

**#1 College in India  
for BBA Program**

India Today



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

# **PLACEMENT BROCHURE**

**2024-25**

[cbsplacementcell@sscbsdu.ac.in](mailto:cbsplacementcell@sscbsdu.ac.in)

[facebook.com/cdcsscbs/](https://facebook.com/cdcsscbs/)

[linkedin.com/sschool/sscbsdu](https://linkedin.com/sschool/sscbsdu)



# TABLE OF CONTENTS

|                          |    |
|--------------------------|----|
| Principal's Foreword     | 1  |
| About SSCBS              | 2  |
| Infrastructure           | 3  |
| Courses Offered          | 4  |
| Pedagogy                 | 5  |
| Selection Procedure      | 6  |
| Additional Courses       | 7  |
| Illustrious Alumni       | 8  |
| Class of 2025            | 10 |
| Internships              | 11 |
| Achievements             | 12 |
| Societies at SSCBS       | 13 |
| Placement Season 2023-24 | 15 |
| Alumni Placements        | 17 |
| Recruitment at SSCBS     | 18 |
| Corporates Speak         | 20 |
| Connect with Us          | 21 |



# 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 2025. 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 in Financial Investment Analysis. The Department of Sciences offers Bachelor of Science with Honors in Computer Sciences. For the fourth 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 comprises one of the most skilled, experienced, and diligent teaching bodies, with instructors handpicked from top institutions like IIM-A, IIM-C, FMS, ICFAI, and IIT Roorkee. Many are associated with professional bodies such as AIMA and DMA. The faculty emphasizes balancing academia and practice to maximize study output and facilitate students' transition to the industry.

## **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.

## **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.

## **PRACTICAL THINKING/EXPOSURE**

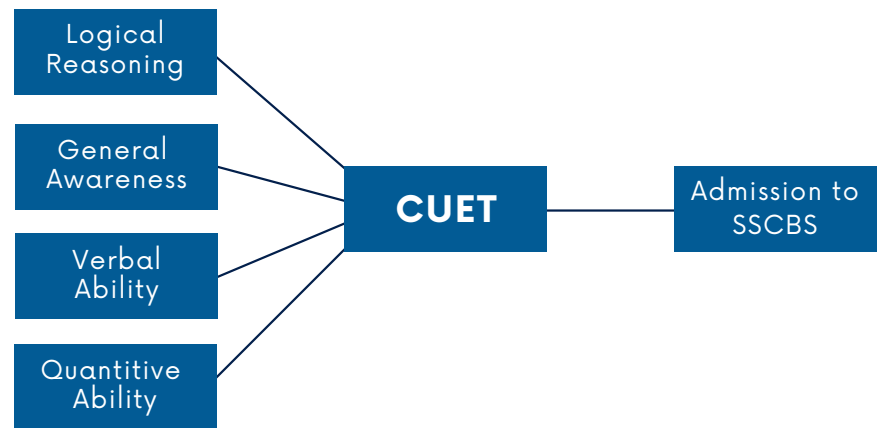
SSCBS also lays emphasis on putting the theoretical knowledge in use by incorporating Internships and Live Projects as a part of the curriculum. This helps the students to equip with the necessary soft skills which help them in taking their careers to the next level on the pillars of sheer merit.

# SELECTION PROCEDURE

The phenomenal and undeniable edge of SSCBS comes from the admission procedure for BMS and BBA (FIA) courses. Selection criteria for prospective students consist of the following:

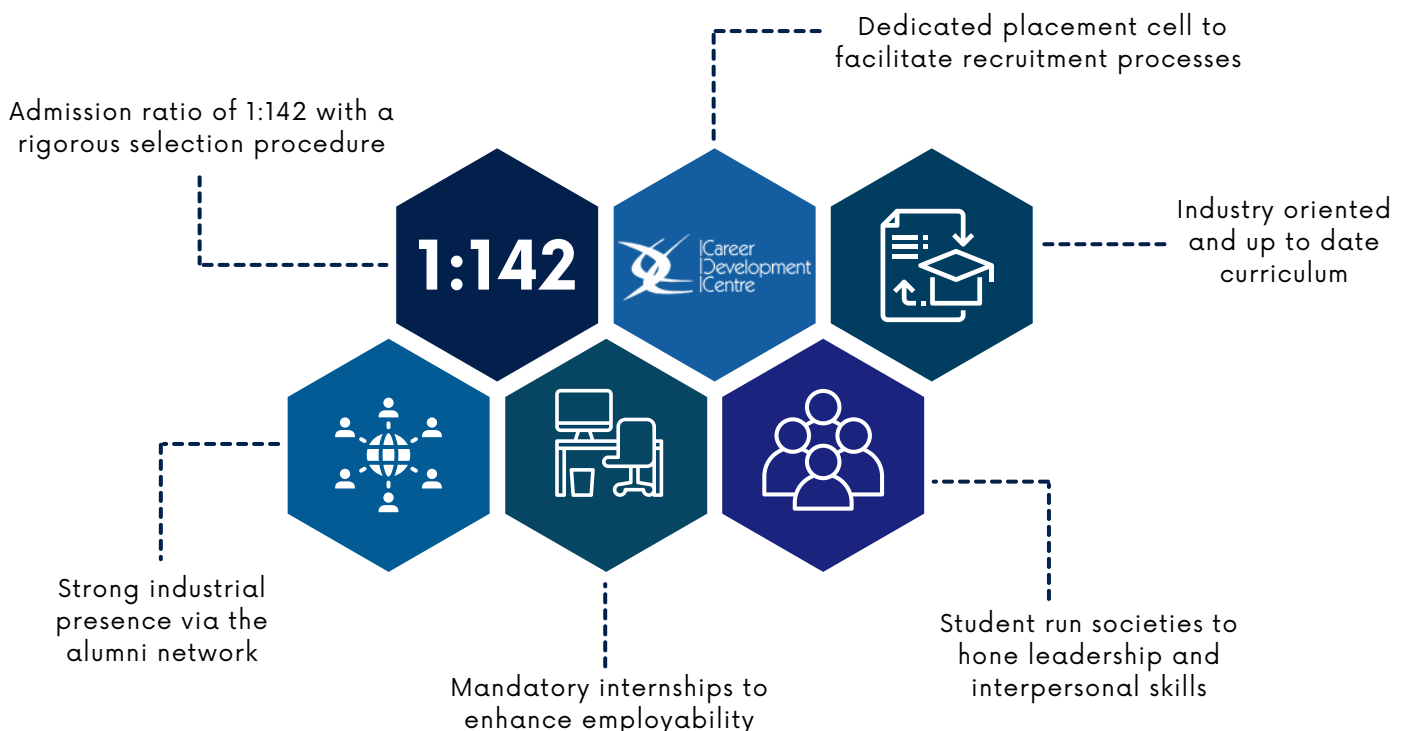
Selection criteria for prospective students consists of an objective test called **Common University Entrance Test (CUET)** which includes the following sections:

- English (Verbal Ability)
- Mathematics (Quantitative Skills)
- General Test (Logical Reasoning, General Knowledge and Current Affairs)



A composite score of the **three sections** is taken into account during admissions.

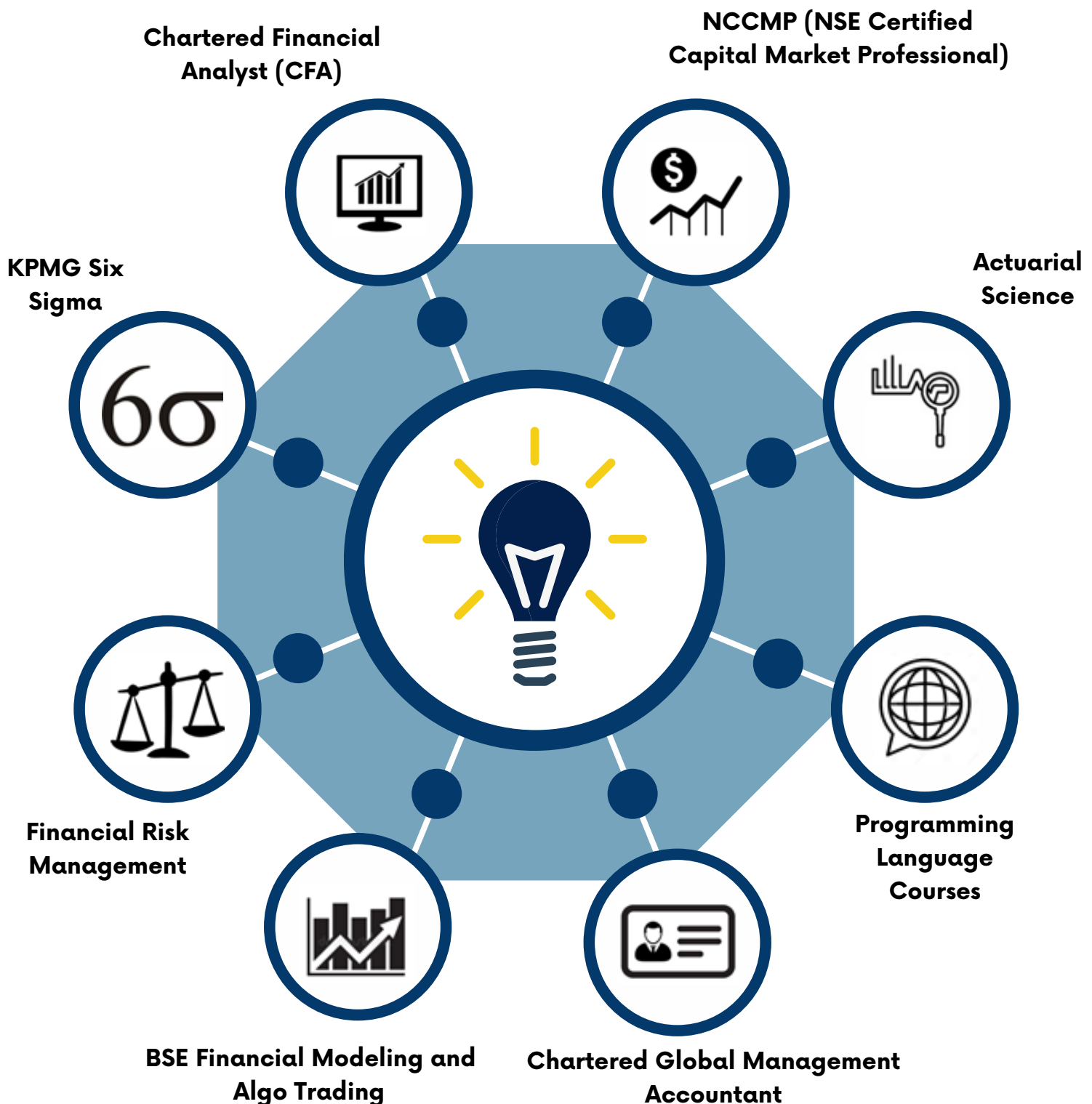
## WHY SSCBS?





# 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



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



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



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



**Arun Menon**  
(1991 Batch)  
Managing Director,  
Accenture Technology



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



**Prateek Madan**  
(1994 Batch)  
Executive VP,  
First Abu Dhabi Bank



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



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



**Priti Kataria**  
(1996 Batch)  
Senior VP & HR Head,  
Wipro Infotech



**Aseem Sood**  
(1997 Batch)  
Director, AMEC  
Measurement and  
Evaluation



**Rohit Jethra**  
(1997 Batch)  
Senior Executive VP,  
Kotak Mahindra Bank



**Rahul Chadha**  
(1997 Batch)  
Founder & CIO,  
Shikhara Investment  
Management



**Anurag Mathur**  
(1998 Batch)  
Partner, Bain &  
Company



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



**Anurag Jindal**  
(2001 Batch)  
Senior Manager - BFCR,  
Asia Pacific, HSBC



**Amit Kalra**  
(2001 Batch)  
MD & Head, Global  
Business Solution, Swiss Re



# ILLUSTRIOUS ALUMNI



**Sanchit Shinghal**  
(2002 Batch)  
Director, Client Strategy,  
Deutsche Bank



**Saurabh Bansal**  
(2003 Batch)  
Co-Founder &  
COO, Adda247



**Jatin Gulati**  
(2004 Batch)  
Partner,  
YCP Auctus



**Latika Sadhwani  
Hirwani**  
(2005 Batch)  
Director,  
American Express



**Adarssh Mnपुरia**  
(2008 Batch)  
Co-Founder, FabHotels



**Sidharth Madaan**  
(2008 Batch)  
MD & Partner,  
Boston Consulting Group



**Anupam Arora**  
(2009 Batch)  
Executive Director,  
Nomura



**Tanvi Rohatgi**  
(2010 Batch)  
Chief People Officer  
India, AB InBev



**Sarthak Ahuja**  
(2011 Batch)  
CA, CS, CMA,  
1.8M+ Followers



**Bala Sarda**  
(2012 Batch)  
Founder & CEO,  
Vahdam India



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



**Ishani Mittal**  
(2014 Batch)  
Principal, Boston  
Consulting Group



**Aditi Arya**  
(2014 Batch)  
Miss India, 2015



**Kritika Taneja-Rao**  
(2014 Batch)  
APAC GWM Business,  
Risk Organization, UBS



**Nimit Jain**  
(2015 Batch)  
Ex - VP, Financial  
Markets Advisory,  
BlackRock

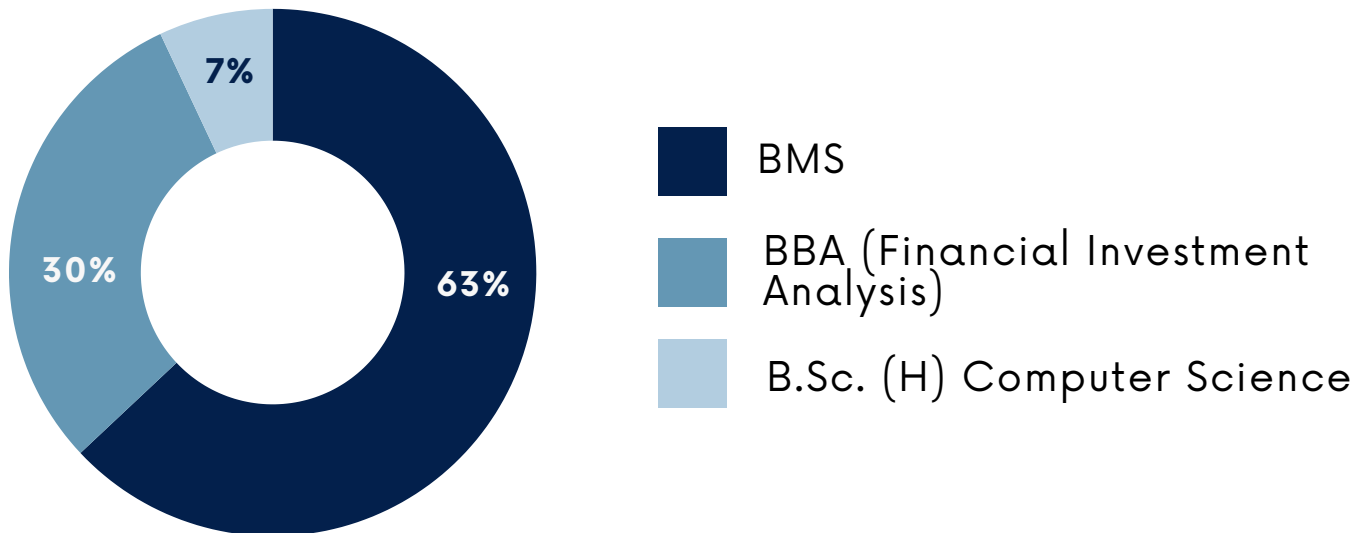


**Sarthak Kumar**  
(2016 Batch)  
Senior Data Scientist,  
Google

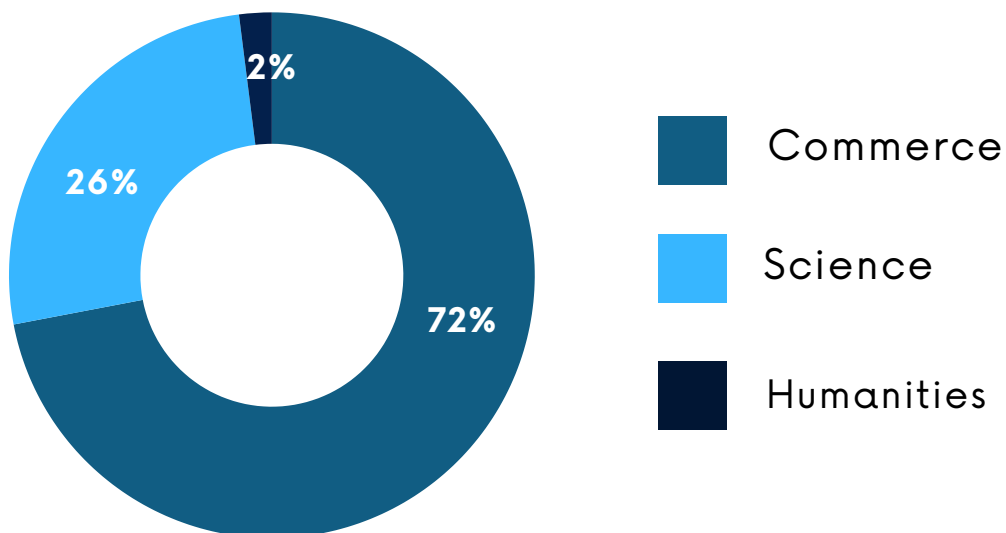
# CLASS OF 2025

## BATCH PROFILE

### COURSE RATIO



### STREAM RATIO



### GENDER RATIO





# INTERNSHIPS

2023-24



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 internship/training. Subsequently, students prepare internship reports that highlight learning experiences, 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 **Ab InBev, Adani Enterprises, Alvarez & Marsal, BOD Consulting, Capri Global Capital, Dabur, Dalberg, Deloitte, Frost & Sullivan, Grant Thornton, GlobalLogic, Havells, ITC, JIO, Justdial, KPMG, LIC, McKinsey & Company, NITI Aayog, Ogilvy & Mather, Panasonic, Pepsi Co., Practus, RAAM Group, S&P Global, SBI, Silver Piston, Wipro, Woodsmen and Zomato** 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.



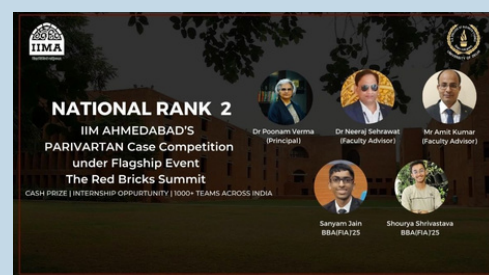
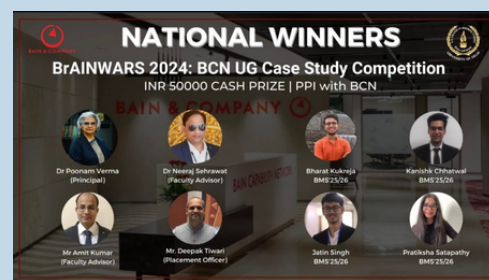
The final year students have pursued an internship in the above mentioned organisations. This does not imply that all such processes were conducted by the Placement Cell.

# 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:

- Global Rank 4, HSBC/HKU APAC Business Case Programme: HSBC Case Study Competition
- Global Rank 1, Superior Chapter Accolade: FMA International Body
- Global Rank 2, CRMS Risk Challenge
- Global Rank 3, Global Case Competition 2023: Harvard University
- Global Rank 1, Microsoft Better Working World Data Challenge: EY
- Global Rank 1 and Rank 3, Global Microfinance Case Competition
- National Rank 1, BrAINWARS 2024: Bain and Company Case Study Competition
- National Rank 3, Equinox Sustainability Case Competition: IIM Lucknow
- National Rank 1, ICICI Lombard Insurance Strategy Case Competition: IIM Lucknow
- National Rank 1, Flagship Product Management Annual Case Competition: IIM Bangalore
- National Rank 1, Genesis Startup Blitz Competition: IIM Calcutta
- National Rank 1, Sustain 3.0: IIM Ahmedabad
- National Rank 1, Business Plan Competition, Aagaaz: IIM Ahmedabad
- National Rank 1, Flagship Annual Case Competition, Armageddon: IIM Ahmedabad
- National Rank 1, Retail-O-Mania - The Retail Strategy Case Competition: IIM Bangalore
- National Rank 1, Foresight - The Flagship Case Competition: IIM Bangalore
- National Rank 1, Creative Commerce Case Competition: IIM Bangalore

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, as well as cultural and creative (dance, music, fine arts) competitions and sports events, demonstrate the students' versatility.



# 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 an inclusive and equitable environment where every student, staff, faculty and alumnus of different culture, region, 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.

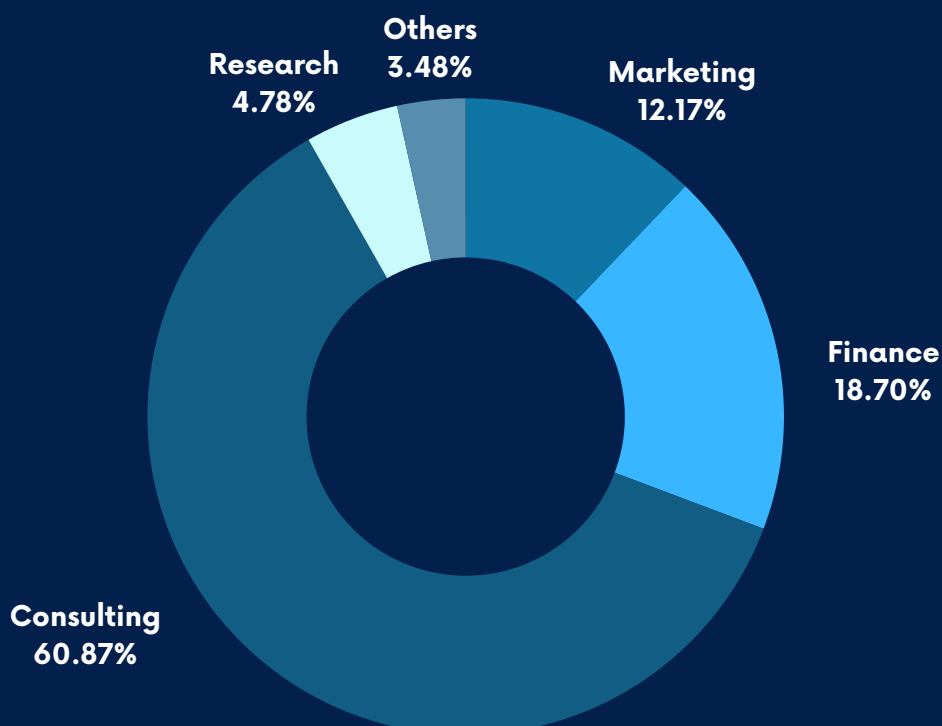


# PLACEMENT SEASON

## 2023-24



## 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 **Accenture, Boston Consulting Group, Career Launcher, Dasra, Earnest & Young, Ebullient Securities, Firebolt Ventures, GIVA, Goldman Sachs, McKinsey Client Capabilities Network, Oxane Partners, Preferred Square Analytics, Radiant Tech Solutions, Vedantu, VMock, Zomato** 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.

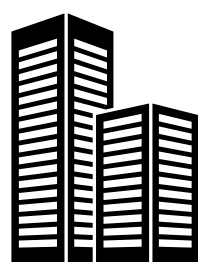
The placement season witnessed numerous placement opportunities for the batch that graduated in 2021 from several companies including **Alta Cura AI, Dasra, Everflow Partners, Faber Capital, FSG, Innowatts, I Squared Capital, McKinsey Client Capabilities Network, Neelmay** and **TresVista**. Furthermore, **I Squared Capital** 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

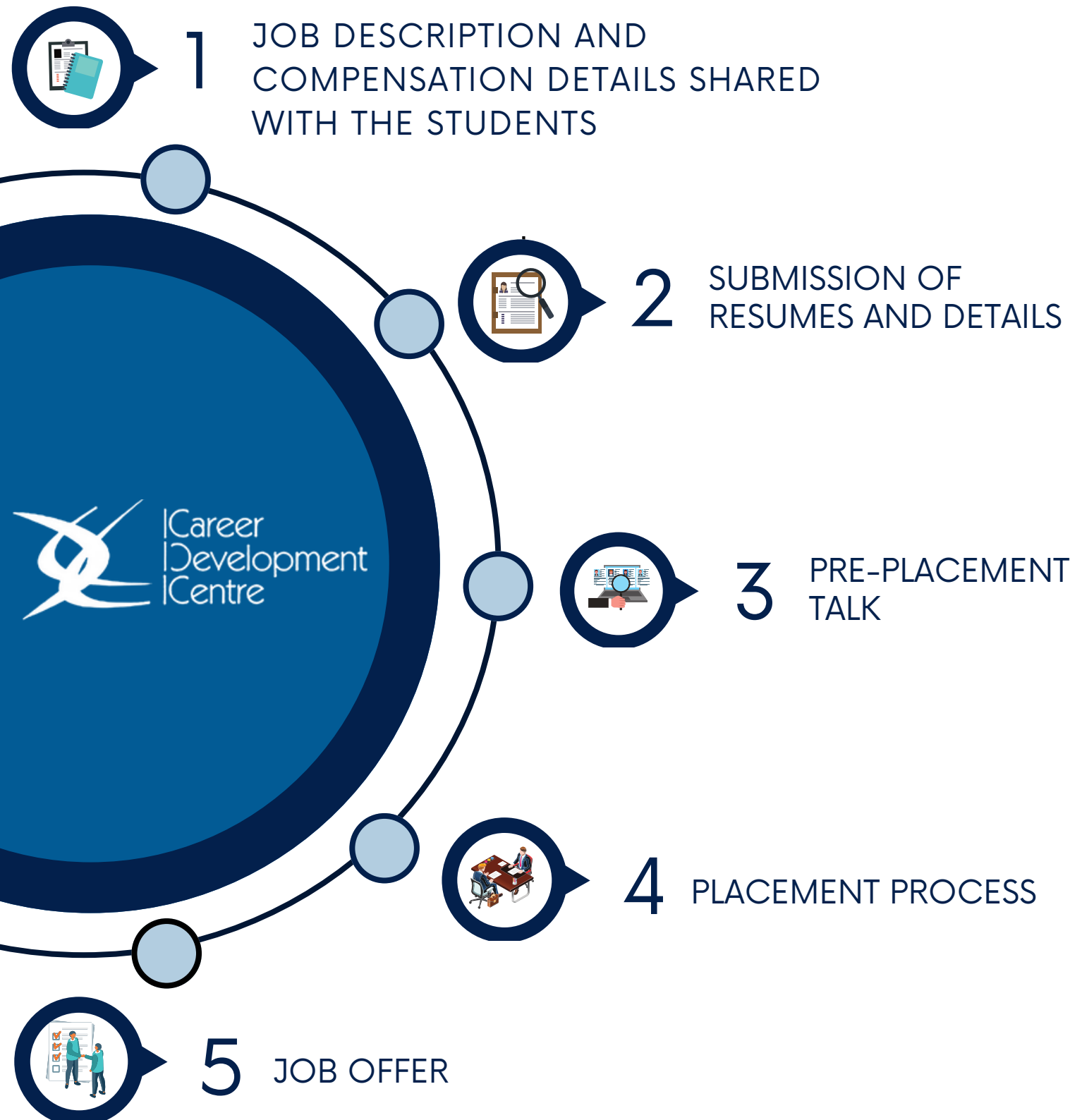
The placement season at SSCBS goes on throughout the academic year. It is, however, divided into two phases:

**Phase I:** September to December

**Phase II:** January to June

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

# RECRUITMENT PROCESS





# 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 admission process along with the faculty and the senior students passing on their experience with the new batches.

CBS has a highly professional atmosphere with emphasis on continuous learning and professional skill development. The students have good technical skills as well as critical teamwork, communication and leadership skills necessary to succeed in a multinational firm. UBS values the professionalism shown by CDC student body during the recruitment process and applauds the entire program.



# CONNECT WITH US



**SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES**  
**DR. K. N. KATJU MARG, SECTOR - 16, ROHINI**  
**NEW DELHI - 110089**



**[www.sscbsdu.ac.in](http://www.sscbsdu.ac.in)**



**[cbsplacementcell@sscbsdu.ac.in](mailto:cbsplacementcell@sscbsdu.ac.in)**



**[www.linkedin.com/school/sscbsdu](http://www.linkedin.com/school/sscbsdu)**



**[www.facebook.com/cdcsscbs](http://www.facebook.com/cdcsscbs)**