



ANNUAL REPORT 2016-17

RESEARCH AND SCHOLASTIC DEVELOPMENT TEAM

SIBM PUNE

**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT,
SYMBIOSIS KNOWLEDGE VILLAGE, GRAM: LAVALE,
TAL: MULSHI, PUNE - 412115, MAHARASHTRA**

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Introduction

The Research & Scholastic Development Team (RSDT) is the research and business consulting cell of Symbiosis Institute of Business Management, Pune. We are primarily concerned with identifying, conceptualizing and executing live corporate projects and research projects that have the potential to contribute to the ever changing landscape of business management and also we are the centre for building thought leadership at SIBM Pune.

VISION

To make SIBM Pune the centre for thought leadership and a research hub among the leading B-schools in India and abroad.

MISION

To create opportunities for students & faculty to apply their knowledge through industry projects, research initiatives and to promote an environment for management consulting.

TEAM MEMBERS

Senior Team (MBA-II)

Artika Dixit	Marketing
Eeshan Bhalerao	Operations
Priyank Parashar	Marketing
Rohan Doshi (Co-ordinator)	Finance
Shobhika Singh	Marketing
Soumik Nath	Operations
Soumya Sharma	Finance

Junior Team (MBA-I)

Archishman Bandyopadhyay	Marketing
Gaurav Lulla	Marketing
Gaurav Singh	Finance
Ishaan Bahree	Marketing
Mukesh Chhabra	Operations
Naman Tandon	Marketing
Saanya Mehra	Operations
Sampurna Ray	Human Resources

Overview- RSDT 2016-2017 Session

The new academic year saw various new initiatives being taken by the RSDT with a heavy focus on the overall academic growth of the students. The session for 2016-17 began with the launch of the Dissertation competition for the students of the incoming MBA batch 2016-18, prior to their joining the college. This was aimed at preparing the students for the rigorous academic schedule of SIBM Pune and to hone their opinions on key specialization topics.

This was followed by various '**Specialization Orientation**' sessions conducted by RSDT for the new batch. The aim of these sessions was to familiarize the students with the kind of job roles and profiles that are offered in each specialization and the work that is expected out of them. The session was conducted by highly competent set of students from MBA-II who shared their own invaluable experiences and knowledge with the junior batch. A lot of pertinent queries of the new batch got resolved during these sessions and they were able to pick the correct stream for themselves.

The 'Beacon Sector Report- Volume 8' provided an in-depth review of

- Agribusiness
- Automobile and Manufacturing
- Financial Services
- Banking and Insurance
- Infrastructure and Real Estate
- IT Sector
- Marketing Brochure - including FMCG and FMCD and
- Telecom sectors.

In addition this year's journal also included an in-depth analysis of the Indian economy – Almanac on Indian Economy 2016. The report provided students as well as industry representatives a thorough review of all the sectors for the financial year 2016 with extensive data being collected and analyzed by RSDT. This journal aided the students of MBA I in their SIRP preparation and was widely appreciated by students of both batches. It also helped the MBA II batch as they went in for their final campus recruitment process.

The team continued its rigorous work on the SIRP preparatory front through the SEED program. The team collaborated with the Placement Advisory Team and conducted a series of lectures under a program named Student Mentorship Program 2016. The program involved students of MBA-II taking specialization-wise lectures for students of MBA-I based on the knowledge gained during the first year as well as the cues taken from the industry during the previous Summer Internship Program. An extension of the Student Mentorship Program was the **CV and HR blanks mentorship** wherein RSDT appointed mentors from MBA-II to review the CVs of the students of MBA-I in order to help them fine tune their CVs for the SIRP 2016. In addition to the CVs RSDT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

To aid the junior batch in their summer internship placement process, RSDT launched the '**Beacon Summers**' – a comprehensive document on the summer internship experiences of the second year students. The report was to guide the first year students on the nature of work related to each specialization, thus helping them choose the right specialization.

SEED, which is a mock GDPI exercise on the lines of the actual SIRP, was started early this year with a view on giving the students of MBA-I additional preparation time for their SIRP. The SEED was held in four exhaustive rounds. The panelists for both the GD and the PI process were a set of highly competent students from MBA II. In addition to that, our eminent alumni were invited to mentor the students for SIRP as well as to overlook the GDPI exercise. The SEED was in line with the customary preparatory checklist that was provided to the students at the start of the academic year.

Continuing the legacy of bringing in greater number of live projects each year for the students, RSDT got projects from both well established companies and start-ups to give hands on experience to the students.

The RSDT organized '**The Economics Conclave 2016**', on 16th July 2016, a gathering of the best and brightest minds from the fields of economics, public policy and finance, research and commerce. The topic for the Economics Conclave was "**India: Truly a Shining Beacon?**" The speakers for The Economics Conclave 2016 included Dr. Pradeep Apte, Lecturer, Department of Economics, Fergusson College, Pune; Mr. Frank Hoffmann, Regional Director, Indo-German Chamber of Commerce, Pune; Prof. Ashish Kulkarni, Visiting Faculty, Symbiosis School of Economics, Pune and Prof. Manasi Phadke, Visiting Faculty, SIBM Pune.

Live Screening and Analysis of the Union Budget 2017 was organized for all the students of SIBM, Pune and faculty members on 1st February 2017, followed by an in-depth analysis by Prof. Manasi Phadke. The event intended to instill a deeper understanding of the Union Budget and economy of India in an ever-changing global scenario.

The RSDT conducted '**Budget Symposium 2017**' in February 2017 wherein an analysis and discussion on the budget will be hosted at the SIBM Pune. This will be attended by eminent economists, academicians and corporates such as Saugata Bhattacharya, the Chief Economist at Axis Bank, Mr Puneet Pal, Head – Fixed Income at BNP Paribas Asset Management, and Tamal Bandyopadhyay, eminent Indian business journalist and author among others.

RSDT organized and facilitated a **Tableau Workshop** in association with Tableau Singapore and Goldstone Technologies to acquaint students with Tableau and Data Representation and prepare them for successful summer internships in 2017. This saw participation from students as well as faculty members.

The RSDT proudly launched the **Beacon Management Review (BMR), Volume VII** which is an exclusive annual research publication of SIBM Pune, on Management Day 2017. The theme for this year's issue is – '**Transcending Businesses: A Plethora of Opportunities**'. Awards in various categories were announced for the articles published.

Team Responsibilities

CORPORATE PROJECTS

RSDT was involved in numerous industrial projects this academic year. It got projects from both well established companies and start-ups to give hands on experience to students. The profiles offered ranged from market research, direct sales, and social media marketing to sector analysis.

DISSERTATION COMPETITION

The session for 2016-17 began with the launch of the dissertation competition for the students of MBA batch 2016-18 prior to their joining the college. This was aimed at preparing the students for the rigorous academic schedule of SIBM Pune and to hone their opinions on key specialization topics. The students were provided with one topic from each specialization (including I&E), and had the liberty of choosing their own area of interest. The best dissertation articles were awarded certificate of appreciation once the academic session started.

SPECIALIZATION ORIENTATION SESSIONS

At the start of the new academic year, Specialization Orientation session were conducted by RSDT for the new batch. The aim of these sessions was to familiarize the students with the kind of job roles and profiles that are offered in each specialization and the work that is expected out of them. The session was conducted by highly competent set of students from MBA-II who shared their own invaluable experiences and knowledge with the junior batch. A lot of pertinent queries of the new batch got resolved during these sessions and they were able to pick the correct stream for themselves.

BEACON SUMMERS 2016

Beacon Summers is a compilation of summer internship experiences of the students of MBA-II across all specializations. Seniors shared their experience at the internship regarding the kind of work they did, the challenges they faced and what they enjoyed. It was intended to give the new batch an insight into the expectations that recruiters have and the roles that were offered during SIRP 2016 and the key focus areas during the two months of summer internships. This publication encompasses the experiences of students of all specializations including I&E.

BEACON SECTOR REPORTS

The 'Beacon Sector Report- Volume VII' was a review of Agribusiness, Automobile and Manufacturing, Financial Services, Banking and Insurance, Infrastructure and Real Estate, IT Sector, Marketing Brochure - includes FMCG and FMCD and Telecom sectors. In addition this year's journal also included an in-depth analysis of the Indian economy – Almanac on Indian Economy 2016 in order to prepare students for their

summer internship interviews. It had an in depth analysis of latest trends in these sectors and also the team's review of the same.

STUDENT MENTORSHIP PROGRAM 2016

The team continued its rigorous work on the SIRP preparatory front through the SEED program. The team collaborated with the Placement Advisory Team and conducted a series of lectures under a program named Student Mentorship Program 2016.

The program involved students of MBA-II taking lectures on specializations for students of MBA-I based on the knowledge gained during the first year as well as the cues taken from the industry during the Summer Internship Program 2016. The lectures were organized in association with the Special Interest Groups (SIGs) who took up the responsibility of preparing these sessions for their respective specializations. An extension of the Student Mentorship Program was the CV and HR Blanks mentorship program wherein the RSdT appointed mentors from MBA-II to review the CVs of the students of MBA-I in order to help them fine tune their CVs for the SIRP 2016. In addition to the CVs, RSdT also floated across HR blanks which included a set of commonly asked HR questions during interviews.

SUMMER INTERNSHIP RECRUITMENT PROGRAM EFFECTIVENESS AND EFFICIENCY DEVELOPMENT PROGRAM (SEED)

SEED, which is a mock GD – PI exercise on the lines of the actual SIRP, was started early this year with a view on giving the students of MBA-I additional preparation time for their SIRP. The SEED was held in four exhaustive rounds. The students had to undergo Group Discussion rounds and face Personal Interviews, both of which were judged by a very highly competent set of students from MBA-II. In addition to that, our eminent alumni were invited to mentor the students for SIRP as well as to overlook the GDPI exercise. The process was in line with the customary preparatory checklist that was provided to the students at the start of their academic session.

PREPARATORY CHECKLIST

RSdT provided a preparatory checklist for the new batch of 2016-18 to aid in the preparation of their summer internship placement process. The checklist was based on feedback from the industry and the senior MBA batch listing important topics which students are expected to know. Each specialization was provided with a specific checklist targeted at their domain knowledge. A separate list of important HR questions relevant for all the specialisations was also included. Important current affairs with which the students should be well-versed was part of the list as well.

BUDGET SCREENING AND ANALYSIS 2017

The Union Budget is a financial statement of the government's revenue and expenditure for one fiscal year which essentially means it is an account of the finances of the government for a fiscal. A country's budget has a deep and considerable impact on the macro and micro level economy of the country. To instil a broader

understanding of the same, RSDT organized Live Budget Screening of the Union Budget 2017 for all the students of SIBM Pune and faculty members on 1st February 2017, followed by an in-depth analysis by Prof. Manasi Phadke. The event generated a great amount of interest amongst the students towards the general economy of India.

BEACON MANAGEMENT REVIEW 2017

Annual Research Journal of SIBM Pune - Beacon Management Review (BMR) is an attempt to showcase SIBM's students' acumen in understanding the business environment and their interest in research.

It has been conceptualized as a platform to showcase the research abilities and deep fundamental and conceptual understanding of the students of SIBM, Pune on important management and general issues that are relevant in today's dynamic corporate environment. RSDT is set to proudly present its next edition of Beacon Management Review (BMR), Volume VII which is scheduled to be launched on Management Day 2017. The theme for this year's issue is - 'Transcending Businesses: A Plethora of Opportunities'.

ECONOMICS CONCLAVE 2016

The RSDT organized 'The Economics Conclave 2016', on 16th July 2016, a gathering of the best and brightest minds from the fields of economics, public policy and finance, research and commerce. The topic for the Economics Conclave was "India: Truly a Shining Beacon?". The speakers for The Economics Conclave 2016 included Dr. Pradeep Apte, Lecturer, Department of Economics, Fergusson College, Pune; Mr. Frank Hoffmann, Regional Director, Indo-German Chamber of Commerce, Pune; Prof. Ashish Kulkarni, Visiting Faculty, Symbiosis School of Economics, Pune and Prof. Manasi Phadke, Visiting Faculty, SIBM Pune.

BUDGET SYMPOSIUM 2017

The RSDT conducted 'Budget Symposium 2017' in February 2017 wherein an analysis and discussion on the budget will be hosted at the SIBM Pune. This was attended by eminent economists, academicians and corporates such as Saugata Bhattacharya, the Chief Economist at Axis Bank, Mr Puneet Pal, Head - Fixed Income at BNP Paribas Asset Management, and Tamal Bandyopadhyay, eminent Indian business journalist and author among others.

TABLEAU WORKSHOP

RSDT organized and facilitated a Tableau Workshop in association with Tableau Singapore and Goldstone Technologies to acquaint students with Tableau and Data Representation and prepare them for successful summer internships in 2017. This saw enthusiastic participation from students as well as faculty members on a first come first serve basis.

INHERITANCE

SIBM Pune has carved out a name for itself in the field of B-school and Corporate Competitions. Its students have constantly bagged top positions at all the major competitions. To ensure that the upcoming batches have the right guidance and resources to follow the path of their winning seniors, RSDT has come up with 'Inheritance', wherein winning presentations from various competitions will be collated and posted on a single portal. This will help the future generation of students to take a cue from their seniors on preparing winning solutions and presentations for competitions of the future.



Annual Expenses (2016-2017)

PARTICULARS	AMOUNT (INR)
Food	27,000
Printing	24,500
Stationery	17,000
BMR 2017: Printing	60,000
Prize Money	30,000
Travel Reimbursements	1,000
Auditorium Expense	25,000
Guest Transport	21,000
Guest Mementos	5,000
Online Event Promotions	10,000
TOTAL	2,20,500