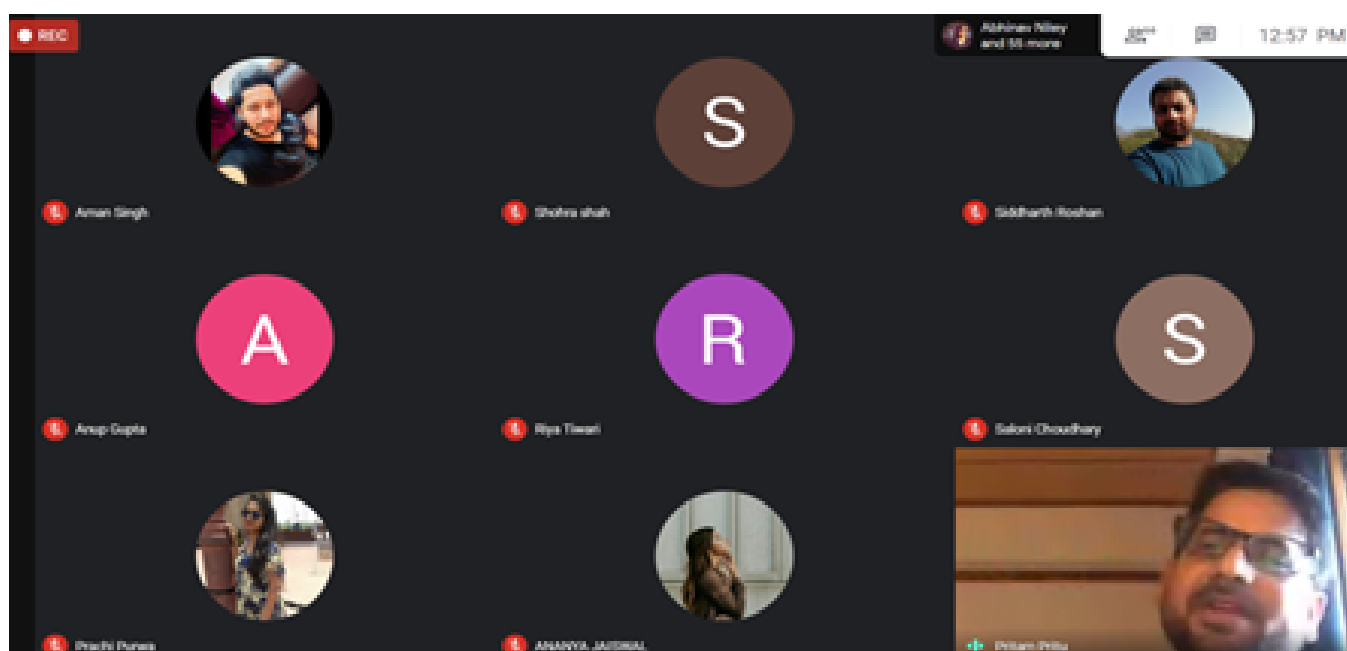
Mrs Mridula Shekhar a distinguished alumnus of BIT Mesra for a webinar on 25th July 2020. She is the Chief Marketing Officer at Tata AIA Life Insurance. The event focused on guiding the upcoming marketers and giving them a hint about how exactly companies are using digital marketing to increase conversions. She spoke about the importance of social media marketing and SEO and how businesses are evolving using such strategies. She told the students about the changing dynamics of marketing in the given Covid-19 scenario. She said digital marketing can cut the cost of traditional advertising and areas such as content management and SEO can bring quality customers at a very lower cost.

## Webinar by Mr. Pulkit Trivedi, Alumnus (1996-1998) and Director, Google Pay India



Mr. Pulkit Trivedi, Director, Google Pay India an alumnus from the 1996-98 batch for a webinar to address the leaders of tomorrow. This event focused on the nuances of the corporate world. His 19 years of extensive experience across Top Tech companies; diverse business roles are like an essential addition to his skills and capabilities. He emphasized on how the lockdown was a blessing in disguise and one must take the best use out of the current time. He has a strong understanding of the ecommerce, retail, technology, Telco and consumer internet sector.

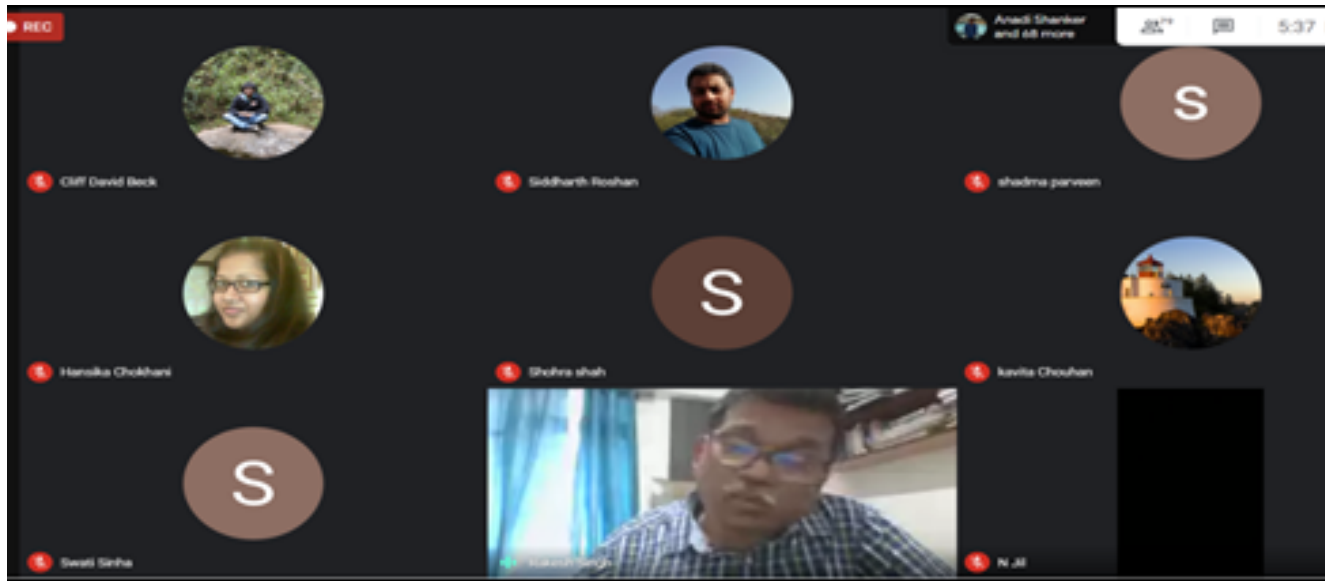
## Webinar by Mr. Pritam Pritu, Alumnus (1997-1999) and Global IP Coc Leader, IBM Japan



Mr. Pritam Pritu, Global IP CoC Leader Japan at IBM, an alumnus from the 1997-99 batch in an interactive session, as a part of pre-orientation. This event focused on Cognitive Enterprise and how businesses are transforming with the fourth Industrial revolution.

He has an experience of two decades in driving Business & IT transformations that span multiple industries, domains and technology platforms covering the full span of value chain.

# Webinar by Mr. Rakesh Singh, Alumnus (1988-90) and Faculty, Ghaziabad, 11th July 2020



A webinar on "Leadership: How to self-manage or self-lead" was held by Prof. DR. Rakesh Singh, core faculty of sales management and B2B marketing at IMT Ghaziabad. He shared his real-life experiences from the private sector. He worked for nearly 20 years with the Times of India group. He spoke about Leadership and how to use some of the popular strategies to execute it. He explored mental and behavioural cognitive techniques such as Natural Reward Strategy, Positive Self Talk Strategy, Mental Imagery Strategy, evaluating and challenging negative thinking, and the power of positive elimination technique. He told students how to stay motivated using various

# Webinar by Mr. Raj Vardhan, Alumnus (1989-91) and Independent Director, McLeod Russell Ltd, 5th July 2020



Mr. Raj Vardhan emphasized on the pinnacle of ardent experiences in the instrument part of our journeys. Keeping in with the affable spirit of ecstasy,

No river can return to its source yet all rivers must have a beginning with a vibrant flow.

Mr. Raj Vardhan is an industry stalwart currently on the board of Mcleod Russel Ltd., one of the world's largest tea producers as its Independent Director.

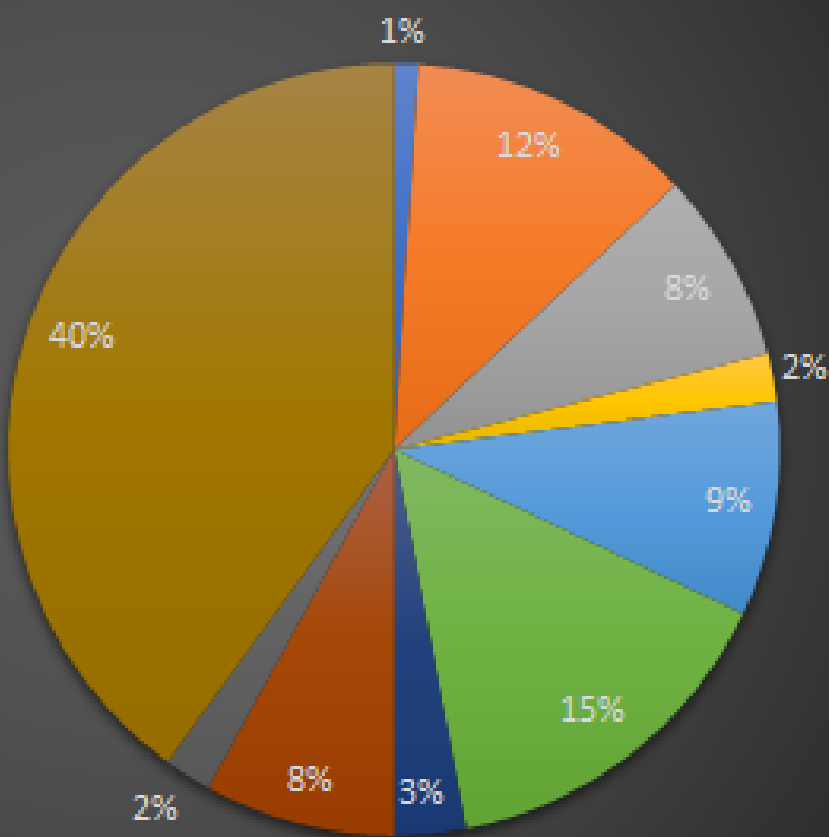
He illustrated his journey through his life experiences and the choices he made. He stressed upon meeting the challenges one might encounter in his or her professional journey and the lessons one must derive from it and put it into play. He kept the agenda of the whole session on making people encode and decode the perspective of local history to understand the forces that shape the present and the future. He imparted his practical knowledge and interesting perspectives at global parlance to the students.



# BATCH PROFILE

## Specialization Distribution

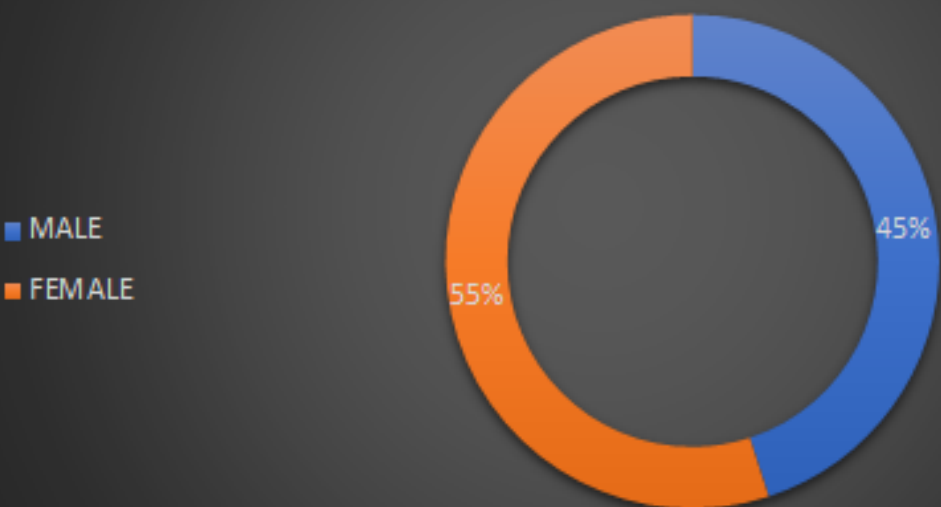
- Business Analytics - Information Technology
- Finance - Business Analytics
- Finance - Human Resources
- Finance - Information Technology
- Finance - Marketing
- Human Resources - Business Analytics
- Human Resources - Information Technology
- Marketing - Business Analytics
- Marketing - Finance
- Marketing - Human Resources



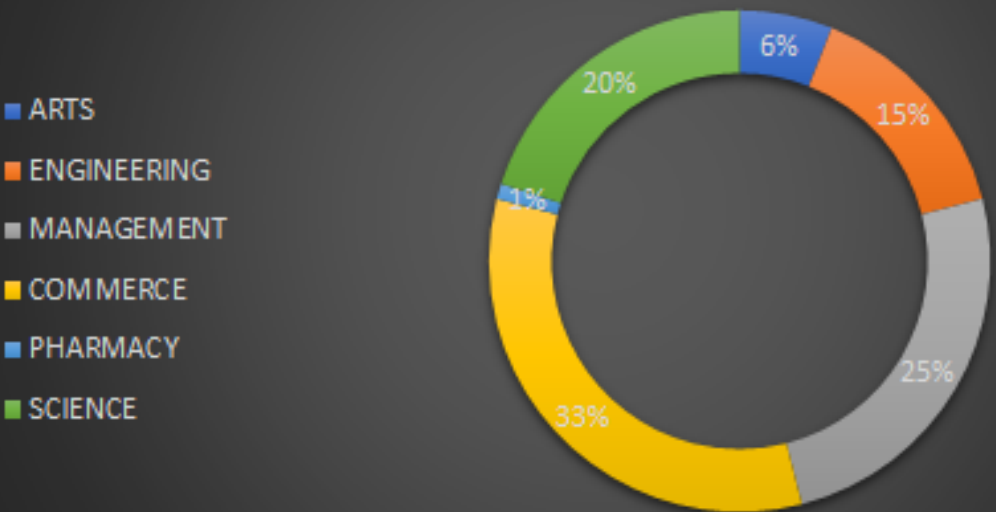
## Internship by function



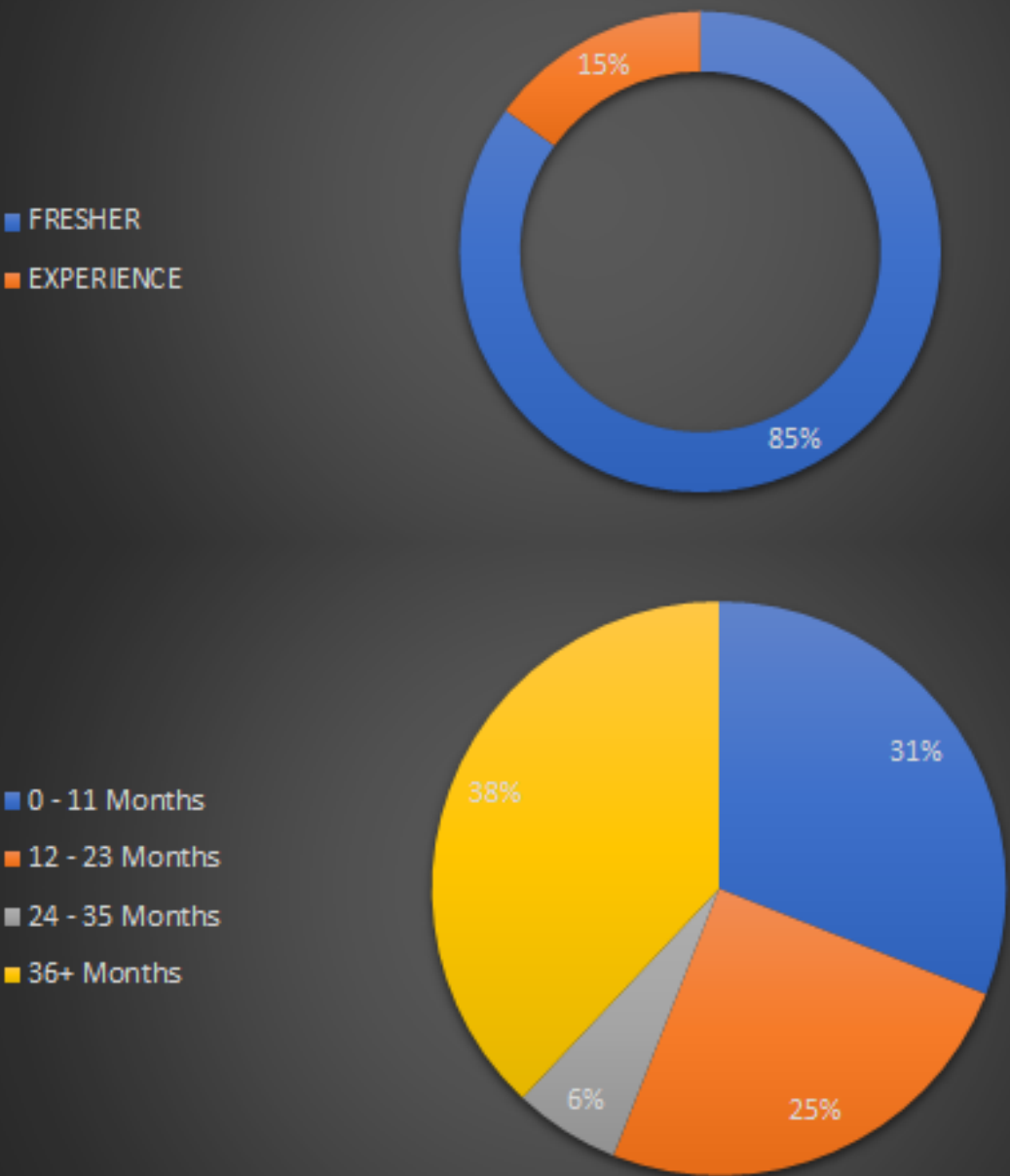
## Gender Ratio



## Academic Background

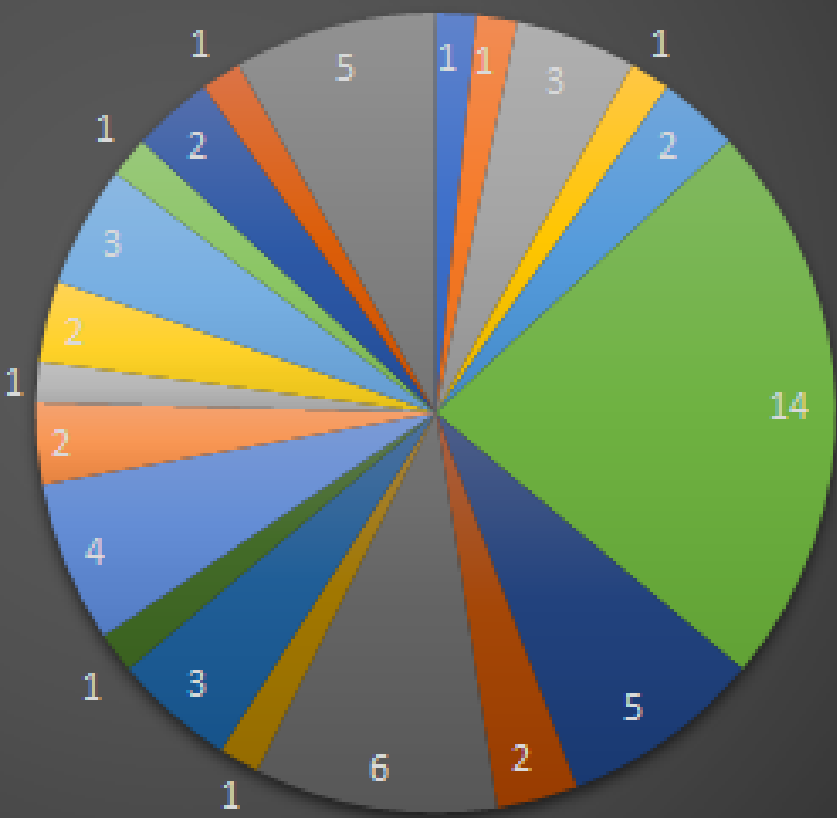


## Work Experience



## Sector Wise Distribution of Recruiters

- Mining
- Media production
- Infrastructure
- Agriculture Technology
- Automotive
- BFSI
- Consultancy
- E-commerce
- Education Technology
- Electricals
- Energy
- Financial Service
- FMCG
- Food and Beverages
- Footwear
- Healthcare
- Hospitality
- Pharmaceutical
- Retail
- Telecommunication





BIRLA INSTITUTE OF TECHNOLOGY, MESRA

# PLACEMENT OFFERS

ADITYA BIRLA



FASHION & RETAIL



Flipkart



WITH YOU ALWAYS



Utkarsh Small Finance Bank

Aapki Umeed ka Khata



Joy of Banking



switch to smart

CK BIRLA GROUP



PRISM JOHNSON LIMITED  
(FORMERLY PRISM CEMENT LIMITED)



BAJAJ | Allianz  
Bajaj Allianz General Insurance



Joy of Banking



Knowledge • Trust • Excellence







BIRLA INSTITUTE OF TECHNOLOGY, MESRA

# SUMMER INTERNSHIP PROGRAM





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## CONTACT DETAILS



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