

# MBA PLACEMENT BROCHURE 2016



**CHRIST**  
UNIVERSITY  
BENGALURU, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956



**INSTITUTE OF MANAGEMENT, CHRIST UNIVERSITY-BENGALURU**





## CHRIST UNIVERSITY

Christ University, formerly Christ College (Autonomous) affiliated to Bangalore University was established in July 1969. It became the most preferred educational institution in the city of Bangalore within the first three decades. From 1990 onwards it has scaled greater heights. Due to the introduction of innovative and modern curricula, insistence on academic discipline, imparting of Holistic Education, a team of creative and dedicated staff, the institution has been continually rated amongst the top 10 educational institutions of the country. It has the rare distinction of being the first institution in Karnataka to be accredited by National Assessment and Accreditation Council (NAAC) UGC for quality education. In 2004, UGC conferred Autonomy on the Institution.

In 2005, it became the first College in South India to be reaccredited with A+ by NAAC. UGC identified it as an Institution with Potential for Excellence in 2006. On July 22, 2008, a glorious day in the history of the Institution, the Ministry of Human Resources Development, Union Government of India, under Section 3 of the UGC Act, 1956 declared it a Deemed to be University, in the name and style of Christ University.

Christ University is proud of its organizational culture rooted in gospel values, mutual respect, personal maturity and integrity, teamwork and social concern. Christ University welcomes to its fold students from any part of India to build a sense of nationalism. The university nurtures an open attitude to integrate the wisdom of the East and the West. This sense of national and global outlook is clearly shown through its twinning programs with Universities and Colleges in India and abroad. We welcome the support and guidance of the academicians, executives from the corporate sector, experts from abroad and common man to train our students in our endeavour to build a better world.

Christ University empowers knowledge to more than 16,000 students from across deaneries namely Humanities and Social Sciences, Deanery of Science, Commerce, Management, Law and Engineering.

# "EXCELLENCE AND SERVICE"

## VISION

Christ University, a premier educational institution, is an academic fraternity of individuals dedicated to the motto of excellence and service. We strive to reach out to the star of perfection through an earnest academic pursuit for excellence and our efforts blossom into 'service' through our creative and empathetic involvement in the society to transform it.

Education prepares one to face the challenges of life by bringing out the best in him/her. If this is well accepted, education should be relevant to the needs of the time and address the problems of the day. Being inspired by Blessed Kuriakose Elias Chavara, the founder of Carmelites of Mary Immaculate and the pioneer in innovative education, Christ University was proactive to define and redefine its mission and strategies reading the signs of the time.

## MISSION STATEMENT

"Christ University is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment."



## CORE VALUES

**Faith in God**  
**Moral Uprightness**  
**Love of Fellow Beings**  
**Social Responsibility**  
**Pursuit of Excellence**

IN INDIA TODAY GROUP- NIELSEN  
SURVEY OF INDIA'S BEST UNIVERSITIES 2015

# CHRIST UNIVERSITY

H A S B E E N R A N K E D

CATEGORY	RANK
TOP PRIVATE UNIVERSITIES	1
TOP DEEMED UNIVERSITIES	1
TOP SOUTHERN UNIVERSITIES	5
TOP 30 UNIVERSITIES	11

IN THE INDIA TODAY – NIELSEN  
“INDIA’S TOP COLLEGES” SURVEY 2015



# CHRIST UNIVERSITY HAS BEEN RANKED

PROGRAMME	OVERALL RANK
BCA	1
BBA	1
Science	3
Media Studies	3
Commerce	4
Arts	4



## INSTITUTE OF MANAGEMENT CHRIST UNIVERSITY MAIN CAMPUS

The University Campus with lush green gardens, sunlit kiosks, shaded walkways, the pebbles park and the bird park present a serene atmosphere ideal for academic pursuits. The strategically located buildings contain state of the art auditorium with a capacity to seat 2000, spacious classrooms, well stocked libraries, air-conditioned seminar halls, panel rooms, conference hall, assembly hall, health club, kiosks, cafeteria, hostel, bank, student's centre and computer labs with internet facility.

A four-storied Library- KNOWLEDGE CENTRE is open exclusively for the Masters and Research students.

The university library houses National-International magazines, periodicals, books, journals and research papers. EBSCO, Proquest, Proquest, EIS data, JSTOR, India trade and Industry analysis services are some of the research tools that have been made available for the value addition to the students. Institute of Management has exclusive labs offering access to IBM, SAP, SPARX systems and the PROWESS database. The Wi-Fi enabled campus enables connectivity and access to information, no matter where one is. Christ University has been selected for the Best Campus Award by the Bangalore Urban Art Commission for more than a decade. Christ University provides hostel facilities for boys and girls are in campus. The Christ campus has both history and character. From humble beginnings, passion and determination has taken us to being counted among the best in the country. It boasts of top notch infrastructure, distinguished faculty, gifted students and exceptional thinkers. The last four decades have borne witness to the distinctive tradition and value system of a Christite. On the road ahead, the trials might be endless; but the possibilities, limitless.

# INSTITUTE OF MANAGEMENT CHRIST UNIVERSITY KENGERI CAMPUS

Institute of Management, Christ University's campus at Kengeri (25kms from Bengaluru City) is located on a 75 acre plot with perfect natural ambience along with herbal garden. The kengeri campus has 6 academic blocks including the Seminar complex that can accommodate 135 participants. The campus is Wi-Fi enabled. This infrastructure is sure to give a fillip to the local Kengeri economy and the Bidadi Industrial area. At the University campus in Kengeri, learning is not just a series of instructions but a passion, which goes beyond books, beyond instructions, beyond horizons. Here, we enable students to learn by capturing experiences and exploring new realms of wisdom. The campus is eco-friendly with an extensive lawn. The campus also boasts of a robust RWH( Rain Water Harvesting) facility comprising of a sewage treatment Plant and reverse Osmosis Water Treatment Plant.

The library at Kengeri campus has a collection of 25,000 books and journals/periodicals. It provides hostel accommodation for both men and women that can house 1,200 students. The campus also has various other facilities including two canteens, food kiosks, internet labs, conference hall, tutorials, general stores and sporting facilities. The MBA section has plans to have an entirely novel concept of management education with emphasis on creativity. The Institute of Management at the Kengeri campus is the best of its kind with the idealistic B-School environment. It has been acknowledged as the perfect learning space for business graduates at Bengaluru. The campus also boasts of a world class air-conditioned auditorium and an open auditorium with advanced acoustics and graphic controls that can seat 2,500. In short, the Christ University campus at Kengeri is a campus which every B-School student would dream to be a part of.





## Vice Chancellor

The vision of Christ University, Excellence and Service has been the motto of Christ University. The training inherited here lays equal emphasis on intellectual, social, emotional and spiritual growth of all those who pass through the portal of this temple of learning. I am sure our young vibrant minds who have imbibed the Christite spirit will become invaluable collaborators in the organizational and institutional spaces that inhabit. The outgoing learners are still enriching this campus by their regular engagement with knowledge and life. The young minds have made the best use of the facilities available like the library resources, co-curricular and extra-curricular activities, diversity of peers and the expertise of the faculty at Christ University.

I extend you a warm welcome to the placements for the class of 2014-16, Institute of Management, Christ University. I wish our outgoing students all the best.

*Dr .Fr. Col. Thomas C Mathews*



## Director

Christ University imbibes the traits of a successful manager in our students through holistic development. The pursuit of excellence is the prime principle of Institute of Management which is reflected in the dedication and commitments of our students. Their capability is not restricted to academics alone. A myriad of talents are encouraged and nourished here. Their skills are honed and ready to compete with those in the industry. For over a decade, the corporates have applauded our efforts in grooming students to transform into wholesome leader with a holistic view. They will be the strength of an organization by creatively contributing to its vision. I welcome your esteemed organization to the final placement process 2015-16.

*Rev. Fr. Thomas T.V*



## Dean

An MBA graduate from Institute of Management, Christ University is bundled with competencies. Christ University students imbibe values for society and tolerance for diverse people in turbulent times. All the crucial attributes needed for their survival in this competitive world are inculcated into them during their two year association with the University. There has been an increased focus on technology and data analytics in the curriculum. Another notable change has been innovative pedagogies being deployed to enrich the teaching and learning experiences.

In addition to their academic sessions, Christites are exposed to vast array of experiences in terms of corporate exposure, teamwork, internships, live project, out-bound training, external fests, cultural and sports events which prepares them to take on challenges of today's corporate dynamic world.

*Dr. Suniti Phadke*

## Placement Director

It gives me immense pleasure to invite you to the epitome of academic excellence and business preparedness - Institute of Management, Christ University. We, at the Institute of Management have nurtured 'business ready managers' capable of handling the vigor of the corporate world. We are striving to give the best management education through advanced learning pedagogies and tools, with acclaimed faculty and professionals. The holistic moulding transforms our students into balanced ethical and socially responsible individuals.

This program is designed keeping in mind the current and evolving world scenario in emerging markets, and how to succeed in these countries. Along with this, through our traditional leadership programs, our students imbibe strong values, making every one of them a socially responsible potential global leader. We look forward to your active participation in the campus recruitment program of our MBA batch, giving opportunity for our talents to associate with you.



*Mr. Joseph Mampilly*



# ACHIEVEMENTS

## Mount Carmel Institute of Management-Diakrisi

Helios- IT event Winner  
 Eureka- Business Quiz Runner-Up

## XIME Kochi -Quest

Eureka- Business Plan Winner  
 Marauder's Map -Flagship Event Winner  
 Marketing Winner

## School of Management Studies-Vista Unleashed

Overall Champions

## Kristu Jayanti College- Synetics 2015

Overall Runner-Up

## Rajagiri Business School-Inflore

Ironhide- Operations Runner-Up  
 Perceptor- Finance Third

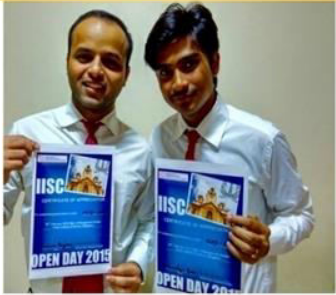
## Ramaiah Institute of Management Studies, Bangalore- Nostradamus

Wall Street Wizard- Finance Winner &  
Runner-Up

Transcendent- Operations Runner-Up  
 Negocius- Business Quiz Winner  
 Negocius- Business Quiz Runner-Up  
 Adhyan- Best Entrepreneur Winner  
 Marcadeo- Marketing Third



# ACHIEVEMENTS



## Vellore Institute of Technology, Vellore - Gravitas

Brainwave	Winner & Runner Up
Green Manager	Winner
Best Management Guru	Third
Enterengineering	Runner-Up

## Nirma University, Perspective - Bizzine

General Management	Runner-Up
Conjunctio	Winner

## Thiagarajar Institute of Management - Yukti

HRace	Runner-Up
Clash of the Titans - Debate	Runner-Up

## Saintgits - Simthesis

Overall Champions

## MIT School of Business, Pune - Imperium

Overall Champions





# ACHIEVEMENTS

**XIME, Bangalore**  
Overall Runner-Up

**ST. Josephs College of Engineering, Mangalore-Rendition**  
Paper Presentation **Winner**

**M.S.Ramaiah Institute of Management, Bangalore- Perceptions**  
Overall Runner-Up

**CMS Business School, Jain University-Cranium**  
High Trump- Operations **Third**  
All in- Marketing **Third**  
Full House- HR **First**  
Blue Chip- Finance **Third**

**De Paul Institute of Science and Technology-Daksh**  
Corona- Treasure Hunt **Runner-Up**  
Finance Game **Winner**

**SDMIMD, Mysore- Naissance**  
Unravel Hawk- Retail **Third**  
Systems **Winner**

**Lourdes Matha College of Science and Technology- Decerto**  
Martians- Business Quiz **Third**



# ACHEIVEMENTS

**ICFAI Business School, Mumbai Konflux**  
**Business Baazigar-Entrepreneurial Event**  
**HR**

**Runner-Up**  
**Winner**

**Marian College-Xenios**  
**Best Finance Team**  
**Visual AD**

**Runner-Up**  
**Runner-Up**

**Indus Business Academy**  
**ArchishHR**  
**The Handlebar- Operations**

**Third**  
**Winner**

**SIBM, Bangalore Revelation**  
**Provenance- Operations**

**Runner-Up**

**SCIT Pune**  
**Overall Runner-Up**

**Graffiti**

**IISC, Bangalore**  
**Open Day Marketing**

**Winner**

**SBJIT Bangalore**  
**Business Quiz**

**Samvit**  
**Runner-Up**

**SDM, Mangalore Shrestha**  
**Event Management**

**Runner-Up**



# EVENTS

## OUT BOUND TRAINING

At Christ University, the MBA/PGDM program strives to scale beyond the mundane curriculum and pedagogy of classroom lectures while imparting critical managerial skills. The out bound training designed for the first year MBA/PGDM students, encourages students to understand and practice exhibition of work group dynamics, and facilitates other developmental processes such as team building, leadership qualities and decision making, through both physical and mental activities. Through this 2 day program, students are exposed to influential adventure activities like rappelling, boot camp sessions, trekking and cave exploration. Scheduled at the beginning of the first year, this program is instrumental in breaking the ice among students, and also evokes a sense of sportsman spirit as they work in teams.

## CENTER FOR SOCIAL ACTION – KARMA CLUB

With being a successful performer comes great social responsibility. At Christ University the CSR Karma club actively initiates events to arouse a sense of social responsibility among the upcoming managers . Its activities focus on aiding fellow beings and other stakeholders towards building a virtuous society and sustaining the environment. Karma helps students identify their strategic role in offering beyond the typical conventions of social work, by fixing social responsibility onto a management framework. Some of its activities include, Waste Management, Sponsorships and Fund Raisers for the less fortunate in the society. Students at Karma are perfectly aligned to the values of engagement towards their society, making them not just good managers, but also socially responsible individuals. We have sponsored for the education of around 70 students

## USHUS 2015

Ushus, the trademark management fest of the Institute of Management, Christ University, is organized each year to promote a healthy competition amongst the students of Management School across the country. With a cherry-picked theme, student-driven events and competitions challenging the knowledge as well as overall conduct of future managers, Ushus is one of the most awaited events each year. The theme for Ushus, 2015 was – Circumpunct – it strived to test the mettle of management students in various arenas of management and unswervingly intertwined some fun elements to balance the act.



# EVENTS

## BLOSSOMS

The heart and soul of a company is creativity and innovation.

Blossoms, an annual inter-deanery competition conducted at Christ University, offers students a platform to outshine their creative nerve. Every year, students of CUIM, imbibe the university culture and step forth to prove their grit in areas of creative interest like Arts, Music, Theatre and Dance. Resolutely, they compete with students from other deaneries, facilitating a healthy transfer of knowledge and building networking skills. This year, Blossoms witnessed a huge response from the students at Christ, as they marched forth to prove themselves through innovation in creative thinking .

## BACK TO SCHOOL

Year after year, Institute of Management, Christ University, through their senior students, organizes “Back to School” to informally welcome the fresher’s into the Christ family. A fun-filled atmosphere accompanied by an entertaining theme, encourages the first year students to put up an engaging show, giving them a platform to work in unison with their batch mates and showcase their extraordinary talents. The event culminates with announcing the Mr. and Ms. Fresher and the overall winning section for the year.

## ALTIUS

As someone rightly said, “You can’t win unless you learn how to lose”, no curriculum is complete until the participants are prepared to fearlessly face the race.

Altius is an annually conducted intra-section Sports extravaganza, that urges students to put forth their best foot for the race. An assortment of sports events ranging from Throw ball, Football, Cricket, Basketball and Volleyball alongside the traditional athletic events are the hall mark of the event. With students proudly flocking in their class jerseys and cheering their classmates, Altius remains not just an event, but a magnificent spectacle.





# EVENTS

## PIONEER

PIONEER is the annual international entrepreneurship event, PIONEER began in 2002 as a vision of Institute of Management, Christ University to promote the entrepreneurial spirit in young minds and encourage them to live their dreams. To develop an entrepreneurial culture, PIONEER at the Institute of Management, Christ University launched the Incubation center. The aim of PIONEER's Incubation center is to encourage individuals who have an idea to realize their dreams by recognizing opportunities for entrepreneurship and helping them boost their business plans and enabling them to carve their own niche in the market.

## DRISTI- VISION 2025

A follower is he who treads along a path, but a leader is he who makes a path to be treaded. This statement highlights the basic philosophy of leadership. A leader is any person who has a vision about the future and a plan to realize the vision. Dristi, as the word translates is about a vision for the future. Vision 2025 urges young minds to brainstorm about an India that has all the facilities, and is on the verge of becoming a superpower. It focusses on what today's business minds perceive as the future growth rate of India, the economy of India and the opportunities by the year 2025.

## CONNAISSANCE

Connaissance is National Level Research Paper presentation is an annual event organised by the Institute of Management Christ University, Kengeri Campus. It started with a focus on the financial sector and was a great success. It provides a platform for the young minds across the length and breadth of India to focus more on primary and secondary research, and to simulate their brains to envision a plan for the future of Indian Management.



# EVENTS

## TALK WITH THE EXTRA-ORDINARY

Ordinary things done with extra ordinary finesse leads to landmarks in history. And in a management study curriculum, it is important that this interface happens and students get an opportunity to talk with corporates who have set a benchmark for themselves in the industry .

The Institute of Management holds talks and panel discussions for the students where industry experts like Ms. Kiran Mazumdar Shaw of Biocon have presided over the event. Also a discussion on the annual budget was presided over by Chartered Accountants from companies like Infosys to make the students observe the basic thinking that must be imbibed while reading the budget.

## CHRIZILLENZ

Management fests are like a kaleidoscope of different flavors of events, students, strategies, mind work, management learning, and above all exhilarating experiences. Chrizillenz 2014 was a destination for excellence. Where the mind wriggled without limits, creativity and imagination saw new heights. The fest saw a plethora of activities which offered enough scope for management through fun. While the corporate show kicked off with the words of wisdom from industry honchos, the two day event filled with fun activities culminated with a DJ night.



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# FACULTY

ANIRBAN GHATAK	MBA, M.Phil, PhD	LATHA RAMESH	MBA, ACMA
ANSUMAN CHATTERJEE	M.Com, MBA, M.Phil, PhD	PADMA SRINIVASAN	M.Com, PhD
ARCOT PURNA PRASAD	MBA, MTech, MPhil	PADMANABH B	M.Tech, PGDBM, MPhil
ARTI ARUN KUMAR	MA, PhD	PRABHUDEV V	MCom, PhD
ASOK KUMAR T A	MCA, MPhil, PhD	RAHUL GUPTA	PGDBM, M.Phil
AVR MAHADEV	MSc, PGDBM	RAM MOHAN	MBA, MPhil
BHARATHI S GOPAL	MBA, M.Phil	RAMACHANDRAN T S	FCA, M.Phil
BINU P PAUL	MBE, PhD	RAMAKRISHNAN N	MS, PGDBA, PGDCM
DAKSHINA MURTHY R A	M.Tech	RAMANATHA H R	MCom, MA, MBA, MPhil
DEVI SOUMYAJA	MSc, PhD	REENA RAJ	MBA
DILIPCHANDRA S.	MBA, M.Phil	RUPESH KUMAR M	MBA, PhD
DIVAKAR G M	MBA, M.Phil	SHRIKANTH C R RAO	FCA
FERNANDES JOSEPH MARCELLUS	MBA, DMS	SHRINATH G	M.Com, MBM
GANESH L	MS, M.Phil, Ph.D	SIRISH C V	PGDM
GEORGY P KURIEN	ME, PGCBM	SOWMYA C S	MSc, PhD
HANUMAN KENNEDY S	MBA, PhD	SREEDHARA R	PGDBM, PhD
HEMALATHA R	MA, M.Phil, Ph.D	SREELAKSHMI P	MCom, MBA, MPhil
JEEVANANDA S	MBA, MFT, M.Phil, Ph.D	SUBRAMANIAN K	MBA, MSc, M Phil, MA, PhD
JOSEPH DURAI SELVAM J	MSc, PhD	SUDHINDRA S	MTech, PGDIT
KAMAL KISHORE	MSc, PhD	SUNITI PHADKE	MBA, M.Phil, Ph.D
KAVITA MATHAD	MA, PhD	SURESH A S	M.Com, M.Phil
KRISHNA M C	M.Com, AICWAI	VEDHA BALAJI	MBA, M.Phil
KSHETRAGNA C N	M.Com, MBA, M.Phil	VIJAYA CHANDRAN A R	MBA
KUMAR D N S	MCom, PhD	VILAS B ANNIGERI	MPM, MBS
LAKSHMI PRASAD V N	MBA	VINAYAK ANIL BHAT	MBA, M.Phil
LAKSHMI SHANKAR IYER	MBA		

# ADJUNCT/VISITING FACULTY

ABRAHAM MATHEW	MS, MBA
AMIT R GUPTA	PGDRM
ANURADHA KAUL	MBA
BALAJI RAO	PGDMM, PGDFA
GANESH KRISHNAMURTHY	FCA
KAMBAM VEDANTAN	MBA, M Phil
M.R SREENIVASAN	MA, M.Com, ML, PhD
MUKUND SHARMA	MBA, M.Com, PhD
NARAYANASWAMY R	M.Com, MBA, MPhil, CPFA
NOOPUR SARIN	M.Com, MBA
PADMAVATHI MADHAVAN	M.Com, MPhil
PURUSHOTHAM SISTLA	M.Sc, PhD
RAM SUBBU	MBA
RAJASEKHARAN S G	PGDBM
RAJASHEKHAR H S	M.Com, PGDBM, CAIB
RACHANA MUKHERJEE	MBA
RAMAKRISHNAN S	M.Tech, CAIB
RAMCHANDRA DESU	LLM, PGDEIM
SANJEEV KUMAR S	MS, MBA
SANJAY RAM RAO	PGDBM
SATHIYASEELAN B	PDGM
SUBRAMANYA M	MSc, LLB, CFA, CAIB
SUBRAMANIAN RAGHURAM	MCA, PGDBM
VENKATESH AKELL	MBA, MBA
VENKATESH C K	MCom, Mphil, PhD
VENKATESHA BHAGAVATH	M.Sc
VIJAYLAKSHMI R	MBA, M.Phil, PhD
V MARUTHI RAO	MSc, LLB, CFA, CAIB

# SUMMER/WINTER INTERNSHIP

Institute of Management, Christ University, one of the top ranking B-Schools in the country was started in 1994 to promote quality Education, Research and Consultancy in Management. The Post Graduate management Program is a full time 2 year program of high academic rigour and industry interface. We have been ranked 5th in South India, 22nd among the top 50 B-Schools, and rated among the top 10 Private B-Schools in India.

The Christ fraternity has immense pleasure to invite you to our Winter/Summer Internship Program 2015-16. Students will be ready to take up projects in your organization in the areas of Marketing, Finance, Management Information System, Human Resources Management, Lean Operations and Systems and General Management.

## SUMMER INTERNSHIP

We have Master of Business Administration (MBA), 2 year full time program with specialization in Marketing, Finance, Human Resources Management, Lean Operations and Systems, and General Management.

MBA(Christ University)+MS Business(VCU,USA) with specialization in Marketing/Finance/Management Information Systems.

The internship duration of two continuous months for the above 2 programs begins from 1st April across all the above mentioned specializations.

## WINTER INTERNSHIP

For winter internship, we have PGDM(Christ University)+MBA(University of Applied Sciences,Wurzburg-Schweinfurt,Germany) with specialization in Marketing/Finance.

The internship duration of two continuous months for the above program begins from 1st January across Marketing and Finance.

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Students are required to do live projects all round the year if it can be done outside their college hours. We request you to accommodate our students to do their Internship Projects in your prestigious organization in the area of your requirement.

Do revert to us by phone or email  
placements@mba.christuniversity.in

Tel No : +91 80-4012 9590/9591 Mob : +919342508984

# SUMMER INTERNSHIP PROGRAMME 2014-16

## FINANCE

Abbott Healthcare  
Acasia Global Consulting  
Allegro Capital Advisors  
Amara Raja Batteries  
Amber Enterprises  
Amtek  
Anmol Share Broking  
Avery Dennison  
Axis Bank  
B.C.C.L  
Bank Of Baroda  
Bank Of India  
BDO India  
Bharat Heavy Electricals Limited  
Bharti Airtel  
Bi Worldwide  
Bindals Papers Mills  
Birla Sun Life  
Blue Star  
Canara Bank  
Centre For Monitoring Indian Economy  
Corporation Bank  
Dainik Bhaskar  
Elpro Energy Dimension  
Emaar Mgf

Emkay Global Financial Services  
Enersan Power  
Ernst & Young  
Faiveley Transport Rail Technologies  
Federal Bank  
Finatwork Wealth Services  
Fluidomat  
Geojit Bnp Paribas  
GlaxoSmithKline  
Goa Carbon  
Harita Seating Systems  
HDFC Bank  
Hdfc Securities  
Hedge Equities  
Hindalco  
Hindustan Shipyard Limited  
Hindustan Times  
Hotel SPS Kingsway  
IDBI Bank  
IFB Industries  
Imperial Wealth Services  
India Infoline  
Indus Towers Limited  
Indusind Bank  
ITC-Foods

Jagati Publications  
Jainmatrix Investments  
Janaagraha  
Janalakshmi Financial Services  
Karnataka Bank  
Kotak Mahindra Bank  
Kotak Securities  
L&T Construction Equipment  
L&T Finance  
Ludhiana Beverages  
Motilal Oswal Securities  
Nagarjuna Fertilizers & Chemicals  
Nreach Online Services  
ONGC  
Orix Auto Infrastructure Services  
Paradeep Phosphate  
Parker  
PNB  
Pramartha Investment Partners  
Praxair India Pvt Ltd  
Profit Idea  
Punjab National Bank  
Radha Krishna Automobiles  
Royal Enfield  
Royal Futures Consultants

Sakthi Sugars  
Sea Capital Advisory  
Sharekhan  
Sobha  
State Bank Of Hyderabad  
State Bank Of India  
Steel Authority Of India Limited  
Stock Holding Corporation Of India  
SVS Oil  
Taj Gateway  
Tata Consultancy Services  
Tata Global Beverages  
Tata Steel  
The South Indian Bank  
Thomson Reuters  
United Bank Of India  
United Breweries  
Vedanta Ltd  
Vijaya Bank  
Vizag Steel  
Vodafone  
Way2wealth Brokers  
Wipro  
Zuari Cements

# SUMMER INTERNSHIP PROGRAMME 2014-16 MARKETING

20:20 Msl - Dell  
3M India  
99 Acres.Com  
AB Inbev India  
Abbott Healthcare  
ACC  
Aditya Birla Grasim  
Aircel  
Akzo Nobel  
Apollo Aerospace Components  
Astrro Creations & Impex  
Aurigo  
AVT Group Of Companies  
Axis Capstone  
Bajaj Finserv  
Bambino Agro Industries  
Bharti Airtel  
Bigbasket.com  
Bosch  
Brigade Enterprises  
Britannia Industries  
Budweiser  
Bumble Bee Branding  
Canara Bank  
Capricot Tech  
Carl Zeiss  
Century Ply Boards  
Citrisys Solutions  
Cloudchowk Solution  
Cloudinfra Technologies  
Club Mahindra  
Coca Cola  
Contract Advertising  
Courtyard By Marriott  
Cubito  
Dish TV  
Disney

Dr Reddy's Laboratories  
Eastern Mattresses  
Eaton India  
Elpro Energy Dimensions  
End To End Marketing Solutions  
Epitech Infosystems  
ESRI India  
Feet Off Ground  
First Quadrant Solutions  
Fortunesoft IT Innovations  
Function Space  
Future Lifestyle Fashions  
GCMMF  
Godrej & Boyce  
Gunnebo India  
Havells  
HealthAsyst  
Healthmacro Technologies  
Hero Motocorp  
India Glycols  
India Today  
Indian Institute Of Management  
Infiniti Research  
Inmark Retail  
ITC  
Jainmatrix Investments  
JBM Auto Limited  
Jindal Steel & Power  
Jubilant Foodworks  
Jyoti CNC Automation  
Kamat Yathrinivas  
Katpro Technologies  
Keltron  
Kennametal  
Khimji Ramdas  
KOF  
Kotak Mahindra

KPMG  
Krishak Bharati Cooperative  
L&T  
Lifestyle India  
Lucas Tvs  
Mahindra Automobiles  
Mars International India  
Mayflower Language Services  
McCann World Group - Tag  
Medyog  
Metro Cash & Carry  
MGF Hyundai  
MNT Software  
MTS  
Nestle India  
Nielsen  
Nreach Online Services  
Omnicom  
Organic India  
Papa John'S Pizza  
Paytm  
Phamax  
Pink Lemonade  
Prayag Consulting  
Provenlogic  
Rashtriya Ispath Nigam  
Raymond Apparels  
Reliance  
Robert Bosch Engineering  
RUPA  
Saint-Gobain  
Salarpuria Sattva  
Samsung India Electronics  
Sasken  
Servomax India  
Shahi Exports  
Shree Renuka Sugars

Sodexo  
South Indian Bank  
Spansules Pharmatech  
Strobilanthes Technology  
Sumul Dairy  
Tanishq  
Tata Motors  
Tata Steel  
Terumo Penpol  
The Taj West End  
The Times Of India  
Titan  
Toonz India  
Toyota Kirloskar Motor  
Tulip Diagnostic  
Unibic Biscuits  
United Spirits  
Usha International  
Varun Beverages  
Velvetcase.Com  
V-Guard Industries  
Videocon  
Vijaya Dairy  
Vodafone  
Volkswagen  
Volvo Eicher  
Whirlpool  
Wipro Consumer Care  
Wooplr  
Zrotra Market Research

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# SUMMER INTERNSHIP PROGRAMME 2014-16

## LEAN OPERATIONS AND SYSTEMS

3I Infotech  
ABS Consultancies  
Accenture  
Affordable Business Solutions  
Alstom  
Ansaldo STS  
Apollo Tyres  
Arience  
Ascent Circuits  
Ashokleyland  
ATS-ELGI  
Bank Sohar  
Bharat Fritz Werner  
BHEL  
Bhilai Steel Plant  
BigBasket.com  
Blend Colours  
Bosch Limited  
BPCL Kochi Refinery  
Britannia Industries  
Cargill India

Caterpillar India  
Century Plyboards  
CIAL  
Cochin Port Trust  
Cyient  
DB Schenker  
Dr Reddy's Laboratories  
Ultra Industries  
Elpro Energy Dimensions  
Exide Industries  
FACT  
Faiveley Transport  
Ford Motor  
Fortunesoft IT Innovations  
Four Points by Sheraton  
Godrej  
Greenrock  
Harita Seating Systems  
Hatsun Agro Products  
Hinduja Global Solutions  
Hindustan Unilever

Indian Explosives Limited  
ITC  
Jabong.Com  
JSW Steel  
KPMG  
Krohne Marshall  
L&T  
Lifestyle International  
Manjushree Technopacks  
Maruti Suzuki  
Motherson Sumi Systems  
Nakoda Chemicals  
Neyveli Lignite Corporation  
NLC  
NRB Bearings  
Papa John's Pizza  
Park Plaza  
Pepsico India Holdings  
Rinac India  
Roots Industries India Limited  
SABMiller

SAIL  
Sandhar Automach  
Sartorius Stedim Biotech  
SMV Beverages  
Sri Vengatchalam Engineering Works  
TI Cycles Of India  
Tata Coffee  
Tata Steel  
Taxi For Sure  
The Sahar Pavilion  
Titan  
Toyota Kirloskar Motor  
Trident Hyundai  
Uflex  
Unibic  
V-Guard Industries  
Windlas Healthcare  
Imerys Al Zayani



# SUMMER INTERNSHIP PROGRAMME 2014-16

## HUMAN RESOURCE MANAGEMENT

**2COMS Consulting**  
**Airports Authority Of India**  
**Akshaya Rubbers**  
**Anmol Share Broking**  
**Apollo Tyres**  
**Azim Premji Foundation**  
**Bharti Airtel**  
**Brigade Groups**  
**Calcutta Medical Research Institute**  
**Can-Pack India**  
**Carl Zeiss**  
**Continental Automotive Components**  
**Daimler India**  
**Deloitte**  
**Elpro Energy Dimensions**  
**Fidelity**  
**Grant Thornton**  
**Heritage Foods**

**Hexaware Technologies**  
**Huawei India**  
**Hyatt Raipur**  
**IBM**  
**IBS Software Services**  
**India Decision Management**  
**ITC**  
**ITC Gardenia**  
**KIRBY Building Systems**  
**Korn Ferry/Futurestep**  
**Kotak Mahindra**  
**KPMG**  
**L&T**  
**Marriott Hotel**  
**Mediatek**  
**Medica Superspeciality Hospital**  
**Microland**  
**Mindtree**

**Mylan Laboratories**  
**National Aluminium Company**  
**NHPC**  
**Nissan Ashok**  
**NRB Bearings**  
**Nreach Online Services**  
**ONGC**  
**Paharpur 3P**  
**Pizza Express**  
**Pride Honda**  
**Punj Lloyd**  
**Qwiksilver Solutions**  
**Radisson Blu**  
**SABMILLER**  
**SAIL**  
**Sayaji Hotels**  
**Siemens**  
**Sonata Software**

**South Indian Bank**  
**Spencers**  
**Tamilnadu Newsprint And Papers**  
**Target**  
**Tata Hitachi Construction Machinery**  
**Tata Motors**  
**Tata Teleservices**  
**Tejas Networks**  
**The Taj West End**  
**Toyota Kirloskar**  
**UST Global**  
**V-Guard Industries**  
**Virtusa**  
**Vision Associates**  
**Vivanta By Taj**  
**Vizag Steel Plant**  
**VST Tillers Tractors**  
**Whirlpool**

# SUMMER INTERNSHIP PROGRAMME 2014-16

## GENERAL MANAGEMENT

**Ambuja Cement**  
**Atlas Shipping Services**  
**Audi**  
**Axis Bank**  
**BHEL**  
**Coca-Cola**  
**Crown Consultants**  
**Dizypro Infotech**  
**GAIL**  
**GVK EMRI**

**Healthmacro Technologies**  
**Hindalco**  
**India Foundation For The Arts**  
**ITC**  
**Jubilant Foodworks**  
**Kisan Mouldings**  
**L&T**  
**Mansukh Securities And Financials**  
**Metro Cash & Carry**  
**Micro Inks**

**Novartis Healthcare**  
**Praxair India**  
**SKF India**  
**Tata Docomo**  
**Toyota**  
**Trendwise Analytics**  
**Vizag Steel**  
**Watchy Technology**  
**Way2wealth Securities**  
**Wulian India**

# LIVE PROJECTS

**BPCL Kochi Refinery**  
**Bumble Bee Branding**  
**Business Standard**  
**ByZero Productions**  
**Polyvalent Digital Services**  
**Capital First**  
**Career Force HR Solutions**  
**CBYS Surprise**  
**Celeb-B magazine**  
**Educate Globe**  
**Janalakshmi Financial Services**  
**Saggraha Management Services**  
**Saint Antony's Agencies**  
**Pantaloons Fashion and Retail**  
**Voche-the Interior Studio**  
**Uttarakhand Gramin Bank**

**Image Ventures**  
**Imerys Al Zayani**  
**India Post**  
**Indian Overseas Bank**  
**Inmark**  
**Iris biotech**  
**ITC**  
**ITC-Foods**  
**Juggdale Industries**  
**Just Dial**  
**JVS Engineers**  
**KDHP**  
**Kotak Mahindra Bank**  
**KPMG**  
**Encom**  
**Jotun**

**New Age TVS**  
**Nirlep Appliances**  
**Nmore**  
**Norac Solutions**  
**Orange County Resort**  
**Oyster.com**  
**Paint Collar**  
**Prabhavathi Builders**  
**Prithvi Group**  
**Quad Global Konnect**  
**Richo India**  
**Robert Bosch**  
**Clothing Culture**  
**Coitor Tech**  
**Corporation Bank**  
**ZM Precisions**

**Uni Homes**  
**United Bank of India**  
**UST Global**  
**C C Lounge**  
**Canara Bank**  
**Can-Pack India**  
**VARAHI**  
**Venturator**  
**Vijaya Bank**  
**Vitesla**  
**WeChat**  
**Windflower Resorts**  
**Workstation**  
**Zoom Car**

## LIVE PROJECTS

Prestige Amusements

11Eleven iT Solutions

25th Hour

Adithya Birla

Adyan Anand Bhavan

Almostmarried.in

Amul

Avery Dennison

Axis Bank

Bank Of Baroda

Bhajahari Manna

BHEL

Big Bazaar

Binge

Birla Sun Life Insurance

Blackgold Profiles

Energizer Holdings, Dubai

Fether Touch Digital Technologies

Fin@Work

Fortune Honda

Funding Solutions

Fundlined.com

Fusion Elements

Gapoon.com

Gini &Jony Franchisee

Global Distributors

NRE Coke Ltd

HDFC Bank

HealthAsyst

Hind Talkies

IDBI Bank

iLED Lighting Solutions

Kramah Softwares pvt ltd.

Kumari Builders

Leela Krishna Toyota

Letsbinge.com

Life Insurance Corporation Of India

Liliput Kidswear

Maid

Manatec Electronics

Mascot Motors

Media Ant

Megamart

Metro Feeds

Minerals Enterprise Limited

MORE Supermarket

Motif Interiors

NET Link Solutions

Scion Social

SectorQube Technolabs

Shoppers Stop

Skapsinne Technology

SKS I Spat & Power Ltd

Software one

Spar Hypermarket

Spectrum Consultants

Sports 365

Srivatsa Hotel

State Bank of India

Tata Steel

Technovel

Bangalore Blues Hospitality Services

Venturator

U chat

# COURSE STRUCTURE

## MASTER OF BUSINESS ADMINISTRATION

### GENERAL COURSES

#### TRIMESTER I

**Financial Accounting for Managers**  
**Managerial Economics - I**  
**Management Communication & Case Studies**  
**Organisational Behaviour**  
**Managerial Statistics**  
**Information Technology & Systems**  
**Understanding Business**  
**Industrial Domain Knowledge(IDK)**

Project: Organisational Structure Study, Book Review, Out Bound Training, Current Affairs, Corporate Interface etc.

#### TRIMESTER II

**Research Methodology**  
**Managerial Economics II**  
**Business Law**  
**Managing Human Resources**  
**Marketing Management**  
**Managing Cost and Finance for Business**  
**Business Systems and Database Management**  
**Industrial Domain Knowledge(IDK)**

Current Affairs, Corporate Interface etc

#### TRIMESTER III

**Operations Research**  
**Enterprise Resource Planning**  
**Financial Statement Analysis(Finance)**  
**Fundamentals of Service Management**  
**Operations Management**  
**Leadership in Organizations**  
**Industrial Domain Knowledge(IDK)**  
 Current Affairs, Corporate Interface etc



**IBM Business Analytics Lab**

Initiative of the Career Education Program



In collaboration with:  
Christ University, Bangalore



**SPARX**  
SYSTEMS



**ENTERPRISE ARCHITECT**

# COURSE STRUCTURE

## GENERAL COURSES

### TRIMESTER IV

Strategic Management  
E - Business  
Project : Summer Internship  
(2 months), Corporate Interface

### TRIMESTER V

Entrepreneurship  
Business Ethics  
Master Thesis

### TRIMESTER VI

International Business  
Master Thesis  
OPTIONAL ELECTIVES:  
Social Media Marketing  
Personal Financial Planning  
Sustainable Business Management  
Family Business Planning

### ADD ON COURSES

Basic French Language  
Basic German Language  
Business Analysis  
SAS  
Advanced Excel  
SAP, Six Sigma, NLP  
IBFI - Business Analytics

## ELECTIVES

### FINANCE

### TRIMESTER III

Security Analysis and Portfolio Management  
Management of Banks

### TRIMESTER IV

Taxation for Managers  
International Financial Management  
Advanced Financial Statement Analysis  
Project Appraisal and Finance

### TRIMESTER V

Insurance OR Financial Planning & Wealth Management  
Mergers, Acquisitions & Restructuring  
Strategic Financial Management  
Management of Financial Services  
Management of Small and Medium Enterprises (Add On / Optional Course)  
Econometric Analysis (Add On / Optional Course)

### TRIMESTER VI

Derivatives OR Analytics for Finance  
Financial Risk Management

# COURSE STRUCTURE

## LEAN OPERATIONS AND SYSTEMS

### TRIMESTER III

Project Management  
Quality Management Systems and  
Product Design

### TRIMESTER IV

Lean Planning Manufacturing & Control  
Business Intelligence & Knowledge Man-  
agement  
Business Process Management  
Service Operations Management

### TRIMESTER V

Technology Management & Industrial  
Automation  
Data Mining  
Advanced- Supply  
Chain Management  
Software Engineering and Software  
Project Management

### TRIMESTER VI

Green Operations  
IT and ITeS Outsourcing or Enterprise  
Asset Management  
Industry Practicum

## MARKETING

### TRIMESTER III

Sales Management  
and Negotiation Skills  
Marketing Analytics

### TRIMESTER IV

Distribution and Supply Chain Management  
Consumer Behaviour  
Business to Business  
Strategic Marketing Management

### TRIMESTER V

Customer Relationship Management  
Marketing Research  
Technology Marketing OR Marketing  
of Financial Services  
Retailing Management  
Integrated Marketing Communication

### TRIMESTER VI

Brand Management  
Digital Marketing

# COURSE STRUCTURE

## HUMAN RESOURCE MANAGEMENT

### TRIMESTER III

HR Planning, Recruitment and Selection  
Industrial Relations

### TRIMESTER IV

Human Resource Analytics  
Training And Development  
Performance Management and Employee  
Counseling  
Labour Laws I

### TRIMESTER V

Human Relations skills  
Organizational Change & Development  
Labour Laws II  
Compensation Management

### TRIMESTER VI

International Human  
Resource Management  
Latest Trends in HRM

## GENERAL MANAGEMENT

### TRIMESTER III

Dynamics of IT and ITES Industry  
Banking Management

### TRIMESTER IV

Business Analysis I  
Negotiation  
Management Science  
Business Analytics

### TRIMESTER V

Business Analysis II  
Governance and  
Compliance  
Management Consulting  
Quality Management Systems

### TRIMESTER VI

Cross Cultural Management  
Corporate Image Management



## STUDENTS SPEAK



The MBA program for International Business from University of Applied Sciences, Würzburg-Schweinfurt, Germany (FHWS) is based on a credit transfer system. It has been nothing less than a turf for unconventional thinking. The environment was tailored to cater to our specific needs and accelerate our personal growth. The interaction with international faculty and streamlined course framework gave us a broad-based, agile skill set that prepares us to lead assertively in the face of unprecedented challenges and enormous opportunities. It indeed paints on a broader canvas than any other business school.

The international professors from diverse professional careers are experts in their field who certainly became a vital ingredient in helping us grow and maximize our potential. The innovative pedagogy pushed traditional classroom boundaries to be most effective and relevant to a business career. Innovative tools and learning activities helped to promote creativity and transition from being smart to wise. This strategically balanced course sets us apart by engaging us in a comprehensive Master's thesis. Students opted for topics keeping future global advancements in mind ranging from Digitization, IoT, Big Data, Industry 4.0, etc under the guidance of professors at FHWS. We were constantly challenged to think differently – not to offer simple and predictable solutions but to consider an array of prospects or approach a problem from a new direction.

This exposure has not just given us a broader perspective on the way business works, but has given us a renewed confidence, a desire to learn and prepared us to take on leadership roles. The synergy of both the universities ensures the "best of both worlds" to students.

-Priyanka K R (FHWS)

## STUDENTS SPEAK

With less than a third of the course left to be completed, it's with palpable conviction that I can say the Institute of Management, Christ University, is a prime solution for any individual looking to make a mark in society, by furthering their managerial prowess. Empowered with an impeccable ability to incisively sense the changing needs of time, the Institute is more than well equipped to propel its students into an illustrious career! The Marketing stream, bolstered with seasoned faculty, provides the best offering to its students. The IBM Analytics course currently being offered has been successful in adding high value to the students, thereby preparing them to deep dive into their careers. Focused on the cardinal principle of holistic development, the University ensures, it achieves the above by placing society at the centre of all the University activities.

-Rahul V John (MBA - Marketing)

Of all things that I was a part of at Christ University, what stands out as an exceptional experience was being a part of the national level management fest, Ushus. The fest helped us network with students from myriad institutions across the country. We actually applied the principles of management that we learned, and it empowered us to work in teams and to develop our leadership abilities. We worked in tandem with our professors and seniors without as much as a whiff of friction, and this was a revelation in itself. Ushus created and sealed a strong emotional bond between all of us. The fest was a live example of team work in motion. The competitions that were conceived challenged our intellect; we walked the talk when it came to out-of-the-box ideas. Can one conceive an Engineering round in a B-school fest? We did!

-Mathew J Maniyankott (MBA - Marketing)



## STUDENTS SPEAK



The college instills a deep understanding of the classic and contemporary disciplines of business management. Industry best practices are shared by experienced faculty, who guide and motivate us to reach our academic and personal goals. There is also a remarkable focus on corporate exposure. While I was able to get a better understanding of the corporate world through regular industrial visits, the corporate interface program gave me a platform to interact with senior personnel from different industries, and the live project helped me comprehend challenges faced in the real world by HR managers. Apart from academics, the Institute provides us holistic development through ample opportunities to participate in sports, cultural and team building activities, and by inculcating in us, the right codes of conduct.

-K. Rohit Yadav (MBA - HR)



Institute Of Management, Christ University has a proactive approach towards the changing trends in the corporate world. The Institute periodically augments its course and curriculum, giving us an edge over our peers and enabling us to be industry ready. An example is the Human Resources Analytics course and Competency Mapping program. We are groomed by our Professors with all requisite know-how and skills, and encouraged to use the experiential learning model. The summer internship is one such initiative and it was indeed a great learning experience. I was able to apply what I learned and experiment with new ideas, helping me explore the real world during the tenure of the internship.

-Shrutya G Jain (MBA - HR)

## STUDENTS SPEAK

Institute of Management, Christ University offers a unique specialization, Lean Operations and Systems (LOS). The students here are taught to enrich the Manufacturing, Logistics, IT and CRM functions, and to optimize and enhance the processes leading to improved efficiency in businesses. Our department faculty possess years of rich experience in operations & systems, and they mould each student to transform them into professionals. The Department is equipped with an advanced IBM Analytics & EA lab, which helps in enhancing the key skills of the students. It facilitates certifications in Six Sigma, SAP and IBM Analytics, and offers workshops on Lean Awareness & Applications, Simulations, to name a couple. In short LOS grooms its students with industry ready skills to convert any challenge into a golden opportunity.

-Partha Pratim Patra (MBA - LOS)



Studying at the Institute of Management, Christ University has provided me an opportunity to learn and grow in a diversified environment. Participating in a number of group activities and clubs involving students from other parts of India helped me nurture my thought process in understanding different scenarios of business. The University provides excellent infrastructure with state of the art classrooms, libraries and labs. Faculty here are more than Professors; they are Mentors. The LOS Specialization faculty guided me in choosing an appropriate Summer Project in one of the trending areas of Business Analysis. This provided a good hands-on experience on various managerial and non-managerial tasks. Working on Live projects and Quality Circles has improved my skill-set in problem identification, choice of appropriate management tools and methodologies available for solving the problem at hand. This course is certainly making me corporate ready.

-N Sharan Jawalkar (MBA - LOS)



## STUDENTS SPEAK



The curriculum at the Institute of Management, Christ University has given us a robust foundation and exposed us to the various core and niche aspects of Finance. Apart from the regular course, there is a special focus on completing live projects and this ensures we are more in sync with the current trends in the market. We are meticulously trained to face the outside world, and the college ingrains in us, the right moral values, essential etiquette, skills and knowledge. Even a seemingly simple aspect like being appropriately groomed for class is given significant importance, which shows the commitment of the university to holistic education. I believe; this holistic development is the defining characteristic of every Christite.

-Gaurav Mullick, (MBA - Finance)



Experience at Christ University is nothing short of magnificent. The exposure that I experienced here in academics as well as in co-curricular activities changed me drastically. The quality of education is commendable. The add-on courses on Excel and other subjects like AFSA fine tuned my skills. My teachers and mentors gave me unconditional support and selflessly shared their experience and practical knowledge. Internship at Christ is a serious affair; this not only added to my knowledge but also helped me acquaint with the competitive work environment. In short, Christ University does everything to make you ready to face the corporate world.

- Nimmy Matthew (MBA - Finance)

## STUDENTS SPEAK

Quality of Education with Holistic approach is the hallmark of life at Christ University. The Institute provides learning to comfortably navigate today's multicultural business world. I feel privileged to be part of this illustrious institution. Business Analytics and Business Analysis have been an integral part of today's business. The General Management course at the Christ University addresses this area and is designed to meet the business needs of organizations. Project based learning, solving complex cases mirroring real life scenarios, simulation workshops are the USPs of this course. The structure and curriculum has developed my analytical abilities and fine tuned my approach to problem solving using defined methodologies covered within the curriculum.

– Likitha Kaki (MBA - General Management)



The unique and well structured curriculum offered by Christ University has helped me exhibit and enhance my knowledge, skills and experience. My summer internship project and live project have provided me amazing exposure to the real-time business environment. The industrial visits, corporate interfaces, workshops and extracurricular activities support the continuous learning experience. The Institute of Management is well-managed, has excellent infrastructure, supportive faculty, and a dedicated placement cell. The course has equipped me with leadership, problem solving and decision making skills that would surely help in making effective contribution to the society and enterprise as a whole. I feel privileged and proud to be a Christite!

-Pawan Kataria (MBA - General Management)



# FINANCE

The Finance Specialization imparts knowledge to the students by offering courses that are essential in building comprehensive contemporary knowledge in finance, besides building on their confidence and capability to handle varied job profiles and career openings. The focus, invariably is on laying a strong conceptual foundation.

Broadly, the Finance Specialization courses cover financial markets, BFSI industry, projects, taxation and risk management. The Finance students also choose between Insurance and Financial Planning & Wealth Management in the fifth trimester, and between Analytics for Finance and Derivatives in the sixth trimester. Industry relevant courses such as Management of Small and Medium Enterprises, and Econometrics are offered as optional certificate courses to help students acquire additional knowledge apart from the mandated courses.

Strong conceptual grounding coupled with practical hands on classes enable the Finance group students develop skill sets that are pre-requisite for a finance profile. Financial Statement Analysis and Valuation techniques delivered through practical lab based classes help the students in imbibing critical skill sets that would make them industry ready from day zero. Advanced Excel workshops help the students further in this aspect, since any corporate career in the area of Finance involves Excel as an indispensable tool. We also provide opportunities to enhance students' skills in the area of Banking (core banking solution) and Analytics (SAS).

An MBA degree may not suffice in creating niche differentiation amongst management graduates. Students are therefore actively counselled to take up additional certification exams like 'Diploma in Banking and Finance' for those who are inclined towards banking as a career. Some of the international certification programs that are recommended for students capable of handling additional academic workloads, with a higher pay off include Certified Financial Planning (CFP), Financial Risk Management (FRM), Certified Financial Analyst (CFA) and Certified Fraud Examiner (CFE). Certifications such as National Institute of Securities Manager (NISM) sponsored by NSE are popular among the Finance students who see it as a shot-in-the-arm during the placements.

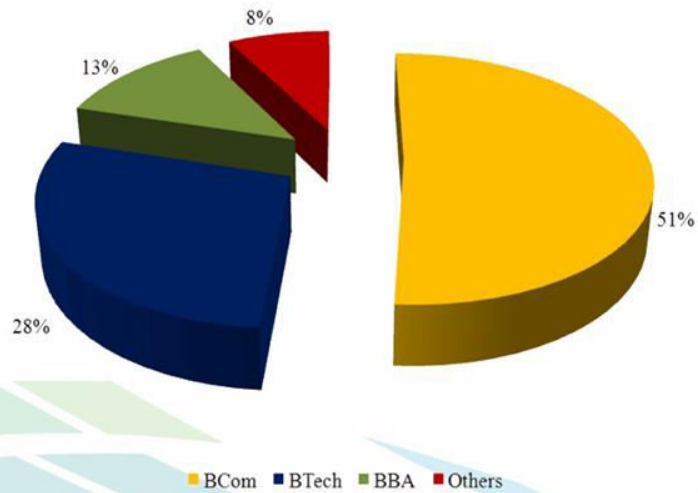
Apart from the mandatory six weeks Summer Internship Projects, the Finance group students are encouraged to take up Live projects during their free hours to build on exposure to the corporate world already gained during the internship. Typically, students visit banks, equity broking houses, financial advisors, manufacturing companies, VC & PE companies to broaden experiences that would help them in understanding the nuances of these businesses. Emphasis is laid on the importance of current affairs and economic numbers to track the outside world on a continuous basis, and learn to develop multi-dimensional views on disparate issues. Opportunities to publish periodic Finance newsletters 'Chaanakya' and 'Nishka' improve their writing skills and understanding of the finance world.

At the end of our two year MBA program, a student who has taken up the Finance specialization builds on strong conceptual knowledge, more than adequate skills and desired confidence in the area of Finance to have a head-start in his or her chosen career.

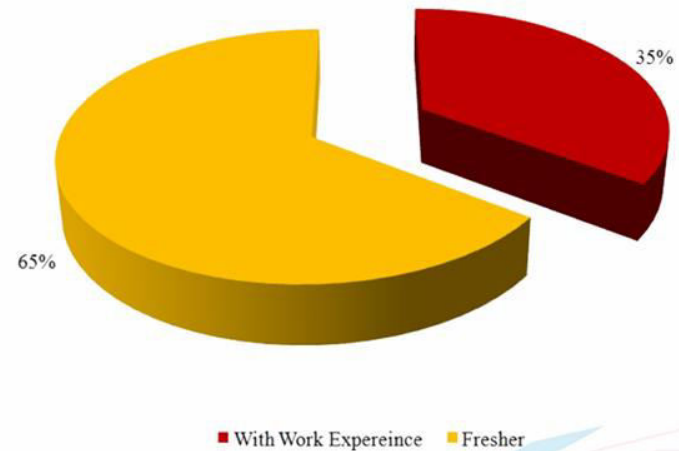
# FINANCE

students:181

## QUALIFICATION



## WORK EXPERIENCE





# HUMAN RESOURCE

HR specialization offered by the Institute of Management, primarily focuses on managing people, the human resource of the organization. It aims to equip students with the knowledge and skills required for managing HR in a way that contributes to the development of individuals and organizations.

The major thrust areas are Training & Development, Performance Management and Employee Counseling, Labor Laws, HR Analytics, Compensation Management, Organization Change and Development, Leadership and International HRM. These topics are in pace with the ever growing body of knowledge in management education with special emphasis towards the human side of enterprise.

It provides students with the knowledge to recruit, select, train, evaluate and compensate employees. Above all, it teaches them how to be business partners, employee champions and change agents. It also ensures HR knowledge and skills gained is complemented by right beliefs and attitudes, which in turn, will make them a great people manager. In short, the specialization endeavors to transform students to effective HR professionals.

HR is one area where substantial research has always taken place. The changing dynamics of the workplace offers huge opportunities to a researcher to generate new knowledge. All HR students are exposed to the past and current research in the field so that the learnings can be applied by them in real life scenarios that they would face. A large number of students carry out research as part of their Master Thesis.

Students learn HR skills by analyzing business cases and by participating in experiential exercises. To meet these objectives, a variety of teaching methodologies, such as case studies, role-play, problem solving exercises, group discussion, computer simulation games, are integral part of academics in the specialization.

Several add-on workshops are offered to the students of HR specialization. IBM certificate course on predictive analytics, Competency mapping workshop and advanced Excel workshop are some of these. These are basically to develop the skills of the students to complement the conceptual knowledge that they possess.

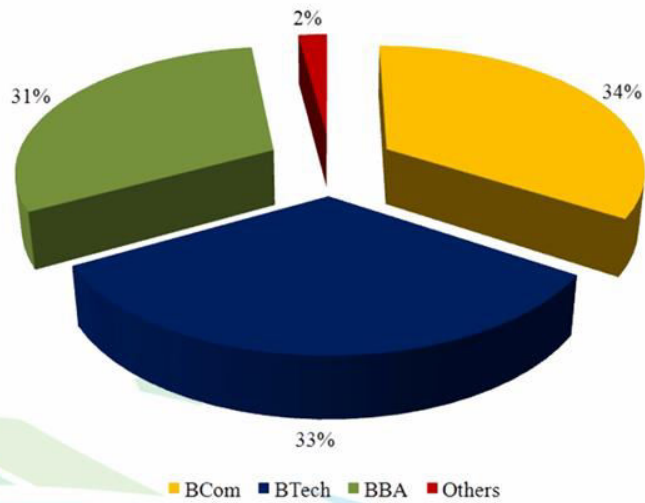
Summer internship offers a real life experience to the students where for about a two-month period, they undertake projects in the industry. These projects provide an opportunity to apply the tools and techniques that the students have learnt. The learning during internship projects nicely augment classroom learning.

Students of this specialization qualify for managerial positions in Human Resource Management, Personnel Management, Industrial Relations, and other related areas. The alumni are today occupying senior level HR positions in private and public sector organizations and in multinational companies in India and abroad.

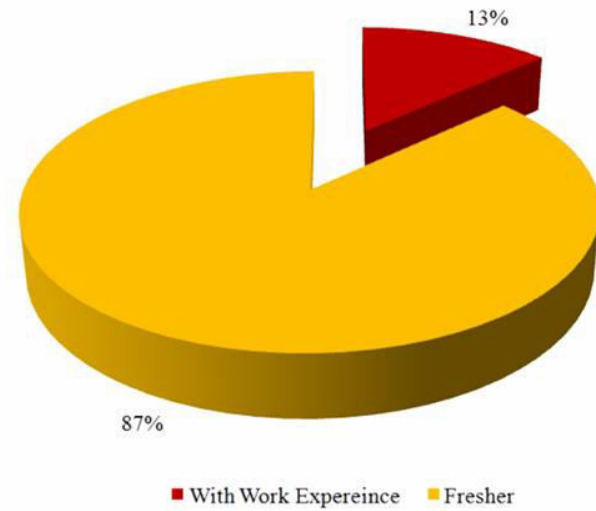
# HUMAN RESOURCE

Students: 95

## QUALIFICATION



## WORK EXPERIENCE



HUMAN RESOURCE

# GENERAL MANAGEMENT

The current job market is extremely competitive, and companies are hiring young professionals who can make an immediate impact in the workplace. They are in need of young leaders with a background in Science, Engineering, Commerce and Humanities.

Institute of Management, Christ University offers General Management program for graduates, experienced professionals and budding entrepreneurs that provides a unique opportunity to build analytical and practical skills needed to create niche for themselves in the corporate world.

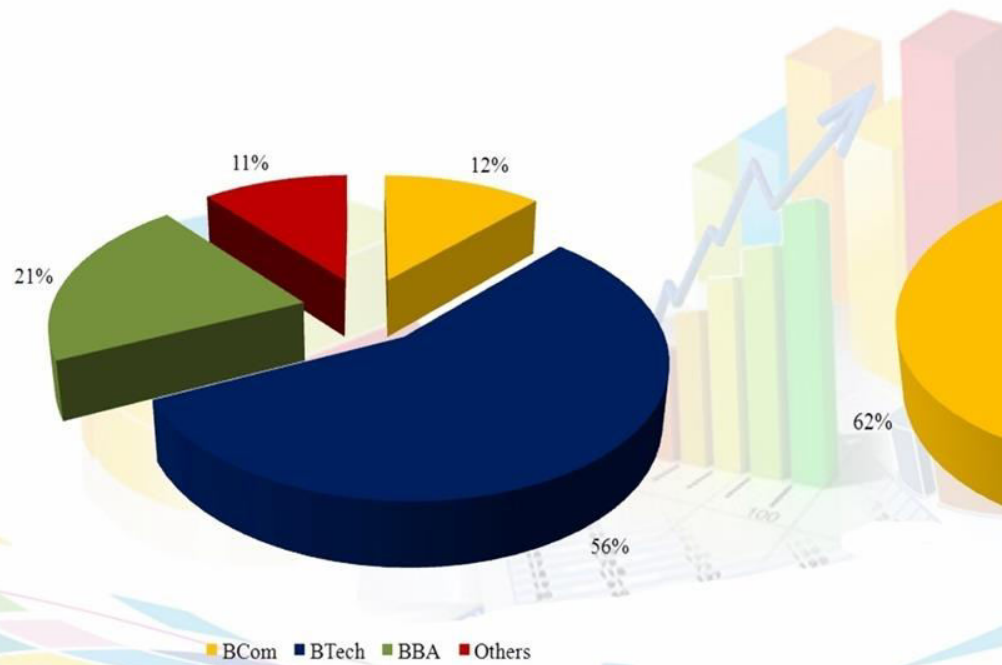
The program is especially designed for the dynamic, result orientated students and graduates keen on pursuit of cross-disciplinary studies of management, with focus on developing skills required to integrate businesses.

The two year General Management program provides participants with a strong foundation in business management fundamentals. Specifically, it provides students with advanced training in a broad set of analytical and problem solving skills that will enable graduates and professionals to oversee all functional areas of an organization, and position them for roles that are involved in defining strategic direction of companies or specific business units in the domains of operations, sales, marketing, human resources, and general administration.

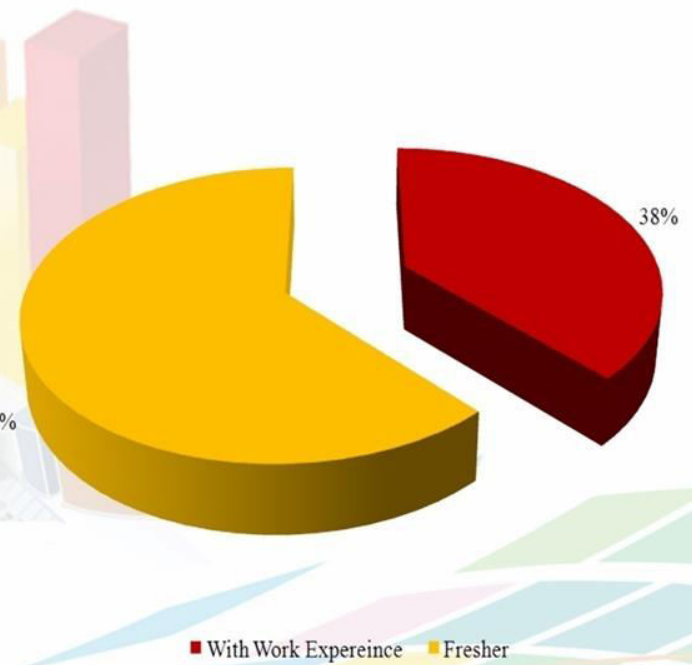
# GENERAL MANAGEMENT

Students: 34

### QUALIFICATION



### WORK EXPERIENCE



# MARKETING

Marketing as a specialization is unique in that it combines both creative and analytical aspects. The Marketing course is designed to provide students with a structured framework for strategizing and making key marketing decisions. It also provides students the ability to tailor their coursework to better fit their interests besides enabling them to explore deeper into the field of marketing.

The Marketing Program focuses on knowledge and skills required by management professionals who plan to work for Indian and multinational corporations. It provides students with a general management perspective and introduces them to the latest concepts and practices related to functional areas of management. The program aims at providing comprehensive coverage incorporating all the important subject areas and disciplines relevant to marketing activities.

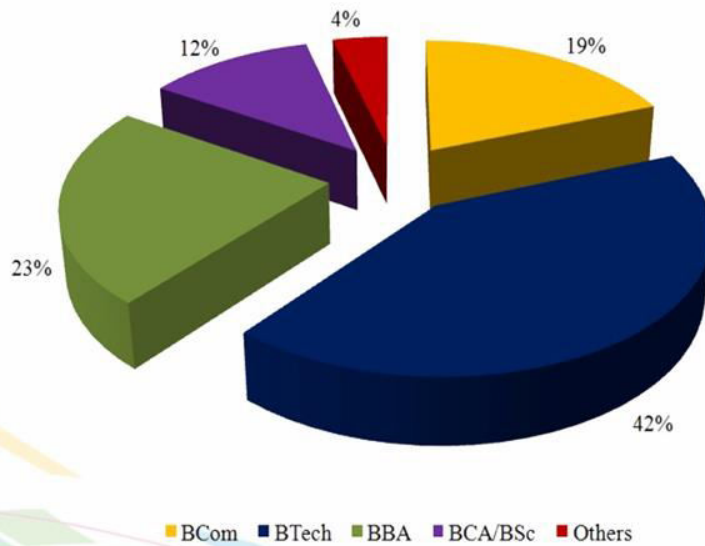
Institute of Management's Marketing Club is a vibrant forum that attempts to connect marketing theories to real time application. It also helps the future marketing leaders to be all the more contemporary in the space of marketing. On an on-going basis, the Marketing Club organizes corporate interfaces, quiz contests, workshops, and seminars. The Club also facilitates interaction with the alumni.

The Marketing Club initiatives involves publishing e-magazine entitled M-ask and the blog – [marketingclubmouthpiece.blogspot.in](http://marketingclubmouthpiece.blogspot.in).

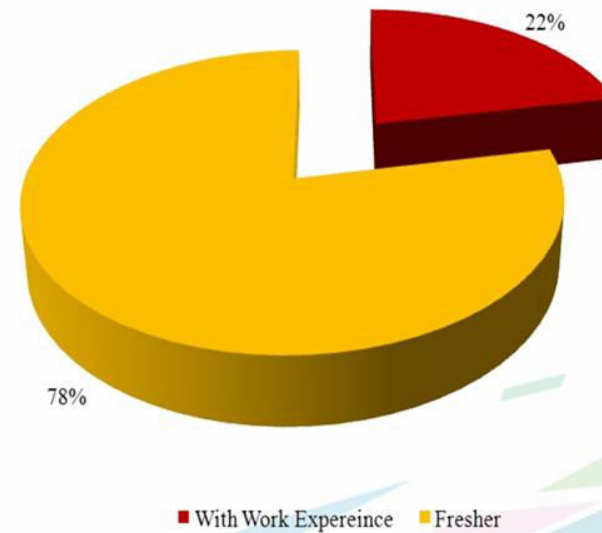
# MARKETING

students:225

## QUALIFICATION



## WORK EXPERIENCE



# LEAN OPERATIONS & SYSTEMS

The need of Industry today is to manage, sustain and expand businesses. Firms require talented managers who can innovatively usher in changes that enable industry to achieve its goals and objectives.

To meet the challenges of today, Institute of Management, Christ University, Bengaluru, offers a unique course within the MBA program specializing in Lean Operations & Systems (LoS). The program is designed to groom graduates into confident professionals with sound conceptual knowledge of Lean Operations and Systems concepts, and its application across world Class Companies both in India and abroad.

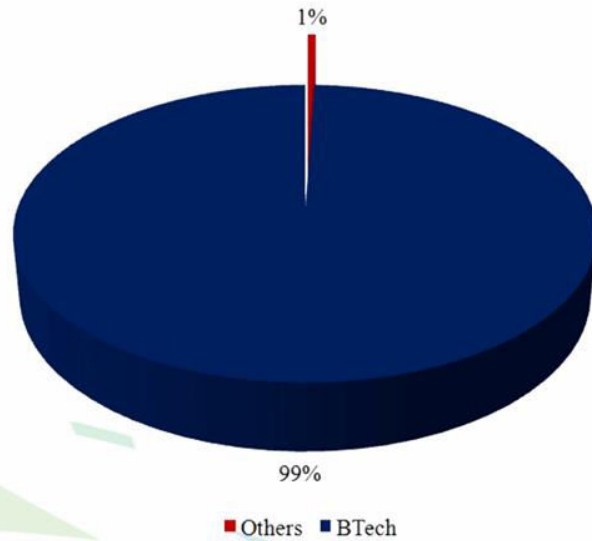
Students gain knowledge and expertise in the areas of Project Management, Total Quality Management, Lean Manufacturing and Planning, Supply Chain Management, Manufacturing and Service Operations Management, Technology Management etc., In the systems area, students learn about the Business Intelligence, Software Project Management, Hands on lab based practical sessions on Descriptive and Predictive Analytics, Business Analysis and Business Process Management (BPM) and ERP. Institute has a tie up with SAP and IBM to run the fully equipped and configured labs designed to provide hands on experience with applying software to business problems. Students also take up live projects and summer internship projects to enable them to apply concepts learned during the course. Certification add-on courses are also provided to the students in the areas of Six-Sigma, Advanced Excel, SAP and hands on workshop in Lean concepts and Project Management.

Students graduating from the LoS program are suitable for any Operations Management and Systems Management roles across Industries focused on bringing improvement in effectiveness of various business processes, a key skill in an intense competitive global business environment.

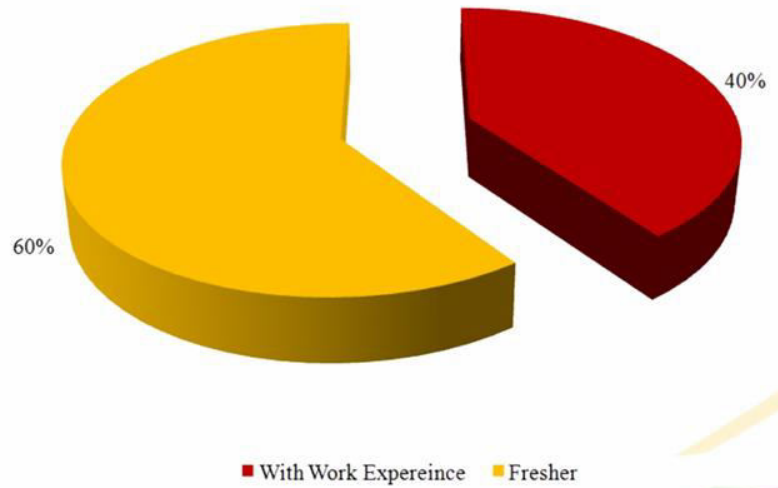
# LEAN OPERATIONS & SYSTEMS

Students: 130

### QUALIFICATION



### WORK EXPERIENCE



LEAN OPERATIONS



## **MBA (CU,INDIA), MS (VCU,USA)**

The Programme offers the option to receive dual degree of MBA from the Christ University and an MS Degree from Virginia Commonwealth University, USA, through credit transfer facility. Students will spend the initial 12 months at the Christ University main campus, and complete the entire first year MBA curriculum including internship. Thereafter, students will spend another 3 months at Christ University main campus and be taught by faculty from the Virginia Commonwealth University, USA. Students will, then go to USA and study in the VCU campus for a duration of 9 months. The students, upon successful completion, will obtain two degrees from the two universities in two years with an international exposure of 9 months in USA.

At the VCU campus, students can opt for any one of the following three concentrations available in MS the program:

1. Master of Science in Business with a Global Marketing Management concentration
2. Master of Science in Business with concentration in Finance
3. Master of Science in Management Information system with Information Risk, Security and Assurance concentration

The Master of Science in Business with a Global Marketing Management concentration offers students the opportunity to concentrate their studies in two related areas: Marketing Management and Global Business Management. Students interested in preparing for ever increasing global nature of business will be well suited for this unique Master of Science degree program. All degree candidates are strongly encouraged to participate in an intensive study program in a foreign language and/or a foreign study program.

The Master of Science in Business with concentration in Finance is primarily designed for students who possess an undergraduate degree in business. The programme prepares students for taking up jobs in investment banks, equity research firms, banks and financial institutions especially in the risk management area.

The Master of Science in Information Systems with concentration in Risk, Security and Assurance is primarily designed for students who possess an undergraduate or graduate degree with some experience in Information technology related subject areas. By specializing in Risk, Security and Assurance, students will gain an education in assessing information security risks, developing security policies, defining contingency plans, understanding compliance aspects and existing international regulations.

# COURSE STRUCTURE

## TRIMESTER I

Financial accounting for Managers  
 Managerial Economics-I  
 Information Technology and Systems  
 Understanding Business  
 Managerial Statistics  
 Organizational Behaviour  
 Management Communication and Case Studies  
 Industrial Domain Knowledge

## TRIMESTER II

Research Methodology  
 Business Law  
 Marketing Management  
 Managing Human Resources  
 Managerial Economics II  
 Managing Cost & Finance for Business  
 Business Systems & Database Management  
 Industrial Domain Knowledge

## TRIMESTER III

Operations Research  
 Enterprise Resource Planning  
 Fundamentals of Services Management  
 Operations Management  
 Leadership in Organizations  
 Security Analysis & Portfolio Management (Finance)  
 Financial Statement Analysis (Finance)  
 Sales Management & Negotiation Skills (Marketing)  
 Market Analytics (Marketing)  
 Project Management (Information System)  
 Quality Management Systems and Product Design (Information System)  
 Industrial Domain Knowledge

## TRIMESTER IV

Financial Management & Policy (Finance)  
 Investment & Security Analysis (Finance)  
 Marketing Management (Marketing)  
 Special Topic - Marketing Analytics (Marketing)  
 Data Communication (Information Systems)  
 Analysis & Design of Database System (Information Systems)  
 Summer Internship

## TRIMESTER V

### MARKETING

International Marketing  
 Marketing Research  
 Service Quality Management  
 Digital Marketing  
 Dissertation - Christ University

### FINANCE

Financial Management & Financial Institutions  
 International Finance OR Short Term Financial Management  
 Cases in Financial Management  
 Real Estate Investment Analysis  
 Dissertation - Christ University

### INFORMATION SYSTEMS

Data Mining  
 Information System Management  
 Principles of Computer & Information Systems Security  
 Systems Development  
 Dissertation - Christ University

## TRIMESTER VI

### MARKETING

International Marketing  
 Planning Project  
 Business Policy & Strategy  
 Concepts in Consumer Behavior  
 Negotiations

### FINANCE

International Finance OR Short Term Financial Management  
 Risk Management  
 Derivatives  
 Choose 1 Course  
 Current Issues in Corporate Finance  
 Real Estate Finance and Investment

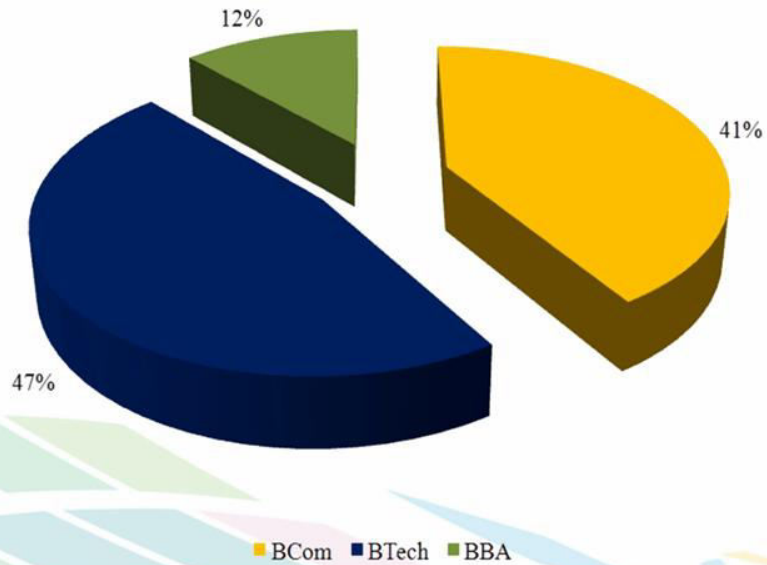
### INFORMATION SYSTEMS

Network and Operating System Security  
 Ethical, Social and Legal Issues in Computer and Information Systems  
 Database and Application Security Applied Cryptography

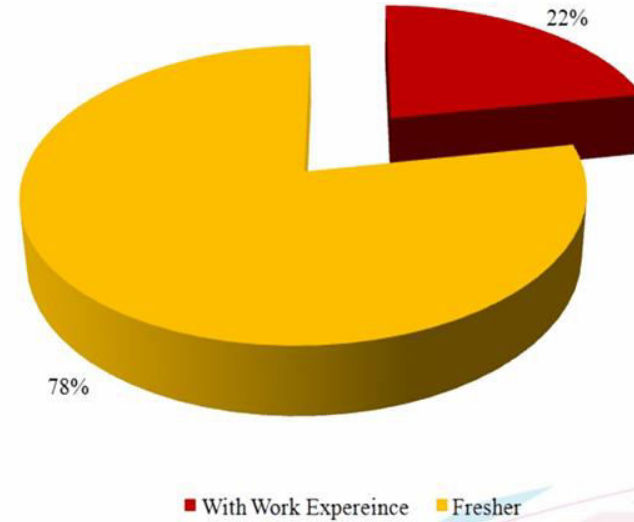
# FINANCE

Students : 19

## QUALIFICATION



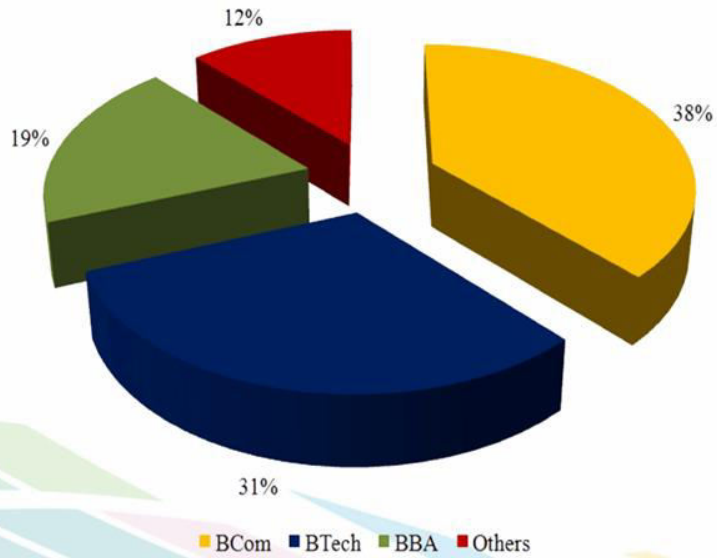
## WORK EXPERIENCE



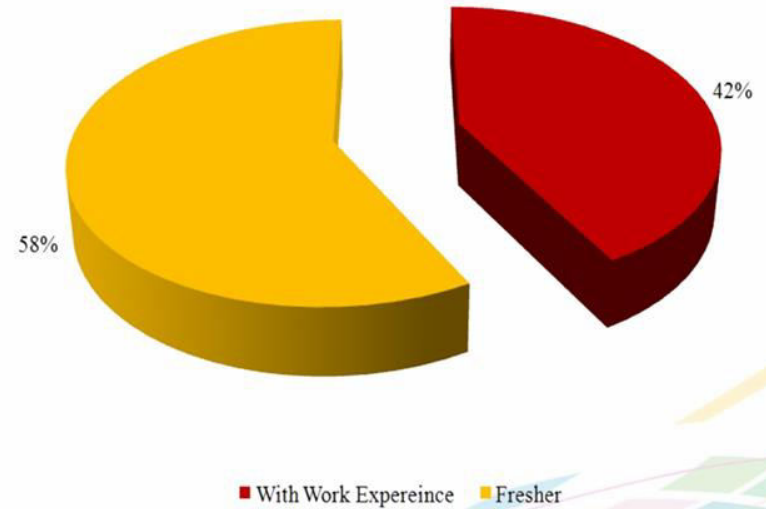
# MARKETING

students: 17

## QUALIFICATION



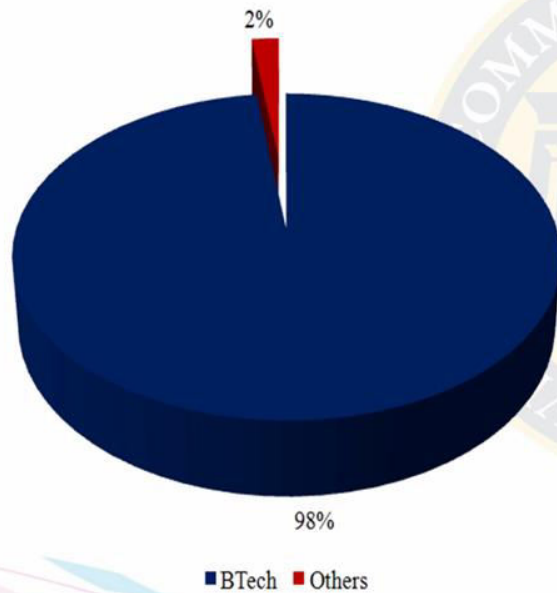
## WORK EXPERIENCE



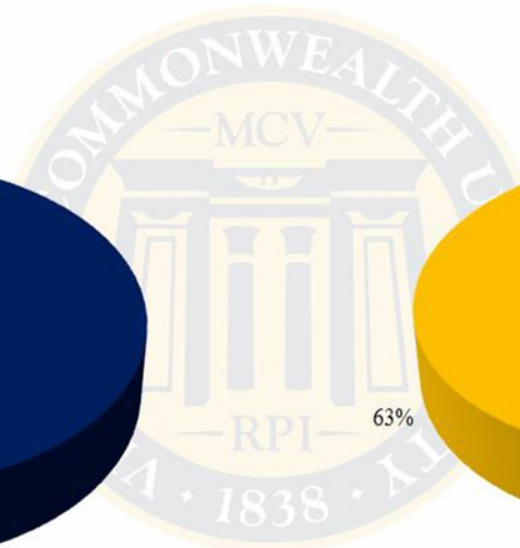
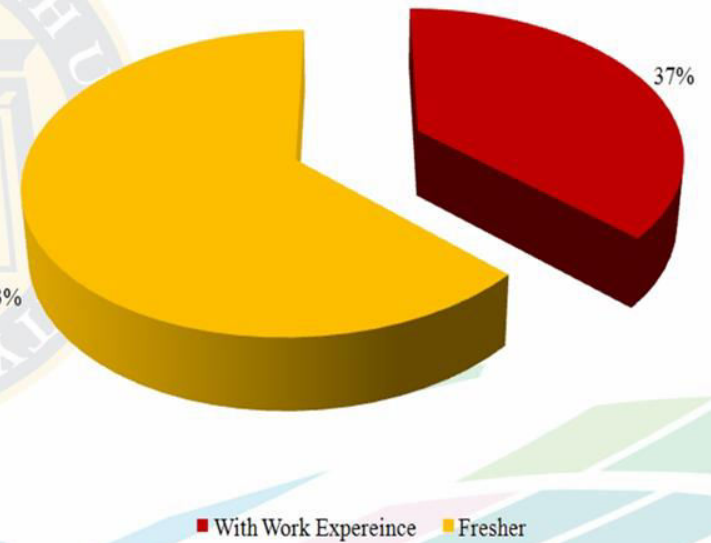
# INFORMATION SYSTEMS

students: 19

## QUALIFICATION



## WORK EXPERIENCE



# PGDM (CU,INDIA),MBA (FHWS,GERMANY)

The Institute of Management, Christ University offers a dual degree program in business and management in collaboration with the University of Applied Sciences, Wurzburg-Shweinfurt (FHWS), Germany. This is a unique program where students are awarded Master of Business Administration (International Business) degree by FHWS, Germany and a Post graduate Diploma in Management (PGDM) by Christ University, Bangalore.

The CU-FHWS management program is uniquely designed to give students a combination of exposure to European way of doing business coupled with knowledge and nuances about business practices of emerging markets- India. The teaching is facilitated and led by professors from CU and FHWS primarily adopting participant centered learning pedagogy. Students spend the first two trimesters in Bangalore where they are introduced to subjects related fundamental management principles and practices.

This is followed by courses taught by professors from FHWS, Germany from whom students learn aspects of cross cultural people management, leadership and international operations. For the next 6-8 weeks, students engage themselves in industry internship to gain exposure to how concepts they have learned in classroom gets translated to decisions in the industry. Students develop a project report aiming at providing actionable recommendations to capitalize on the organizations' available opportunities.

Students travel to Germany to pursue further courses for 6 months in FHWS, Germany. In Germany they are exposed to various courses ranging from international business strategies to futuristic business models/practices. Students are provided with ample opportunities to visit and interact with various corporate houses and industries such as BMW, Mercedes Benz, FAG and many more as a part of their course work. All the learning acquired will culminate in the development and submission of master thesis that students will engage in with guidance from professors in Germany. Students then come back to CU to complete their courses on specialization and graduate as MBA (FHWS) and PGDM (CU).

Students from CU-FHWS program have so far been successful in getting placed both within India and abroad (predominantly Germany) with interesting and scalable roles across industries. The exposure they receive from this dual degree program has proved to be valuable among corporate. Student placements are largely seen in the following industries- automobile and automotive, infrastructure, precision engineering, advertising and corporate communication in Germany; real estate, banking, hospitality, IT, consulting, FMCG in India.

# COURSE STRUCTURE

## TRIMESTER I

Financial accounting for Managers  
 Managerial Economics-I  
 Managerial Statistics  
 Understanding Business  
 Management Communication and case study  
 Marketing Management  
 Industrial Domain Knowledge

## TRIMESTER II

Entrepreneurship  
 Research Methodology  
 Enterprise Resource Planning & E-Business  
 Managing Cost & Finance for Business  
 Financial Statement Analysis  
 (Finance students only)  
 Organisational Behaviour (FHWS)  
 Intercultural Communication (FHWS)  
 Industrial Domain Knowledge

## TRIMESTER III

International Quality Management  
 International Operations Strategy  
 Human Resource Management & Leadership  
 International Project Management & Business Planning

## TRIMESTER IV

International Strategic Management  
 Europe: Culture, History & Case Studies  
 Academic Writing & Master Seminar  
 Security analysis & Portfolio Management (Finance)  
 Advance Financial Statement Analysis (Finance)  
 Sales Management (Marketing)

## TRIMESTER V

### MARKETING

Consumer Behavior  
 Business to Business  
 Strategic Marketing Management  
 Technology Marketing OR Marketing of Financial Services

### FINANCE

Mergers, Acquisitions & Restructuring  
 Strategic Financial Management  
 Management of Banks  
 Insurance OR Financial Planning & Wealth Management

## TRIMESTER VI

### MARKETING

Retailing  
 Digital Marketing  
 Brand Management  
 Master Thesis

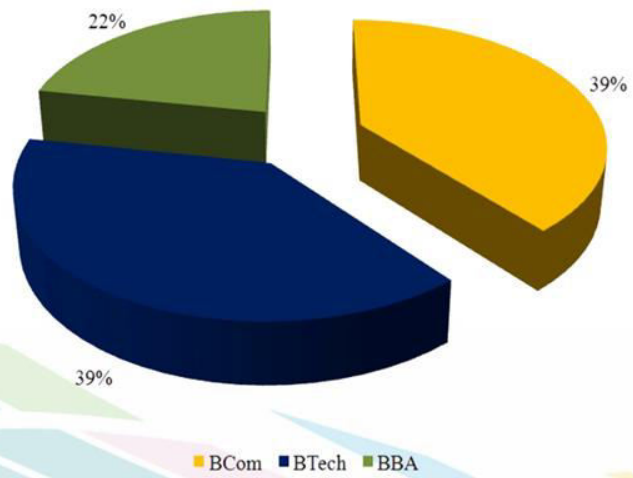
### FINANCE

Management of Financial Services  
 Project Appraisal & Finance  
 Financial Risk Management  
 Derivatives OR Analytics for Finance  
 Master Thesis

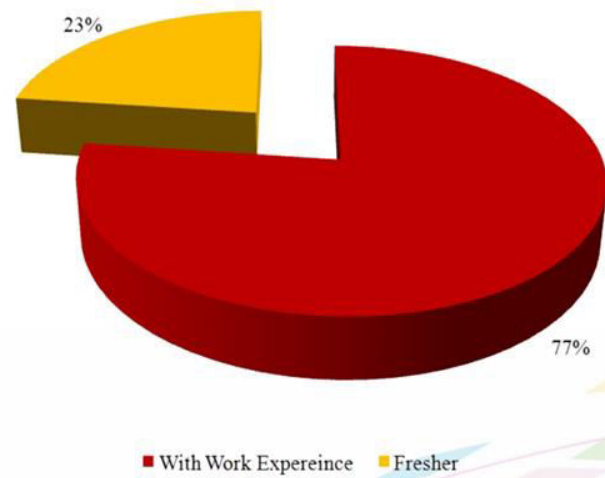
# FINANCE

students:13

## QUALIFICATION



## WORK EXPERIENCE

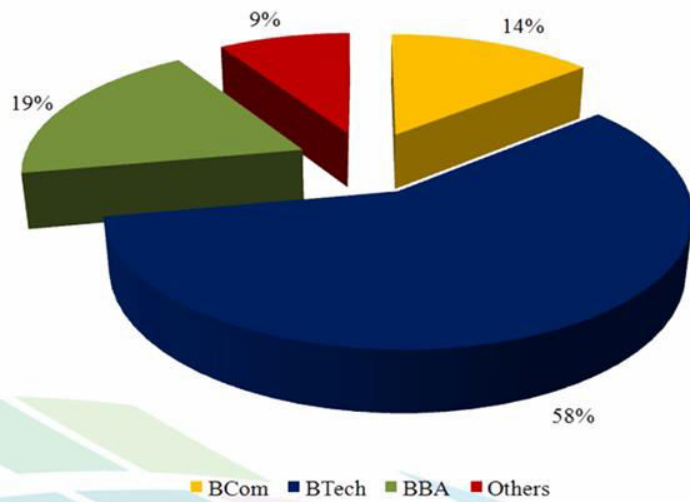




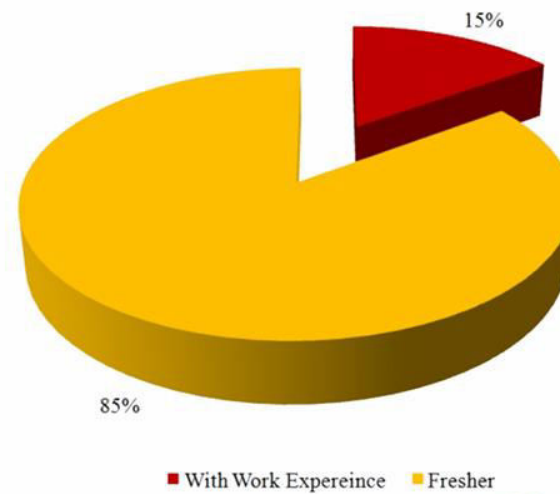
# MARKETING

students:20

## QUALIFICATION



## WORK EXPERIENCE



# LIST OF RECRUITERS 2014-15

CISCO  
MTR  
Futures First  
Sandvik Asia  
Cushman & Wakefield  
SBI Life  
AXA Business Service  
LG  
VMware  
Honeywell  
Practo  
CBRE  
Federal Bank  
Bajaj Finserv  
eClerx  
Igate  
Mercedes  
The Smart Cube  
Groupon  
Odessa Technologies  
Raymonds  
Act TV  
Dimension Data  
ELGI  
NTT Data  
Mphasis  
We Own  
Mineral Enterprise  
Accenture  
Godrej  
Flipkart

QuickCilver  
Datawrkz  
Dun & Bradstreet  
HDFC Bank  
ITC Infotech  
HUL  
E Y  
Oracle  
Ingram Micro  
Intellgrow  
Robert Bosch  
KPMG  
Analytics Quotient  
Schenider  
Axis Consultancy  
Markelytics  
Laurus Infosystem  
Incredible Technologies  
Mettl  
Wipro  
Whirlpool  
IDG Media  
South Indian Bank  
TCS  
TCS BPO  
OP Search  
MRF  
Fitkids  
Quest Global  
ITC Hotels  
Reliance Brands

ICICI Securities  
S & P Capital  
Sundaram Fastners  
Hafele  
Finitatives  
Concept 2 Competence  
ING Vysya  
Capital First  
Idea Cellular  
Mindtree  
Ford  
Reliance ADA  
CAPCO  
Envision Financial  
Wipro Lighting  
Sonata Software  
Metro Cash n Carry  
Blue Dart  
Tata Elxsi  
Micromax  
Infinity Research  
New Wave Technologies  
Societe Generale  
HCL Technologies  
Writers Corporation  
LnT  
Mitrax Financials  
ePathshala  
Acer  
Apex  
Zomato

Target  
Coreel Technologies  
Sports 365  
Coffee Day  
Bharti AXA  
Enparadigm  
Karvy  
IMS Health  
Time Inc  
Cucine Lube  
Asia Exchanging  
Kinetic India  
FEDEX  
WNS  
Novo Nordisk  
Ajax Fiori  
The Oberoi  
Philips  
AON  
Kotak Bank  
CRISIL  
Sapient  
Four Clover  
HCL Infotech  
Copal Amba  
GVK EMRI  
Quadwave  
MuSigma  
Black & Fat

RECRUITERS



## RESPONSE FORM

**INSTITUTE OF MANAGEMENT, CHRIST UNIVERSITY,  
HOSUR ROAD, BENGALURU, KARNATAKA- 560029**

**[www.christuniversity.in](http://www.christuniversity.in)**

**<http://mba.christuniversity.in/placements>  
email: [placements@mba.christuniversity.in](mailto:placements@mba.christuniversity.in)**

**Ph: +91 80 4012 9590/9591 |+919342508984**



Declared as Deemed to be University under Section 3 of UGC Act 1956

Contact Details : (Please place your visiting card below)

Find placement requirements

Name of the Organization:

SPECIALIZATION	PROFILE OFFERED	POSITION OFFERED	CTC (lacs)
FINANCE			
MARKETING			
LEAN OPERATIONS AND SYSTEMS			
HUMAN RESOURCES			
GENERAL MANAGEMENT			

Please choose your dates for the campus process (preferably two dates)

Date option 1:

Date option 2:

Date:

Signature

## **CONTACT US**

**Mr. Joseph Mampilly**  
**Director-Placements & Corporate Relations**

**Mrs. Molly Joseph**  
**Chief Placement Co-ordinator**

**Ms. Veena Nair**  
**Placements Co-ordinator**

**Prof. Krishna MC**  
**Faculty Advisor**

**Prof. Joseph Fernandes**  
**Faculty Advisor**

**CHRIST UNIVERSITY**  
**Institute of Management**  
**Hosur Road, Bengaluru-560029**  
**[www.christuniversity.in](http://www.christuniversity.in)**

**<http://mba.chrsituniversity.in/placements>**  
**email: [placements@mba.chrsituniversity.in](mailto:placements@mba.chrsituniversity.in)**  
**Ph: +91 80 4012 9590/9591, +91 934250 8984**

# BROCHURE TEAM





INSTITUTE OF MANAGEMENT, CHRIST UNIVERSITY,  
HOSUR ROAD, BENGALURU, KARNATAKA- 560029

[www.christuniversity.in](http://www.christuniversity.in)

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