



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



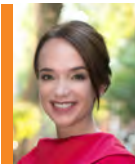
Ranjan Banerjee

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)



Piyush Kumar

Associate Professor, Marketing
Terry College of Business, Univ of Georgia
(Teaching Digital Strategies for Business)



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



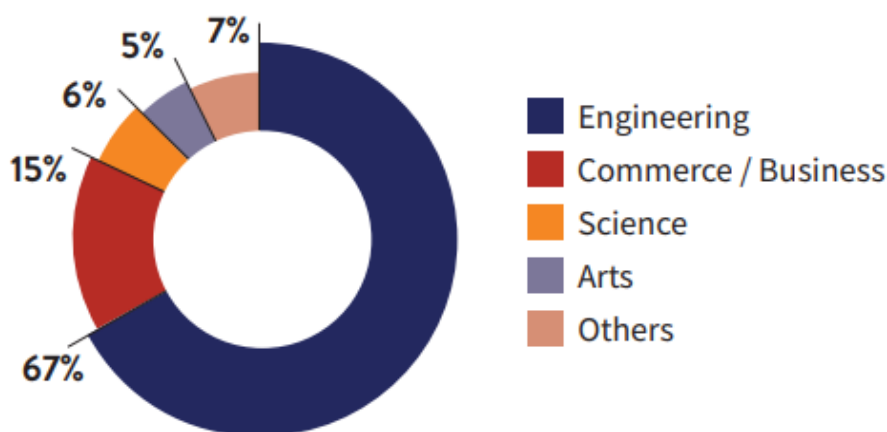
TOTAL STUDENTS

WOMEN
35%

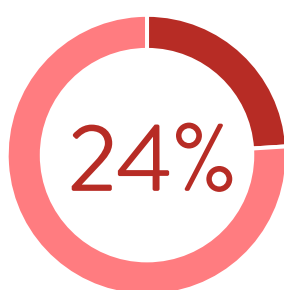


MEN
65%

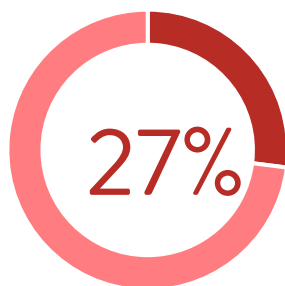
ACADEMIC BACKGROUND



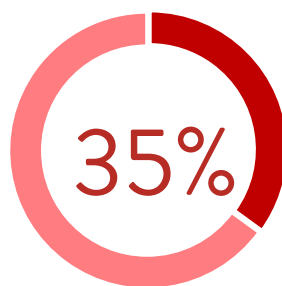
WORK-EX DISTRIBUTION



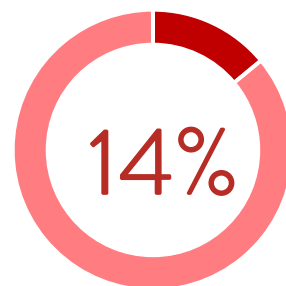
FRESHERS



< 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





8th Floor
Hiranandani Knowledge Park
Powai, Mumbai – 400076

www.bitsom.edu.in

