

XLRI IN NEWS

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बी-स्कूलों में ई-कॉमर्स का जलवा

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Consulting continues to rule roost at B-school placements

VIRAJ PUNJIA & M. S. SANKARAN
Ahmedabad/Mumbai, 15 February

The consulting sector has emerged as the top recruiter in B-schools this year. Consulting firms recruited 30 per cent and 23 per cent of the total batches of Indian Institute of Management - Bangalore (IIM-B) and IIM Kozhikode (IIM-K), respectively. Among non-IIM B-schools, such as SP Jain Institute of Management & Research (SPJMR) and XLRI, too, consulting companies maintained a dominant presence. At SPJMR, 17 per cent of the batch was placed in top consulting firms such as the Boston Consulting Group, Capgemini Business Consulting, and KPMG, among others. E-commerce and finance were the other two top recruiters at B-schools this year.

Placements at XLRI saw banking, financial services and insurance and consulting firms recruiting in large numbers with 40 per cent of the business management students being offered roles in finance and consulting domains.

While IIM-B, IIM-K, XLRI and SP Jain have concluded their placements, IIM Ahmedabad (IIM-A) concluded the first cluster of its final placement process. The firms that participated in Cluster I of IIM-A were from international trade, investment banking and markets, management consulting and private equity, and venture capital and hedge funds. At IIM-A, Accenture Strategy made the highest number of offers — 21 (including pre-placement offers) in Cluster I. Finance firms offered roles in investment banking, private equity, venture capital and capital markets across functions and geographies.

At IIM-B, Amazon and Snapdeal made 17 offers each. Flipkart, Urban Ladder, Askeniazaar, Hopscotch, CarTrade, Proptiger, QuickCommonFloor and Otagabi were the other recruiters from e-commerce space.

IIM Kozhikode placed 347 students par-

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न्यूज़

बी-स्कूलों में कम हो गए फॉरेन ऑफर

इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट सहित देश के अन्य मैनेजमेंट संस्थानों में इस बार छात्रों को बेहतर प्लेसमेंट मिला है। अधिकतर संस्थान सौ फीसदी प्लेसमेंट हासिल करने में सफल रहे हैं और छात्रों को पिछले वर्ष के मुकाबले पैकेज भी 10 से 25 फीसदी तक ज्यादा मिला है। लेकिन छात्रों को मिलने वाले फॉरेन ऑफर्स की संख्या में कमी आई है। आईआईएम, बेंगलूर और कोझिकोड में विदेशों के जॉब ऑफर में करीब 40 फीसदी कमी आई है। अहमदाबाद और कलकत्ता के आईआईएम संस्थानों में अभी प्लेसमेंट की प्रक्रिया चल रही है, लेकिन वहां भी विदेशों के जॉब ऑफर कम मिल रहे हैं। एक्सएलआरआई, एमडीआई और अन्य प्रमुख संस्थानों में भी इनकी संख्या कम हुई है या पिछले साल के स्तर पर बनी हुई है। एक्सपर्ट्स का मानना है कि इसका एक बड़ा कारण देश का बेहतर आर्थिक माहौल और स्टार्टअप की बढ़ती तादाद है।

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E-commerce steals the show at B-school campuses

ON A HIRING SPREE

E-commerce steals the show at B-school campuses

E-commerce steals the show at B-school campuses

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NEWS IN BRIEF

XLRI achieves 100% placement

JAMSHEDPUR, FEB 10 / — The XLRI (Xavier School of Management) has achieved 100 per cent placement for its current outgoing batch of 2013-15. This was the largest batch to ever sit for final placements in the history of XLRI, an XLRI release said here. The final recruitment process saw participation from 106 candidates, inclusive of 45 new recruits, and 321 offers were made for a batch of 300 students over a period of 3.5 days, the press release said.

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People Manager

The role of Human Resources (HR) personnel is not just to recruit people, but also be in sync with the organisation's business goals. **Drashti Datta** speaks to experts about the

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A GOOD YEAR FOR B-SCHOOLS

An increase in the number of recruits visiting the B-School campuses this season has given placements a positive tone. **Prachi Bhatnagar** gives a low down on the rising program, salaries offered, and new job opportunities.

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How online certificates can upskill you

Online courses may not get you your first job, but by upgrading your skills, they will give you an edge over peers.



CHANDRALEKHA MUKERJI

In a competitive jungle, only the best survive. If you don't upskill, you might not last very long. While attending classes and taking up a full-time course may not be suitable if you are already employed, an online course can help you.

A question of credibility

The USP of MOOCs is that they offer quality education at no cost. While an on-campus 5-day certificate program in finance or operations from the Institute of Business will cost you ₹75,000, a six-week online course from Wharton in these subjects is available for free. However, attending these modules does not make you an alumnus of the university. Hiring managers, therefore, do not assign very high weights to these courses, signifying high value to these courses.

What you can learn online for free

INSTITUTE	COURSE	DURATION
Harvard University	Computer Science	Self-paced
MIT	Statistics, Programming	4 weeks
Stanford University	Probability - The Science of Uncertainty	25 weeks
Columbia University	Service Learning Law	17 weeks
Yale University	Sustainable Development	Self-paced
Wharton, University of Pennsylvania	Financial Markets	6 weeks
Wharton, University of Pennsylvania	Marketing	8 weeks

Why you may opt for them

Online courses are not substitutes for a qualification you may need to land your first job. However, recruiters look at these courses as skill enhancement tools. For instance, big data analytics is an expanding business domain, but you will only find online courses that offer certification on the subject. For instance, in April 2014, IIT Delhi offered a 9-week certificate course on Web Analytics. It was a free course on Coursera.org. It does not offer any such regular course.

These certificate courses are used to rank candidates who have been shortlisted for a job. Says Agrawal, "So they help you gain an edge over your peers."

Agarwal warns that if you view these programs as an instant guarantee for a better job, they will be disappointed. It's better to think of MOOCs as something that will pay off over time.

MOOCs can also be a cost-effective upskilling tool for those trying to join the workforce after a break. "They bring immense value, particularly in the senior living space where knowledge acquired 10-12 years ago may be

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XLRI achieves 100% placement

The XLRI (Xavier School of Management) in Jamshedpur has achieved 100 per cent placement for its current outgoing batch of 2013-15, the largest batch in its history.

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XLRI Management school achieved 100% placement

The XLRI (Xavier School of Management) has achieved 100 per cent placement for its current outgoing batch of 2013-15. This was the largest batch to ever sit for final placements in the history of XLRI, an XLRI release said. The final recruitment process saw participation from 180 candidates, including 45 new recruits, and 131 offers were made for a batch of 100 students over a period of 3.5 days, the release said. The median salary offered to the batch is ₹11 lakh per annum, while the maximum is ₹12 lakh per annum. The HRF said consulting firms recruited the Business Management students were offered roles in the domains of Finance and Consulting. XLRI's unparalleled reputation for its Human Resource Programme was clearly visible as the HR students secured coveted job offers across sectors viz. Consulting, FMCG, General Management and other sectors in large numbers.

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PG DIPLOMA IN BUSINESS
MANAGEMENT

The Xavier School of Management (XLRI), announces admission to the Post-Graduate Diploma in Business Management (PGDM-BM) programme for working executives and business owners. The three year, part-time, evening programme, approved by AICTE, imparts the rigor of a full-time programme through 900 plus hours of class room interaction. The last date of receipt of application with payments is February 28, 2015.

The programme has been designed to accommodate working professionals to pursue the course without hindering their professional engagements. The class timings are scheduled during late evenings and weekends, thereby providing breaks in-between terms and reducing academic work-load during financial year endings.



The fees of the programme amounts to ₹10 lakhs, is payable in installments as decided by the institute. The classes are scheduled to commence from the third week of May, 2015.

Candidates having three years Bachelors degree or equivalent in any discipline recognised by a university or a deemed university and a minimum work experience of two years in supervisory or executive role in organisations or a business owner as on April 30, 2015 are eligible to apply for this programme.

Applicants are not required to take XAT or any common

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Foreign Job Offers
Dip in Top B-Schools

Devina Sengupta & Sreeratha D Basu

Mumbai: The placement report card of top B schools in India shows them scoring poorly in one subject — international job offers.

Offers for foreign posts have dipped by 39% in IIM Bangalore and 40% in IIM Kozhikode.

Placement teams say the increased excitement around India and reduced US and Europe profiles have led to students opting to stay within the home turf.

"India is becoming a nerve centre for many companies. There were some cases where a student had a choice of two job locations; one abroad, and the student chose a domestic option," said Sankarshan Basu, chairperson, Career Development Services. "Also, no job offers have come in from Europe and that has also led to a decline," he added.

At IIM Bangalore, international offers have dropped from a high of 41 last year to 25 this time. In one of the prominent IIMs, Bank of America did not hire for their global postings this year. Two inter-

Global Offers at Top B-schools

B-school	2014	2015	% Chg
IIM-Bangalore	25	41	-39
IIM Kozhikode	15	25	-40
IIM Lucknow	11	11	flat
XLRI	2	2	flat
IIM Indore	5	5	flat
MDI	2	2	Flat

With India growing at 7.5%, opportunities to scale up or join startups is more in the domestic market. And given the competitive salaries offered, students will let go of global posts

ROHIN KAPOOR, Senior manager at Deloitte India

national firms Kadence International and NMC Healthcare that recruited nine students last year didn't participate this year, said another IIM placement team member. They informed the campus that they did not have suitable requirements. "The global economy is yet to pick up and those that hired last year would have realised that the market has not grown as fast as they had expected, so there is no aggressive hiring from India this time," said Rohin Kapoor, senior manager at Deloitte India who tracks the education sector. Also, with India growing at 7.5%, opportunities to scale up or join startups is more in the domestic market. And given the competitive salaries offered, students will let go of global posts, added Kapoor. At IIM Kozhikode, interna-

tional offers have gone down from 25 to 15. A.F. Mathew, chairperson — placements said that there were firms which had decided not to recruit. "A couple of others showed interest but by the time they came, everybody on campus was already placed."

"Global teams prefer to hire locally or have a job transfer from India than come to college campus for that one odd student," a placement team member of IIM Indore said.

"Getting visa clearances and costs incurred are not worth all the trouble." The college managed to get five international offers, the same as last year.

Others including IIM Lucknow, XLRI, IIM Indore and MDI have managed to maintain status quo. Companies that have offered international placements in top B-schools of India include Aditya Birla Group, Godrej Industries and Allied Companies, Avnish Group & Dett Test for roles in general management, HR and operations.

IIM Calcutta is on its final leg of placements and IIM Ahmedabad has just started. Offers for foreign posts are likely to be lower here too.

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Flipkart, Amazon big campus recruiters with banks
New job trends at XLRI

OUR CORRESPONDENT

E-commerce clicked as significant recruiter at XLRI, which completed its placement season for 300 students of the 2013-15 batch, even as traditional sectors such as consulting and finance, communication and networking, FMCG, media and others came to the campus like every year.

The 300 students — 178 business management students and 122 human resource management ones — received 321 offers from 108 recruiters last week.

There were 45 new recruiters this year in the campus placement tenure from February 3-6.

But, this year, over 8 per cent of the batch got recruited by e-commerce and start-up companies. The share was just around 4 per cent last year.

"The FMCG sector has



Students register themselves at TEDxXLRI on Tuesday.
Picture by Bhola Prasad

the past. But, trends point towards the financial sectors and there is a rise in e-commerce company hires, which is a good sign," said Prateek Rastogi, another student from the placement committee.

Amazon, Flipkart, Quikr, ShopClues and Uber were some of the e-commerce/

Amazon and Flipkart together made more than 15 offers.

Recruiters from the banking, financial services and insurance included biggies such as Axis Bank, Citibank, Crisil, Development Bank of Singapore, Goldman Sachs, HSBC, ICICI Bank, Standard Chartered and Yes Bank.

sectors included Set India, Star TV, HT Media, Airtel, Ericsson, Vodafone, Philips, Samsung and others.

Though the premier B-school did not disclose the highest package received by students due to the institution's policy decision, it divulged that the median salary of the batch stood at Rs 17 lakh per annum and the minimum package offered was Rs 12 lakh a year.

"It is the institute's decision not to make the highest offer public. Therefore, we can't disclose it. To compare packages with other B-schools, we have mentioned the least that has been offered. It is from last year that we decided not to disclose the highest package," said Atin Agarwal, a member of XLRI placement committee.

This is the largest batch in XLRI so far. The class of 2012-14 had 285 students

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E-comm Cos, Startups are Hot Picks at Top B-Schools
One in nine students from the 2013-15 batch of 11 top B-schools to join these firms even as offers from companies in this space have gone up by 120% in a year

THE BUZZ ON CAMPUS

Sreeratha D Basu & Devina Sengupta

Mumbai: Students at India's top business schools are making a beeline for e-commerce companies and startups, lending credence to the emergence of the sectors as the hottest new career destination. One in every nine students from the 2013-15 batch across 11 of India's top B-schools will be joining an e-commerce firm or startup after they graduate as compared to just one in 18 students in the 2012-14 batch, according to data ET has collated from these schools. Importantly, offers from the e-commerce/startup space have gone up by 120% over the past one year alone. All these schools have completed their final placements.

The colleges include the Indian Institutes of Management at Lucknow, Kozhikode and Shillong, Jamnalal Bajaj Institute of Management Studies, SP Jain Institute of Management and Research, International Management Institute (IMI), Xavier School of Management, Xavier Institute of Management, Bhuvaneshwar, SVKM's Narayana Institute of Management Studies, Management Development Institute (MDI) and Symbiosis Institute of Business Management.

"This is just how the IT industry was in the initial days. First it attracted only the engineers and then when operations increased, they needed managers from top B-schools to expand," says Sharad Sharma, angel investor and former head of Yahoo India R&D. A similar twenty to join these new-age companies was seen across the Indian Institutes of Technology in December. IIM Bangalore started its final placements on February 10 and placement sources told ET they are confident that offers from them will jump by at least 30% from last year. IIM Ahmedabad and IIM Calcutta are yet to begin their final placements.

Some of the top recruiters from B-schools include Snapdeal, Flipkart, Olacabs, Housing.com and Amazon (see graphic, 'Startup Sweep'). Others include AlgaBazaar, CommonFloor, ShopClues, UrbanLadder, PlayGamedex, Zovi and Uber.

The Startup Sweep

2015 ■ 2014

Total students across 11 top B-schools

2,959 ■ 2,762

Students offered jobs by e-commerce companies and start-ups

323 ■ 147

120% jump in offers made for batch of 2015 as compared to batch of 2014

INSTITUTES

IIM-L, IIM-M, IIM-S, XLRI, XIM-B, SIMS, NMIMS, MDI, IMI, SP Jain, JBIMS

The buzz to join these firms has been noticed by traditional recruiters too. "There is definite pressure and we are watching this year," says P Thiruvengadam, senior director for human capital at consulting firm Deloitte.

Indian mobile payments and e-commerce platform Paytm, which saw Alibaba acquiring a 35% stake in its owner One97 Communications just last week, has also made an emphatic debut on campuses.

THE RECRUITMENT SCENE

Top recruiters at B-schools: Snapdeal (240), Flipkart (150), Olacabs (100), Paytm (100), Housing.com (75) and Amazon.

E-commerce companies like Amazon and Snapdeal are offering 117-122 lakh and matching domestic offers by the consulting majors. Salaries, however, vary with profiles.

SP Jain: 23% of the students have offers from this sector as compared to last year's 13%.

XLRI: The percentage of students with offers from this industry doubled to 8% from last year. IIM Shillong saw a five-fold increase in students to 11 and MDIAMS saw the jump from 8 last year to 25 this time.

MDI Gurugram: Close to 90% of the batch will join this space as compared to around 6% from last batch.

Olacabs: The company is planning to quadruple its intake at B-schools.

Pushpendra Priyadarshi, chairperson, placement, IIM Lucknow: "They have the funds, the appetite to hire and are offering really challenging profiles. Most are giving Europe," he says.

Hectic start-up activity, big ticket fund raising and an increasing cool quotient among students have all contributed to this surge in hiring. In 2014, big e-tailers including Snapdeal, Flipkart among others raised over \$3 billion in funding. That's not including investments in early stage startups by VC funds which amounted to \$2.1 billion across 1,100 deals, an increase of 47.7% from 2013 when VC funds invested \$1.4 billion across 749 deals.

"It's not just that new recruiters have joined the flock. Older recruiters in this space have also increased numbers," says Kanwal Kapil, chairperson — placements, MDI Gurugram.

The start-up mania is catching up in consulting firms too and almost all leading firms — McKinsey, BCG, Bain, AT Kearney — have lost talent to the new ventures, says a source.

In the past few months, just McKinsey has hired more than 50 McKinsey consultants. VC firms like Rocket Ventures have also targeted consulting talent. When Rocket Ventures wanted to start FabFurnish, its online furniture store, the firm picked up Vikram Chopra, an ex-McKinsey consultant, Mehul Agrawal from BCG and Vaidhar Agrawal from Bain to kickstart operations.

Consultants are finding favour with start-ups because they are used to being dropped into new clients, most times in adverse situations involving multiple variables, and rely on data-driven problem-solving approach, something that can be critical in new ventures.

"The value proposition that consulting firms offered to the best of talent still stands," says Arindam Bhattacharya, CEO, BCG India. The kind of personal development and challenges that consulting as a profession offers is unparalleled, he says, citing dealing with client problems across the value chain, working closely with the C-suite, thinking through big decisions for large companies and so on. Also, the compensation jump for top talent as they rise through the ranks is the still the best, he adds. "We are a people-centric profession, maybe we just need to sharpen the value proposition a bit more."

It plans to hire 100 students across B-schools, at salaries between Rs 16 lakh and Rs 20 lakh across operations, merchant acquisitions and product management.

"There's a huge buzz around e-commerce and startups," says

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XLRI Achieves 100% Placement
JAMSHEDPUR: The Xavier School of Management (XLRI) has achieved 100% placement for its current outgoing batch of 2013-15. This was the largest batch to ever sit for final placements in the history of XLRI.—PTI

