CONTENTS

03. Board of TRUSTEES
04. Chairman’s Message
05. Campus Director’s Message
06. ITM Milestones
09. Campus LIFE
11. Faculty
13. Academic Programme
15. PGDM Curriculum
17. STATISTICS
19. STUDENT PROFILES FINANCE
24. STUDENT PROFILES Marketing
33. 2017-19 Batch Details
39. Guest Lectures / Workshops List 2017
40. Placements at ITM-Warangal
41. Some of our Distinguished Alumni
42. Prestigious Alumni
46. Student Internships
51. Student Testimonials
53. Recruiters
Board of TRUSTEES

The Management Team

ITM Business School is managed by a dedicated team of professionals, who bring extensive academic and industry experience to spearhead the mission of launching professional managers.

Management Team at ITM Business School, Bangalore

Dr. Sarita Iyer
Director

Prof. R. Srikumar
Assistant Director

Dr. P.V. Ramana
Founder & Chairperson

Dr. P.V. Ramana served in senior executive positions as MD in TTK Group and as a Chief Executive in Grasim Group. He secured the Academic Collaboration of New Hampshire College to offer MBA and MS program in India leading to the establishment of the first ITM program in Mumbai in June 1991. The ITM Trust was founded in September 1993. He is also a highly reputed Management Consultant and has served as President of Bombay Management Association (1998-99).

Mrs. P. Lalitha Ramana
Managing Trustee & Vice Chairperson

Mrs. Lalitha Ramana has had over 15 years of experience as an International Education consultant and has represented many of the world's top international universities in India. She has had significant experience in student counseling and was instrumental in the establishment of key international academic collaborations for the ITM Group.
At ITM Business School, we have imbibed the philosophy of continuous growth, both in terms of the quality of educational inputs and the capabilities of our graduates. As educators, we want to enrich students with the skills and flexibility to thrive in any dynamic economy. We are essentially transforming ITM Business School to meet the changing demands of a global economy. Developing students’ entrepreneurial leadership continues to be the focus of our curriculum. Through two years of intensive training, practical exposure and research based teaching; ITM students are poised to embrace the realities and complexities of high performance business with ease. ITM has been a pioneer in launching the iConnect Core Program. The radically different part the iConnect Core is a 5-month industry internship in which the students are placed with companies to work on specific projects. This initiative embedded in our curriculum, equips our students to meet the market challenges of the competitive global economy. We are continually impressed and inspired by the positive contributions our alumni, students, and faculty are making in the region and beyond. Regularly, students have applied their learning to integrate the economic, social, and environmental improvements to communities across the globe. Our students have been successful in bringing opportunities to local and global communities through projects that address financial literacy, sustainability, market economics and many more.

Best Wishes  
Dr. P.V. Ramana  
Chairperson  
ITM Group of Institutions
Dear Stakeholders,

An Educational institution has a pivotal role to play in building the Core Competencies as well as the Foundation of the Student, strengthen the community around and the Country at large therefore it is a job of tremendous responsibility when the stakeholders of that Institution are slated to perform myriad roles as in case of a business school like ITM Bangalore.

In a World where change is a buzzword and innovation and Sustainability is the basic necessity, ITM Bangalore teaches its students to ingrain innovativeness as a way of thinking that governs every aspect of their thought process thereby converting them into Managers Par Excellence. The Curriculum is crafted with an Eye to Detail under the guidance of leading Industry Giants and the Academic Gurus. The Institution enjoys Complete autonomy, both Strategic and Financial which enables us to be a step ahead of our Counterparts.

At ITM Bangalore we recognize that latent talent can be sculpted only by the perfect blend of business awareness and corporate exposure. To foster the same we have constant interactions with various business leaders and global managers from the corporate world which makes the students Corporate Ready. The Life Skills that we impart and the Plethora of activities we undertake opens up vistas for creativity and innovation in our Students.

ITM Bangalore Students are a combination of the Right Attitude, combined with the Requisite Skills and are equipped with Intensive Knowledge. The students are nurtured in a vibrant cosmopolitan culture in and it is this very competitive spirit and all round Development that gives them an edge over their Peer Group. We strongly inculcate and instill high level of Morals and a good Value System preparing them to be Ethical Leaders of tomorrow. We are moving towards attaining increased acclaim and credibility, and earning the Goodwill of top recruiters in the country.

At ITM Bangalore “Dreams become a Reality”
I proudly present to you a “B-School with a Soul.”

Dr. Sarita Iyer
Director
MBA, MMM, MS, MPHIL, Ph.D
ITM MILESTONES

ITM Group of Institutes has crossed many milestones, emerged as a highly reputed, globally recognized Business School since its inception in 1991. Our next milestone is to place ourselves among the world's leading Management Institutions by 2020.

- ITM B-School founded, was amongst the first private, non-aided business schools in India.
- ITM Coastal Institute of Technology and Management
- ITM Institute of Fashion, Design and Technology
- ITM Executive Education Centre
- ITM Institute of Financial Markets
- ITM Global Leadership Centre
- ITM Institute for Hotel Management
- ITM Institute of Health Sciences

1991

1992 to 1994
- Campuses in Bangalore, Chennai and Warangal.
- ITM Executive Education Centre

2002

2003

2008

2009
- ITM Coastal Institute of Technology and Management
- ITM Institute of Fashion, Design and Technology
- ITM School of Culinary Arts, Mumbai
- ITM College of Engineering, Nagpur
- ITM SIA Business School, Dombivli

2010 to 2011

- ITM Institute for Hotel Management

2013

- ITM Skills Academy partners with NSDC

2012

- ITM University in Raipur

2014

- ITM Vocational University, Gujarat
- ITM University Online

2016
ITM Business School, Bangalore is a part of the ITM Group of Institutes. Founded in 1991 by Dr. P.V. Ramana, ITM is a not-for-profit, charitable trust. ITM Business School has grown from a single B-School in Mumbai to a network of 5 B-Schools located in Bangalore, Chennai, Navi Mumbai, Warangal and Hyderabad. ITM Business Schools and our flag-ship ITM PGDM program are approved by the AICTE, Ministry of HRD and ITM Business School, Bangalore ranked among the Top 25 Business Schools in India. Each ITM Business School campus is a convergence of academic excellence, technology and learning innovation, set in a spacious, learning focused habitat. Our programs are delivered by dedicated groups of highly qualified core faculty, with extensive industry experience.

Other Institutes within the ITM Group are:
- ITM Global Leadership Center
- ITM Institute of Financial Markets
- ITM Institute of Hotel Management and Hospitality
- ITM Executive Education Centers in Mumbai, Navi Mumbai, Chennai and Hyderabad.
- Asian School of Business, Hyderabad
- ITM School of Health Sciences, Mumbai
Our Campus

Mission
To reach among the top 25 B Schools in the country with Industry-relevant Programs with emphasis on traditional Indian values and Culture. To sensitise the young Managers to the problems of the Under-privileged and Environmental factors. To make them as responsible and committed citizens. In short, Our Mission is to make “every young Manager a good citizen and a successful manager”.

Vision
To provide innovative management education comparable to International standards at affordable cost, keeping Indian culture and ethos in mind.

- A 24X7 Institution imparting high quality and industry relevant management education based on Indian culture and ethos with discipline, hard work and integrity on core values.
- Continuous interaction with industry professionals through Guest lectures, Seminars, Workshops and Guest dinner lectures to prepare the students for the high and exacting standards of corporate career.
- Training a new breed of managers who are sensitive and caring to the environment and people’s problems—highly committed and motivated.
- To expose the students to young and successful diaspora to build up self-confidence and a feeling of ‘I TOO CAN DO IT’
- High speed brandboard connectivity in a Wi-Fi enabled work environment with 24 hour access.
- Exposing the students to internationally known management experts through organizing special seminars and workshops.
The Pedagogy

ITM-B believes in developing an individual with strong fundamental and conceptual skills and capability, combined with a deep sense of ethical values and social responsibility. We emphasize that individuals should experience the simulated environment of the corporate world of decision making.

Accordingly, the learning process involves extensive classroom instructions, case analysis, individual and group projects. The curriculum and the depth of coverage are at par with that of the top B-Schools in the country.

The curriculum is supplemented through active interaction and participation of students, corporate guest lecture every week end and industrial visits. Apart from this, the recent developments in each of the specific areas are discussed, using articles from reputed, national and international journals.

At ITM, we strongly emphasize on project work which involves extensive and in depth study of a specific topic involving research or field work. Periodic presentations by individual student and groups are conducted to enhance presentation and communication skills.

To bridge gap between theory and practice relevant and contemporary case studies are extensively used to expose students to the corporate culture and practices in a complex setting to make appropriate decisions.

Continuous evaluation is being done through assignments, quizzes and class tests along with soft skills training to fine tune the students.
Campus

A perfect blend of fun and learning is what defines life @ ITM in a single sentence. The academic block boasts of auditorium, seminar halls and spacious classrooms accommodating 60 students at one time and is access orized with the latest Technology viz, LCD Projectors, Wireless Internet. Spread over 3.5 acres of lush green campus along with well furnished hostels and administrative building ITM-Bangalore provides the apt homely ambience for high intellectual pursuit.
Library
The Library continues to offer a ‘hybrid library’ service, combining paper and electronic resources as appropriate in each subject area. The Library meets the challenge of providing an integrated infrastructure for research, by expanding the digital library and at the same time safeguarding the print collections that still underpin research in many subjects. It is well stocked with 23127 books, both general and specialized, around 100 national and international journals, 80 video titles 250 compact discs, the library represent the facial point of all intellectual activities in the B school.

Computer lab and internet
State of the art development lab, ERP lab, application lab & the internet lab with Pentium 4 and multimedia capacity nodes and high-end servers on a LAN for imparting education. It is compulsory for all students at ITM to own a laptop individually as part of the curriculum.

The internet is fast emerging as an essential tool in modern business education. ITM Business School Bangalore has made no compromises, asserting this belief that internet is more a knowledge base than a mere communication tool. The class rooms and reading rooms are networked to enable the effective use of laptops. Apart from this the entire functional areas are Wireless networked with high speed 4 Mbps leased line in the ratio of 1:1.

Software
A stock of genuine application software, support software and system software, ERP packages, Application tools, Multimedia kit and CBTs provide a cutting edge for knowledge enrichment. Facilitation - ITM-Business School, Bangalore is a new generation business school that...(same as last year) Silicon...(can be kept same as last year)

Entrepreneurship Cell : INNOVISION, an initiative by ITM Business School-Bangalore, is a platform for young minds planning for an Entrepreneurial venture.

Clubs & Activities
Apart from a conducive academic environment for the intellectual development, the various conduits and committees for a myriad of activities ensures a streamlined process which contributes towards augmenting the all round personality of Itmites, the various clubs are.

Finance Club (Finwiz)
This is not just a club but the “Cradle of Finance” at ITM, bustling with activities throughout the year. The cell strives to facilitate the understanding of global finance and business issues to assist in the development of future business leaders. The club also provide students, networking opportunities with faculty, alumni, and business leaders, providing a multitude of leadership opportunities.

Marketing Club (Markz)
Its not just a marketing club its one of the most happening cells of the college with activities all round the year. The cell works with the prime objective of developing and nurturing the required skills and talent of the budding managers to understand the nitty- gritty of marketing. Some of the activities conducted by the cell are seminars, panel discussions, workshops, ad-designing, business plan presentation, product launch etc. The cell does not restrict itself to pure marketing events but focus on activities pertaining to live situations being faced by the industry.

Other activities involves entrepreneur cell which strives for creating not only entrepreneurs but future business leaders, it also conducts seminar and guest lectures by established business leaders and entrepreneurs. Conducting business quiz, debate, panel discussion and case study presentation are other rigorous activities which are religiously followed in ITM. Industrial visit, corporate dinner also form a part of our ITM life which gives us a true taste and grooming to venture the corporate world.

Sports
“Success is the ability to go from failure to failure without losing your enthusiasm.”- Sir Winston Churchill and this enthusiasm is inculcated through various sports activities like football, cricket, volleyball and badminton held in the campus. Sport and games provide a refreshing break from the hectic schedule and rigors of academia. Competition is intense and the levels of enthusiasm are high. Senior-Junior Interaction

This is based on the mentor-mentee concept the PGDM Batch 2 acts like a friend and guide to the newly incepted curious PGDM- Batch. It starts with various activities like talent hunt, debate, business quiz, extempore, presentation, signature campaign and ends with the long waited fresher party.
**Events and Fests at ITM – Bangalore**

- CONFEDERATION OF INDIAN INDUSTRIES (CII) Conducted Quiz competition “INQUIZZITE” on the 9th of September 2014 at the Bangalore Campus
- Farwell Batch 2013-15 14th March 2015
- Inauguration of Batch 2015-17 on 4th July 2015.
- Orientation Week for the Batch 2014-16 organized between 1st of July to 5th of July 2014
- Nirvanaa Inter College Marketing Fest organized on the 18th & 19th of Dec 2015
- Farwell Batch 2014-16, on 2nd April 2016
- Convocation of Batch 2014-16 on 18th June 2016
- Inauguration Ceremony of PGDM Batch 2016-18 on 23rd July 2016
- Orientation Week for the Batch 2016-18 organized between 25th to 30th of July 2016

**Alumni**

ITM is mini India in the truest sense of the term. It has students coming from almost all the states of India, and few also from foreign countries. Its mix of nationalities, cultural backgrounds, academic and professional experiences makes ITM one of the most exciting and enriching business schools in the country. This nineteen year old institute has a very strong alumni base which provides the much needed industry interaction for the students. The alumni also form the core of placement activities, both for Final and Summer placements.

**Industry Internship Project**

For most students an industry internship project is their first window to the corporate world. It is mandatory for all postgraduate students to do at least one 5 Months Industry internship project as part of their two year full time PGDM program. A good corporate environment ensures an appropriate motivation for students and acts as a springboard for successful careers. The list of organization that have accepted our students for their projects include many of the leading companies across the country.
Honor & Accolades (Achievements)

- Students Umesh Lakhmani and Gautam Mehra won first prize in the event Brand India held at ITM Chennai on 5th December 2014 in the event Manaquest.

Extracurricular Activities

- “Celebrate the “Drona” in you – GuruUtsav, A faculty development program + management fest for GURU’S was happened in ITM Bangalore on 25th November 2016
- “You don’t have to be a doctor to save life” - ITM Bangalore contributed to the society by organizing blood donation camp on 6th December 2016.
- Outbound Training at RD Natures Resort on 22nd July 2017.
- National Level Conference “Noveau Dimensions in Global Growth Leading to Corridors of Excellence” was held on 18th August 2017
- Freshers day was celebrated on the 05th August
- Founder day was celebrated on the 07th October
- Management Feast “Nirvaana” 17th & 18th of November 2017

Students Participation

- Students visited the Toyota Plant as a part of Industrial Visit on 14th of September 2017.
Director
Dr. Sarita Iyer
MBA, MMM, MS, M.Phil, Ph.D

Assistant Director & Registrar
Prof. Srikumar R
B.E., MBA., M.Phil.

**Department of Marketing**

**Dr. Sarita Iyer**
MBA, MMM, MS, M.Phil, Ph.D

**Prof. Pratiksha R**
BBA, MCom. DITM, PGDM

**Prof. Seeboli Ghosh**
MBA, M.Phil, (Ph.D)

**Prof. Gayathri Desai**
B.A, MBA (Marketing & IT)

**Prof. Soumyajit Dey**
BE, PGDM
Dr. Soundararajan
B.E., AICWA, ACS, MBA, M.Phil, PGDCA, Ph.D
Prof. Balkrishn
B.A, PGDM, IIFT

**Prof. Vijay Rego**
BBM, MBA

**Prof. BK Kumar**
MBAt(IIM-A)
Prof. Amlan Bhattacharya
M.Com, MBA, PGDTM
Prof. Avichal Sinha
B.E, MBA

Prof. Sharmila Selvakumar
B.SC, MBA

**Department of Finance**

**Prof. Vijaya V**
M.Com., MBA, MA, MPhil (Ph.D)

**Prof. Vidya C M**
B.Com, (CA), MBA

**Dr. T.N Ravi**
M.Com, Ph.D

**Prof. Debadatta Ghosh**
B.Sc., MBA, CA, (Ph.D)

**Prof. Deepti Khurana**
B.COM, MBA
Dr. V.K Xavier
MA, Ph.D

**Prof. B.N Pattabhi**
M.Com, CA

**Prof. A.K. Jagannathan**
B.Sc., M.Sc (Physics), CAIIB, PGDBM

**Prof. Mahidhara Davangere V.**
MBA, MFC, MSc, DAT(UK)

**Prof. Hema D**
MBA, M.Com, M.Phil.

**Department of Human Resource**

**Prof. Ruckmani. R**
BA (Eco) MBA HR, M.Phil (HR)

**Prof. Sandhya**
PG in Communication

**Prof. Swapna H.R**
B.Com, MBA, PGDM (Hospitality Management)

**Prof. Lakshmi Raman**
B.Sc., PGDM, MBA

**Prof. Aruna Kulkarni**
B.com, MBA, M.Phil

**Prof. Suresh R**
B.A, LLB, MBA, PGDIR&PM, PGDLL

**Prof. Preethi Hegde**
BBM, MBA, M.E., DPR

**Prof. Vidhya Thakkar**
MBA (HRM), M.Phil.

**Prof. Aporajita Jain**
B.A, M.A, PGDBM, MLL&LW

**Prof. Sadhna Dash**
BSc., PGDBM
B School Rankings

• Ranked 26th Under Outstanding B-Schools of Excellence by CSR-GHRD Rankings of India’s best B-Schools 2016 & 12 in Karnataka.
• Rated A+ by Business India Magazine in the Dec 2016 Edition.
• Rated AAA by Career 360 Magazine, In India’s Top B-School, Nov 2016 Edition.
• Ranked 34th in the south zone by GHRDC 2015.
• Ranked 9th among the top B-Schools in Bangalore by Business Today 2015.
Events 2015-17

- Ms. Ivy Rossa, Founder Clock Work, Addressed the students on the Topic “Personnel and Organizational Effectiveness” with the Students of the Batch 2017-19 on the 20th July 2017.
- Ms. Lopamudra, a Fitness Freak & Fitness Coach, Addressed the students on the Topic “Importance of Staying Fit” with the Students of the Batch 2017-19 on the 20th July 2017.
- Ms. Shruthi, Founder World of Wow, Addressed the students on the Topic “Attitude for Altitude” with the Students of the Batch 2017-19 on the 20th July 2017.
- Mr. Abhiroop Rishi, CEO Fundamentum Advisors & an Alum of ITM Family spoke to the students on the Topic “Career in Management” on the 19th July 2017.
- MS. Lalita Modali, a Senior Image Consultant, Addressed the students on the Importance of “Body Language, E-mail Etiquettes, Verbal Communication” with the Students of the Batch 2017-19 on the 19th July 2017.
- Ms. LeemaBernad, who is the first President of the Image Management Professionals' Association of Bangalore, Addressed the students on the Topic “Personal Branding and Clothing” with the Students of the Batch 2017-19 on the 18th July 2017.
- Alum Guest Lecture - Mr. Aditya Prasad- Chief Evangelist Perfios, Addressed the students of the Batch 2017-19 on the Topic “Importance of personality building and participation” on the 17th of July 2017.
- Deliberations on the Intricacies of "Corporate Private Equity" by noted C.A Anuj Metha on 13th February 2017.
- Career in BFSI sector”- A motivational speech was given by Ms. MerrinBabu, HR- ICICI Bank, on 13th December -16.
- Ms. Sonali Hegde, HR- Naukri.com, has given a contemporary lecture on recruiter’s expectation from students on 2nd December.
- Deepak Justin, CEO, Deejays Inner Circle, The rock star of Toastmasters, has taken an interactive session on communication on the day of GuruUtsav held on 25th November.
- “Stay hungry and stay foolish” - Aditya Prasad, Chief Evangelist, Perfios Software, organized a seminar on “How to start a venture” on 10th November.
- Akshi Malhotra, Marketing Manager, 9 Sharp.com an esteemed Alumnus of ITM, has taken a session on “Digital media and it’s usage in corporate on 18th October.
- Prof, RSS Mani, Vive president Institutional development has addressed all the PGDM students at ITM Bangalore and delivered a talk on “Career enhancement technique “ on 19th & 20th October.
- Dr. Sahil Hanif, renowned doctor of Apollo conducted a session on “Management in hospitality sector” on 17th September.
- “Importance of Digital and Social Media Marketing in today’s life” - A contemporary session was conducted by Soumyajit Dey, Digital Lead IBM, Cloud India & South Asia on 14th September.
- “HR practices in the education sector “A contemporary session was taken by Mr. Krishnan Mysore, esteemed alumn of ITM on 18 August.
- “Stress buster with easy Yoga tips” - A session conducted by VimlaAnand, famous yoga guru, on Life style Management on 13th August.
PGDM COURSE Content

Finance
- Corporate Finance.
- Financial Markets & Services.
- Financial Modeling.
- Investment Banking.
- Security Analysis & Portfolio Management.
- Banking & Bank Management.
- Corporate Restructuring & Valuation.
- Treasury & Forex Management.
- International Finance.
- Risk Management.
- Tax Planning.
- Strategic Management.

Marketing & Digital Media
- Digital & Social Media Marketing (Our USP)
  - E-mail Marketing, Mobile Marketing
  - E-commerce,
  - Search Engine Marketing,
  - Social Media & Online PR,
  - Digital Data & Analytics.
- Consumer Behavior.
- Sales Management.
- Corporate Finance.
- Brand & Product Management.
- Integrated Marketing Communication.
- Research Applications in Marketing.
- Marketing Strategy.
- Rural Marketing.
- Strategic Management.
- Retail & Channel Management.
- Supply Chain Management.
- Services Marketing.
**Other Common Subjects:**

- Financial Accounting & Analysis.
- Marketing Management.
- Managerial Economics.
- Managing People & Organization.
- Decision Sciences.
- MIS & Business Intelligence.
- Business Communication.
- Cost & Management Accounting.
- Macro Economics & Legal Aspects of Business.
- Operations Management.
- Advance Excel & VBA.
- Research Methodology.
- Entrepreneurship.

**Human Resource Management:**

- Organizational Behavior.
- HR Lab.
- IR & Labour Law.
- Compensation & Benefit Management & Tax Planning.
- Learning and Development.
- Performance Management System.
- Strategic and International HRM.
- Organizational Development Interventions.
- Corporate Governance & Business Ethics.
- Competency Mapping & Assessment Centre.
- HR Planning, Audit & Metrics.
- Management and HR Consulting.
- Management of Change.
- ERP & HRIS.
### Batch Profile 2016 - 2018

#### STATISTICS

<table>
<thead>
<tr>
<th>Sector</th>
<th>Placed Students</th>
</tr>
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<tbody>
<tr>
<td>Marketing &amp; Digital Media</td>
<td>10</td>
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<tr>
<td>Finance</td>
<td>12</td>
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<tr>
<td>FMCG /Retail</td>
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<tr>
<td>Advt/Media</td>
<td>2</td>
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<tr>
<td>Consulting</td>
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<tr>
<td>E-Commerce</td>
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<td>Telecom</td>
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<tr>
<td>Real Estate</td>
<td>1</td>
</tr>
<tr>
<td>Sales &amp; MKTG</td>
<td>5</td>
</tr>
<tr>
<td>Insurance</td>
<td>1</td>
</tr>
<tr>
<td>Banking</td>
<td>6</td>
</tr>
<tr>
<td>Recruitment</td>
<td>3</td>
</tr>
</tbody>
</table>
Finance Profiles of 2016-18 Batch

YEAR 2

SEMESTER III
Corporate Restructuring & Valuation
Treasury & Forex Management
International Finance
Risk Management
Tax Planning
Strategic Management
Corporate Governance & Business Ethics
Career Management & Training
Entrepreneurship

SEMESTER IV
Capstone Project
Name: SUBRAJIT GOSWAMI  
NGO: Shelter  
Internship: Thomson Reuters  
IIP Project Topics: Analysing the Bond Market of European and South African Countries  
Domain: Finance

Name: BITTU JHA  
NGO: The Hope Foundation  
Internship: Sreedar Mohan And Associates  
IIP Project Topics: A Study on the Process of Tax Filing of Various Clients and the Process of Statutory Audit  
Domain: Finance

Name: ROHITH T  
NGO: Enable India  
Internship: State Street Global Services  
IIP Project Topics: A Study of year end Financial Statements of Clients of the Company and Reconciliations of Bas  
Domain: Finance

Name: SANJEETHA S S  
NGO: Enable India  
Internship: Globe Capital Maket Ltd  
IIP Project Topics: Stock Market Volatility.  
Domain: Finance
Name: GAURAV NIGAM  
NGO: Nehru Yuva kalyan Sameti  
Internship: Thomson Reuters  
IIP Project Topics: Analysing the Bond Market of European and South African Companies  
Domain: Finance

Name: KUNTAL PAL  
NGO: The Hope Foundation  
Internship: State Street Global Services  
IIP Project Topics: A Study of year end Financial Statements of Clients of the Company and Reconciliations of Bas  
Domain: Finance

Name: ANTARA BANERJEE  
NGO: Nirmala Shishu  
Internship: Globe Capital Maket Ltd  
IIP Project Topics: India Vix and Risk Management in the Indian Stock Market.  
Domain: Finance
Marketing Profiles of 2016-18 Batch

YEAR 2

Semester III
Marketing Strategy
Rural Marketing
Strategic Management
Corporate Governance & Business Ethics
Retail & Channel Management
Supply Chain Management
Entrepreneurship
Services Marketing
Career Management & Training
Digital & Social Media Marketing – II

Semester IV
Capstone Project
STUDENT PROFILES

MARKETING

Name: ABHIRUP GANGULY
NGO: Darpan
Internship: HungerBox
IIP Project Topics: As Study on Customer Awareness in Genpact (SMS) at Hungerbox
Domain: Marketing & Digital Media

Name: ADHISHTHA DEO
NGO: Enable India
Internship: Zealot Media
IIP Project Topics: A Study of Consumer Awareness of online Marketing Strategies at Zealot Media
Domain: Marketing & Digital Media

Name: AKASH BAJAJ
NGO: The Hope Foundation
Internship: Hunger Box
IIP Project Topics: A Study on Business Development Potential at Hunger Box
Domain: Marketing & Digital Media

Name: ARCHANA NAIR
NGO: Enable India
Internship: First Launch
IIP Project Topics: A Study on usage of Social Media Marketing For B2B Industry at think 201
Domain: Marketing & Digital Media
Name: PAYAL CHAKRABORTY  
NGO: Enable India  
Internship: Nest Away  
IIP Project Topics: A Study on Consumer Behaviour Mapping Rental Real State Sector for Nestaway  
Domain: Marketing & Digital Media

Name: SEJUTI GUPTA  
NGO: Enable India  
Internship: Zealot Media  
IIP Project Topics: A Study on Distinctive Digital requirements of Various Companies through Zealot Media  
Domain: Marketing & Digital Media

Name: RINTU GUPTA  
NGO: Rotaract Club of Calcutta Renaissance  
Internship: Tolu Technologies Private Limited (Gingercup)  
IIP Project Topics: A Study on Business Development Strategies at Ginger Cup  
Domain: Marketing & Digital Media

Name: SUNIT MONDAL  
NGO: Shelter  
Internship: Hunger Box  
IIP Project Topics: A Study on Customer Satisfaction in Genpact (Pritech) at Hunger Box  
Domain: Marketing & Digital Media
STUDENT PROFILES

M A R K E T I N G

Name: RUPESH SHAW
NGO: The Hope Foundation
Internship: Hunger Box
IIP Project Topics: A study on Customer Awareness in Northern trust at Hunger Box
Domain: Marketing & Digital Media

Name: MITU PHUKAN
NGO: Seva Kendra Dibrugarh
Internship: Hunger Box
IIP Project Topics: A Study on Cashless Transaction System at Hunger Box
Domain: Marketing & Digital Media
Placement at ITM

The Journey to “Success” begins at ITM Bangalore, Where Students not only get their dream companies but also best Compensation in the Industry. The Final Placement at ITM Bschool Bangalore begins in the month of November 2016. The placement process typically involves a Pre-Placement Talk followed by the visit by the companies in order to recruit students. Institute works on the fundamental principles of converting students to work-ready professionals.

Institute facilitates rigorous Pre-Placement Training Programmes compulsorily to be attended in soft skills like personality development, Resume writing, communication skills, aptitude tests, Interview technique to all students and due to change in their holistic personality development they receive at the Institute, are of significant value creators for the organizations.

The institute places special emphasis on inculcating corporate values and skills required for complex decisionmaking besides developing superior expertise on functional domains and develop skills in various stages required by Industries.

Sarvar Khan
Asst.Manager Corporate Relations
ITM Business School Bangalore.
Call @ 09844170588
Land line@ 08026580776
Student Placement Team

Archana Nair
Adhishtha Deo
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<tr>
<th>NAME</th>
<th>SPECIALIZATION</th>
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<td>Deeptha Venkatarama</td>
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## ITM Business School - Bangalore
### Batch 2015-17
#### Final Placements

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<td>Café Coffee Day</td>
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**Highest Salary**: 6,60,000 /-

**Lowest Salary**: 2,60,000 /-

**Avg Salary**: 3,90,725/-

**Total Nub of Students**: 48

**Students Placed**: 40

**Opted out of placements**: 3

**Self placed**: 5
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Our Recruiters

1. Northern Trust
2. Matrix
3. Future First
4. Ma Advertising
5. Naukri.com
6. Ocwen Finance
7. Cyber Technology
8. Altsource Business Solutions
9. Anand Rathi
10. India Mart
11. American Express
12. JBA Infotech
13. HDFC Bank
14. Ogilvy & Mather
15. Flip India
16. Genpact
17. Birla Sun Life Insurance
18. Arcel
20. Café Coffee Day
22. Citi Bank
23. Citi Financial
24. Conzerv System Pvt. Ltd.
25. Deutsche Bank
26. Dyansys India Pvt. Ltd.
27. E Clerk
28. Ernst and Young
29. Goldman Sachs
30. HSBC
31. ICICI Bank
32. ICICI LOMBARD
33. ICICI Prudential
34. JP Morgan
35. Kotak Bank
36. Kotak Securities
37. Leela Palace Hotel
38. Motilal Oswal
39. Oracle India Pvt. Ltd.
40. Pacsoft
41. Reckitt Benkiser
42. Reliance General Insurance
43. Standard Chartered Bank
44. Tata AIG
45. TCS
46. Thompson & Reuters
47. Tulip IT
48. Deloitte
49. Time. Inc
50. Shoppers Stop
51. Canon India Pvt. Ltd
52. Naukri.Com
53. Dun & Bradstreet
54. Neve Finance
55. Icici Bank
56. South Indian Bank
57. Asian Paints
58. Reliance Communications
59. TSD. Corp