



Career  
Development  
Centre



SHAHEED SUKHDEV  
COLLEGE OF BUSINESS STUDIES  
(UNIVERSITY OF DELHI)

**ANNUAL  
REPORT**

**SESSION  
2019-20**

**PLACEMENT  
REPORT**

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**SHAHEED SUKHDEV COLLEGE OF  
BUSINESS STUDIES**

# PRINCIPAL'S MESSAGE



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 organization.

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 2021. 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

# OVERVIEW OF THE COLLEGE



Shaheed Sukhdev College of Business Studies (SSCBS) is a premier institution of the University of Delhi, imparting path-breaking education in the fields of Management and Computer Science. The college offers three courses at undergraduate level: Bachelor of Management Studies (BMS) with specializations in Finance, Marketing and Management of Global Business, BBA (Financial Investment Analysis) and B.Sc. (H) Computer Science and a Post Graduate Diploma in Cyber Security and Law on the technical front.

Since its inception in August 1987, SSCBS 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 also been adjudged as the best undergraduate college for management courses in a survey conducted by India Today along with Marketing and Development Research Associates (MDRA).

**35+**

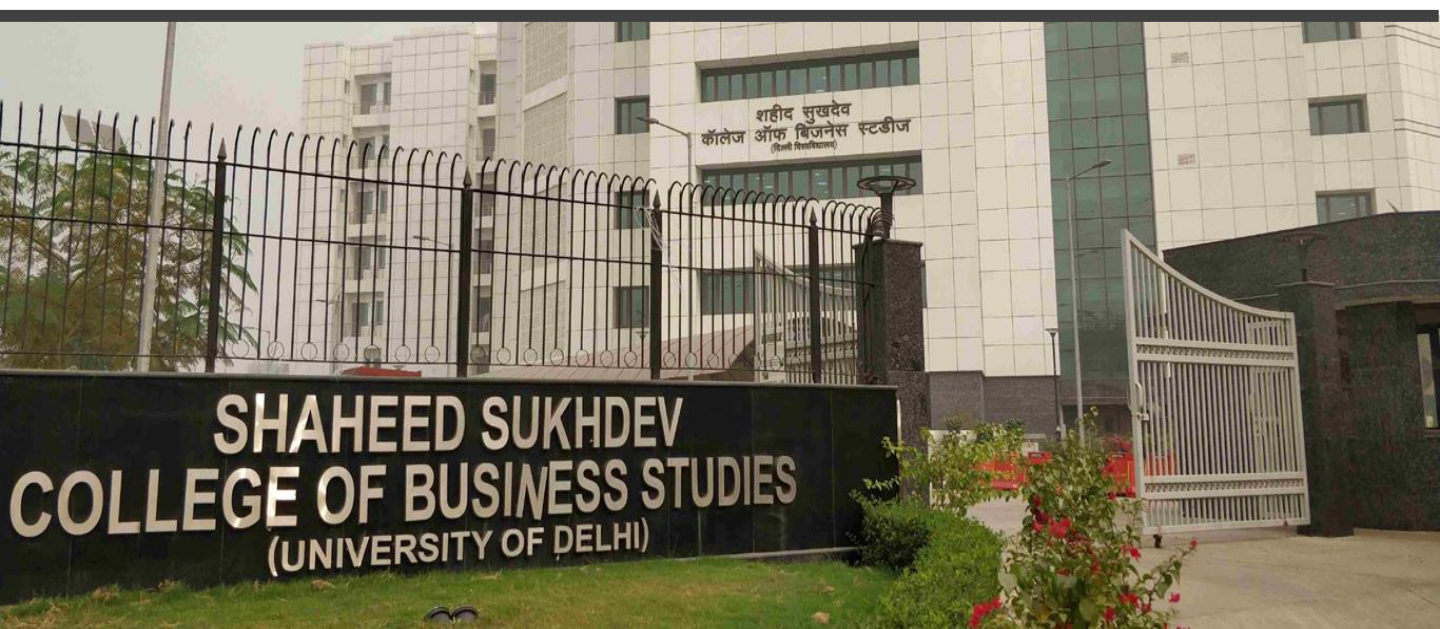
**Societies**

**A**

**Credited by  
NAAC**

**1<sup>st</sup>**

**India Today  
Rankings**





# PLACEMENTS

## AT A GLANCE

The Placement Season 2019-20 of the college witnessed participation of **75 companies** extending **177 offers** to the students in domains such as Analytics, Consulting, Finance, Investment Banking, Marketing, Research, Real Estate, Technology, Sales and Inventory Management. **Verity Knowledge Solutions** stood as the largest recruiter extending **13 offers** to the students. The highest package offered amounted to **₹18 LPA by D. E. Shaw Group**. The average package amounted to an aggregate of ₹7.03 LPA while the median package stood at ₹6 LPA.



**177**

Offers



**7.03**

Average Package  
(In LPA)



**12.4 Cr.**

Gross  
Package



**18**

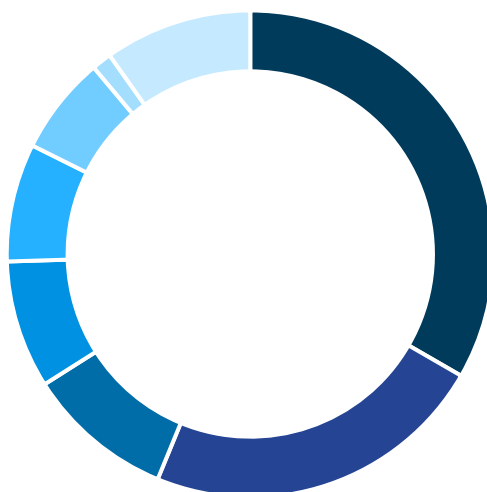
Highest Package  
(In LPA)



**86.76**

Placement  
Ratio

Consulting ■  
Finance ■  
Investment Banking ■  
Analytics ■



Marketing ■  
Research ■  
Tech ■  
Others ■

# PROMINENT RECRUITERS

The season witnessed the regular recruiters including Bain Capability Network, Boston Consulting Group, Periscope by McKinsey, CBRE, FTI Consulting, Grant Thornton, United Airlines, Praxis Global Alliance, Oxane Partners, Genpact, InMobi and RocSearch reaffirming their faith in the students and strengthening their long-term ties with the college.

One of the major focal points of the season was the participation of the companies from the league of the **Big 4**, viz. EY, KPMG and Deloitte, who extended numerous offers to the students. **FMCG** companies like Dabur, Vahdam Teas and Colgate-Palmolive also participated in the placement season.

Companies like KPMG, Goldman Sachs and Grofers extended pre-placement offers to students. In addition to the regular recruiters, **37 new companies** were also added in the list including Zilingo, MXV Consulting, Udaan, BYJUs and Claro Agro.



# INTERNSHIPS

## AT A GLANCE

The Internship Season witnessed an unprecedented upsurge in the number of companies fostering ties with and recruiting from SSCBS for work-from-home internships and virtual projects. With **370+ internship offers** from **175+ companies**, students were selected in the domains of Finance, Consulting, Analytics, Marketing, Software Development, Research, etc.



The season also witnessed a UK based Hedge Fund, **Shannonside Capital**, hiring for the profile of Hedge Fund Junior Analyst. Prominent firms like **Aditya Birla Capital**, **Goldman Sachs**, **Rescon Partners**, **CBRE**, **EY**, **Namekart**, **Wazir Advisors**, **Meltwater**, **Indian Angel Network**, **Fundwave**, **Kinduz Business Consulting**, **Stanza Living**, **Sleepy Owl**, and many others, hired interns from our college, which is a testament to the premier quality of students that SSCBS nurtures.



# ALUMNI OPPORTUNITIES

The various accomplishments of the institution are a result of the continuous efforts of our meritorious alumni who help in furthering the brand of our college. The Placement Cell strives to assist the alumni of the college in their professional endeavors by providing them with a multitude of internship and placement opportunities.

This year, the season witnessed **50+ companies** connecting with us to recruit experienced candidates from the SSCBS fraternity. Some of the prominent alumni recruiters include **Google, D. E. Shaw Group, EY, KPMG, Ken Research, Nomura, Duff & Phelps, Berkeley Research Group, IndSight Growth Partners, CAPA India, MagicPin, Empaxis Data Management, Udaan** and **Benori Knowledge Solutions**.



# HIGHLIGHTS

## OF THE SEASON

SSCBS builds on the foundation of growth, progress and development. Associating with some of the most prominent organizations, the college works towards achieving the goal of making its students industry-ready. SSCBS, in the form of webinars, internships and competitions

provides its students a chance to nurture their talent and emerge as leaders in the near future.

### Bain Case Study Competition

The key highlight of the season was Bain Capability Network (BCN) associating with SSCBS to conduct a case study competition, **BrAIN WARS**, wherein the selected teams received the golden opportunity to be mentored by BCN professionals. The top 10 participants were also given an opportunity to appear directly for a Pre-Placement Interview.



**BAIN & COMPANY**

### Goldman Sachs: Internship & Pre-Placement Offer



SSCBS witnessed Goldman Sachs strengthening its bond with the college as they visited the campus yet again to hire interns for their new Bangalore office. The leading global investment management firm extended pre-placement offers to the previously selected interns for their **Investment Banking Division** adding another feat in the history of SSCBS.



## EY Corporate Finance Women of the Year Competition

SSCBS further consolidated its relationship with EY by hosting **EY Corporate Finance Woman of the Year**, a competition that provided an opportunity to the winners to work in the Transaction Advisory Services department of the firm. It gives us immense pleasure to announce that one of our students won the nationals and **represented India in global finals** held at Rome where she secured a place amongst the **top 10 finalists** round the world.



## Union Budget Session by KPMG



KPMG conducted a session on **FY 2019-20 Union Budget** in association with SSCBS. The session discussed the components of the Budget and addressed its impacts on the Indian economy, while simultaneously prompting the attendees to engage in the discourse with a conscious mind.

## Alumni Mentorship Program

CBS Alumni for Recruitment & Excellence (CARE) program was initiated this year. The program aims to bridge the gap between the students and the corporate world. The program witnessed **16 mentors** with diversified backgrounds come forward to assist second year students, helping them get exposure to the world of corporate.

The CARE logo, featuring the word 'CARE' in a bold, white, sans-serif font, centered within a dark blue square.

**CARE**

# CONNECT WITH US



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