



25 YEARS OF
25DoMS
Estd. 1998
DEPARTMENT OF MANAGEMENT STUDIES
INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

Master of Business Administration (MBA)

PLACEMENT BROCHURE 2025



VISION

To attain global level of excellence in education and to create a sustainable and equitable society through innovative research in science and technology.



MISSION

To create an environment that shall foster the growth of intellectually capable, innovative and entrepreneurial professionals, who shall contribute to the growth of Science and Technology in partnership with industry and develop and harness it for the welfare of the nation and mankind.

प्रबन्धन
अध्ययन
MANAGEMENT
STUDIES

25th
Doll

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About IIT Roorkee

Indian Institute of Technology - Roorkee is among the foremost of institutes of national importance in higher technological education and in engineering, basic and applied research. Since its establishment, the Institute has played a vital role in providing the technical manpower and contribute to the country in pursuit of research. The Institute ranks amongst the best technological institutions in the world and has contributed to all sectors of technological development. It has also been considered a trend-setter in the area of education and research in the field of science, technology, and engineering.

The Institute had celebrated its Sesquicentennial in October 1996 and now completed more than 175 years of its existence. It was converted to IIT on September 21, 2001 by an Ordinance issued by the Government of India declared it as the nation's seventh Indian Institute of Technology, an "Institution of National Importance".

The Institute offers Bachelor's Degree courses in 10 disciplines of Engineering and Architecture and Postgraduate's Degree in 55 disciplines of Engineering, Applied Science, Architecture and planning. The Institute has facility for doctoral work in all Departments and Research Centres.

The Institute admits students to B.Tech. and B.Arch. courses through the Joint Entrance Examination (JEE), M.Tech. programs through GATE, M.Sc. programs through JAM, and MBA programs through CAT.

Core Values

At IIT Roorkee, we believe that core values form the foundation of an individual's personal and professional growth. These values guide our approach to education, research, and community engagement, fostering an environment where every member of the institute is encouraged to excel, explore, and contribute positively to society.

- The core values of IIT Roorkee are:
- Academic integrity and accountability
- Respect and tolerance for the views of every individual
- Attention to issues of national relevance as well as of global concern
- Holistic understanding, including knowledge of the human sciences
- Appreciation of intellectual excellence and creativity
- An unfettered spirit of learning exploration, rationality and enterprise
- Sensitivity to social responsibilities

These values serve as guiding principles that shape the intellectual, ethical, and social framework of the institute. They inspire students and faculty to contribute meaningfully to society, ensuring that IIT Roorkee remains a hub for innovation, social impact, and global progress.

About DoMS, IIT Roorkee

The Department of Management Studies (DoMS) at IIT Roorkee was established in 1998, under the visionary leadership of Professor N. C. Nigam, the then Vice-Chancellor of the University of Roorkee (now IIT Roorkee). Recognizing the growing demand for skilled professional managers in the wake of India's economic liberalization and globalization, Prof. Nigam spearheaded the initiative to launch a dedicated MBA program to address this gap and uphold the university's reputation for excellence.

A series of workshops in 1997, led by Professor M. P. Jain, engaged alumni, industry experts, and academicians to shape the program. Based on their overwhelming support, it was decided to establish an independent department for management education. This led to the creation of DoMS with an inaugural MBA program designed to meet global standards and foster leadership excellence.

The first batch was inducted in 1998 through the Roorkee University Management Admission Test (RUMAT), with 57 students, including seven international students. The program's unique features included dual specialization, open electives, and a 24/7 state-of-the-art computer laboratory. Students specialized in Marketing, Finance, IT, and Operations, coming from diverse academic and professional backgrounds.

The department's inaugural ceremony on July 27, 1998, was graced by Shri Subodh Bhargava, Chairman of the Eicher Group and a distinguished alumnus of IIT Roorkee. Classes commenced with faculty from IIT Delhi and Delhi University, alongside in-house faculty.

Since its inception, DoMS has been a hub of academic excellence and innovation. The department emphasizes experiential learning through active student committees, industry-oriented curriculum, and impactful internships. Early achievements included prizes at prestigious events like Manfest'99 (IIM Lucknow) and Passion'99 (IMT Ghaziabad), demonstrating the capability and drive of its students.

Today, DoMS continues to uphold its legacy by preparing professionals to excel in leadership, innovation, and business transformation, embodying the values of IIT Roorkee.

प्रबन्धन
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MANAGEMENT
STUDIES

MESSAGE FROM HOD



Prof. (Dr.) RAJAT AGRAWAL
Head Of Department, DoMS IIT Roorkee
Email: head@ms.iitr.ac.in

Dear Students,

A dynamic, competitive, globally connected world looks for talents, who are prepared to take responsibilities with an adaptive, progressive, and futuristic mindset. This requires a learning environment, which conditions its learners to take newer challenges of a progressive society. The academic rigor of the 2-year intensive MBA program is designed to imbibe students with much sought after competencies of analytical and critical thinking, professional acumen, dedication, discipline, compassion, and value-based education, to equip them for the dynamic business environment.

A diverse blend of experienced and young faculty fraternity at the Department of Management Studies have facilitated the learners' intellectual development through an interactive pedagogy of case-based learning, practical and simulated learning methodologies, which hones critical and out of the box thinking. The learning content is revised with the inputs from prevalent industry practices.

A robust "learning through doing" practice, builds confidence of students to deal with unstructured situations successfully. The academic rigor and exposure is fostered by organizing conferences which address latest issues of industry, and society to develop benchmark practices and policies.

The frequent intellectual interaction with learners from Industry, academia, and public service, enlightens students' ability to deal with problems from varied perspectives and increases their rational decision-making skills and instills research perspectives.

The 175-year-old heritage of IIT Roorkee and the 26-year-old legacy of Department of Management Studies, brings along a rich alumni base to etch a mark in the management education space of the Country. I am confident that our students are ready to take on any responsibility in their journey from here and thus, I cordially welcome you to partner with us.

MESSAGE FROM TPO



Prof. (Dr.) KALPAK KULKARNI
Assistant Professor
Professor-In-Charge, Internships &
Placements, DoMS IIT Roorkee
Email: tpodomsfdm@iitr.ac.in

Dear Recruiters,

It gives me great pleasure to extend an invitation to your esteemed organization to participate in our upcoming summer and final placement processes at the Department of Management Studies, IIT Roorkee.

IIT Roorkee has a long-standing tradition of excellence in management education, and our students are rigorously trained to meet the dynamic demands of the corporate world. Our curriculum is designed to nurture innovative thinking, strategic planning, and leadership skills, ensuring our graduates are well-equipped to contribute to the success of leading organizations like yours. Through our 2-year full-time MBA program, we offer a diverse pool of candidates specializing in various areas of management, including Marketing, Finance, Operations, Human Resources, and Information Systems.

We are proud to have built strong relationships with a diverse array of industry leaders who regularly recruit from our talent pool. This stands as a testament to the quality and calibre of our graduates. These collaborations have resulted in successful careers for our alumni and substantial contributions to their respective organizations.

Our students come from varied backgrounds, bringing fresh perspectives and innovative ideas to the table. With rigorous academic training and practical experiences, our graduates are industry-ready professionals who are prepared to contribute effectively from day one. You can engage with our students through customized opportunities such as pre-placement talks, workshops, seminars, and guest lectures to identify the best fit for your organization. Our placement team offers comprehensive support, including logistical arrangements, interview coordination, and other assistance required during recruitment.

We believe that your organization's participation in our placement process would be mutually beneficial. Our students would gain significant industry insights and exposure, while your organization would benefit from their fresh perspectives and cutting-edge knowledge. We would be delighted to discuss this further and provide any additional information you may require. For more information or to initiate the process, please feel free to contact us.

Thank you for considering our invitation. We look forward to the possibility of fostering a successful partnership with your organization.

Academic Program

The Master of Business Administration (MBA) at IIT Roorkee is an 8 term, 76 credit, residential program spread over two academic years. The course structure is designed to impart knowledge of the core management concepts and techniques in the first year which are, thereafter, upgraded to advanced knowledge and practicing skills in the areas of specialization opted for by the students in the final year.

Presently, the Department offers dual specialization in any two of the following:

- 1) Finance
- 2) Marketing
- 3) Operations
- 4) Information Technology
- 5) Human Resource Management

Term-I (Autumn)

- Principles and Practice of Management -1
- Managerial Economics
- Financial Accounting
- Marketing Management
- Business Statistics
- IT and Organisation
- Social Science Course

Term-II (Autumn)

- Managerial Communication
- Marketing Management
- Organisational Behaviour
- Management Accounting
- Production and Operations Management
- Business Environment
- Social Science Course

Term-III (Spring)

- Production and Operations Management-2
- Financial Management
- Operations Research
- Digital Transformation
- Strategic Management-1
- Science, Technology & Advanced Research-tools
- Seminar

Term-IV (Spring)

- Strategic Management-2
- Human Resource Management
- Business Research Methods
- Data Science for Manager
- Legal Aspect of Business
- Science, Technology & Advanced Research-tools

Term-V (Autumn)

- Capstone Project
- Internship Social Activity
- Program Electives (4 - Electives)

Term-VI (Autumn)

- Internship Social Activity
- Program Electives (6 - Electives)

Term-VII (Spring)

- Program Electives (5 - Electives)

Term-VIII (Spring)

- Project

SPECIALIZATION ELECTIVES

INFORMATION TECHNOLOGY

- Management of Information Technology
- Enterprise Business Applications
- Information Technology Project Management
- Software Engineering and Management
- Design of On-Line Systems
- Decision Support and Experts Systems
- Business Process Management
- Electronic Commerce and Applications
- Essential AI for Managers
- Advanced AI for Managers
- Game Theory for Strategic Advantage
- Case Studies in Industrial IoT for Managers
- Spreadsheet Modelling
- Business Analytics

OPERATIONS

- Manufacturing Strategy
- Service Operations Management
- Supply Chain Management
- Advanced Quality Management
- Case Studies in Circular Supply Chain for Sustainability
- Industrial Internet of Things for Managers
- Spreadsheet Modelling
- Supply Chain Analytics
- Operations Analytics
- Project Management
- Essential AI for Managers
- Advanced AI for Managers
- Game Theory for Strategic Advantage
- Quality Management
- Queuing Systems and Simulation
- Business Analytics
- Logistics Management
- Logistics Analytics

MARKETING

- Consumer Behaviour Analysis
- Brand Management
- Integrated Marketing Communications
- Sales and Distribution Management
- Pricing Strategies
- Business to Business Marketing
- Services Marketing
- Digital Marketing
- Global Marketing Management
- Retail Management
- Rural Marketing
- Marketing Strategy
- AI in Marketing
- International Business
- Product Management

HUMAN RESOURCE MANAGEMENT

- Human Resource Planning and Development
- Organisational Development
- Labour Legislation and Industrial Relations
- Career Planning and Performance Management
- Training and Talent Development
- Competency Management
- Management of Change
- Managing Innovation and Creativity
- Self and Interpersonal Dynamics Management
- Strategic Human Resource Management
- Human Resource Analytics
- Training of Trainers
- Leadership and Team Management
- Talent Acquisition and Management
- Future of Work
- Managing Workforce Diversity

FINANCE

- Basics of Quantitative Finance
- Working Capital Management
- Security Analysis and Portfolio Management
- International Corporate Finance
- Financial Engineering
- Applications of Quantitative Finance
- Financial Risk Management
- Financial Modelling
- Banking and Bank Finance
- Modern Financial Markets
- Infrastructure and Project Finance
- Money and Central Banking
- Foreign Exchange Risk Management
- Behavioral Finance
- Business Valuation
- Fintech





Clubs & Committees

Front Row (from left): Ravi Verma, Akshay Kumar, Nikita Sawhney, Sahana Naik, Karthik C

Back Row (from left): Deepak Singh, Smit Jardosh, Omparv Channa, Sahil Badra

Placement Cell

The Placement Cell at DoMS, IIT Roorkee, serves as the vital link between students and the corporate world, ensuring a seamless and mutually beneficial recruitment process. It manages all placement related activities, from fostering industry connections to organizing campus recruitment drives. The committee also provides personalized support, including resume building, interview preparation, and career guidance, helping students transition from academia to fulfilling professional roles.

Primary Responsibilities

The primary responsibilities of the placement committee include:

- Managing and maintaining corporate relations of the Department of Management Studies, IIT Roorkee
- Organizing and coordinating recruitment activities and other related engagements on campus
- Responsible for identifying the prospective recruiters based on batch profile & requirements
- Exploring new opportunities for student live projects and student corporate interactions in addition to the placement activities
- Creating awareness among students regarding available career options, helping them in identifying their career objectives, and acting as a bridge between students, alumni, and recruiters

Industry And Academia Relation Cell

The Industry Academia Relations Cell (IARC) at DoMS, IIT Roorkee bridges academia and industry through initiatives that connect students, faculty, alumni, and corporate leaders. Leveraging a strong alumni network and industry ties, IARC hosts flagship events like Avenir, Regalia, and Back to DoMS, along with workshops and guest lectures, to provide industry insights and networking opportunities. It is dedicated to enhancing students' professional readiness and strengthening academia-industry relations.

Media & Public Relation Cell

The Media and PR Cell at DoMS, IIT Roorkee serves as the institute's digital voice, maintaining a strong online presence across platforms like LinkedIn, Instagram, and Facebook. It showcases key achievements, events, and updates while managing public relations and fostering ties with other B-schools. The cell also oversees MBA admissions, ensuring smooth communication from application to enrollment. With a focus on branding and engagement, it plays a key role in enhancing the institute's reputation and visibility in the corporate and academic world.

Competition Committee

The Competition Committee prepares students for national and international contests through targeted training sessions, seminars, and intra-college events. It enhances analytical, problem-solving, and presentation skills, building confidence and a competitive mindset. The committee also guides students in case competitions, business simulations, and hackathons, helping them secure prestigious accolades, PPOs, and internship opportunities while strengthening the institute's presence on competitive platforms.

Sports Committee

The Sports Committee promotes teamwork, discipline, and resilience through engaging events like Exuberance (player auction) and Sangharsh (inter-B-school sports fest). It organizes weekly sports sessions in football, cricket and volleyball, encouraging active participation and providing a refreshing balance to academics. The committee also nurtures a spirit of healthy competition, fostering physical well-being and holistic development among students.

Communication Committee

The Communication Committee manages events, guest interactions, and communication initiatives to enhance student experiences and engagement. It organizes workshops, guest lectures, and orientation sessions, fostering communication skills, confidence, and professional growth. The committee also facilitates dialogue between students, faculty, and industry experts, contributing to a vibrant learning environment and holistic development.

Vittarth Club

The Vittarth Club enhances financial literacy through workshops, quizzes, and sessions on investment banking, equity research, and corporate finance. It keeps students updated with industry trends, tools, and frameworks, while promoting participation in finance-related competitions and certifications.

Management Consulting Club

The Management Consulting Club develops consulting skills through live projects, case competitions, and industry interactions. It offers hands-on learning, strategic thinking, and exposure to consulting frameworks and problem-solving techniques. The club also facilitates networking with industry experts, alumni, and recruiters.

Vyavahr Club

The Vyavahr Club focuses on HR innovation, technology, and ethics, aligning HR with ESG (Environmental, Social, and Governance) and CSR (Corporate Social Responsibility). It offers mentorship and industry insights, preparing students to tackle HR challenges and become leaders driving organizational transformation and positive societal impact.

MarkIIT Club

The MarkIIT Club bridges marketing theory and practice through case competitions, industry interactions, and digital marketing sessions. Events like Yuvaarth and Swatantra foster creativity and problem-solving skills, while offering networking opportunities with industry professionals and enhancing students' understanding of current marketing trends.

Business Management Analytics Club

The Business Management Analytics Club builds expertise in analytics tools like Power BI, Excel, and Tableau, equipping students with essential skills for data-driven decision-making. Through hands-on workshops, real-world case studies, and industry interactions, the club prepares students for careers in analytics, data science, and business intelligence.

Operazione Club

The Operazione Club cultivates interest in Operations & Supply Chain Management through case competitions, simulations, and industry certifications. It offers hands-on exposure to key aspects of logistics, inventory management, and strategic decision-making. The club also facilitates workshops and guest lectures from industry experts, helping students develop practical skills.

Student Achievements

NATIONAL WINNER



Manas Agrawal



Organised By



Manas Agrawal Prince Mishra Smit Jardosh



Organised By



FIRST RUNNER-UP



Manas Agrawal Prince Mishra Smit Jardosh



Organised By



Deepak Singh Nilesh Pandey Rohan Gupta



Organised By



Rajan Dhawan



Organised By



FINALISTS



Rohan Gupta



Smit Jardosh Om Pingle Manas Agrawal Prince Mishra



Organised By



Nilesh Pandey Karthik C



Organised By



Aditya Gujjalwar Sagar Kedare Ranveer Bhonsale Deepak Singh



Organised By



& Many More

MEMBERS	POSITION	ORGANIZERS
<ul style="list-style-type: none">Deepak SinghNilesh PandeyNikhil YadavRohan Gupta	Finalists	Organised By
<ul style="list-style-type: none">Nikita SawhneyAkshay KumarAshish Mishra	Finalists	Organised By
<ul style="list-style-type: none">Ayush Sharma	Finalists	Organised By
<ul style="list-style-type: none">Manas AgrawalPrince MishraSmit Jardosh	1st Runner Up	Organised By

Guest Speakers



MS. VIPIN LUTHRA

Senior Director for Corporate Functions, D&T India site lead Diageo



MR. NITIN AGGARWAL

Ex- Joint Director
Ministry of Finance, Government of India



MR. SHAILESH SHENOI

Senior Vice President-Group Strategy
Aditya Birla Pvt. Ltd..



DR. AKHIL PRASAD

Member, Board of Directors
BOEING INDIA



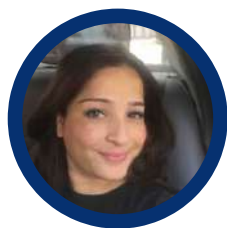
Mr. SACHIN PANSIKAR

COO
Business Standard



Mr. SUDHIR MAHAJAN

CEO
Sterling and Wilson



Mrs. REENA EVANS

Senior Director of Operations
ACKO



MR. KINGSHUK MAJUMDAR

Country Manager
IBM

Other Remarkable Speakers

Mr. Balkishan jagetiya (UnitHead-Ambuja Cements)
Mr. Vishal Singhal (Partner-Cellstart)
Mr. Sajid Anwar (Head-Asahi India Glass Ltd.)
Mr. Deepak Bhardwai (Head-Texas Instruments)
Mr. Sanjay Deshmukh (VP-Jubilant Lifesciences)
Mr. Shivansh Tyagi (Core Teamant LiescienS -Mobstac)
Mr. Manoj Sadavarte (Unit Head-Godrej)
Mr. Sanjay Saxena (AVP-HDFC Ergo)
Mr. Prateek Rajeevan (Associate investor-Gennext365)
Mr. Pradeep Ahluwalia (VP-State Street Corp)
Mr. Jitendra Solanki (Omerse Street Corpisors)

Mr. Abhay Kapoor (CHRO-Suzuki Motor Ltd.)
Ms. Vrunda Thakkar (Chief of Staff-AUGMONT)
Mr. Ajay Sikka (Director,GSC-CARRIER HVAC)
Mr. Niren Saha (HR Director-Accenture)
Mr. Amaresh Singh (APAC HR Leader-GE Vernova)
Mrs. Vertika Vaish(Group Manager, HR & DEI Lead- Bata)
Dr. Pradyumna Pandey (HR Head-Hero Motocorp)
Mr. Nilanjan Mukherjee (General Manager-HR Relaxo)
Mr. Pranay Prakash (CHRO-Bluewheelz)
Mrs. Madhu Rajputra Peravalli (Senior VP-Virtusa)
Mr. Suresh Perugu (Senior Director-Analog Devices)

Mr. Praveen Bansal (Regional Head-IL & FS)
Mr. Gaurav Saxena (AVP-Reliance Industries)
Mr. SubirK Ghosh (Head-Tata Motors Ltd.)
Mr. Sameer Shah(AVP-SBI Caps)
Mr. Arvind Mohan Mathur (Head-Novartis)
Mr. VipulJain (VP-Max New York Life Insurance)
Mr. Anupam Singh (Founder-Shared Reach)
Mr. Gaurav Mittal (VP-Merit Nation)
Mr. Parag Gupta (MD-Vopak India)
Mr. J. Chandra Mohan (VP-Maestro Mediline)
Mr. Keerthi Prashad (COO-Cognizant)

Faculty



Dr. Rajat Agrawal

Head of the Department

Ph.D, M.B.A., B.Sc Engg (Mech)

Areas of Interest: Operations Management, SCM, General Management



Dr. Anil Kumar Sharma

Professor

Ph.D., M.Phil. (Gold Medal), M.Com

Areas of Interest: Finance & Accounting



Dr. Amit Upadhyay

Associate Professor

Ph.D. (IIT-D), M.Tech

Areas of Interest: Operations Research, Data Analytics, Supply Chain & Logistics, Transportation Planning, Operations Management



Dr. Ashu Khanna

Associate Professor

Areas of Interest: Capital market, Corporate Finance, Management Accounting, International Financial Management, Start up financing.



Dr. Anamika Kulbhaskar

Assistant Professor

Ph.D (IIM-L), M.Com, B.Com (Hons)

Areas of Interest: Digital Finance, FinTech, Asset Pricing, Textual Analysis; Portfolio Analysis, Behavioral Finance, Climate Finance, Banking & Credit Risk Modelling



Dr. Gaurav Dixit

Associate Professor

Ph.D (IIM-Indore), B.Tech (IIT-BHU)

Areas of Interest: Information Systems for Digital Economy, AI Systems for Social Networks & Web, Generative AI Systems for Business



Dr. Jogendra Kumar Nayak

Associate Professor

Ph.D. (IIT-KGP), M.B.A., B.E.(Civil)

Areas of Interest: Marketing Research, B2B Marketing, Pricing Strategy, International Business



Dr. Kalpak Kulkarni

TPO, Assistant Professor

Ph.D (IIT-B), M.M.S

Areas of Interest: Viral Advertising, Advertising Effectiveness, Social Media & Digital Marketing, Consumer Psychology, Experimental Research, Services Marketing



Dr. Mukesh Kumar Barua

Professor

Ph.D (IIT Madras), M.Tech, B.Tech

Areas of Interest: Operations Research, Operations Management, Quality Control, Project Management, Business Statistic, Supply Chain Management



Dr. Manu Kumar Gupta

Assistant Professor

Ph.D (IIT-B)

Areas of Interest: Decision making under uncertainty, operations research, SCM, game theory, ML, reinforcement learning for business applications



Dr. Nishant Garg

Assistant Professor

Ph.D (IIM-L), Harvard Delegate(2019), Masters in Information System

Areas of Interest: Financial Well-being, Leadership and Decision Making, Philosophy of Management



Dr. Prachi Jain

Assistant Professor

Ph.D, M.Com, B.Com (Hons)

Areas of Interest: Market microstructure, Primary markets, Climate finance



Dr. Rajib Lochan Dhar

Professor

Ph. D, M.Phil, M.B.A (HR)

Areas of Interest: Core HRM & Development, Leadership and Org. Growth, Skill and Talent Dev., Hospitality and Tourism Management



Dr. Ramesh Anbanandam

Professor

Ph.D, M.E, B.E

Areas of Interest: Operations Management, SCM, Sustainability and Waste Management



Dr. Rakesh Padhan

Assistant Professor

M.Phil.+Ph.D., M.A., B.A.

Areas of Interest: Open Macroeconomics,
Time Series Econometrics



Dr. S.N. Rangnekar

Professor

**Ph.D., M.B.A (HRM), LL.B.(Hons), PGDPM
& IR**

Areas of Interest: Org. Behaviour, HRM,
Knowl. Mgmt.



Dr. Sujata Kar

Associate Professor

Ph.D (IIT-K), M.A, B.Sc

Areas of Interest: Macroeconomics,
Monetary economics, Gender issues



Dr. Sourabh Arora

Assistant Professor

Ph.D (IIT KGP), M.B.A, B.Com

Areas of Interest: Consumer Behaviour,
Showrooming, Webrooming, Multi-channel
shopping



Dr. Sumit Kumar Yadav

Assistant Professor

Ph. D. (IIM-A), B.Tech (IIT-B)

Areas of Interest: Machine Learning, Analytics
and Statistics, Stochastic Processes,
Optimization



Dr. Tarun Sharma

Assistant Professor

Ph.D. (IISc) , M.S., B.Tech

Areas of Interest: Energy Modelling and Policy,
Sustainability transitions, Applied Operations
Research



Dr. Usha Lenka

Professor

Ph. D. (IIT KGP), MBA

Areas of Interest: Org. Growth & Development,
HR Strategies and Employee Development, DEI,
Workplace Behaviour and Communication



Dr. Vinay Sharma

Professor

Ph.D., M.Phil. (Gold Medal), M.Com

Areas of Interest: Market Development,
Business Opp. Dev., Strategy Marketing



Dr. Zillur Rahman

Professor

Ph.D, M.B.A

Areas of Interest: Strategy, Marketing,
Sustainability



Dr. RK Tyagi

Professor of Practice

**Ph.D. , Advanced Leadership Program – ISB, MBA
(Marketing), B.E (IIT-R)**

Areas of Interest: Organisational Strategy, Leadership
& Team Development, Corporate Governance & CSR,
R&D, Technology, Investment, and Risk Management



Dr. Raj Agnihotri

Adjunct Professor

**Ph. D. (Kent State University, USA), MBA
(Oklahoma City University, USA) , B.E.**

Areas of Interest: Marketing Research, Sales
Leadership, Digital Transformation in Sales



Dr. Ajeet Narain Mathur

Visiting Faculty

Ph.D. (IISc-B) , PGD

Areas of Interest: Economics, Human Behaviour in
Groups, Strategic Management, International
Business



Dr. Arun Malhotra

Professor of Practice

MBA (IIM-C) , B.E.

Areas of Interest: Strategic Marketing, Brand
Building, Retail Network Expansion, Rural
Marketing, Customer-Centric Initiatives

Batch Profile 2024-26

79 STUDENTS

FROM IITS, NITS AND STATE GOVERNMENT
UNIVERSITIES



71
MALE



08
FEMALE

31 MONTHS

AVERAGE WORK-EX FOR EXPERIENCED
STUDENTS

WORK EXPERIENCE

1-12
MONTHS

5%

12-24 MONTHS

13%

40%
FRESHERS

24%

36+
MONTHS

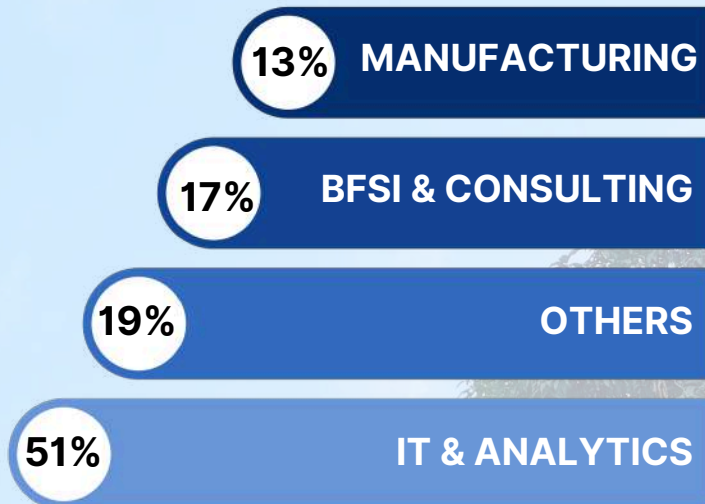
24-36
MONTHS

18%

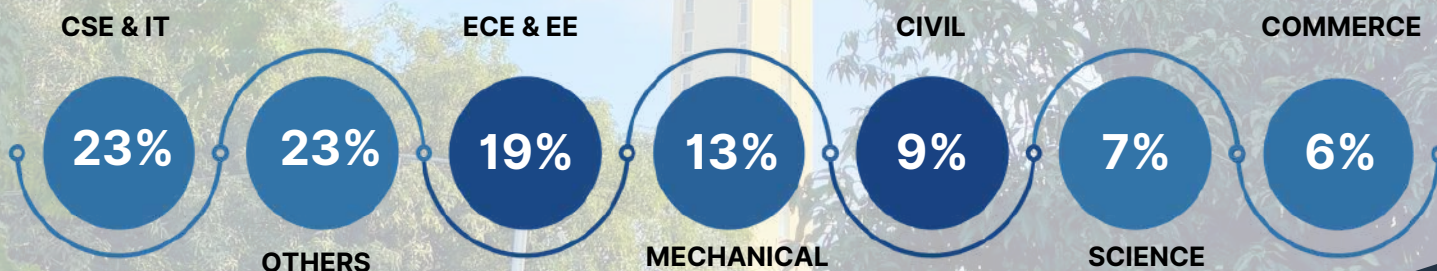
DUAL SPECIALISATION



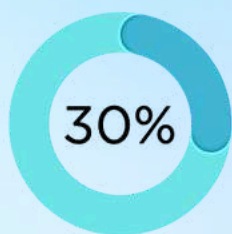
PROFESSIONAL BACKGROUND



EDUCATIONAL BACKGROUND



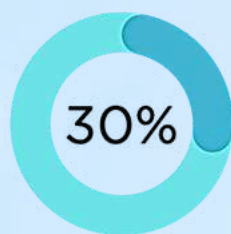
Summer Placements 2024



Marketing



**IT &
Analytics**



**Operations
& Strategy**



**Finance
& HR**

Batch Profile 2023-25

80 STUDENTS

FROM IITS, NITS AND STATE GOVERNMENT
UNIVERSITIES



74
MALE

06

FEMALE



22 MONTHS

AVERAGE WORK-EX FOR EXPERIENCED
STUDENTS

WORK EXPERIENCE

12-24 MONTHS

6%

7%

1-12 MONTHS

49%
FRESHER

27%

36+
MONTHS

11%

24-36
MONTHS

PROFESSIONAL BACKGROUND

FMCG

8%

MANUFACTURING

22%

OTHERS

27%

IT & ANALYTICS

43%

DUAL SPECIALISATION

MARKETING

44

OPERATIONS

44

FINANCE

33

IT

32

HR

10

EDUCATIONAL BACKGROUND

MECHANICAL

23%

OTHERS

18%

SCIENCE

9%

CIVIL

6%

ECE & EE

18%

CSE & IT

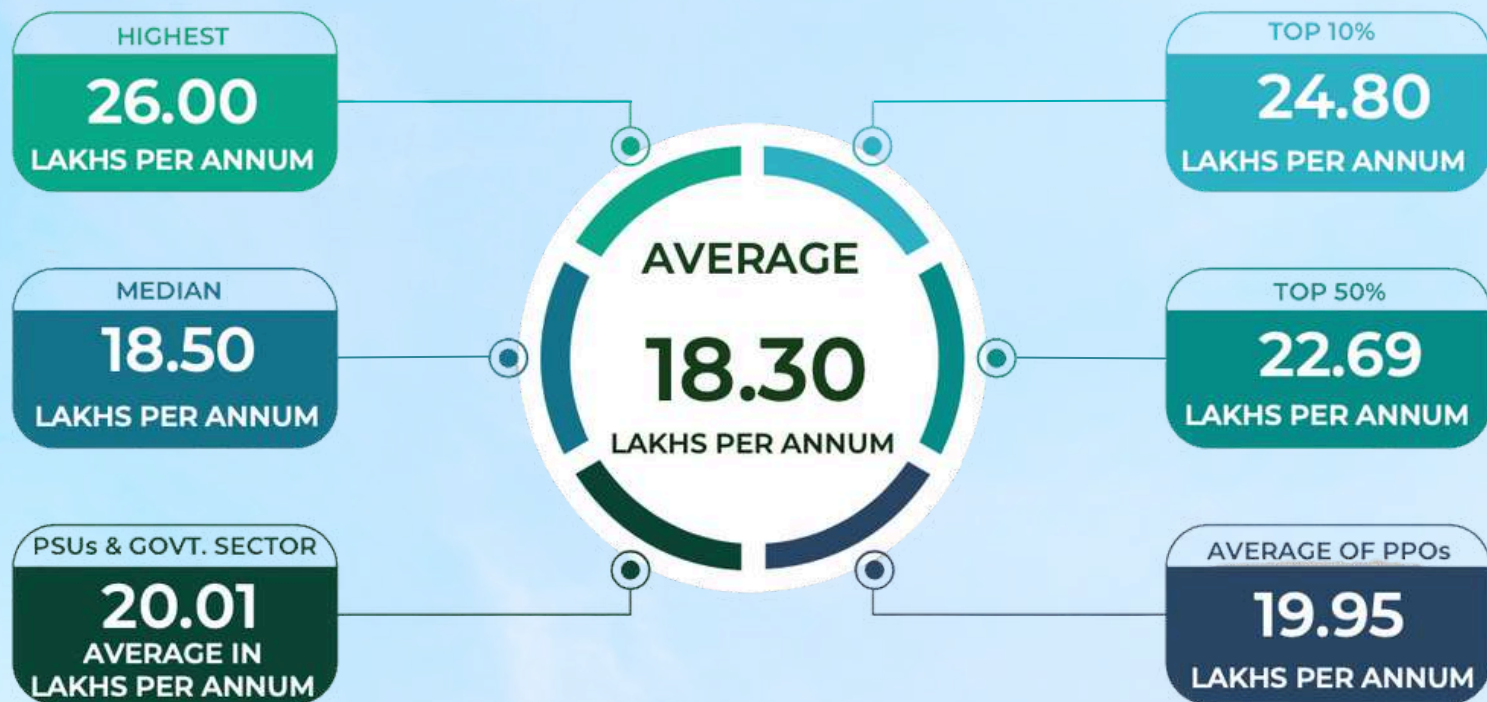
17%

COMMERCE

9%

Final Placements 2024

Overall Metrics



Key Highlights

150%

Surge in PSUs and government sector offers

Rise in PSUs recruiting organizations by

100%

40%

Expansion in the recruiter pool

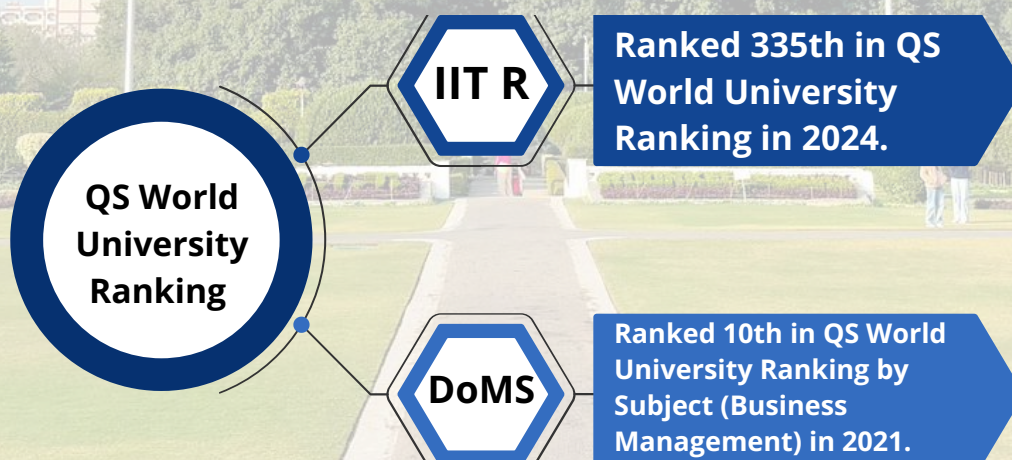
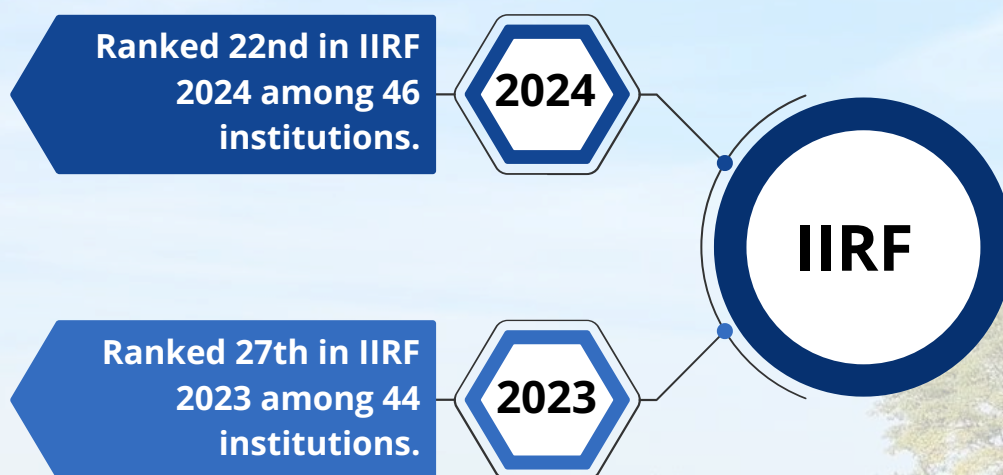
Growth in the finance domain average by

27%

Prominent Recruiters



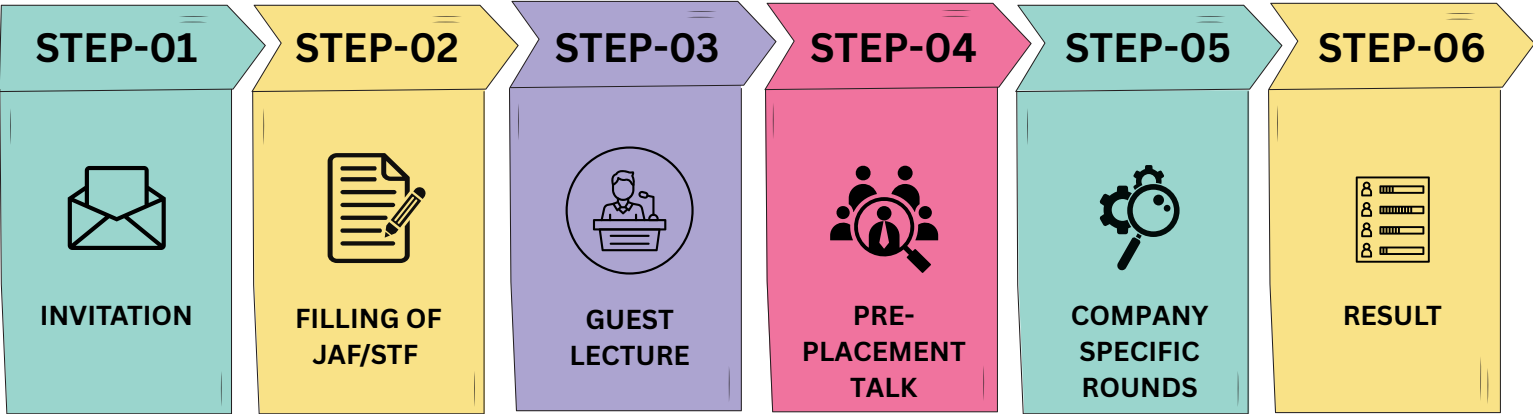
Rankings



Placement Timeline

ACTIVITIES	TIMELINE
Placement Process - Final Placement	Week-1, December 2025 - Week-3, December 2025
Placement Process - Summer Internship	October 2025 - February 2026
Winter Internship Duration	1 st December 2025 - 31 st December 2025
Summer Internship Duration	May 2026 - July 2026


Placement Procedure







Contact us

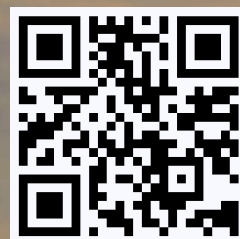
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