



TM

**BITSOM**

**BITS SCHOOL  
OF MANAGEMENT**

**SUMMER INTERNSHIPS  
PLACEMENT REPORT**

**CLASS OF 2021-23**



## DEAN'S MESSAGE



I am happy to share the very first placement report for the BITS School of Management, BITSoM. This report is for summer internship placements which we recently concluded. All students who participated in the process have been placed, and will join their respective organisations for the two month internships in April and May 2022.

We have made a strong start for an institute in its first year. Many top companies visited our campus, and we received positive feedback on the quality and energy of our founding class. We thank our corporate partners for their enthusiastic support. Many more recruiters whom we are in conversations with have committed to participate both in final placements and in next year's internships. We are confident of an even stronger showing next year.

**Dr Ranjan Banerjee**  
**Dean and Professor - Marketing**  
**BITSoM**

# STELLAR GLOBAL FACULTY

Inspired learning with a faculty from among  
the world's best B-schools



## **Ranjan Banerjee**

Dean and Professor - Marketing, BITSoM  
(Teaching Design Thinking)



## **Leena Chatterjee**

Professor of Organizational Behaviour, BITSoM  
(Teaching Leading Self and Teams)



## **Cait Lambertson**

Professor of Marketing  
Wharton Business School  
(Teaching Marketing Research and Methods)



## **Devdutt Pattanaik**

Mythologist, Author, Illustrator, Consultant  
(Teaching Culture and Business - A Mythology Toolkit)



## **Dhananjay (Dan) Gode**

Professor of Accounting  
NYU Stern School of Business  
(Teaching Business drivers for Industry)



## **Gerard George**

Professor of Management,  
McDonough School of Business  
(Teaching Foundations of Entrepreneurship)



## **Luis Martins**

Professor of Management  
University of Texas Austin



## **Mark Finn**

Clinical Professor of Accounting  
Kellogg School of Management  
(Teaching Financial Accounting and Decision Making)



## **Nirmalya Kumar**

Professor of Marketing  
Singapore Management University  
(Teaching Advanced Marketing Strategy)



## **Rajagopal Raghunathan**

Professor of Business  
University of Texas Austin  
(Teaching Consumer Behaviour)



## **Shamika Ravi**

Former Director of Research  
Brookings India  
(Teaching Micro Economics)



## **Soumitra Dutta**

Professor of Management  
S C Johnson College of Business, Cornell  
(Teaching Digital Business and Innovation)



## **Vera Tilson**

Associate Professor of Operations University  
of Rochester  
(Teaching Operations Management)



## **Ziv Katalan**

Adjunct Professor of Operations  
Wharton Business School  
(Teaching Decision models and Uncertainty)

\* This is only a partial list of faculty.

# PREPARED FOR LEADERSHIP

Designed by academicians and industry experts, the 1600+ hours MBA programme is designed for long term career success

## DISTINCTIVE SPECIALISATIONS

### TECHNOLOGY EMBEDDED IN EVERY SPECIALISATION

Entrepreneurship and Innovation

Finance and Investing

Ecommerce and Digital Leadership

Leadership and Strategy

Marketing and Consumer Insights

## SET UP FOR LONG TERM CAREER SUCCESS

### Winning at the Workplace (WAW)

- Personal Growth & Transformation
- Smart Problem Solving
- Whole Brain Thinking
- Influence and Persuasion

and 400+ hours more of WAW courses

### Individual attention

- Personal Development Plan
- Mentorship by industry stalwarts
- Placement Readiness Programme

### Immersion at LBS

- Cross-cultural context
- Workshops with start-ups
- Network with LBS students

London  
Business  
School

# FOUNDING CLASS PROFILE



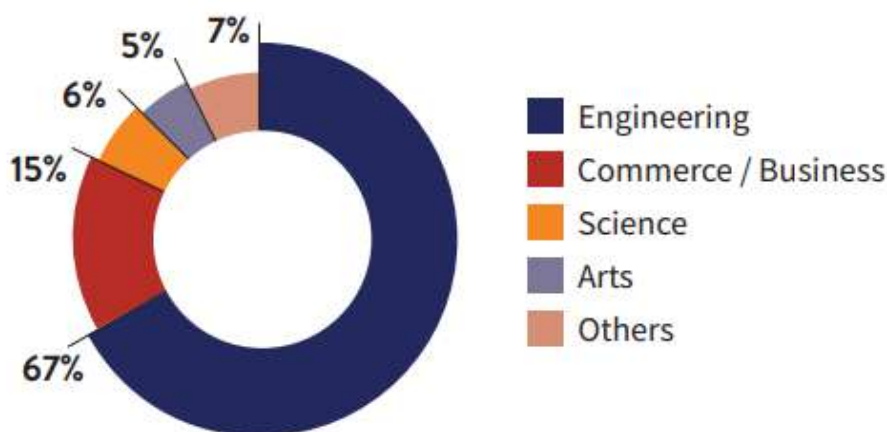
TOTAL STUDENTS

WOMEN  
35%

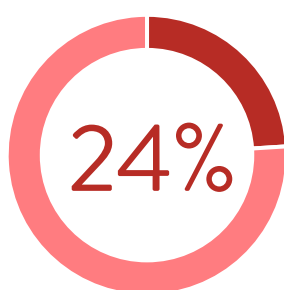


MEN  
65%

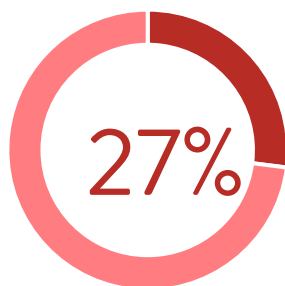
## ACADEMIC BACKGROUND



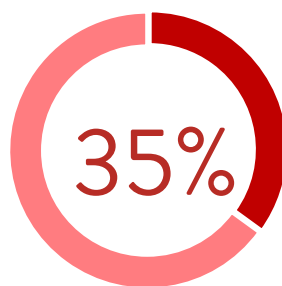
## WORK-EX DISTRIBUTION



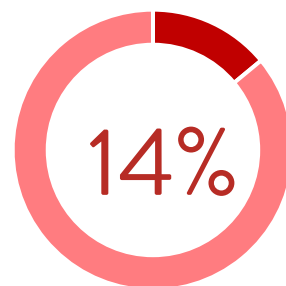
FRESHERS



< 2 YEARS



2 - 4 YEARS



> 4 YEARS

# SUMMER INTERNSHIP PLACEMENT HIGHLIGHTS



**141**

OFFERS  
MADE

**132**

PARTICIPATING  
STUDENTS

**132**

STUDENTS  
PLACED



AVERAGE STIPEND

**161,610**

**301,538**

AVG STIPEND  
TOP 10%

**261,712**

AVG STIPEND  
TOP 30%

**229,280**

AVG STIPEND  
TOP 50%

**NOTE: STIPENDS ARE FOR THE TWO MONTH INTERNSHIP,  
AND IN INR**

# 50 RECRUITERS FOR SUMMER INTERNSHIPS

## CONSULTING & GENERAL MANAGEMENT

ADITYA BIRLA GROUP	ARTHUR D LITTLE	BAIN & CO
DELOITTE	EY	KEARNEY
KORN FERRY (HAY GROUP)	KPMG	PWC
ZS ASSOCIATES		

## BANKING, FINANCIAL SERVICES AND INSURANCE

AVISTA ADVISORY	AXIS BANK	CERVIN VENTURES
EIGHT CAPITAL	FINNOVATION	ICICI BANK
ICICI PRU AMC	LIGHT MICROFINANCE	SOMERSET INDUS
TATA CAPITAL	TRANZMUTE	WAY2WEALTH
YES BANK		

## FMCG/CONSUMER PRODUCTS

BAJAJ CONSUMER CARE	CEAT	THE HERSHEY COMPANY
HINDUSTAN UNILEVER	LEGRAND	NESTLE
NIVEA	PIDILITE	TATA CONSUMER PRODUCTS
VODAFONE IDEA		

## TECHNOLOGY, E-COMMERCE & MEDIA

AIRMEET	CISCO	HT MEDIA
KNIMBUS	L&T INFOTECH	MAKEMYTRIP
MOGLIX	OYO ROOMS	TTEC

## OTHERS

ARKA ENERGY	BIRLA ESTATES	GENPACT
LEGATO	MORE RETAIL	PI INDUSTRIES
TAFE	TIIVRA	

# CAMPUS GLIMPSES







**BITSOM**

BITS SCHOOL  
OF MANAGEMENT

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