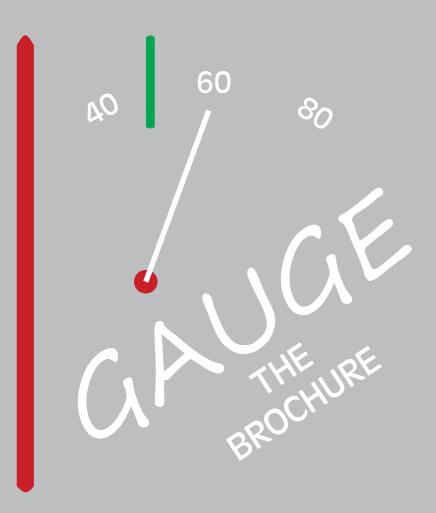


Placement 2013-14



MBA PGDM



International School of Informatics & Management Technical Campus

Think One Person Can Change The World?

So Do We !!!

Who Are We?

We are

A place where there is no end to discovering possibilities.....

A place to harness latent talents and to encourage initiative and creativity....

A place to make life-long friends.....

A place to share stimulating conversation

A place to encourage intuition, self-awareness, cross-cultural sensitivity and entrepreneurial skills.....

A place to cherish the Indian value system with focus on the Indian culture, traditions and heritage, imbibing the best of the West at the same time.....

A place to make a new beginning.....

A place where you live a lifetime each day.......



Invitation from the Director

We have moved from excellence to perfection with a zeal and strategy that has had a miraculous effect on our students. They have inculcated the spirit of change and smart work from the Aura that we have imbibed at the International School of Informatics & Management Technical Campus.

There have been instances when we have had to groom students with extreme care and plenty of empathy and a rigorous training regimen to meet the current needs of industry which we feel is more inclined to Skill sets/ Soft skills/ Mentoring now, and we have come out with flying colors.

The approach to tending our prodigies is what we excel at apart from teaching them the nuances of Computer applications.

Corporate character is another paradigm that we have been trying to concentrate on in our endeavor to bridge the gap between Industry and Academics.

We are different not because we try and mold personalities but because we have an inherent passion for doing what has not been done and try and find answers to questions that bring us into contact with the subtleties of complex human and business requirements. We believe in Extreme sensitivity and an apt approach to **Reach-Decode-Apply**, which is the modern day corporate mantra.

With every passing year and with businesses becoming all the more complex we are committed to develop Skills, Creativity, Professionalism and Enthusiasm in our young technocrats.

We invite you to visit our campus and support our fledglings into their first flight to glory so that they too can make a place for themsleves in the annals of achievers.

Warmest regards,

Dr. Ashok Gupta Director

ABOUT MBA

International School of Informatics & Management popularly known as IIIM awards the Master's Degree in Management approved by AICTE and affiliated to RTU and Post Graduate Diploma in Management, duly approved by AICTE with a difference by striking a good balance between academic work and the rest of life. The entire learning process is focused on inculcating a habit of independent thinking and communicating ideas without hesitation so as to groom future managers and entrepreneurs with a global mindset and a strong foundation of core human values.

The MBA programme is designed to:

- establish the match between management theory and practice.
- develop the capacity for analysis and judgment.
- inculcate the zeal for individual excellence yet reinforce the importance of team work.
- enhance the ability to utilize the full potential of human and material resources.
- foster the spirit of inquiry to keep updated of the changing national and international scenario.

The programme provides the students a well balanced insight into quantitative techniques as Operations Research, Statistics, Business Economics, etc. along with Management Theories & Methodologies covering Operations, Strategy, Systems, Marketing, Finance and HRD with the aim of effectively integrating all.

Programme Structure

The programme comprises 30 courses, which are of synergistic and integrative nature spread over Four Semesters.

First & Second Semester

The first two semesters constitutes 16 courses over and above the case studies which is an integral part of the curriculum to enable the students develop an aptitude to analyse strategic initiatives of the companies and learn to predict outcome of strategy. At the end of second semester, students have to take summer projects in various organizations to provide them hands on experience in various functional areas of management.

Third & Fourth Semester

The last two semesters constitutes 14 courses including presentation of the Summer Training Project and Project Study reports which enhance practical knowledge and communication skills.

ABOUT PGDM

The Post Graduate Diploma in Management is a two year Post Graduate programme in management, duly approved by AICTE, Ministry of HRD, Govt. of India. The PGDM curriculum is spread over 4 semster with an emphasis on general management subjects which will be covered during the first two semesters whereas the functional electives will be dealt with in the last two semesters. The Programme has been structured and developed in such a way that it balances conceptual, analytical, communicative and logical skills. The focus of the Programme shall be on development of business analysis, problem solving, decision making skills, positive attitude and enhancement of leadership qualities. The teaching and assessment methods deployed will create a participant driven learning environment. The total Programmes covered in PGDM(dual specialization) shall be 31 which are synergistic and integrative in nature. The total credits associated with the courses shall be 124. The first 2 semesters shall be devoted to 16 core courses encompassing various managerial functions over and above the case studies which shall be an integral part of the curriculum, enabling the students develop an aptitude and leadership qualities to be managers and effective strategic business partners.

During the second year the students will undergo internship and summer trainings with reputed organisations to gain hands on experience in various functional areas of management. The internship will, normally, be spread over 6-8 weeks. This exposure is a mandatory requirement for the completion of the Programme and is designed to expose the budding managers to various organisations, developing thereby, an understanding of job realities and application of managerial knowledge.

Dual Specialization:

The students admitted to the PGDM Programme will be offered dual specialization in Marketing, Finance, HR, and IT & Systems. The course specialisation will be taken up during the second year of the Programme i.e. Third and Fourth semester. The total Programme work load shall consist of 10 elective courses and 5 core courses. The curriculum has been designed to enhance students' existing skills and to increase their potential for creating value in the world of business. The aim of the course is to provide participants with an education in the essential techniques of management; to extend the fundamental knowledge into various areas of specialization and to achieve a balance between academic rigour and exposure to wide variety of experience in commerce, industry and government. The Programme has been tailored keeping in mind the radical changes and development in business and organisational practices and industry expectations.

PEDAGOGY

Professional education is not just learning but becoming. Management education, all over the world is passing through a paradigm shift which has been caused by the process of globalisation and information technology revolution. The delivery of curriculum & relationship of Management education with the students in the new millennium requires a fundamental change in its approach.

To facilitate a complete professional grooming of the students, experiential approaches are gaining greater acceptance over predominantly teacher-centric methodologies at IIIM. An appropriate mix of lectures, case studies, seminars, group discussions, business games, role plays, simulation exercises, structured & unstructured team work, syndicate methods, sensitivity training, industrial excursions, in-basket exercises, incident method and group dynamics are used for effective learning. The emphasis is on involving the students in learning and helping them relate concepts and theories to business requirements.

Through these collaborative learning efforts students discover that success is more meaningful when shared. A notable feature of the pedagogy are the field-based projects that students undertake so that they develop a better insight into the workplace and business realities and thus prepare themselves for the challenging professional career.

The pedagogic approach is such that the students are stimulated & enriched by involvement in managing a plethora of academic & other activities. The students have an opportunity to gain hands on experience on the nitty-gritty of broadcasting through the Community Radio Station FM Radio-7 situated in IIIM Campus. The students involve themselves in activities from conception of ideas to scripting and voiceover, building up on their ability of speech modulation and enhancing public speaking skills. Campus training & corporate exposure sets the runway for their smooth take-off into a bright future.



THE CURRICULUM

- Principles and Practice of Management
- Organizational Behavior
- Quantitative Techniques for Management
- Managerial Economics
- Management Accounting-1
- Marketing Management
- Business Environment
- Computer Applications in Management

Semester-II

- Human Resource Management
- · Financial Management

- Management Accounting-2
 Operation & Production Management
 Research Methods in Management
 Information Technology for Management
- Seminar on Contemporary Issues
- · Comprehensive Viva-voce

Semester III

- Summer Training Project Report
- Business Policy & Strategic Management

Semester IV

- Business ethics and Ethos
 Project Management
- · Business Laws
- · Project Study

Optional Groups for Third & Fourth Semester

Group A (FINANCE)

- Security Analysis & Portfolio Management
 International Financial Management
 Marketing of Financial Services
 Finance for strategic decisions

- Financial Derivatives
- Banking Services Operation

Group B (MARKETING)

- Advertising ManagementInternational Marketing
- Sales & Distribution Management
- Product & Brand Management
- Consumer Behavior & Market Research
- · Marketing of Services

Group C (HUMAN RESOURCE MANAGEMENT)

- Training & DevelopmentStrategic Human Resource Management
- Leadership Skills & Change Management
- Human Resource Planning
- Employment Laws
- Performance Management & Retention Strategies

Group D (PRODUCTION AND OPERATION MANAGEMENT)

- Material ManagementTotal Quality Management
- Production Planning & ControlOperations Research
- Logistics Management
- Service Operations Management

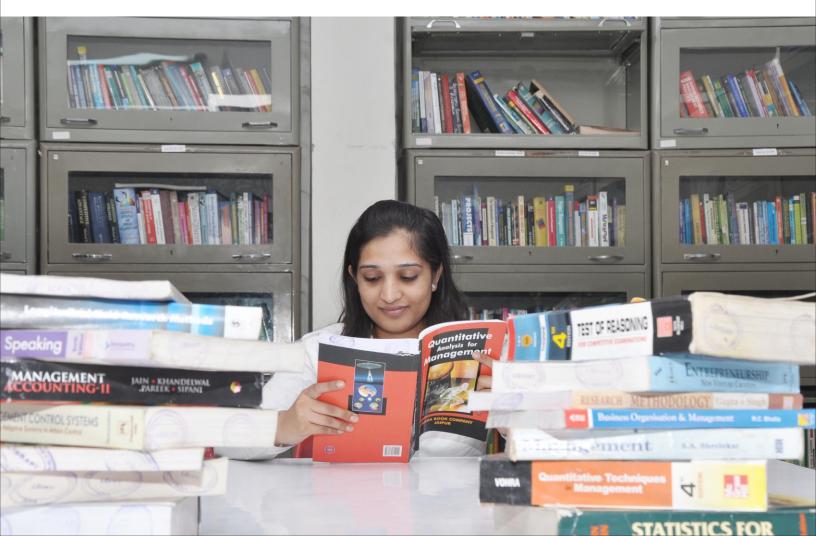
Group E (INFORMATION TECHNOLOGY MANAGEMENT)

- Business Process Re-engineering
 System Analysis and Design
- Strategic Management of Information Technology
 Data Base Management
- Management Support System
- E-Business

Group F (TOURISM & HOTEL MANAGEMENT)

- Introduction to TourismAirlines Management
- Management of Travel agency and Tour Management
 Legal and Regulatory Framework of Tourism

- Hotel Management
 Field study and Project Report: Event and Conference Management



International School of Informatics & Management

Post Graduate Diploma in Management (PGDM) (Second Shift)

Semester - I PGM- 121 Management Accounting PGM- 122 Marketing Management PGM- 123 Organization Behaviour PGM- 124 Business Environment PGM- 125 Quantitative Applications in Management PGM- 126 Principles and Practices of Management PGM- 127 IT for Management PGM- 128 Seminar on Contemporary Management Issues	Semester - II PGM- 221 Financial Management PGM- 222 Production and Operation Management PGM- 223 Managerial Economics PGM- 224 Human Resource Management PGM- 225 Research Methodology in Management PGM- 226 Business Policy & Strategic Management PGM- 227 Business Communication and Soft Skills PGM- 228 Written Analysis of Cases and Comprehensive Viva-Voce
Semester - III PGM- 321 Summer Training Project Report PGM- 322 Project Management and Appraisal Functional Electives (1) Functional Electives (2) Functional Electives (3) Functional Electives (1) Functional Electives (2) Functional Electives (2) Functional Electives (3)	Semester - IV PGM- 421 Corporate Governance and Business Ethics PGM- 422 Entrepreneurship PGM- 423 Business Laws Functional Electives (1) Functional Electives (2) Functional Electives (1) Functional Electives (2)

Functional Electives (Marketing)

III (Any Three)		IV (Any Two)		
PMM-321	Product & Brand Management	PMM-421	Retail Marketing	
PMM-322	Consumer Behavior	PMM-422	Integrated Marketing Communication	
PMM-323	Customer Relationship Marketing	PMM-423	Sales and Distribution Management	
PMM-324	Rural Marketing	PMM-424	International Marketing	
PMM-325	Marketing of Services	PMM-425	Business to Business Marketing	
PMM-326	Internet Marketing			

Functional Electives (Finance)

III (Any T	hree)	IV (Any T	wo)
PFM-321	Investment Management & Portfolio Analysis	PFM-421	Financial Services & Products
PFM-322	Financial System and Capital Market Operations	PFM-422	Retail Banking
PFM-323	Insurance Management	PFM-423	Mergers & Acquisitions and Corporate Restructuring
PFM-324	Banking Services Operations	PFM-424	International Finance & Forex
PFM-325	Financial Derivatives	PFM-425	Legal Aspects of Banking & Insurance
PFM-326	Fixed Income Market & Analysis		

Functional Electives (HR)

III (Any Ini	ee)	IV (Ally I	woj
PHM-321	Organization Development: Nature, Origin and Process	PHM-421	Cross Cultural Management
PHM-322	Employee Recruitment and Selection	PHM-422	Strategic HRM
PHM-323	Compensation Management	PHM-423	Training & Development
PHM-324	Managing People & Performance in Organizations	PHM-424	Managerial Effectiveness
PHM-325	HR Planning & Information System	PHM-425	Industrial Relations
PHM-326	Employment Laws		

Functional Electives (IT & Systems)

III (AI	iy inree)	IV (Any I	wo)
PIM-32	Computer Applications in Management	PIM-421	IT Infrastructure Management
PIM-32	2 System Analysis & Design Management	PIM-422	Software Engineering & Project
PIM-32	3 IT Strategy	PIM-423	e-Business
PIM-32	4 Introduction to Database Management System	PIM-424	Knowledge Management
PIM-32	5 IT Consulting Management	PIM-425	Enterprises Resource Planning
PIM-32	6 Business Process Re-engineering		

Functional Electives (International Business Management)

III (Any Three) IV (Any Two)			ſwo)
PBM-321	Foreign Trade Policy of India	PBM-421	International Supply Chain Management & Logistics
PBM-322	International Marketing Management	PBM-422	Foreign Language for Business-II (German/French)
PBM-323	Global Financial Markets & Instruments	PBM-423	International Human Resource Management
PBM-324	Foreign Language for Business-I (German/ French)	PBM-424	Forex Management & Currency Derivatives
PBM-325	Export-Improt Procedures and Documentation	PBM-425	International Marketing Research
PBM-326	International Financial Management		ū.

PLACEMENT PROCESS

Final Placements are the end towards which the two year programme is directed. At IIIM, placement is considered a very strategic activity. The Institute's Placement Cell comprising faculty and student representatives organises activities and events all round the year to attract corporate houses of repute to the campus. The Placement Advisory Committee of the Institute has eminent representatives from industry and academia.

IIIM always adheres to an employer-centered procedure for campus placement. It respects the needs and expectations of the industry in its attempt to secure good placement for the students. Consistent efforts are made round the year to groom students accordingly.

Campus recruitment at IIIM offers the organizations a wide choice of candidates and provides a platform for industry-institute interaction. The placement process of the Institute is fairly simple. The companies willing to recruit IIIM management graduates are required to fill in the Placement Response Form attached herewith, ensuring that it is complete in all respects, indicating the time of interview and other relevant details. Companies desirous of conducting on campus recruitment are requested to organise pre-placement talk followed by a suitable selection process. The Placement Cell of the institute can facilitate the selection process by sending across detailed curriculum-vitae of short-listed candidates on receiving such a demand.

Many organisations express a desire to interview short-listed candidates at their own location. In such a situation, the identified candidates are granted leave to appear for interaction at the location specified by the concerned organisation.

In order to facilitate the smooth conduct of the placement process, we request the interested organisations to kindly send us the duly filled placement response form at the earliest. All correspondence regarding the placement may kindly be addressed to:

The Director
International School of Informatics
& Management
(Formerly India International Institute of Management)
Sector 12, Mahaveer Marg
Mansarovar
Jaipur - 302020
Tel: +91-141-2781154, 2781155

Fax: +91-141-2781158 E-mail: iiim@icfia.org Web: www.icfia.org



CORPORATE CONNECTIONS

- Accenture
- · Amul (I) Ltd.
- Angel Broking Ltd.
- · Apollo Tyres Ltd.
- Ashoka Leyland Ltd.
- Asian Paints Group
- Axis Bank
- Bajaj Allianz Securities Co. Ltd.
- · Bajaj Auto Ltd.
- · Bajaj Capital Ltd.
- Bajaj Tempo Ltd.
- · Bank of Punjab
- Bata (I) Ltd
- Berger Paints Ltd.
- Bharat Heavy Electricals Ltd.
- Bharti Telesoft Ltd.
- Birla Sun Life Insurance Company
- Birlasoft
- Blue Star Ltd.
- Britannia Industries Ltd.
- Cadburys (I) Ltd.
- · Candico (I) Ltd.
- · Cibaca (I) Ltd.
- Cipla Ltd.
- · Capital IQ Ltd.
- · CitiBank India
- Colgate Palmolive Ltd
- Crayons Advertising Pvt. Ltd.
- Dabur (I) Ltd.
- Deutsche Bank
- 'E' Blue Ltd.
- EID Parryware (I) Ltd.
- Flextronics International Ltd.
- G.E. (IBC)
- GE Capital Services Ltd.
- GENPACT
- Glaxo Ltd.
- Godrej & Boyce Mfg. Ltd.
- · Godrej Soaps Ltd.
- Goodlas Nerolac Ltd.
- Grasim Industries Ltd.
- · Gwalior International Ltd.
- HCL Infosystems Ltd.

- HCL Technologies Ltd.
- HDFC Bank Ltd.
- HDFC Life Insurance
- Hewitt Associates
- HexaCom(I) Ltd.
- Hindustan Uni Lever Ltd.
- HSBC Bank
- IBM India Pvt. Ltd.
- ICICI Bank
- ICICI Prudential Life Insurance Company
- IDBI Bank
- i-flex Solutions Ltd.
- Impetus Technologies, Inc.
- India Bulls Ltd.
- IndusInd Bank Ltd.
- Global logic
- Infosys Technologies Ltd.
- JCT Fabrics Ltd.
- Kajaria Labs Ltd.
- Kanbay International, Inc.
- Kirloskar Ltd.
- KLG Systel
- Kotak Mahindra Bank Ltd.
- L & T Infotech
- LG Electronics Ltd.
- LipiData System Ltd.
- Lupin Labs Ltd.
- Mahindra & Mahindra Ltd.
- Maruti Udyog Ltd.
- MG Forestes Ltd.
- Max New York Life Insurance Co. Ltd.
- TechMahindra
- MICO Bosch Company Ltd.
- MRF Tyres
- Nestle (I) Ltd.
- NIIT Ltd.
- Nilkamal Plastics Ltd.
- Oracle Corporation
- Oswal Industries Ltd.
- Panacea Biotech Ltd.
- Pantaloon Retail India Ltd.
- Parle Products Ltd.

- Patni Computer Systems
- Pay Automota Ltd.
- · Pepsico Ltd.
- Perot Systems TSI (India) Ltd.
- · Pfizers Ltd.
- Planet Sports
- Polaris Software Lab Ltd.
- Pratham Software Pvt. Ltd.
- Raiasthan Patrika
- Rajasthan State Agency for Computer Services
- Rajputana Sheraton Hotels
- · Raymonds Ltd.
- Reliance Infocom
- Reliance Money
- Reliance Mutual Fund
- RIICO
- SAP Labs
- Sapient Corporation
- Satyam Computer Services Ltd.
- SBI Life Insurance Co. Ltd.
- Standard Chartered Bank
- Sun Pharma Ltd.
- Syntelinc.
- Tata Consultancy Services
- Transport Corporation of India
- The Energy Research Institute
- Thomas Cook (India Ltd.)
- Torrent Pharma Ltd.
- US TechnologyUTI Bank
- Vadilal Industries Ltd.
- VGL Softech Ltd.
- Vodafone
- YES Bank
- Whirlpool Corp.
- Wipro Technologies Ltd.
- Wockhardt Ltd.
- Zensar Technologies

FINAL PLACE ME NTS MBA

Finance



AKHIL RATHI

- 7/20/1990
- B.Com.
- Pursuing CS
- Finance
- Marketing
- Kotak Mahindra Bank Ltd.
- People's Choice over Mahindra FDs over Bank's FDs
- Accounts Manager in Café Kooba Restaurant for six months
- akhil.rathi@yahoo.com
- **8952011454**

AMIT KUMAR SAINI

- **8/6/1990**
- BBA
- Certificate from NCFM in Capital Market and Currency Market.
- Finance
- Marketing
- Edelweiss Capital Ltd.
- Risk taking pattern of different customers
- Liasioning Executive in Harshita Enterprises for six months
- amitsaini5513@gmail.com
- **8890404407**



ANIL KUMAR SHARMA

- 7/2/1990
- BBA
- Tally
- Finance
- Marketing
- HDFC Life
- Analysis of various Investment option available in the Market
- anilkalyan333@gmail.com

ANKITA JANGIR

- **1**0/14/1993
- BBA
- Finance
- Marketing
- Hindustan Coca Cola Beverage Pvt. Ltd.
- Consumer behaviour for Coca-Cola
- jangirankita@yahoo.in
- 9414558698





ARPIT KUMAR GAUTAM

- 1/1/1990
- BBA
- Finance■ Marketin
- MarketingMaruti Suzuki India Ltd.
- Study of customer profiling and purchase parameters of Maruti Suzuki
- arungautam09@yahoo.com
- 9460037425

ASHISH GOYAL

- **2/5/1992**
- BBAFinance
- Marketing
- HDFC Standard Life Insurance Co. Ltd.
- Consumer perception on HDFC Standard Life Insurance
- akgoyal5010@gmail.com
- 9782666332



NAME

- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications

■ Work Experience

Finance



BABULAL SHARMA

- 2/5/1990
- BBA
- Finance
- Marketing
- APM Industries Ltd.
- Financial Analysis of APM Industries Ltd.
- babulal561@gmail.com
- 7665800880

BHANU PRAKASH HARITWAL

- 11/29/1994
- **BBA**
- Diploma in Office Automation And Publishing
- Finance
- Marketing
- Bajaj Finserv Lending
- A study of finance on consumer durables with customer satisfaction
- bhanuprakash07@hotmail.com
- 9610108561





BHARAT KHATRI

- 11/9/1991
- BBA
- Finance
- Marketing
- HDFC Standard Life Insurance Co. Ltd.
- A critical evaluation for recruitment process of Advisor in HDFC
- bkcoolbharat@gmail.com
- 7737504241

CHARU SHARMA

- 3/18/1992
- BBA
- PG Diploma in Banking and Finance
- Finance
- SBBJ Bank
- Government Business: Strategies for improvement
- charud@live.com
- 9001436032





CHHAVIJAIN

- 10/28/1991
- BCOM
- Finance
- Marketing
- HSBC Global Asset Management India Pvt. Ltd.
- Comparative study of different Mutual Fund Schemes of HSBC Global Asset Management with its peers
- chhavij28@gmail.com
- 7568707722

DEEPAK SHARMA

- 5/20/1990
- BBA
- Finance П
- Marketing
- Saras Dairy (RCDFL)
- Market analysis of fresh products deepaksharma7892@gmail.com
- 9468692283



NAME

- Date of Birth
- Summer Training unit
- Qualification Project title

■ Work Experience

- Additional Qualifications
- Minor Specialization
 - E-Mail

Finance



DINESH KUMAR KUMAWAT

- 2/16/1991
- BBA
- Finance
- Marketing
- Bharti Airtel Ltd
- Market analysis of Telecom Sector
- kumawatdinesh777@gmail.com
- 9785655158

DIVYANI CHAUDHARY

- **8/4/1991**
- B.Com.
- Finance
- Marketing
- Vodafone Digilink Ltd.
- Market research for corporate at various clusters/industrial area
- itzzdiv@gmail.com
- 9414399478





GAJANAND SHARMA

- 5/15/1991
- BBA
- Finance
- Marketing
- National Engineering Industries Ltd.
- Study on Sales and Marketing Division
- gajanandsharma1991@gmail.com
- 9413671046

GHEESA LAL

- **1**2/25/1990
- BBA
- Finance
- Marketing
- Bajaj Auto Finance Ltd.
- Marketing and Financial servicesgheesalkumawat@gmail.com
- gneesaikumawai9784021566





HANUMAN SAHAY CHOUDHARY

- 5/2/1991
- BBA
- Finance
- Marketing
- Hindustan Coca-Cola Beverages Pvt. Ltd.
- Study of consumer behaviour at Coca cola
- sahay32@gmail.com
- 7737381830

HARPREET KAUR VASDEV

- **1**1/7/1989
- BBA
- Finance
- Marketing
- UCO Bank
- The study on para Banking Services
- harpreetk0711@gmail.com
- 9529532441



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional QualificationsWork Experience
- Minor Specialization
- E-Mail

Finance



HITESH BHUTARA

- 7/25/1990
- BBA
- Web Designing certificate (Microsoft)
- Finance
- Marketing
- IndusInd Bank Ltd.
- An analysis of Sales and Finance
- hitesh.bhutara@gmail.com
- 9571403247

HITESH SUNARIA

- 7/26/1990
- B.Com.
- EDP training in Office Management system, Certificate in Direct Stock Mind
- Finance
- Marketing
- SBBJ
- Strategy for Better Marketing of Insurance Sector Products
- hiteshsunariya@yahoo.in
- 9413563857





JAYBEER SINGH

- 7/29/1990
- BBA
- Finance
- Marketing
- National Engineering Industries Ltd.
- A Study on Sales & Marketing Division of NEI
- gurjarboyj@gmail.com
- 9549858483

JHALAK GUPTA

- 7/30/1990
- BBA
- Finance
- Marketing
- RIICO Ltd
- Study of Financial Assistance of RIICO
- 24jhalakgupta@gmail.com
- 9887351227





KAPIL GUPTA

- 8/6/1990
- BCA
- Finance
- Marketing
- Life Insurance Corporation of India
- Administration of sales training centre
- kapilgupta.khandelwal@gmail.com
- 9461511355

KISHAN LAL BAIRWA

- 8/9/1990
- BBA
- Finance Marketing
- HDFC Standard Life Insurance Co. Ltd.
- Customer buying behaviour with a focus on market segmentation
- bairwakishan1990@yahoo.com
- 9784970296



- Date of Birth
- Summer Training unit
- Qualification Project title
- Additional Qualifications
- Work Experience
- Minor Specialization
- E-Mail

Finance



KULDEEP SINGH

- 8/11/1990
- BBA
- Finance
- Marketing
- Rajasthan State Cooperative Bank
- Present scenario of Cooperative Bank in
- aaditya.singh607@gmail.com
- 9414409994

MUSKAAN DADHICH

- 8/20/1990
- BBA
- Finance
- Marketing
- Reliance Capital Asset Management Itd.
- Buying behaviour of Mutual Fund Investor
- subhansi0077@gmail.com
- 8302688088





NARESH KUMAR NAI

- 8/21/1990
- BBA
- TALLY, DCA
- Finance
- Marketing
- HDFC Standard Life Insurance Co. Ltd.
- Analysis of Traditional Plan of HDFC Life
- naresh08091992@gmail.com
- 9636780138

NAVRATAN SHARMA

- 8/22/1990
- BBA
- Finance
- Marketing
- Bajaj Finserve Lending
- Finance on consumer durable goods and customer satisfaction
- navratansharma01@gmail.com
- 9166562258





POONAM INANI

- 8/27/1990
- BBA
- Finance
- Marketing
- Getit Info Mediary Ltd.
- Brand awareness of Get It inani.poonam747@gmail.com
- 7737870415

PRADEEP SINGH SHEKHAWAT

- 8/29/1990
- BBA
- Finance
- Marketing
- SSJ Finance and Securities Pvt. Ltd.
- Relationship marketing related to investment in capital market
- pradeephajipur@gmail.com
- 9982536433



- Date of Birth
- Summer Training unit
- Qualification Project title
- Additional Qualifications
- Work Experience
- Minor Specialization E-Mail
- Phone No.

Finance



PRATEEK JAIN

- 8/30/1990
- B.Com.
- CS
- Finance
 - Marketing
- SSJ Finance and Securities Pvt. Ltd.
- Uses of bearings in two and three wheelers and growth in export market
- prateekjain611@mail.com
- 9636737727

PREETI KUMARI

- **8/31/1990**
- BBA
- Finance
- Marketing
- DCB Bank
- Financial Analysis of DCB Bank
- preeti.kmr90@gmail.com
- **8824744086**





PRIYA GUPTA

- 2/27/1992
- BBA
- Finance
- Marketing
- Syndicate Bank
- A comprehensive analysis on credit appraisal, NPA's and Risk Management
- priyag.163@gmail.com
- 9636486831

RAJAT GUPTA

- **4/7/1992**
- BBA
- Certificate from NCFM in Finance Beginners Model
- Finance
- Marketing
- Anand Rathi Shares and Brokers Ltd.
- Growth of online trading industry
- Sales Executive in Anand Rathi Shares and Brokers Ltd from last six months
- rajatg014@gmail.com
- 9166518159





RAKESH KUMAR KUMAWAT

- 7/10/1991
- BBA
- Finance
- Marketing
- Nimbus Foods Pvt. Ltd.
- An analysis of retailer buyer behaviour and comparative analysis of Nimbus
- rakeshkumawatpachar@gmail.com
- 9887735339

RAM SINGH GURJAR

- **3/5/1993**
- BBA
- Finance
- Marketing
- Hindustan Coca-Cola Beverages Pvt. ltd.
- Consumer Behaivor of Coca Cola
- ramkhatana4715@gmail.com
- 7737144248



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

Finance



RISHABH TANDON

- 2/1/1990
- B.Com.
- Finance
- Marketing
- Kumar Parashar and Company
- Analysis of Hotel project of Chandana Realtors Pvt. Ltd.
- rishabhta@gmail.com
- **8233675562**

SAKSHI

- **3/1/1993**
- BBA
- Certificate of national stock exchange in derivatives market and Capital Market
- Finance
- Marketing
- IDBI Bank Ltd.
- Credit Appraisal
- priya_nsvp@yahoo.com
- **8233015558**





SAKSHIJAIN

- 8/16/1991
- B.Com.
- Advance diploma in Website designing and technology
- Finance
- Marketing
- Hindustan Coca-Cola Beverages Pvt. Ltd.
- Asset control, asset installation and CRM activity
- sakshi.16jain@gmail.com
- **7742158897**

SHILPA BINDAL

- **2/3/1991**
- B.Com.
- Finance
- Marketing
- Stock Holding Corporation of India
- Analysis of depository participants services and customer satisfaction
- agarwal.shilpa79@yahoo.com
- 9785354823





SHILPA GUPTA

- **1**0/28/1991
- BBA
- Finance
- MarketingBharti Hexacom Ltd
- Recent Trend of Tax in India
- shilpagupta902@gmail.com
- 9352054783

SHIVANGI KHANDELWAL

- **■** 6/1/1990
- B.Com.
- Finance
- MarketingIndia Nivesh Securities Pvt. Ltd.
- Reasons of Fluctuations in Stock Market
- shivangi141@gmail.com
- **7737987395**



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

Finance



SHIVANIJAIN

- 5/26/1992
- BSE
- Finance
- Marketing
- Shree Cement Ltd.
- Estimation of working capital finance
- shikharchandjain22@gmail.com
- 9828976150

SHRADHA CHANDAK

- **8/25/1991**
- B.Com.
- Finance
- Marketing
- Anand Rathi Share and Brokers Ltd.
- Analysis of Online Trading
- geetmaheshwari91@gmail.com
- 8696552711





SWATI CHOKHANI

- 8/26/1991
- BBA
- Certificate in C programming
- Finance
- Marketing
- ITC Ltd.
- Cost Optimization of Rake Dispatcher
- sneha_chocolatygal@yahoo.com
- **7742653766**

UMA JASWANI

- **1/16/1992**
- BBA
- Finance
- Marketing
- Syndicate Bank
- Risk Management and Credit Appraisal
- umajaswani77@gmail.com
- 9529568365





VARUN MISHRA

- 1/8/1990
- B.Tech.
- Finance
- MarketingMaruti Suzuki Ltd.
- A study of customer profiling and purchase parameters of Maruti Suzuki
- Calibration Engineer in Authentic Instruments and Automation Pvt Ltd for six months
- mishra23varun@gmail.com
- 9414637773

VIJESH SINGH

- **5/17/1990**
- BBA
- Finance
- Marketing
- Parle Agro Pvt. Ltd.Parle Finance
- vijeshhrawatt@gmail.com
- 9694807777



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional QualificationsWork Experience
- Minor Specialization
- E-Mail

Human Resource Management



AKANCHA DHANIWALA

- 6/28/1990
- BBA
- **Human Resource Management**
- Marketing
- Bosch Ltd
- Docket Management and Data collection for SAP HR
- Office Administrator at LIC for one year
- akanshadhaniwala@gmail.com
- 9314903138

AMAR SINGH GURJAR

- 3/20/1989
- BCA
- **Human Resource Management**
- Marketing
- Maruti Suzuki
- The study of Consumer buying behavior towards small & medium Car segment with special reference to Maruti
- rajchhawdi11@gmail.com
- 9460017898





ANCHAL SAXENA

- 11/13/1990
- B.Com.
- Tally
- Human Resource Management
- Finance
- Daikin India Pvt. Ltd.
- Analysis of Recruitment and Selection and their ever Facing Challenges
- neha15saxena@yahoo.co.in
- 9680419949

ANKITA SHARMA

- 3/11/1991
- BBA
- Human Resource Management
- Marketing
- Saras Dairy (RCDFL)
- Recruitment and Selection Procedure of Employees
- ankitasharma043@gmail.com
- 9660761539





ANUSHREE SWAMI

- 11/17/1989
- BBA
- "O" level, Tally
- Human Resource Management
 - Marketing
- Saras Dairy (RCDFL)
- Study of Performance Management System and its Effectiveness
- anu17kritianu@gmail.com
- 9680148505

DIVYA JHANWAR

- 12/5/1991
- BBA
- Pursuing CS
- Human Resource Management
- Marketing
- Ivory Marbles and Granite Pvt. Ltd.
- Study of Employee Satisfaction
- divya.jhanwer@gmail.com
- 9414012257



NAME

- Date of Birth
- Summer Training unit
- Qualification Project title
- Additional Qualifications

■ Work Experience

Human Resource Management



GEETANJALI

- 6/10/1993
- BBA
- Human Resource Management
- Finance
- ICICI Prudential Life Insurance Co.
- Recruitment and Selection Policy
- geetbajaj10@gmail.com
- 7742539516

KAJAL SHARMA

- 7/31/1990
- B.Tech.
- Human Resource Management
- National Engineering Industries Ltd.
- Training need identification and skill Mapping
- kajal.ashi29@gmail.com
- 9462080081





KALPI SHARMA

- 8/1/1990
- BBM
- Human Resource Management
- Marketing
- **SPINFED**
- A study of Recruitment Procedure and the level of Job Satisfaction in workers
- sharma.kalpi88@gmail.com
- 9414741303

KAVYA BHARADWAJ

- 8/7/1990
- BBA
- Human Resource Management
- Marketing
 - Saras Dairy (RCDFL)
- Performance Appraisal of the Employees
- lovyanand223583@gmail.com
- 9414442661





KRITIKA SHARMA

- 8/10/1990
- B.Tech.
- Human Resource Management
- Kumar Parashar and Company
- **Hotel Financing**
- kamak92@gmail.com
- 9314641947

MANJU YADAV

- 8/14/1990
- B.Sc.
- Human Resource Management
- Marketing
- Hindustan Coca-Cola beverages Pvt. Ltd.
- Consumer Behavior for coca-cola
- manjuyadav1010@gmail.com
- 9928733917



- Date of Birth
- Summer Training unit
- Qualification Project title
- Additional Qualifications
 - Work Experience

Human Resource Management



NEELAM MEENA

- 8/23/1990
- B.Sc.
- Human Resource Management
- Marketing
- Vodafone Digilink Ltd.
- Market Research for Corporate at various clusters/individual
- neelammeenajpr@gmail.com
- 9660791023

POONAM KOTHARI

- **8/28/1990**
- BBA
- Human Resource Management
- Marketing
- Hindustan Zinc Ltd
- Performance appraisal
- poonam04kothari@gmail.com
- **8769895184**





SHIWALI SHARMA

- **1**0/10/1991
- B.Com.
- Human Resource Management
- Marketing
- DESCOM
- Analysis of training and development process of DESCOM
- hi.shellysharma@gmail.com
- **9**166227385

TARUSHI GUPTA

- **2/8/1991**
- B.Com.
- Human Resource Management
- Marketing
- Natural Fibers Export
- Training and development in respect to Natural Fibre Export
- tarushigupta08@gmail.com
- 9314881433



Information Technology



VENITAILANG

- 10/23/1991
- BBA
- Human Resource Management
- Marketing
- Saras Dairy (RCDFL)
- Analysis of Employee benefits at Saras Dairy
- veni.tailang@yahoo.com
- 9783811781

HIMANSHU PUSHP

- **2/12/1986**
- B.Com.
- Information Technology
- Marketing
- Maruti Suzuki Ltd.
- Study of consumer buying behavior towards small and medium cars
- Sales Executive at Maruti Suzuki for three months
- himanshu.pushp@gmail.com
- 9414271533



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience
- Minor Specialization
- E-Mail

Marketing



AJAY KUMAR

- 6/15/1990
- B.Sc.
- Marketing
- HR
- Dabur India Ltd.
- Marketing strategy of Dabur Vatika hair oil
- aaisharma1990@gmail.com
- 9001543838

AJEET SINGH

- **6**/23/1991
- BBA
- Marketing
- Finance
- Adastra Software Ltd.
- Problems and solutions in recruitment and selection process
- singh.ajeet121@gmail.com
- **7737273803**





AMIT VYAS

- **2/11/1989**
- B.Tech.
- Marketing
- Finance
- Big Bazar
- Consumer behavior at Big Bazar
- meetvyas2009@gmail.com
- 9001453531

ANAND PUROHIT

- **2/27/1989**
- B.Tech.
- Marketing
- IT
- JSEL Securities Ltd.
- Work of JSEL and an overview of Stock Trading
- wellknownanand@rediffmail.com
- 8233701899





ANKIT AGARWAL

- 4/5/1990
- BCA
- Tally, C, C++
- Marketing
- IT
- Intellozene
- Effectiveness of e-commerce in handicraft products with respect to e-craft India
- Marketing Executive at Intellozene for one and half year
- 90agarwalankit@gmail.com
- **7737439161**

ASHISH ARORA

- **1**1/28/1990
- BBA
- Marketing
- Finance
- Angel Brooking
- Online Trading
- aashisharora1990@gmail.com
- 7737635272



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

Marketing



BHAGWAN DAS

- 9/5/1990
- BBA
- Marketing
- Finance
- IndusInd Bank
- Ratio Analysis
- bhagwannjangid@gmail.com
- 9649127090

CHUNNI LAL MAAN

- **1**1/5/1991
- BBA
- Marketing
- Finance
- Bajaj Finserv Lending
- Marketing of financial services in consumer durable goods and customer satisfaction
- clmaan4@gmail.com
- 9530372458





DANISH KHAN

- **1/14/1991**
- BBA
- RS/CIT certified
- Marketing
- Finance
- Mindurge Technologies Pvt. Ltd.
- Challenges and solution for online marketing
- danish1810@hotmail.com
- 9828279291

DENIS NOEL WYLIE

- **5/6/1990**
- B.Com.
- Marketing
- Finance
- Religare Securities Ltd.
- Customer Relationship Management
- denisnwylie@gmail.com
- 7891171008





GOURAV PAL

- 5/20/1986
- BCA
- Marketing
- I
- Maruti Suzuki Ltd.
- Study of customer profiling and purchase parameters of Maruti Suzuki
- gaurvpal06@gmail.com
- 9251308644

GURU SHAKTI SHARAN BAROTIA

- **1**0/2/1992
- BBA
- Marketing
- HE
- Hindustan Coca-Cola beverages pvt ltd
- Behavior of customer for Coca-cola
- surendra3733@gmail.com
- 8963856179



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

Marketing



HIMANSHU VERMA

- 7/24/1990
- BBA
- Marketing
- HR
- Maruti Suzuki Ltd.
- A study of customer profiling and purchase parameters of Maruti Suzuki
- 7742035315

ISHAN SHARMA

- **7/27/1990**
- B.Com.
- Marketing
- Finance
- Crayons Advertising Ltd.
- Research and analysis of advertising strategies and maintaining customer relations
- ishansharma120318@gmail.com
- 9929375626





JASDEEP SINGH

- 7/28/1990
- BCA
- Marketing
- Finance
- LIC
- Sales n Distribution mechanism
- jasdeep92singh@gmail.com
- 9983332414

KALPIT JAIN

- **8/2/1990**
- BTECH
- VHDL (VLSI) Language certificate
- Marketing
- Vodafone Digilink Ltd.
- Market Research for corporate at various clusters/industrial areas
- Sahara India Pariwar Promoter for two years
- ankur12sep@gmail.com
- 9214669732





KAMAL DEEP

- 8/3/1990
- BBA
- Marketing
- Getit Media
- A study on Consumer Behavior towards Getit in Jaipur
- kpkamalpareek7@gmail.com
- 9783945455

KAMAL KANT MEENA

- **8/4/1990**
- BBA
- Marketing
- Finance
- Religare Securities Ltd.
- Factors affecting Stock Marketkamalkantmeena1010@gmail.com
- 9785733150



NAME

- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications

■ Work Experience

- Minor Specialization
- E-Mail

Marketing



KAPIL DEV

- 8/5/1990
- BBA
- Marketing
- Finance
- Airtel
- Competitive Analysis of Airtel Enterprise Services
- kapilgodara92@gmail.com
- 9772403682

KETAN CHOUHAN

- **8/8/1990**
- B.SC. (IT)
- Advance excel, Access, JAVA
- Marketing
- IT
- Vodafone Digilink Ltd.
- Market research for corporate at various clusters/industrial areas
- Sales Executive at Vodafone Digilink Ltd for five months
- ketansinghchouhan@gmail.com
- **8233649490**





MAHESH HARITWAL

- 8/12/1990
- BBA
- Marketing
- Finance
- Bajaj Finance Ltd.
- Marketing of financial service of Consumer Goods
- mhharitwal.101@gmail.com
- 9929244672

MANISH YADAV

- **8/13/1990**
- BBA
- Marketing
- Finance
- Vodafone Digilink Ltd.
- Marketing Research for Corporate at various Industrial areas
- Process Associate at Genpact for fifteen months
- yadavmanish914@gmail.com
- 9782133720





MANOJ YADAV

- 8/15/1990
- BBA
- Marketing
- Finance
- Bharti Airtel Ltd.
- Market analysis of airtelmanojyadav2157@gmail.com
- 9929010370

MOHD. ADEEB KHAN

- 8/16/1990
- BBA
- Marketing
- Finance
- ITC Lt
- An analysis of Retailer buyer behavior and comparative analysis of Bingo and Lays
- e-Marketing Executive at Mindurge Technologies Pvt Ltd six months
- addypathan90@gmail.com
- 9694232472



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional QualifWork Experience
- Additional Qualifications

Marketing



MUKESH CHOUDHARY

- 8/18/1990
- BBA
- Marketing
- Finance
- Nokia India Pvt. Ltd.
- Sales Promotion
- mukeshchoudhary520@gmail.com
- 9571633811

MUKESH KUMAR KUMAWAT

- **8/19/1990**
- BBA
- Marketing
- Finance
- mukeshstar93@gmail.com
- 9602536569





NEHA SHARMA

- 8/24/1990
- BBA
- Marketing
- Human Resource Management
- Saras Dairy (RCDFL)
- Market analysis of Saras Products
- neha.virgo21@gmail.com
- 9799871154

NIKHIL MAHESHWARI

- **8/25/1990**
- BBA
- Marketing
- Finance
- CRT
- Credit Apprisal in SBI
- nikhilmaheshwari0@gmail.com
- **7**665555811





PANKAJ GABA

- 8/26/1990
- B.Com.
- Marketing
- Finance
- ITC Ltd.
- Competitive study of YIPEE Noodle
- pankaj.gaba04@gmail.com
- 9772281001

PROMISE PARETA

- **8/25/1989**
- BBA
- Marketing
- Finance
- Hindustan Coco Cola Beverages Pvt. Ltd.
- Behavior of Customer towards Coco Cola
- promisepareta7@gmail.com
- 9928400720



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional QualificationsWork Experience
- Minor Specialization
- E-Mail

Marketing



RACHNA MAHESHWARI

- 12/15/1991
- BBA
- Marketing
- Finance
- Bharti Airtel Ltd.
- Market analysis of Telecom sector
- maggi.rachna@gmail.com
- 9413775811

RAHUL GULATI

- **1**0/18/1989
- B.Com.
- Marketing
- Finance
- Crayons Advertising Ltd.
- Measurement of Effectiveness of Advertising and Media Planning
- gulati.rahul1256@gmail.com
- 9314966364





RAHUL KUMAR ODD

- 9/15/1990
- BBA
- Marketing
- Finance
- Videocon Industries Ltd.
- Market Mapping and Dealer Survey
- rahul.oad001@gmail.com
- 9982275986

RAJPRIYA SINGH

- **6/12/1990**
- BSC
- Marketing
- Human Resource Mangement
- Saras Dairy (RCDFL)
- Training and Development Programme
- priyasingh0808@gmail.com
- 9784142297





RAM KRISHNA GOPAL HARI

- 8/21/1990
- BCA
- Marketing
- Human Resource Mangement
- Reliance Communication Ltd.
- Customer Relationship Management
- ram.dattaatrey8072@mail.com
- 9887826009

RAVI KUMAR SAINI

- **■** 6/21/1994
- BBA
- Marketing
- Human Resource Management
- Maruti Suzuki Ltd.
- A study of Customer Profiling and Purchase Parameters of Maruti Suzuki
- ravikumarsaini123@gmail.com
- 9928759199



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

Marketing



RAVINDER SINGH

- 5/1/1991
- BBA
- Marketing
- Finance
- Bajaj Finserv lending
- Marketing of Financial Service in Consumer Durable Goods
- ravindrasingh219@gmail.com
- 9024472842

RAVINDRA KUMAR KUMAWAT

- 8/21/1990
- BBA
- Marketing
- Finance
- Videocon Industries Ltd.
- Market mapping and Dealer Survey
- ravindrakumawat2011@gmail.com
- 9602760958





RITANSH SHARMA

- 7/15/1991
- B.Tech.
- Marketing
- Finance
- Prayag Fabric Pvt Ltd
- Marketing Management in Textile Industry
- ritansh91@gmail.com
- 7597185933

RITIKA SHRIMALI

- 7/29/1990
- BBA
- CS
- Marketing
- Human Resource Management
- Getit Infomedia Pvt. Ltd
- Consumer behavior and perception towards Getit
- shrimali2990@gmail.com
- 9680291191





RUPAL JAIN

- 9/1/1992
- B.Com.
- Marketing
- Finance
- Aircel Ltd.
- To identify factors associated with airtime decline during lean months
- rupaljain.rj2008@gmail.com
- 9460620267

SAURABH SINGHVI

- 8/8/1990
- B.Com.
- Marketing
- Finance
- Sunrise Quartize Pvt. Ltd.
- Know-how of International Marketing at an export company
- rangroopgroup@gmail.com
- 9928051400



- Date of Birth
- Summer Training unit
- Qualification Project title
- Additional Qualifications
- Work Experience
- Minor Specialization
- E-Mail

Marketing



SHAKTI SINGH

- 5/14/1990
- BBA
- Marketing
- Human Resource Management
- Varun Beverages Ltd
- Study on comparative analysis of PEPSI and COKE
- singhshakti399@gmail.com
- 9549030577

SHALU SWARNKAR

- **1**0/24/1991
- BBA
- Marketing
- Finance
- ITC Ltd.
- Retailer buying Behavior Analysis
- shaluswarnkar@gmail.com
- 9414845402





SUDESH THAPA

- 6/7/1991
- BBA
- Marketing
- Finance
- Idea Cellular
- Analysis of Marketing Share and Channel Management
- sudesh.k.thapa@gmail.com
- 9772237037

SURENDRA SINGH BABBAR

- **1/29/1988**
- B.Com.
- Marketing
- Finance
- ITC Ltd.
- An analysis of Retailers and customers response towards relaunch of Bingo Chips in Aimer
- sursaga@yahoo.com
- **8890822866**





SURESH KUMAR KARODIWAL

- 7/25/1988
- BBA
- Marketing
- Finance
- TVS Motors Co. Ltd.
- Comparative marketing study of two wheeler companies
- sureshsumanmoon@gmail.com
- **8432948725**

SWETA MANIYAR

- **3/2/1991**
- BBA
- Marketing
- Finance
- Getit Info Mediary ltd.
- Small and medium enterprise behavior towards Getit
- sweety.shweta203@gmail.com
- 7737594302



NAME

- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional QualificationsWork Experience
- Minor Specialization
 - E-Mail

Marketing



TARUN GABA

- 9/5/1991
- BBA
- Diploma in C.Tech.
- Marketing
 - Finance
- Oswal Soap Group
- To analyze market potential with fragrance
- Process Associate at Genpact for two
- tarunarora08@gmail.com
- 9672220001

VINAY KHATRI

- 4/10/1989
- BBA
- Marketing
- Finance
- Maruti Suzuki Ltd.
- A study on consumer buying behavior towards small and medium car segment with special reference to Maruti Suzuki
- vinayjeengar@gmail.com
- 9529627722





YASHWANT SINGH

- 11/12/1988
- BCA
- Marketing
- Finance
- ITC Ltd.
- An Analysis of Retailers and Customers response towards relaunch of Bingo Chips
- nickyrajputana@yahoo.in 8947953423

- Date of Birth
- Summer Training unit
- Qualification Project title

PROFILE OF STUDENTS FOR

Final Placements PGDM

Dual Specilization

Finance



ABHINAV SONI

- 6/24/1990
- BBA
- M. Com pursuing
- Finance
- Marketing
- A Study of mutual funds and investors expectations towards SBI Mutual Fund
- SBI Mutual Fund, Management Trainee, 45 days
- abhinav_soni_1990@yahoo.com
- 9460408181

AKANSHA SHARMA

- 11/22/1990
- B.Com.
- Pursuing NSE CS Certification
- Finance
- Marketing
- Gujart Heavy Chemicals A study of home textile division
- akansha2290@gmail.com
- 8107712221





BHAVIKA PAREEK

- 11/3/1989
- B.Com.
- CS
- Finance
- Marketing
- PHILIPS India Ltd.
- Cost Of Organization Analysis and Reporting
- bhavika.pareek@gmail.com
- 9460472271

GOVIND GAUTAM

- 4/8/1992
- B.Com.
- Finance
- Marketing
- HDFC Standard Life Insurance co. Ltd.
- Analysis of Various Investment Options available in the market
- govindgautam91@gmail.com
- 9929015551





JUHI KHUBCHANDANI

- 5/8/1991
- BCA
- Finance
- Marketing
- **SHCIL**
- Demat account and Mutual Fund in Reference to Stock holding corporation of India Ltd
- khubchandani.juhi@gmail.com
- 9828665274

KANCHAN HEMNANI

- 10/2/1991
- BBA
- NSE Certificate: Financial Market
- Finance
- Marketing
- LG Electronics India Ltd.
- П Market analysis of Consumer Durables
- kanchihemnani@gmail.com
- 7597499779



- Date of Birth
- Summer Training unit
- Qualification Project title
- Additional Qualifications ■ Work Experience
- Minor Specialization
- E-Mail

Finance



KANIKA KHATRI

- 1/19/1990
- B.Com.
- CS
- Finance
- Marketing
- Hindustan Coca-Cola beverages pvt. ltd.
- working capital management and discounting process
- kanika.khatri1990@gmail.com
- 9414770528

MANISH KUMAR

- **3/11/1990**
- BBA
- Diploma in Computer Fundamentals
- Finance
- Marketing
- India Infoline Ltd.
- A study of preferences of the investors for investment in mutual fund
- manish.dhanawat@gmail.com
- **8094739797**





MOHIT KUMAR GOYAL

- 3/24/1991
- BBA
- Finance
- Marketing
- SBI Mutual Fund
- Merits and Demerits of Mutual Fund
- itzmohitgoyal1991@gmail.com
- **8**058788182

MONU KUMAR SHARMA

- **2/2/1990**
- BBA
- Finance
- Marketing
- SBI Mutual Fund
- A study on Investors choice of Investment between Mutual Fund and Equity Shares
- itsmonukumar1990@gmail.com
- 8302235666





NARENDRA KHATWANI

- 9/2/1992
- B.Com.
- Financial Derivatives
- Finance
- Marketing
- PNB Metlife India Insurance Ltd.
- Traditional plans at PNB Metlife insurance company Ltd - A comparative analysis
- nkhatwani04@gmail.com
- 9784026870

POONAM RAJAWAT

- **1/19/1994**
- BBA
- SCS Foundation cleared, IRDA exam cleared
- Finance
- Marketing
- RIICO Ltd.
- Ratio analysis
- r.poonam19@gmail.com
- 9166914249



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience
- Minor Specialization
 - E-Mail

Finance



RAHUL THADA

- 10/1/1983
- BBA
- M.Com persuing
- Finance
- Marketing
- HMR High Tech Machine Tools (PTY) LTD
- Material accounting (OBS & IBS)
- therahul.hunk@gmail.com
- 9529563073

RAJKAUR KULHARI

- 7/11/1993
- BBA
- Microsoft Office Software, Tally, Travel and Tourism Management
- Finance
- Marketing
- HDFC Standard Life Insurance company
- Analysis of different traditional product and plans of HDFC Life Insurance Co.
- rajkaur99@gmail.com
- 8769733150





RAMKALYAN AGARWAL

- 11/26/1991
- B.Com.
- Pursuing M.Com.
- Finance
- Marketing
- SBI Mutual Fund
- Comparison of Mutual Fund scheme with special reference to SBI Mutual Funds
- ram.shiv225254@gmail.com
- 8058974810

SARIKA GUPTA

- 1/1/1992
- B.Com.
- Certificate course in Banking, Insurance and Equity shares, NSE Certificate
- Finance
- Marketing
- Gujarat Heavy Chemicals Ltd.
- A study of inventory valuation export documentation and about SAP
- meguptasarika@gmail.com
- 9928002734





SUDHIR YADAV

- 7/18/1991
- BBA
- Finance
- Marketing
- SBI Mutual Fund
- Benefit of systematic investment plan in SBI Mutul Fund
- sudhiryadav187@gmail.com
- 9929369619

TANVI SETHI

- 5/16/1991
- B.Com.
- Finance
- Marketing
- ICICI Prudential Life Insurance Co. Ltd.
- Investors behavior focusing on Mutual Funds of ICICI
- tanvisethi91@gmail.com
- 9799874902



NAME

- Date of Birth
- Summer Training unit
- Qualification Project title
- Additional Qualifications

■ Work Experience

- Minor Specialization
 - E-Mail

Finance



TARUN RAWAT

- 5/13/1990
- B.Com.
- Finance
- International Business
- Aditya Birla Cement Ltd.
- Capital Budgeting
- tarunacrawat@gmail.com
- 9694612310

TARUN SHARMA

- **7/3/1990**
- BBA
- Finance
- Marketing
- Max Life Insurance Co. Ltd.
- A comparative analysis with other Major Insurance Player
- tarunsharma0307@gmail.com
- 9782842146



Human Resource Management



NEELAM RIJWANI

- 3/25/1990
- BBA
- Human Resource Management
- Marketing
- Resonance Eduventures Pvt. Ltd.
- To measure the transparency of Recruitment and selection procedure
- neelam250390@gmail.com
- 9462416065

Information Technology



GAURAV LOHANI

- 8/17/1989
- BCA
- N+, CCMA, MCITP and RHCE courses done
- Information Technology
- Marketing
- Saras Dairy (RCDFL)
- Customer satisfaction for new products of Saras Dairy
- gauravlohani8888@gmail.com
- **7733924149**

- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

International Business



AKHILESH GUPTA

- 2/8/1990
- BBA
- International Business
- Marketing
- RIICO Ltd.
- Identifying new Business potential in hospitals for MFD's
- akhileshdude@gmail.com
- 9928304098

ANKIT BAKLIWAL

- **8/23/1989**
- B.Com
- International Business
- Marketing
- Steel Authority of India Ltd.
- Comparative Study is SAIL Retail shop in Indian Steel Industry with reference to the impact of One Tonne Galvanized Steel in Eastern UP, Delhi and NCR
- ankit.bakliwal19@gmail.com
- 9950202581





APURAV SINGH

- **1**1/11/1989
- B.Tech.
- NSE Certificate: Commercial Banking in India
- International Business
- Marketing
- Morarka organic foods Ltd
- Market research and development for organic food and down to earth band
- apuravs@gmail.com
- 9602954465

ROHIT LADHA

- **1**0/1/1991
- B.Com.
- International Business
- Finance
- National Engineering Industries Ltd.
- To study and analysis of market of bearings
- rohit.ladha@yahoo.com
- 9829078104



Marketing



BHARAT SINGH NARUKA

- 1/26/1991
- BBA
- Marketing
- International Business
- Getit Info Media Ltd.
- Data collection of Market Analysis
- Live project with Bajaj Finserv, 45 days
- bharatnaruka90@gmail.com
- **7737686865**

GAURAV AGARWAL

- **5/21/1990**
- B.Com.
- Marketing
- Finance
- National Engineering Industries Ltd.
- Analysis of Bearings and their supply
- gaurav.31@live.com
- 9782466212



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

Marketing



JAGRATI GURNANI

- 12/21/1989
- BBA
- Marketing
- Finance
- HDFC Life Insurance
- A study in Investment and protection products provided by HDFC Life Insurance
- jagrati.gurnani@gmail.com
- 9649464544

JAYA KHUBCHANDANI

- 2/12/1991
- BBA
- Professional Diploma in computer Applications & Programming (PD-CAP)
- Marketing
- Finance
- Vodafone Digilink Ltd.
- Market Research for various clusters/ industries
- jaya.khubchandani@yahoo.com
- **8233619813**





MEGHNA RATHORE

- 11/30/1989
- I B.Sc.
- NSE Certificate
- Marketing
- Human Resource Management
- PNB Metlife India Insurance Ltd.
- Recruitment process of financial advisor
- meghnarathore90@gmail.com
- **8875053843**

NITIN MATHUR

- **3/1/1989**
- BHMCT
- Marketing
- International Business
- Morarka Organic Food Ltd.
- Study of consumer buying behavior for organic products
- thenitinmathur@gmail.com
- 9983748000





SHANTANU JAIN

- 8/11/1990
- B.Com.
- NSE Certificate : Financial Market
- Marketing
 - Finance
- Morarka Organic Food Ltd
- Study of consumer behavior under different business models
- shaanjain90@gmail.com
- 9672521487

SHRADHA GAUR

- **5/13/1991**
- B.Com.
- Pursuing M.Com.
- Marketing
- Finance
- ICICI Prudential Life Insurance Co. Ltd.
- Investment in Insurance
- shradha_gaur1324@yahoo.com
- **8**561948499



- Date of Birth
- Summer Training unit
- QualificationProject title
- Additional Qualifications
- Work Experience

Marketing



SUGANDHA SETHIA

- 7/12/1990
- BBA
- Marketing
- Finance
- Hindustan Coca-cola Beverages Pvt. Ltd.
- Customer Management and Discounting
- sugandha.127@gmail.com 8094499449

VAIBHAV SHARMA

- 1/26/1991 B.Com.
- Marketing
- International Business
- Jyoti Fab Print Pvt. Ltd.
- Consumer service
- vaibhavsharmaaa@gmail.com
- 9929123427



- Date of Birth
- Summer Training unit
- Qualification Project title

■ Work Experience

















Mansarovar, Jaipur 302 020 INDIA

Tel.: +91-141-2397906-8, 2400160-61, 2781154-55, 2784194, 2784195 • Fax: +91-0141-2395494, 2781158 • Email: director@icfia.org • Web: www.icfia.org

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International School of Informatics & Management Technical Campus (Formerly India International Institute of Management)

Sector-12 Mahaveer Marg Mansarovar Jaipur - 302 020

INDIA

T. +91-141-2781154-55 **F.** +91-141-2781158

iiim@icfia.org www.icfia.org