

In Omnia Paratus

Ready for Anything

Attitude is something that can act as a breaker or a maker of ideas that ultimately transform into the practicalities. Warriors are those who face adversities head on as they come in life. Being ready for anything doesn't just come naturally to you, but through years of hard work, moulding and preparation. The struggle is real. And that's what SIBM Bengaluru has helped its students stand out and excel in.

SIBM Bengaluru, in the eleven years since its inception, has persevered enough to show a remarkable growth, both in its students, and the institution as a whole.

Our theme 'In Omnia Paratus' showcases the real and raw talent that the students of SIBM Bengaluru have as their potential. They are taught not to quit; to keep moving forward on the road to success. Their mindset is moulded into having a positive outlook, and they are made to realize that there is little that is beyond their reach. This is what exactly SIBM Bengaluru has instilled in the students through its motto, "Management education with a Quantitative difference".

Being ready for anything is not just a quality that our students possess but it's a way of life that has been cultivated in them in these two years of an exemplary learning experience. The values of dedication, determination and hard work are something that are held in high regard amongst the students.

Dr APJ Abdul Kalam said, "Never stop fighting until you arrive at your destined place – that is, the unique you. Have an aim in life, continuously acquire knowledge, work hard, and have perseverance to realize the great life."

Along the same lines, our students, as well as our alumni, have been consistently working to find their place, beyond which they would be ready for anything that comes in their way. The very essence of learning, adaptability and their indomitable spirit to face anything has been moulded from their very own alma mater, SIBM Bengaluru.

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About SIBM Bengaluru



Symbiosis Institute of Business Management (SIBM), Bengaluru was established in 2008 as a constituent of Symbiosis International University with the aim of imparting world-class education to students and transforming them into top notch leaders of the corporate world. At SIBM-B, eminent faculty from across the country, holistic learning-focused pedagogy, passion driven students and world class facilities meet the epicentre of knowledge to create the future business leaders.

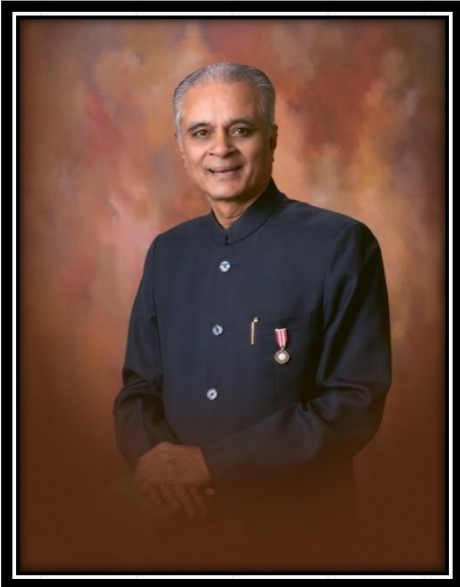
Over the span of a decade, with the changing methods of imparting education, the power that propels every student here towards excellence and knowledge has remained the same. SIBM Bengaluru understands its students and leaves no stone unturned in providing quality education and helping this spark build into a roaring flame that will help its students become leaders of tomorrow.

In this journey of eleven years, we have proven that with dedication and perseverance we can reach great heights in short span of time. Here, the onus rests with each individual to carve out her/his own identity. SIBM Bengaluru instils a culture which encourages leadership potential. All students at SIBM, Bengaluru are polished to perfection when it comes to being trained as leaders and perfectionists in their field of work.

SIBM Bengaluru envisions a Management Education with a “Quantitative Difference” by focusing on data analytics across all specializations. Decision making and analytical skills are developed in the students through the use of case method of teaching and simulations.

The Mavericks' Speak

MESSAGE FROM THE CHANCELLOR



“It has been several years since the inception of Symbiosis University, yet I still get elated in the same way every time I think of my students and their bright future ahead. It is humbling and overwhelming at the same time when I look at the summit where SIBM Bengaluru stands today. The dedication of each member who has had a hand in shaping this college’s destiny is truly remarkable and a source of inspiration for all of us. Two years of engaging academic rigour, challenging students’ initiatives and tremendous opportunities in the industry provide an exceptional learning experience at SIBM Bengaluru. No frontier shall remain uncharted once the students set their eye on their goal. My wishes and high hopes always remain with the institute and I am sure that the beacons of change will make us proud as the able leaders of tomorrow.”

MESSAGE FROM THE VICE CHANCELLOR

Dr. Rajani Gupte, the Vice Chancellor of Symbiosis International University [SIU], Pune has done her Ph.D in Economics from the reputed Gokhale Institute of Economics and Politics, Pune. She has more than 30 years of rich work experience in teaching and research at various prestigious institutes like Loyala College, Madras, Gokhale Institute of Politics and Economics, Pune. She was a Founding member of Symbiosis Institute of Foreign Trade, SIFT in 1992 (now Symbiosis Institute of International Business, SIIB) and was Director of SIIB from 2004 – 12. She was instrumental in establishing SIIB as one of the leading B-Schools in India, and in starting innovative niche programs at SIIB in Agribusiness and Energy and Environment. Under her leadership, SIIB was the first Institute under SIU to start a Dual degree program with a German University and several active International collaborations. She has been a visiting faculty at the Oakland University, School of Business Administration Michigan, USA.



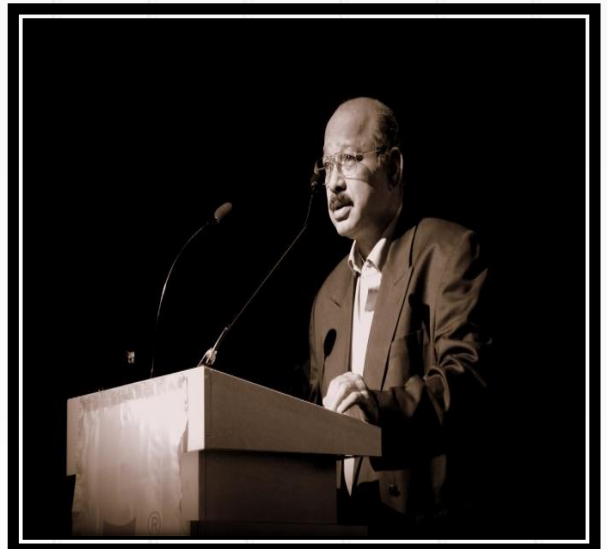
MESSAGE FROM THE DIRECTOR



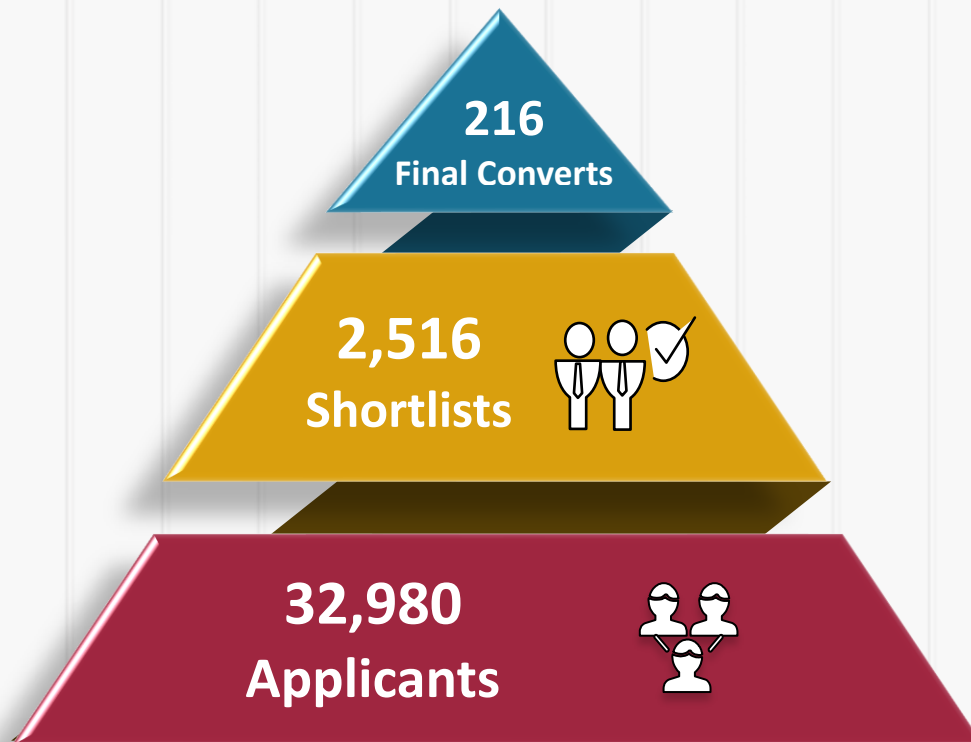
“Today, we are in an era where business is driven by knowledge and innovation. Many market leaders in the past have perished as they failed to understand the changing dynamics of the global industry and the increasing interdependencies across business functions. So continuous learning and innovation has become imperative to sustain and grow in this competitive environment. The MBA programme at Symbiosis Institute of Business Management, Bengaluru is specially designed to meet such challenges. It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the conventional and think innovatively. With the state of the art infrastructure and high academic rigor, Symbiosis Institute of Business Management, Bengaluru is an appropriate destination for management education.”

MESSAGE FROM THE DEPUTY DIRECTOR

“Prof A. Vidyasagar, Deputy Director SIBM Bengaluru
It is with immense pleasure and great pride that we introduce SIBM Bengaluru which has emerged as one of the most reputed B-schools of the country. We involve corporate in all areas right from being panel members of our admission selection panel, curriculum review panel and also in teaching different subjects related to various spheres of management. We thank all our corporate patrons for being with us and extending their full support with their active participation in our endeavour to prepare the future business leaders. Our strong focus on academic rigor with vibrant industry interaction helps our students to acquire various skill sets and fosters a culture which will help them in competing, collaborating and eventually conquering the corporate world. With this note we invite corporates to SIBM Bengaluru to feel the difference of conscious, deliberate and dynamic training coupled with the commitment of our students.”



The Journey



Students from every corner of country undergo a trial by fire over a period of 3 months before making it to SIBM B. Every year thousands of aspirants fight for a few coveted seats at this esteemed institution. This rigorous selection procedure starts with Symbiosis National Aptitude Test (SNAP), one of the most popular test among MBA aspirants. It tests students on their Quantitative Skills, Analytical and Logical Abilities, Reading Comprehension and Verbal Skills along with General Knowledge. Students with huge potential of becoming successful managers pass through these comprehensive evaluations to make it to the next stage of selection – The GE-PI-WAT.

One of the most efficiently conducted processes across B schools begins in the month of February spread over 7 days which gives time for extensive evaluation without missing out on any talent. The process focuses on various attributes of a manager. These multiple evaluations at different stages help us in tapping into the best students from the entire nation.

Explore Ideas

Orion



Orion is an annual research journal of SIBM Bengaluru, which helps students to showcase their analytical skills & critical reasoning. As future managers, it is this clarity that will give students an edge over others and gain a place for them in the corporate world.

Some of the papers published by the students are as listed below:

1. Identifying Lending Opportunities for Marketplace Lending Platforms in Automobile SME Segment by *Jatin Sethi*
2. A Study on the Resurgence of Private Equity of in India by *Neha Samant*
3. Artificial Intelligence – The New Face of Corporate World by *Mili Jhaveri and Samruddhi Shelkhande*

Some of the papers published by the teachers under 'Perspectiva' are:

1. The Regional Manager's Revenge – A modest proposal by *Mohan Gopinath*
2. The Love Hate with Innovation- A case of Apple by *Aadithyaa and Vijay Prakash Misra*

SIBM B Publications and Research Centre (SPaRC):

SPaRC is an initiative to inculcate an environment of good quality research at SIBM B. The research centre aims at providing a platform to engage and encourage faculty and students in doing good quality research through continuous involvement in their research projects. The idea behind the centre is to provide all possible support at the institution level to increase research output.

Bloomberg Terminal



The aim is to put their knowledge into action and make more out of the markets. It is a tightly integrated experience with a proprietary keyboard and monitors that enhance the features and functionality of the Bloomberg Professional Service. 7 More Bloomberg terminals are added, taking the total to 8 terminals to ensure that more and more students get its exposure.

“Three students (Bloomberg Champions) are doing their internship with Bloomberg for a period of six months.”

Harvard Business School Case Studies

SIBM Bengaluru has a tie-up with Harvard Business School Publishing in offering courses to students who have enrolled for an MBA course with the institute. The courses offer a comprehensive introduction to each subject area and allow students to build a solid foundation for business education.

The knowledge that students imbibe from these case studies help them garner a much more pragmatic and realistic of time and the course.

Leadership Opportunities



Extracurricular and co-curricular activities at the institute are organized by various student driven committees and clubs at Symbiosis Institute of Business Management, Bengaluru.



Life Outside Academia



These twelve clubs not only act as a stress-buster for the students, but also facilitate knowledge impartation as they cover curricular as well as non-curricular activities. With the motto of transforming individuals into well versed and well-informed managers, clubs help them de-stress in their long run for their future endeavours.



Delve Deeper

Special series of lectures, value added courses, workshops and guest sessions from Industry and academics are also arranged from time to time to enrich the learning environment of the institute.

Training programmes are arranged to enhance the employability of the students.

First Year at MBA

Semester 1

- Business Statistics
- Microeconomics
- Basics of Financial Management
- Financial Accounting
- Marketing Management
- Organizational Behaviour
- Operations Management
- Legal Aspects of Business
- Corporate Social Responsibility
- Business Communication
- Technology in Business
- Integrated Disaster Management
- Global Business Environment

Semester 2

- Strategic Management
- Financial Management
- Human Resources Management
- Research Methodology
- Macroeconomics
- Cost Accounting
- Marketing Strategy
- Corporate Governance and Ethics
- Entrepreneurship
- Business Analytics
- Operations Research

Second Year at MBA

Marketing

- Sales and Distribution Management
- Marketing of Financial Services
- Consumer Behaviour and Insights
- Business Analytics for Marketing
- Brand Management & Communication
- Retail Marketing
- Services Marketing

Finance

- Commercial Banking
- Derivative Markets
- Financial Statement Analysis
- Mergers & Acquisitions
- Security Analysis & Portfolio
- Corporate Valuation
- Financial Modelling
- Behavioural Finance

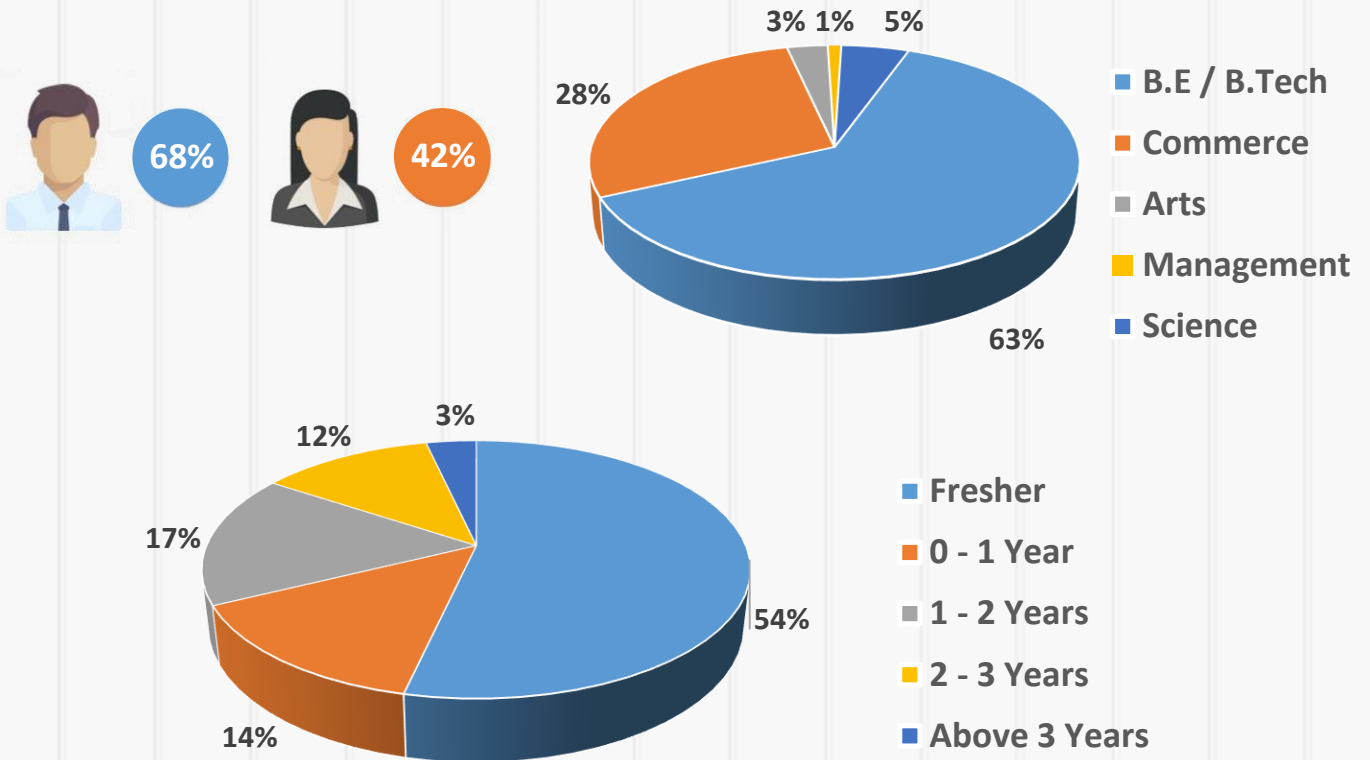
Human Resources

- Talent Acquisition and Retention
- Organizational Development and Change
- Industrial Relations and Employment Laws
- Compensation and Reward Management
- Competency Based HRM and Management Systems
- Taxation
- HR Scorecard and Analytics

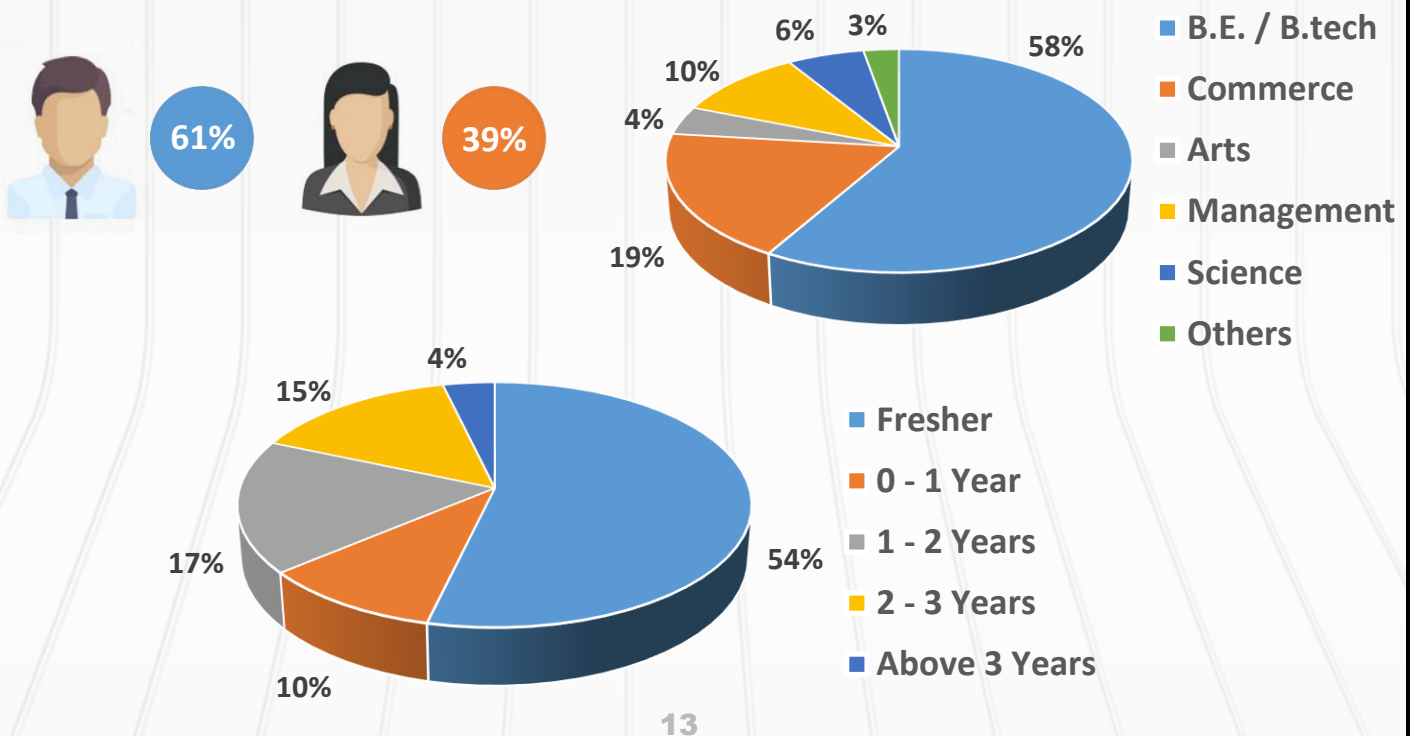
Operations

- World Class Manufacturing
- Total Quality Management
- Purchasing & Materials Management
- Supply Chain Management
- Advanced Services Operation Management
- Project Management
- Conflict and Negotiation
- Pricing

Batch of 2018-2020



Batch of 2019-2021



Final Placements

Regular recruiters like **Accenture, Amazon, Capgemini, Credit Suisse, CRISIL, Cummins, Dell, Deloitte, Genpact, Infosys, ITC, JPMorgan, Maruti Suzuki India Limited, MTR Foods, Tata Motors, and Thoucentric.**

First time recruiters included prominent Brands like **AB inBev, Bisleri, Cadila Pharmaceuticals, DHL Supply Chain, McAfee, Reliance Broadcast Networks, Thoughtworks, and Trafigura.**

With 100% Placements and Continuous increase in the highest and the average package, the Batch of MBA 2017-2019 witnessed an increase in the number of PPIs/PPOs reflecting industry's growing faith in the MBA Program at SIBM B.



Summer Internship

The batch of MBA 2018-20 witnessed a wide array of companies for internships comprising of a healthy mix from all the four specializations namely - Human Resources, Finance, Marketing and Operations.

Companies offered a range of sought-after and niche projects in domains such as **Financial Analysis, Financial Development Program, Global Credit Analyst Program, Data Analytics and Research, People Operations, Talent Acquisition, Learning and Development, Consumer Behaviour Market Research, Trade Marketing, B2B and Institutional Sales, Sales Operations, Supply Chain Management, Purchase and procurement** and more.

Students also work offline on internships called as live projects lasting from 2 -8 weeks which make them more employable and industry ready. We have engaged in several Live Projects from business such as **Britannia, ITC, McDonalds, YES Bank, Randstad, P&G, Wildcraft, Benetton Group, OYO Rooms, Arvind Lifestyle Brands.**

Highest Stipend	INR 1,62,000
Average Stipend	INR 47,000



Corporate Talkies



CREDIT SUISSE

“Innovative group of students. Bright and intelligent bunch of excited kids.”

Hemant Sethia (Vice President- HR), Credit Suisse



“I had an amazing time. The students were really interactive and the hospitality was excellent.”


Rohan Kumar (Head- Channel Sales), Wildcraft



Coca-Cola

“Thank you for having me over. Was a pleasure and grateful for the engagement of the group.”

Vijayanti Margassery (National Head- Organizational Effectiveness), Coca-Cola



“SIBM-B has always been surprising their limits with every new batch.”


Chetan Tolia (Chief HR Officer), Tata Power



UB

“Amazing audience. Infectious energy and extremely receptive! Had a lot of fun!!”

Sandeep Balan (Head- Digital Marketing), United Breweries Ltd.



“Great interaction with students and an amazing experience. Thank you so much for the opportunity.”

Sonaal Puri (Director- Recruiting), Salesforce



Expedia

“Superb energy and extremely pertinent and knowledgeable questions. Appreciated heavily.”

Student Achievements

Shobhit Garg (Director, Market Management, Indonesia),
Expedia

Name	Position	Type of award	Event Name	Hosted by
Joel Yesuratnam	National Finalist	-	LaunchPad	IIM Calcutta
R.Sriram	National Finalist	-	LaunchPad	IIM Calcutta
Anmol Bhatt	Runners Up	8,000 Cash & Certificates	Dhruva 2.0	IIM Trichy
Nikita Rastogi	Runners Up	8,000 Cash & Certificates	Dhruva 2.0	IIM Trichy
Sukanya Anand	Runners Up	8,000 Cash & Certificates	Dhruva 2.0	IIM Trichy
Disha Chhabria	1st	Cash	Thinkpiece	IIM Trichy
Karan Champaneri	1st	35,000 Cash & Certificates	Atharva	TAPMI
Kritika Narayan	1st	35,000 Cash & Certificates	Atharva	TAPMI
Anurag Bardia	1st	12,000 Cash & Certificates	Ingisense	SIIB Pune
Arpit Jhaharia	1st	12,000 Cash & Certificates	Ingisense	SIIB Pune
Akshit Kalia	1st Position	Cash-20000(cheque), Trophies(1)	Arthyudh(Marketing)	Christ University
Ravish Chhabra				
Aarti Agarwal	1st Position	Cash + Trophy=30000	Infinity Finance	SCMHRD
Abhijit Nair				

Corporates on Campus

- **Mr Flavia Rodrigues, Regional Talent and Organizational Effectiveness Advisor, Akzonobel**
- **Mr Hirak Mehta, Director – Head of Asia and India Regulatory Function, Barclays**
- **Mr Kulwinder Singh, Chief Communication Officer, Cadila Pharmaceuticals**
- **Mr Ganesh S, VP Human Resources, Citi Bank**
- **Mr Rahul Ligade, AVP – Shared Services Transition, Coca-Cola**
- **Mr Rajeev Kapoor, Vice President, Dell Financial Services**
- **Mr Divik Saxena, Director – Business Analytics and Research, Fidelity**
- **Mr Dhruv Talwar, Head – Brand Strategy, Godrej**
- **Mr Utkarsh Bandi, Executive Director, JPMorgan Chase and Co.**
- **Mr Mahesh Medhekar, VP – Human Resources, Mercedes Research and Development India**
- **Mr Kaushik Mitter, Vice President - HR, Reliance Industries Limited**
- **Ms Vijayanti Margassery, General Manager, Samsung**
- **Mr S Ravi Kant, CEO – Watches and Accessories, Titan**

Vedi Veni Vici



Corporate Excellence

NIKHIL MALHOTRA
People Transformation and
India Master Black Belt
AB InBEV - BU India
Batch of 2011-13



Entrepreneurship

ANAND BHATE
Director
Jeevan Anand Builders
Batch of 2012-14





**Rahul Hota
(2013-2015)**
Writer,
director and
founder
member of
“Them Boxer
Shorts”.



**Jyoti
Maheshwari
(2010-12)**
Assistant
Manager, Financial
Services
Regulatory
Advisory - Deloitte
Middle East



**Varun
Gupta (2009-
2011)**
Founder,
Director for
Max
Marketing



**Sweta
Jobanputra
(2009-11)**
Executive
Director of Pune
Based Lemon
Grass
Restaurant Pvt



**Apurv Dhingra
(2008-10)**
Assistant Vice
President,
Credit Suisse



**Lourdes Soares
(2012-14)**
Founder at
SABRCARE



**Kuldeep R
(2011-13)**
Managing
Partner with
Based Gifting
360.

Events



Utopia: International Festival



Alchemy: Management Conclave



Samaagam: The Alumni Meet



Utthaan



Revelation: Flagship Event



TEDxSIBMBengaluru

Let's Connect



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