



Dear Student,

Greetings from International School of Business & Media (ISB&M), Pune!

We would like to share with you the performance of our passing out students regarding placements during the academic year ending April 2018.

ISB&M had an excellent placement year 17-18. Most of the students (Over 91%) got placed by April 2018. Expects to complete 100% placements by end May 2018.

Several students have multiple job offers that lead to job loss for other students.

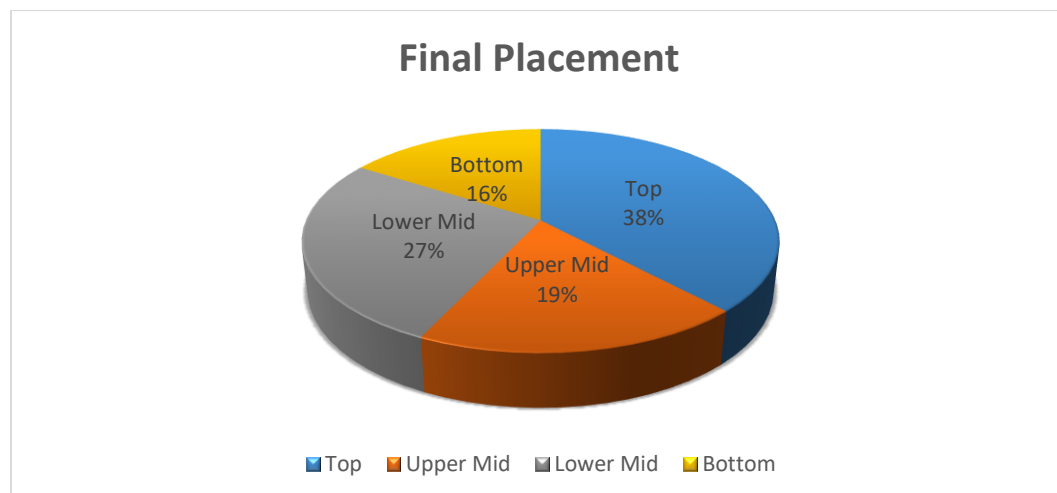
### **Final Placements:**

As a final lap, students utilize all their learned skills and experience to convert a job in an organization, which they identify with and embark on their journey in the corporate world. The event takes place generally in November and stretches till March.

While no. of companies scheduled to visit were over 118, our entire batch got placed with 102 companies.

If we apply normal distribution model, compensation (CTC) will be (approximate judgment) as follows:

- Top 38% students get placed with 8-14 Lacs CTC (Avg 8.5 Lacs CTC)
- Upper Mid 19% students get placed with 7-7.5 Lacs CTC (Avg 7.1 Lacs CTC)
- Lower Mid 27% students get placed with 6-6.5 Lacs CTC (Avg of 6.25 Lacs CTC)
- Bottom 16% students get placed with 5- 5.5 Lacs CTC (Avg of 5.1 Lacs CTC)



### Campus Recruitment by Dual Specialization Combination

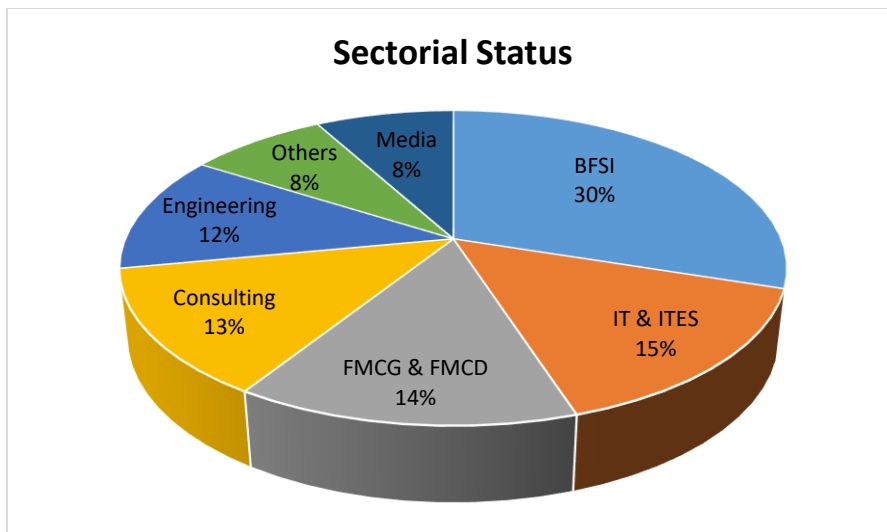
Finance /IRM	With Marketing	Avg 8.2 Lacs CTC
* Marketing	With Finance/ IRM / HR	Avg 7.2 Lacs CTC
HR	With Industrial Relations (IR)	Avg 6.3 Lacs CTC
SCOM	With Marketing/ Finance/ IRM/ HR	Avg 7.4 Lacs CTC
**Media	With Marketing	Avg 5.7 Lacs CTC

\*Marketing in FMCG & FMCD are always lower salary than BFSI & Consulting. This is a global trend

\*\*Media – You study media if you are seriously interested. Media entry level salary is lower. However, grows rapidly with talented performance

### Percentage of Students Placed

- Marketing- 96%
- Finance / IRM - 100%
- HR – 80%
- SCOM- 100%
- Media – 100%



<b>Final Placements ( 2017-18)- An Illustrative List</b>
Companies offering ( Salary Range – 7 Lacs – 14 Lacs CTC)
Airbus
Asian Paints
Atlas Copco
Bajaj Allianz
Bajaj Finserv
Blue Star
Bausch & Lomb
CapMetrics
CEAT
ConAgra Foods
Dun & Bradstreet
Entercoms
ESPN
Gallup India
Harman International
Honeywell
Howden
ITC Wills Lifestyle
Life Har Din
Milward Brown
MuSigma
Nuance Communication
Panchil Realty
Sany
Syntel
Tata Croma
TCS
TresVista
UB Group
UFO Moviez
Victorinox
Wipro

<b>Final Placements ( 2017-18)- An Illustrative List</b>
Companies offering ( Salary Range – 5.5 Lacs – 6.9Lacs CTC)
Aditya Birla Capital
All Cargo Logistics
Anarock
Balkrishna Tyres
Bizsense Solution
Capital First
CCD
Delsk
Edzeal Technologies
Future Generali
Haier
HDFC Bank
HFFC
Housing.com
HT Media
Human Edge
Hunger Box
ICICI Pru
Incedo
IndusInd Bank
K Raheja Corp
Kotak Mahindra Bank
Mahindra Finance
Naukri.com
Options Group
Paytm
Radio City
Reliance Trends
SMERA Ratings
Trinamix
TVS Logistics
Yes Bank
Zee Studio

## **Summer Internship Placement:**

Summer Internships Opportunities are provided to the students to gain corporate exposure for a period of 8-10 weeks, which goes a long way in helping them leverage their learning during final placements. This internship provides students with an opportunity to gain work experience in an area of concentration or interest while receiving credit towards their diploma.

➤ No. of companies Visited : 129

### **% of Students placed**

- Marketing : 100%
- Finance : 100%
- Human Resources : 100%
- Insurance & Risk Management : 100%
- Media & Communication : 100%
- Supply Chain & Operations Management – 100%

<b>Top of Line Summer Placements - An Illustrative List</b>	
<b>( stipend ranging from Rs 7,000 to 45,000)</b>	
AstraZenca	Hyundai
Atlas Copco	ITC Infotech
Bajaj Finserv	ITC Ltd.
Britannia	Kohler
CapMetrics	Mondelez ( Cadbury)
CEAT	Milward Brown
Compass Group	Nivea
ConAgra Foods	Panasonic
Diageo	Philips Carbon Black
Dun & Bradstreet	Puma
ESPN	Shapoorji Pallonji Group
Frost & Sullivan	TE Connectivity
Godrej Nature's Basket	Thermax
GS Caltex	Thyssenkrupp
Haier	Trust Group
Harley Davidson	UB Group
Harman International	Volvo

\*\* All those who perform better & get pre- placement offer (PPO), will range in salaries in the bracket of 7 to 14 Lacs CTC.

Our consistent track record of 100% placements year after year and the diversity of companies that recruit from ISB&M are testaments to the quality of our student pool and the robustness of our curriculum.

These placements reflect the faith reposed in ISB&M and performance of our Alumni and the training capabilities of ISB&M.

Wishing you a great career ahead!



Dr. Anirban Sengupta  
Executive Director  
International School of Business & Media (ISB&M), Pune