



SYMBIOSIS CENTRE FOR MANAGEMENT AND HUMAN RESOURCE DEVELOPMENT



CORPORATE
BROCHURE 2019
BUSINESS ANALYTICS











ABOUT SCMHRD:

SCMHRD is one of the premier management institutes in India which has accomplished a rare feat of becoming the youngest B-school to appear in the top 20 B Schools of the country. A unique feature that makes SCMHRD stand apart is its rich academic curriculum and pedagogy that not only caters to the ever-evolving requirements of the industry but also fosters the entrepreneurial mind set of the students. The institute bears testimony to mammoth achievements by its students who have proved their mettle by receiving offers from some of the most privileged recruiters of the country and winning prestigious corporate competitions. As an institute, SCMHRD has been successful in pooling the best blend of students and faculty, with varied levels of expertise thereby constantly pushing boundaries in the sphere of management education.

Initially comprising five prominent disciplines of Finance, Marketing, Human Resources, Operations and Infrastructure Management as its specialization offerings, SCMHRD has now included Business Analytics, a two year program, which perfectly bridges the gap between managerial understanding of business processes and knowledge on statistical data and forecasting. With its varied offerings, the institute has been consistently driven towards achieving excellence and holistic development of the students ensuring them an illustrious career in their area of expertise.

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SUMMER PLACEMENTS

IMPORTANT DATES

Pre Placement Talks
Mid August onwards

Summer Placement Week
September

MESSAGE FROM LEADERSHIP ▶



Dr. Pratima Sheorey
Director SCMHRD, Pune

SCMHRD, with its unique academic and student driven culture, has produced professionals who inspire with their professionalism, leadership, and innovative thought process. This is largely due to the exhaustive and dynamic curriculum at the institute. In a scenario where change is the norm, our strategy to prevail hinges on a continual exploration and consequent capitalization of new avenues in management education. The objective of the institute is to become a centre for management education that enjoys global repute, an institution that sows seeds of creativity in the young minds, and encourages excellence and perfection in every sphere of activity.

In its twenty six years of establishment, SCMHRD has trained young minds to take cognizance of problems and identify opportunities therein. The institute lays special emphasis on imparting education that nurtures the students into prominent professionals who possess a high degree of rectitude thereby transforming them into leaders of high caliber.



Dr. Gurudas Nulkar
Placements Head
Faculty Coordinator

VISITING FACULTY



ABHINAV SINGH
Co-Founder, CloudxLabs
Ex-Byju's, Hashcube Technologies



AMIT UPADHYAY
CEO & Co-Founder, Equiskill
Ex-Citi, Amazon, GE



FAKHRI SARJAN
MD & Chief Risk Officer,
Barclays Germany
Ex-Deutsche Bank, ABN AMRO



JIMIT DOSHI
Head - Data
Commercialization, InMobi



RATNAKAR PANDEY
India Head – Data Science and
Analytics,
Kabbage Inc
Ex-Citi, Target, Texas Instruments



SHANTANU DEO
Vice President - Data Science, Credit Suisse
Ex-Cognizant, IBM, Qualcomm



SANTOSH PATIL
Associate Director,
MarketsandMarkets
Ex-Corporate Renaissance Group,
Volkswagen



SHWETA MANI
Co-Founder & COO, HealYos
Ex-Swell Enterprise, IMS Health



**SUBHASHINI SHARMA
TRIPATHI**
Co-Founder & Chief
Data Scientist, Pexitics
Ex-Citi, Standard Chartered, GE



RAMESH ADAVI
Mentor and Investor,
Lean Rounds
Ex-Siemens Information Systems

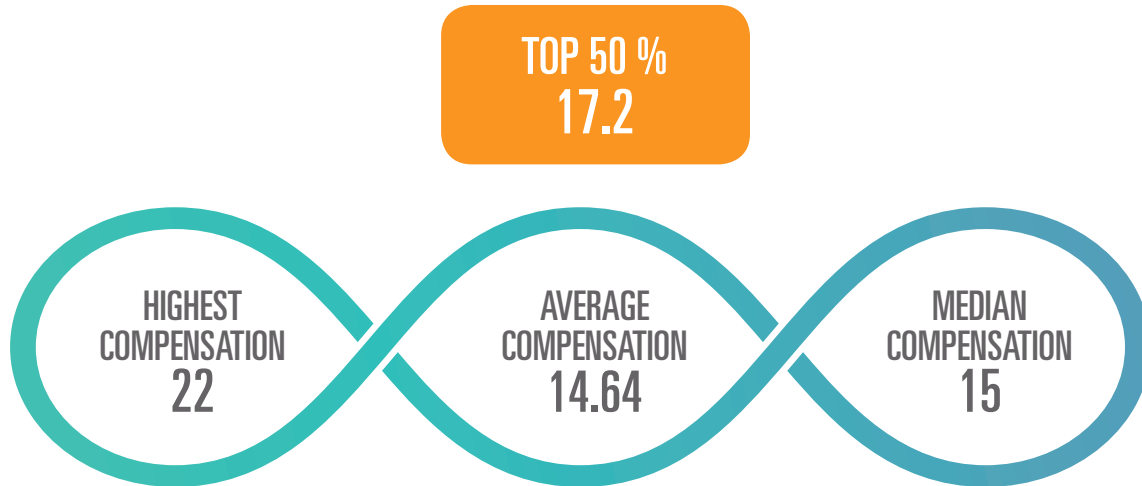
LIVE PROJECTS



Project	Description
Tweetathon 2017, Reliance Jio - Digital Marketing	Generated content for creating strong digital footprint and impression of Reliance Jio on the internet with the help of various social media platforms
Leisure Delight - Digital Marketing	Devised digital marketing strategy for a tourism-based start-up to create strong digital footprint for targeted demographics in India
Application of IoT in heart rate monitoring device	Blood pressure monitoring device designed for predictive analysis of anomalies identified as per the determined KPIs
Sentiment analysis of people who perform Yoga	Sentiment Analysis of cancer survivors basis their daily experiences after Yoga sessions to understand Behavioral Patterns
Sentiment Analysis - Voice to text conversion	Sentiment Analysis for the customers availing loan basis voice to text conversion to forecast sales
Career Lifecycle Management	Market Research, Quantitative Analysis & Survey Questionnaire Design to chart career lifecycle of employees
Market Research for Electric 2 wheeler launch in Pune for Avan Motors	Product requirement gathering for B2B sales from Business Unit Heads and fleet owners to generate market awareness for Target Segments & develop targeted product strategy

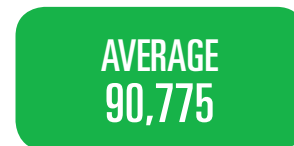
FINAL PLACEMENT RECORDS FOR THE BATCH OF 2017-19 (IN INR LACS) ▶

HIGHLIGHTS:



SUMMER PLACEMENT RECORDS FOR THE BATCH 2018-20 ▶

SUMMER STIPEND:



* All figures in INR lacs for two month duration

OUR ESTEEMED RECRUITERS

IT/ITES

Capgemini
Gain Insights
Kellton Tech
Wipro

E-COMMERCE

ShopClues

CONSULTING

Kantar Group
Tiger Analytics

CONGLOMERATE

Reliance Industries

AUTOMOTIVE/ENGINEERING

Bajaj Auto
Mahindra CIE

HEALTHCARE/PHARMA

Boston Scientific
UHG Optum
Cipla

BFSI

AB Capital
Aditya Birla Capital
DHFL Pramerica
Early Salary
Flexiloans
RenewBuy
SamFin
SMEcorner
YES Bank

MANUFACTURING

Cummins
Mahindra & Mahindra

TECHNOLOGY

Brillio
ECOLAB
Fluidech
Huawei
Optymyze

OTHERS

Culture Machine
Maersk GSC
Today's Dental
OYO Rooms

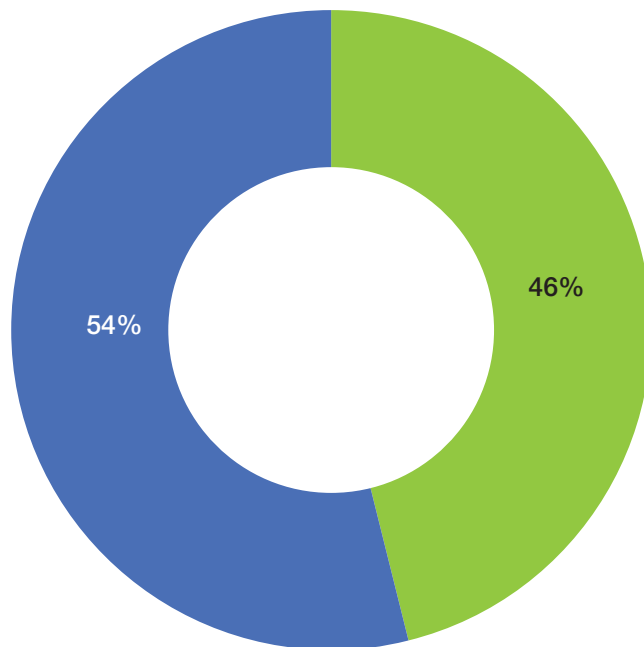
ANALYTICS

Abzooba
Aspect Ratio
Bridgei2i
Brillio
Dunnhumby
Fractal Analytics
Kabbage
Kantar MillwardBrown
LatentView Analytics
Mu Sigma
NanoBI Analytics
Pexitics

FMCG

Nivea

WORK EXPERIENCE

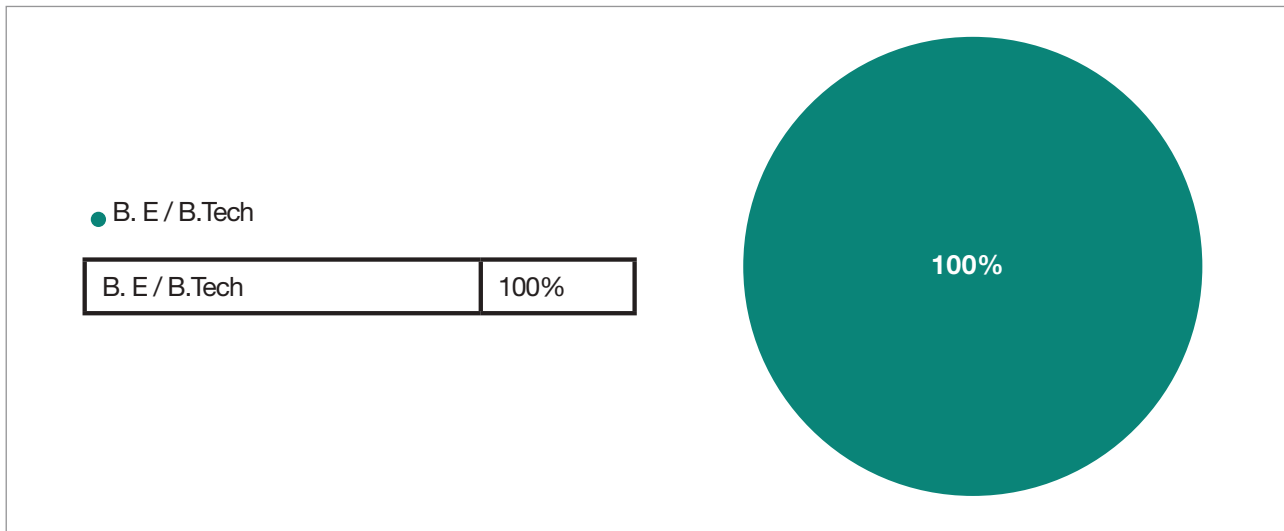


● 24-36 Months ● Greater than 36 Months

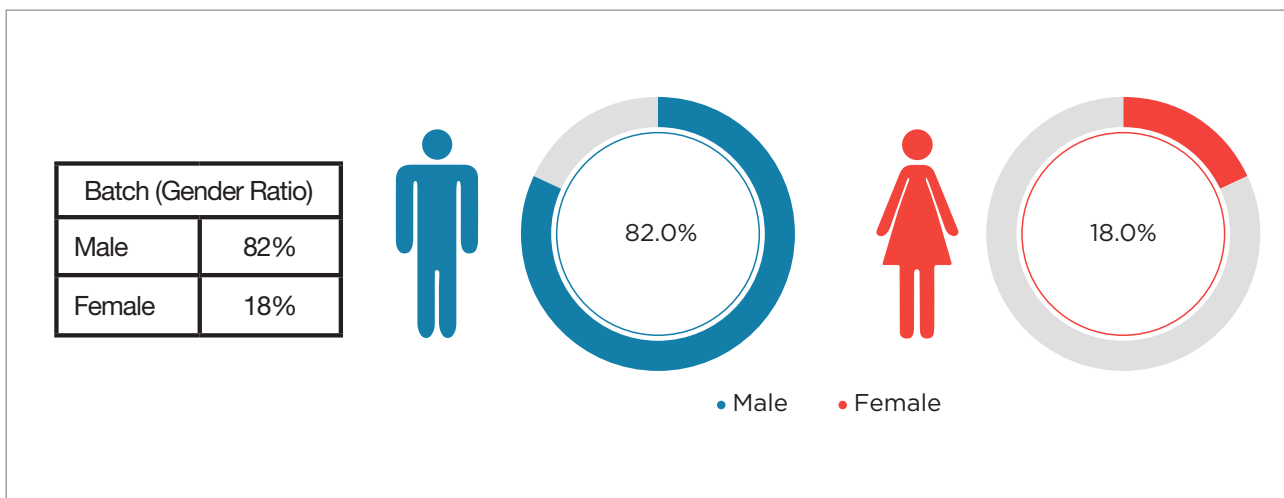
24 - 36 months	46%
Greater than 36 months	54%



EDUCATIONAL BACKGROUND



GENDER RATIO BATCH OF 2019-21



STUDENT AWARDS & ACHIEVEMENTS 2018-19



Yes FutuREady Scholar 2019 Winners	Colgate Inner Circle 2019 National Winners	The Ultimate Pitch 4.0 2019 National Finalist	Titan Elevate 2019 National 2 nd Runners-Up
Tata Mindrover 2019 National Finalists	Godrej Loud 2018 National Winners	Mahindra War Room 2018 Gold Tier	ITC Interrobang 2018 Winners
Cummins Redefined 2018 National Finalists	Nestle Ingenium 2018 Winners	RB Global Challenge 2018 Regional Finalists	YES Transformation Series 2018 National Semifinalist
Infosys Ingenious 2018 National Runners-Up	Titan Elevate 2018 National Runners-Up	ABG Head Start 2018 National Finalists	DCM Future On 2018 Winners
	Mahindra Rise 2018 National Semifinalists	Barclays Nimble 2018 National Finalists	



PLACEMENT PROCESS

The students of SCMHRD are offered the best profiles in top-notch companies across industries. Furthering its commitment to bringing in more transparency and professionalism to the entire placement process, SCMHRD now adheres to Indian Placement Reporting Standards (IPRS) and the placement data is audited by the reputed firm CRISIL.

The dynamic curriculum, top-of-the-rung faculty, live projects, regular interaction with the industry experts, specially designed corporate courses and hands-on consulting experience prepare students to deliver their best every time. This encourages many top companies to visit SCMHRD during every placement season.



PRE PLACEMENT TALKS

Companies are invited on campus to conduct Pre-Placement Talks before the placement week commences, for both final and summer placements. This gives students a clear idea of the profiles and projects being offered. This also gives the companies a chance to interact with the batch and gauge it.

If a company is unable to visit the campus for such an interaction, its presentation can be mailed to the placement cell, which takes the responsibility of making it reach the concerned students.




SUMMER PLACEMENTS

At the end of the first year, every student undergoes a two-month Summer Internship in an organization to obtain experience of the corporate roles they want to fit in. Students work on live projects and help the company get an insight into the talent pool available in the college. In addition to the Summer Internships, the institution also accommodates Winter Internship Programs in collaboration with the industry as per their requirements, for second year students.

Summer Placement PPT's Commencement	Mid August 2019 onwards
Summer Placement Commencement	September 2019*

*Tentative dates





SCMHRD was conceived a quarter century ago, with an idea to lay the foundations for an institute that would train the nation's leaders by dispensing quality management education. In this time, SCMHRD has made great strides by providing its students with sophisticated infrastructure to complement the erudite faculty, and has carved a niche for itself in management education. The institute has sculpted astute minds who have exhibited remarkable business acumen and have contributed to the stellar reputation that the institute enjoys today. Scaling great heights by figuring among the top business schools in the country in just 26 years of its existence, SCMHRD is a phenomenon that promises to amaze for years to come.



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under Section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade (3.58/4) | Awarded Category - I by UGC

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