



SHAHEED SUKHDEV  
COLLEGE OF BUSINESS STUDIES  
(UNIVERSITY OF DELHI)



Career  
Development  
Centre

# PLACEMENT BROCHURE 2021-22

**SHAHEED SUKHDEV COLLEGE  
OF BUSINESS STUDIES  
UNIVERSITY OF DELHI**

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# PRINCIPAL'S FOREWORD

Founded in 1987, Shaheed Sukhdev College of Business Studies, University of Delhi has a legacy of academic and professional excellence. It imparts knowledge in the fields of management, technology, and cyber security and law with an unparalleled understanding of industry norms and exposure. Accredited Grade "A" by NAAC, it is 100% funded by the Government of NCT of Delhi and has a defining edge in the academic and industrial field.

The faculty, staff, students and alumni have actively worked in cohesion to create a conducive environment where every student develops roots of responsibility leading to holistic development. With focus on teaching, coaching and imparting life skills, this institution has played a crucial role in the career and personality of innumerable students who have brought laurels to the college, state and nation. The students, I believe have transformed from vulnerable minds to dynamic and strong individuals with the potential to further transform themselves into astute and pragmatic leaders of tomorrow.



Given the right opportunity, I firmly believe they can become one of the most treasured assets of any organisation. With this, it gives me immense pleasure to welcome our friends from the corporate world and industry to take part in this final stage of their transformation and invite you to our campus placements for the Batch of 2022. I also thank each one of you for the unflinching support and constant patronage that you have provided to SSCBS in the past. We look forward to experiencing the same synergy for the times to come!

**DR. POONAM VERMA**  
**PRINCIPAL**

# ABOUT SSCBS

Shaheed Sukhdev College of Business Studies (SSCBS) is a premier institution under the aegis of the University of Delhi, imparting path-breaking education in the fields of Management and Computer Science. The institution was established in August 1987 as College of Business Studies (CBS) by the Ministry of Human Resources. Since its inception, CBS has embedded its name amongst the most elite institutions of the country and has established itself as a leading undergraduate business school in India. The college has been awarded Grade "A" by the National Assessment and Accreditation Council (NAAC) for playing a formative role in the growth of management education in India. CBS currently offers three courses at the undergraduate level and a Post Graduate diploma course in Cyber Security and Law. The Department of Management Studies offers Bachelor of Management Studies and Bachelor of Business Administration with Honors in Financial Investment Analysis. The Department of Sciences offers Bachelor of Science with Honors in Computer Sciences. For the second time in a row, the college was adjudged as the best undergraduate college for management courses in a survey conducted by India Today along with Marketing and Development Research Associates (MDRA).





# INFRASTRUCTURE



SSCBS embraces one of the finest facilities for undergraduate and post graduate education in India. Situated at Rohini in Delhi, the college is spread across 5 acres and built over 7 floors. With its new 'State of the Art' infrastructure, the college provides excellent facilities of 24-hour CCTV surveillance, WiFi and elevators. SSCBS combines together the first-class features of air-conditioned rooms and hostels, Sport Area, Library, Underground Car Parking, and Cafeteria to lay out a conducive and invigorating learning environment. The 500 seater auditorium with multiple audio-visual halls and exclusive interview rooms add to the exceptional facilities that make SSCBS's campus one of the best in India.



# COURSES OFFERED



## Bachelor of Management Studies

The Bachelor of Management Studies (BMS) course aims to instill a student with industry oriented skills laying emphasis not only on the knowledge but also on all-round personality development of the students to equip them with the ability to find solutions for real-life business situations. This course focuses on various significant aspects of management including a vast array of subjects such as Business Research, Business Policy and Strategy, International Finance, Financial Modeling and Derivatives, Consumer Behavior and Distribution and Supply Chain Management.

## BBA (Financial Investment Analysis)

The Bachelor of Business Administration (Financial Investment Analysis) course has been designed to assist the students in understanding the intricacies of the financial sector. Updated regularly to meet the demands of the dynamic industrial environment, the course introduces students to subjects like Financial Econometrics, Investment Analysis and Portfolio Management, Corporate Valuation, Taxation, Investment Banking, etc.

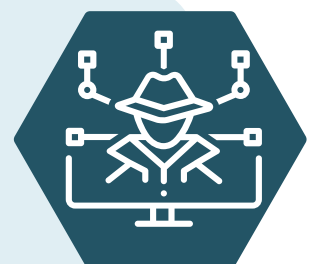


## B.Sc. (H) Computer Science

The Bachelor of Science (Honours) in Computer Science exposes undergraduates to cutting-edge skills required in the IT Industry as well as managerial domains, such as Design and Analysis of Algorithms, Microprocessor, Artificial Intelligence, Software Engineering, Android Programming, Computer Graphics, and analytical subjects like Probability, Statistics, DBMS, Machine Learning, Data Mining, etc. This course has been curated to enhance students' core mathematical and analytical skills pertinent to the industry, and deploy them to practical scenarios in conjunction with programming languages like Python, C++, JAVA, etc.

## Post Graduate Diploma in Cyber Security and Law

The Post Graduate Diploma in Cyber Security and Law (PGDCSL) introduces students to Computer Security, Networking Basics and Network Security, Cloud Fundamentals and Cloud Security. The course also focuses on Cyber Laws and Forensics, Information Hiding Techniques and Information Security Compliance Management.





# PEDAGOGY



SSCBS believes in providing the best to its students. With its well experienced pedagogy, the college strives to provide knowledge to its students by following a practical approach and transforming them into the leaders of tomorrow.

**Faculty:** SSCBS faculty is comprised of one of the most skillful, experienced and diligent teaching bodies and the instructors are specially handpicked from the top institutions of India, including but not limited to IIM-A, IIM-C, FMS, ICFAI for Management department and IIT Roorkee for Computer Science department. Many of them are associated with professional bodies like All India Management Association (AIMA) and Delhi Management Association (DMA). SSCBS faculty lays strong emphasis on the optimal balance between academia and practice to maximize study output and facilitate transition of students to the industry.

**Class Discussions and Presentations:** The college regularly holds engaging paper presentations, both inter-class and inter-college, to ensure holistic development, nurture critical thinking and enrich ingenuity. Class discussions are regularly held as an integral part of the course curriculum, to provide the students with a platform to address contemporary issues with innovative thinking.

**Case Methodology:** The faculty follows a practical approach by utilising a blend of educative case studies of national and international relevance, presentations, group projects, research assignments to shape the viewpoint of the students and prepare them to work with people from diverse backgrounds.

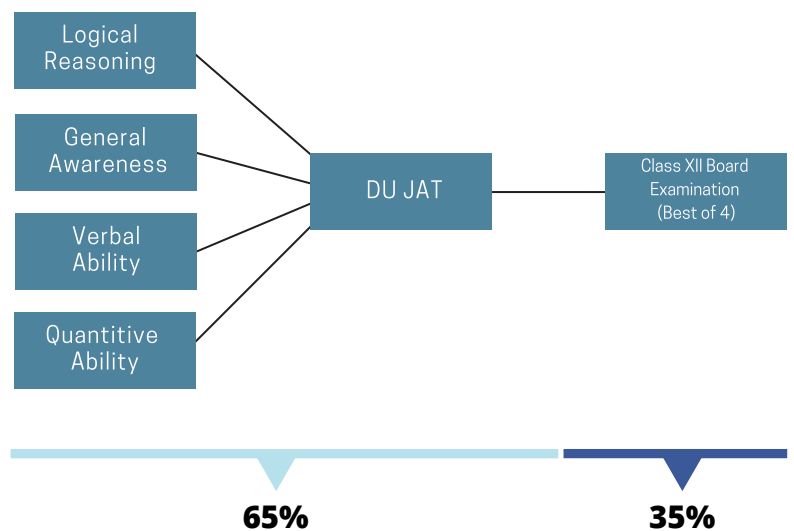
**Practical Thinking/Exposure:** SSCBS also lays emphasis on putting the theoretical knowledge in use by incorporating Internships and Live Projects as a part of the curriculum. This helps the students to equip with the necessary soft skills which help them in taking their careers to the next level on the pillars of sheer merit.



# SELECTION PROCEDURE

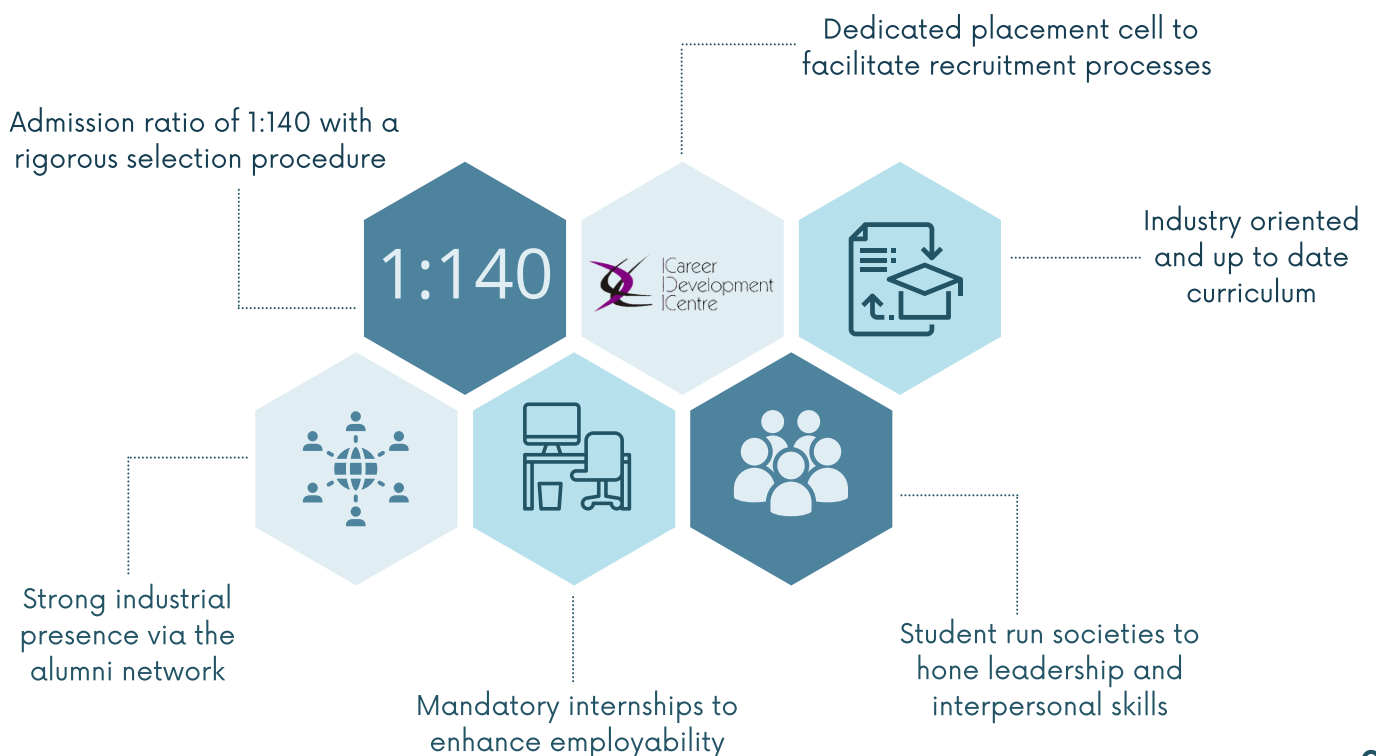
The phenomenal and undeniable edge of SSCBS comes from the admission procedure for BMS and BBA (FIA) courses which is different from the regular cut-offs based on Class XII results, as followed in other colleges of the University of Delhi. Selection criteria for prospective students consist of the following:

- An objective written test called Joint Admission Test (JAT), which includes questions on verbal ability, quantitative skills, logic, business knowledge, and current affairs (65%)
- Marks scored in Class XII board examination including any one language and Mathematics (35%)



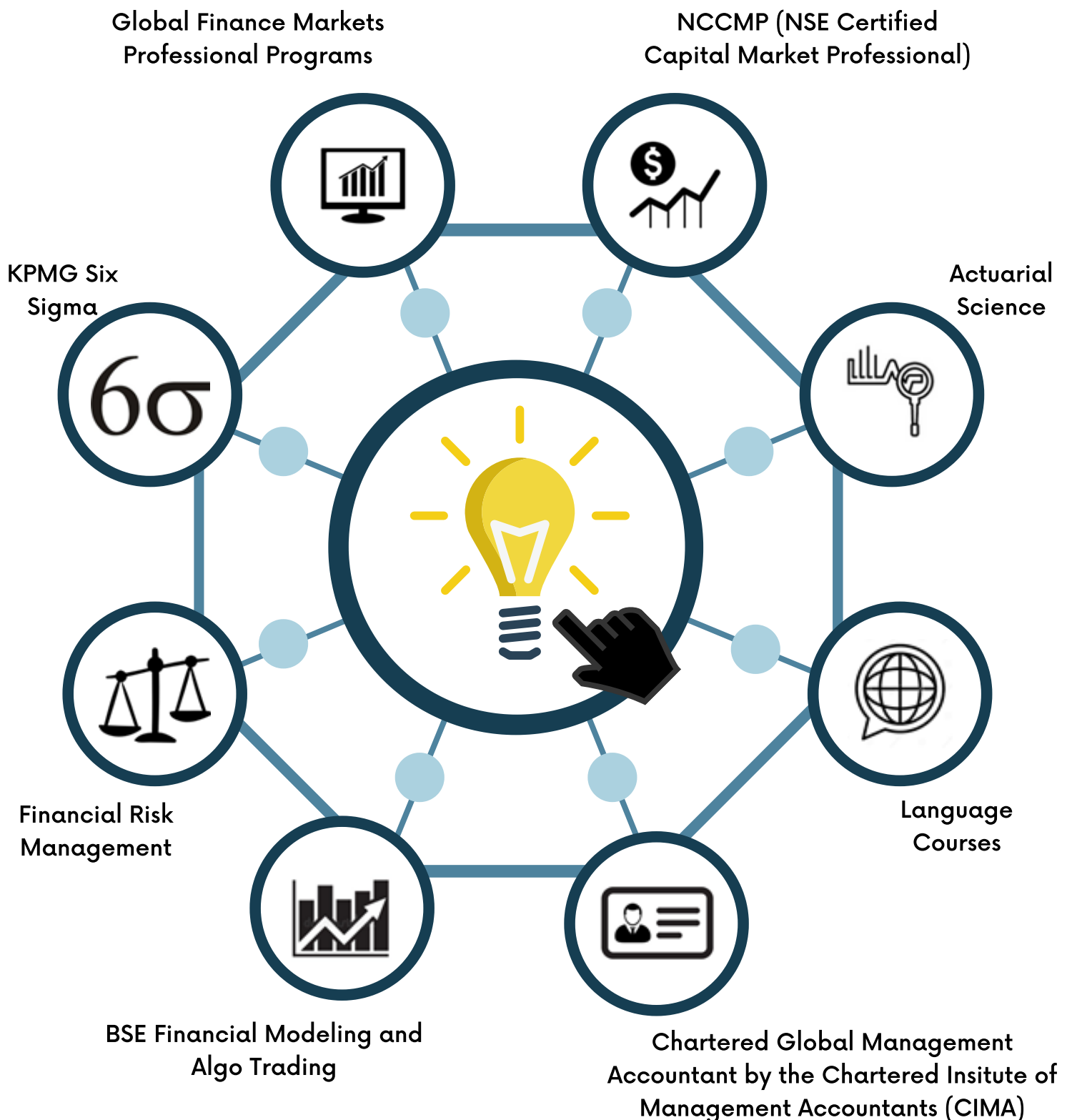
The selection procedure for B.Sc. (H) Computer Science is solely based on the aggregate marks scored in Class XII in best 4 academic subjects inclusive of Mathematics and one language. The admission criteria involves high cut-offs.

## WHY SSCBS?



# ADDITIONAL COURSES

To enable free flow of ideas, exposure to new/upcoming research methodologies and techniques, and make broader problem sets available to our flourishing researchers, students acquire and hone their skills from some of the biggest names in the industry.



# ILLUSTRIOUS ALUMNI



**Dharendra Kumar**  
(1990 Batch)  
Founder & CEO,  
Value Research India



**Sandeep Thapliyal**  
(1991 Batch)  
CEO & MD,  
Aventus Finance Pvt. Ltd.



**Ashima Bhat**  
(1991 Batch)  
Head, HDFC



**Naresh Priyadarshi**  
(1991 Batch)  
CEO, IIITD Innovation &  
Incubation Center



**Arshpreet Singh**  
(1993 Batch)  
Senior MD, Asia Pacific,  
Cushman & Wakefield



**Prateek Madan**  
(1994 Batch)  
Senior VP, MTCR  
Emirates NBD



**Rahul Agarwal**  
(1994 Batch)  
CEO & MD,  
Lenovo



**Harmit Ahluwalia**  
(1995 Batch)  
Director,  
McKinsey & Company



**Priti Kataria**  
(1996 Batch)  
Vice President & HR Head,  
Wipro Infotech



**Abhishek Arun**  
(1998 Batch)  
Chief Operating Officer,  
Paytm Bank



**Deepak Kheterpal**  
(1999 Batch)  
Executive Director,  
JPMorgan Chase & Co



**Anurag Jindal**  
(2001 Batch)  
BFCR Advisory Head -  
CMB, HSBC



**Samant Jain,**  
(2004 Batch)  
Head of Product,  
Ireland, VISA



**Mansi Bagga**  
(2010 Batch)  
Associate Director,  
Oxane Partners Ltd.



**Bala Sarda**  
(2012 Batch)  
Founder,  
Vahdam Teas



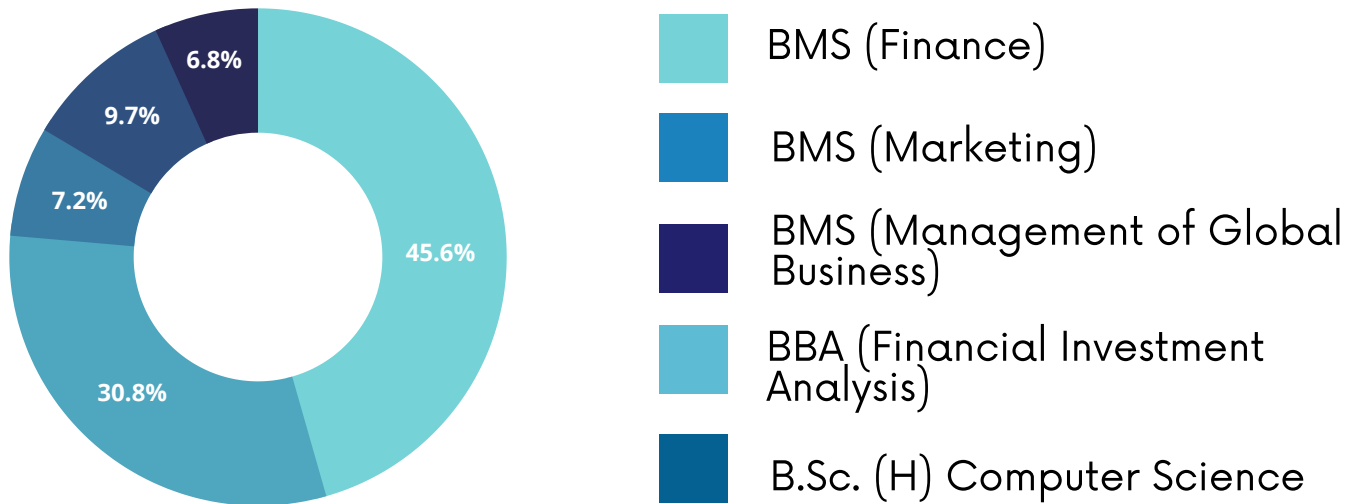
**Pranav Bajaj**  
(2012 Batch)  
Forbes 30 Under 30  
Co-Founder, MeduLance



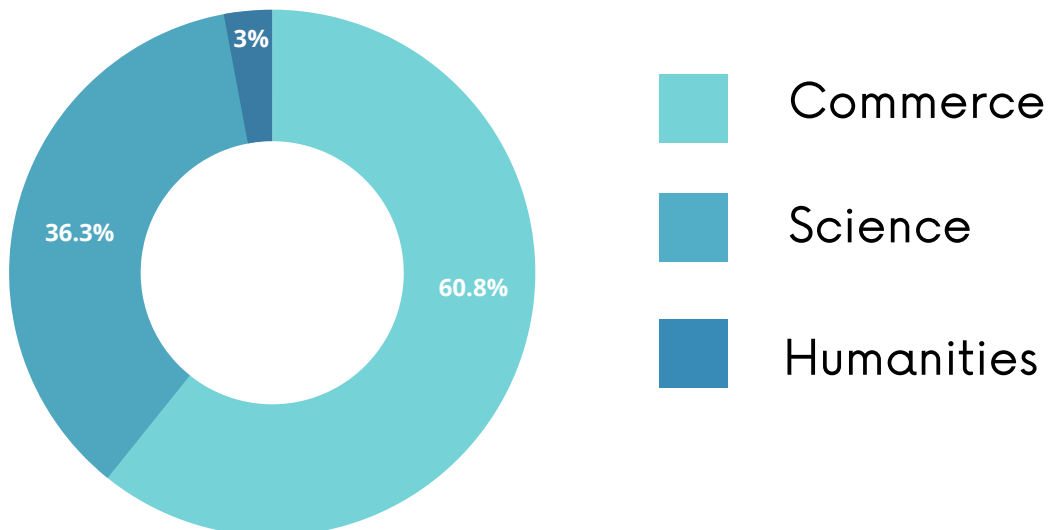
# CLASS OF 2021

## BATCH PROFILE

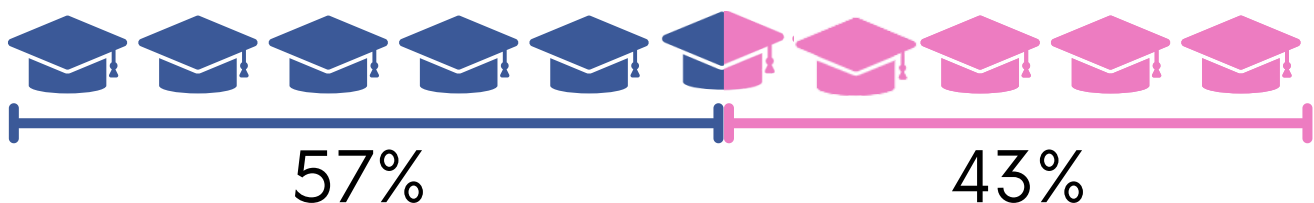
### COURSE RATIO



### STREAM RATIO



### GENDER RATIO



# INTERNSHIPS

2020-21



The BMS, BBA (FIA), B.Sc. (H) Computer Science curriculum constitutes a component of industry exposure for students, which mandates penultimate year students to pursue a summer training/internship. Subsequently, students prepare internship reports that highlight research methodologies and tools used in their projects during the internship tenure. Over the years, students have undertaken internships in various domains like Consulting, Finance, Analytics, Marketing, Software Development, Research and Business Development at firms like FTI Consulting, Deloitte, KPMG, EY, Reckitt, Silver Piston, Shannonside Capital, Grant Thornton, CBRE, Fundwave, Rescon Partners, Indian Angel Network and IHS Markit to name a few. This is a testament to the fact that SSCBS houses some of the brightest talent in the country with the students continuously developing industry-relevant skills and gaining hands-on experience to stay amongst the top.



The final year students have pursued an internship in the above mentioned organisations. This does not imply that all such processes were conducted by the Placement Cell

# ACHIEVEMENTS

The potential of the CBSites has been recognised by various national and international agencies at numerous instances. They have proved their mettle at the following events:

- Winner, Global Case Competition 2020, Harvard Business School
- Global Rank 6, CBS Case Competition 2020, Copenhagen Business School
- Winner, IMA Student Case Competition
- Global Runners Up and Second Runners Up, Impactathon: Venture Capital Case Competition, UCLA
- National Runners Up, EY Corporate Finance Woman of the Year 2021
- Top 15, CFO Global Case Study Competition
- National Runners Up, YOUUniversity Deal Challenge by Duff & Phelps
- International Runners Up, Global Investment Banking Valuation
- Runners Up, World Asian Case Competition
- Third Position, HSBC/HKU Asia Pacific Case Program
- National Winner and International Rank 4, CFI Global FM Case Competition
- Runners Up, World Water Race 2018
- Runners Up, Enactus Nationals, Mumbai 2018
- Finalist, Global Case Competition organised by EBG, Harvard University
- Finalist, McGill Management International Case Competition
- Enactus World Cup 2017, London-World Champion
- National Winner - BCG IFSA Cape Town International Case Competition 2018
- Winner, KPMG KICC Regionals 2019

Several achievements at national-level case study competitions, finance and management events at esteemed institutions like IIMs, IITs and other colleges of the Delhi University along with cultural and creative (dance, music, fine arts) competitions and sports events highlight the diverse talents of the students.





# SOCIETIES AT SSCBS



**Cultural Societies:** The cultural societies of SSCBS are a perfect blend of creative, imaginative environment, that aim at promoting extra-curricular activities among the students and bringing out their innate talent amidst the bustling environment of the college.

**Academic Societies:** These societies aim to bridge the gap between theoretical knowledge and practical skills as they help students learn and absorb the financial, management and economic intricacies that prevail in the dynamic world today.



**Social Service and Entrepreneurship Societies:** These societies actively promote entrepreneurship and social service amongst the students and new age entrepreneurs to manifest their latent entrepreneurial spirit.

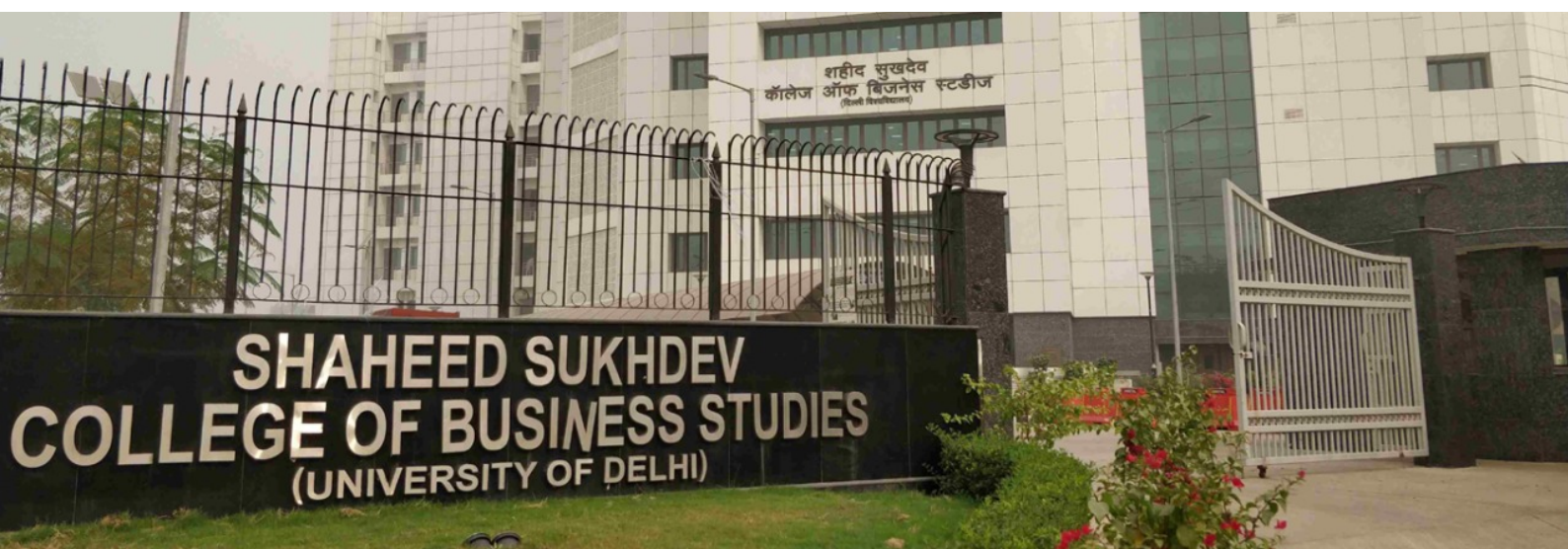
**Equal Opportunity and Social Empowerment Societies:** These societies aim at creating a safe, inclusive, and equitable environment where every student, staff, faculty and alumnus of different sexual orientation and gender identity can feel comfortable while expressing themselves without feeling any social pressure.



**Convergence**, the flagship corporate interaction event of the college is an annual leadership summit that brings together leading corporate personalities who share their experiences and ideas to encourage the students to enhance their potential and demonstrate how the youth can contribute towards growth and development.

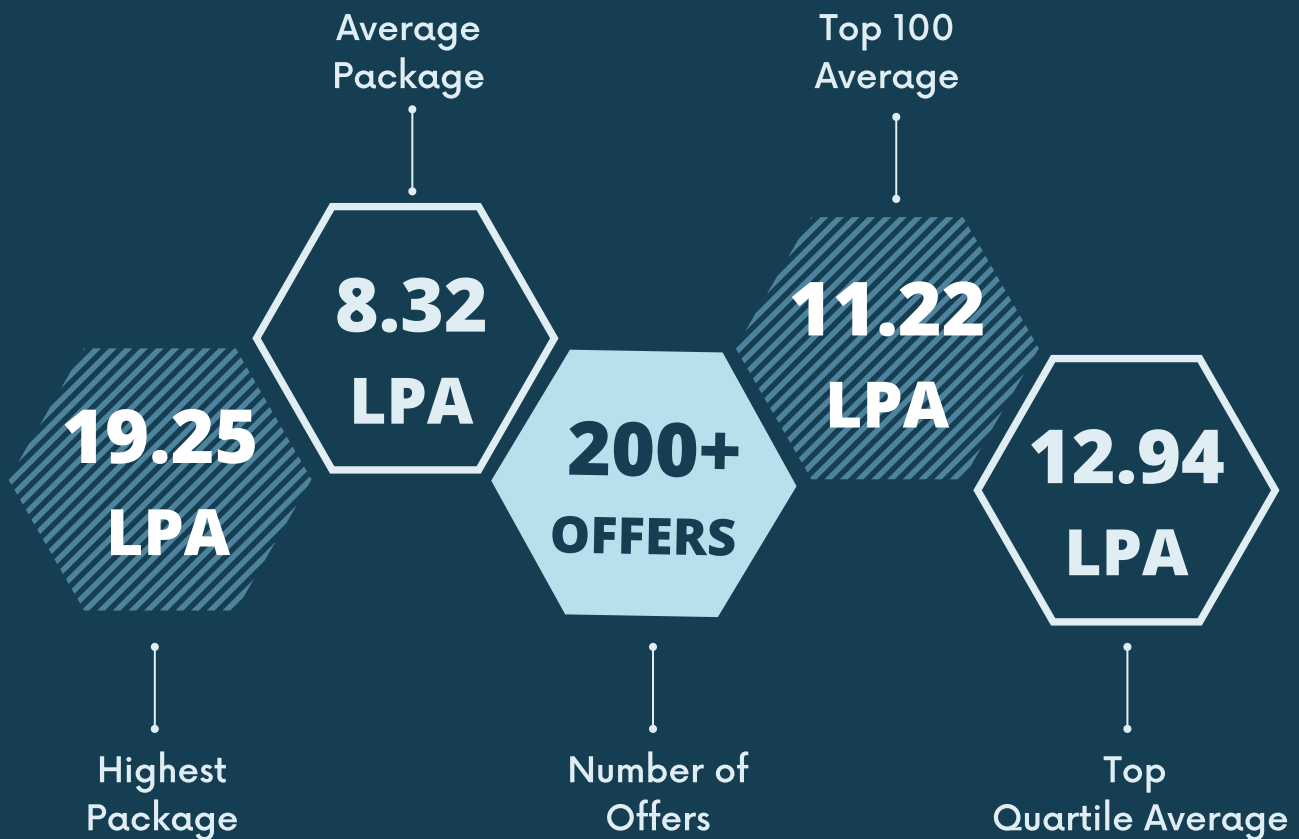


**SIIF - The Incubation Centre**, founded in 2016, SSCBS Innovation and Incubation Foundation (SIIF) was set up by SSCBS with support from the Government of NCT of Delhi. It is an independent corporate entity formed with an objective to provide a comprehensive and progressive platform to young entrepreneurs within SSCBS as well as other passionate individuals who wish to transform the world through entrepreneurship. Till now it has incubated more than 25 startups.

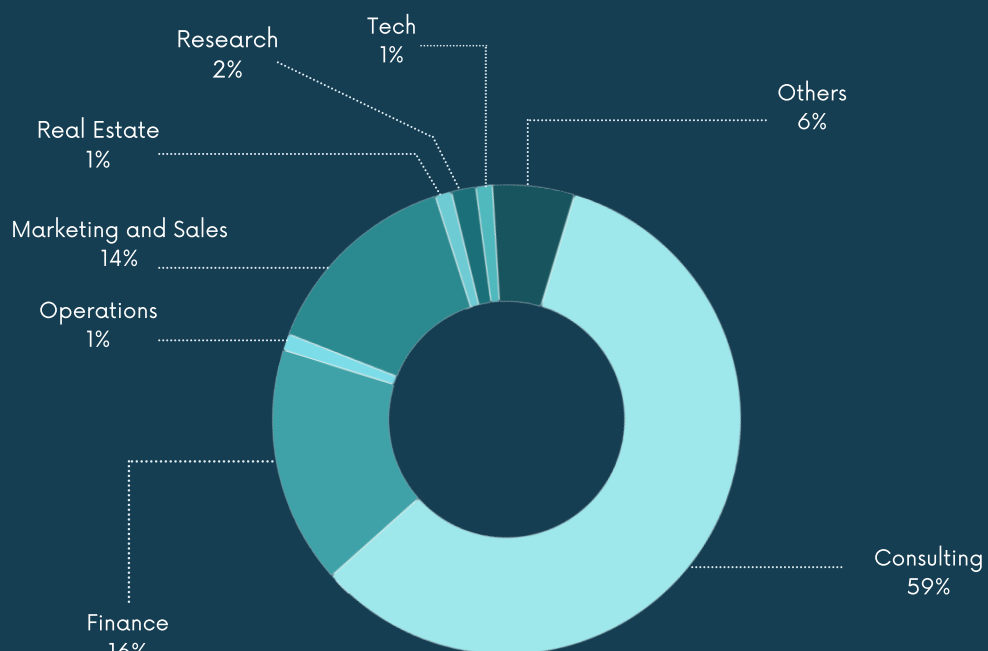


# PLACEMENT SEASON

## 2020-21



## DOMAIN WISE BREAK-UP





# PROMINENT RECRUITERS

# ALUMNI PLACEMENTS

The various accomplishments garnered by the institution are also the result of continuous efforts of our meritorious alumni who help in furthering the brand of our college. To assist them in their career paths, the placement cell also strives towards providing internship and placement opportunities to the alumni.

This Placement Season witnessed several companies connecting with us to recruit experienced candidates from SSCBS alumni. Some of the prominent alumni recruiters include [Bain Capability Network](#), [Zomato](#), [KPMG Global Services](#), [Vahdam Teas](#), [Urban Company](#), [Ken Research](#) and [Jasper Colin Research](#) among others.



Following the consummation of the Placement Season, the Placement Cell also extends multitude of opportunities - full-time, part-time and internships alike - to the alumni batches in an attempt to ease their endeavor of seeking employment opportunities. This campaign is one of the additional measures undertaken by the cell to alleviate the impact of COVID-19 and the consequent economic downturn on the recent graduates.

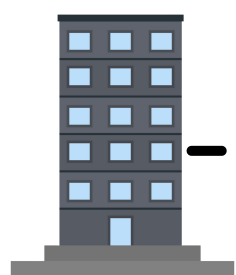
The placement season witnessed numerous placement opportunities for the batch that graduated in 2020 from several companies including [Cushman & Wakefield](#), [McKinsey Knowledge Centre](#), [BharatPe](#), [Indian Angel Network](#), [Impendi Analytics](#) and [Cvent](#). Furthermore, [ZS Associates](#) extended an internship opportunity to the batch.

# RECRUITMENT AT SSCBS

Career Development Centre (CDC), the Placement Cell of SSCBS, serves as an interface between the students and the recruiters offering a host of services in the areas of placements, internships and live projects.

CDC conducts the year long placement and internship season in accordance with a policy that evolves each year based on past experiences, in order to make the placement and internship processes smooth and efficient for both recruiters and the students.

To best serve the objective of CDC, i.e., the goal of overall 'Career Development', we offer students and recruiters various avenues to interact with each other. We help students to explore career options through personal counseling and support, alumni mentoring, assistance in resume building, and placement season preparation.



COMPANY



CAREER DEVELOPMENT CENTRE



SHAHEED SUKHDEV  
COLLEGE OF  
BUSINESS STUDIES

## RECRUITMENT CALENDAR

The placement season at SSCBS goes on throughout the academic year. It is, however, divided into two parts:

**Phase I:** August to November

**Phase II:** January to April

The college is closed for University Examinations and vacations in December, May, June and July. However, off-campus processes may be conducted during these times, the details of which can be worked out with placement coordinators.



# RECRUITMENT PROCESS



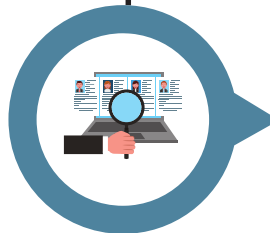
**1**

JOB DESCRIPTION AND  
COMPENSATION DETAILS  
SHARED WITH THE STUDENTS



**2**

SUBMISSION OF RESUMES AND  
DETAILS



**3**

PRE-PLACEMENT TALK



**4**

PLACEMENT PROCESS



**5**

JOB OFFER

# CORPORATES SPEAK



We are immensely happy to have been associated with CBS for a decade in recruiting crème-de-la-crème talent for the BCN. The team's consistent support for a seamless recruitment process is greatly appreciated, and we wish them all the best in creating the finest talent for the global industry. Our continued exchange of synergies for the upcoming years remains our top priority

## McKinsey & Company

Our experience was very good. Most of the students had strong fundamentals and very good business awareness. We hope to continue our association with CBS in times to come.

We have interacted extensively with the students, during the interviews and have a high opinion of them. They were knowledgeable about the firm and the role and their demeanor was commendable. We believe this has a lot to do with the stringent admissions process along with the faculty and the senior students passing on their experience with the new batches.

---

DE Shaw & Co



# CONNECT WITH US



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