Leadership is about inspiring and motivating others. It’s about putting aside one’s own agenda and demonstrating respect, support, and value for others. One of the pinnacles of leadership is having the ability to influence. SIBM Bengaluru in its ten years has shown with incredible determination, humbleness and perseverance an exponential growth. Taking the helm of being the best private B-school in Southern India, SIBM-B has been leading other colleges by example.

Non ducor, duco, our theme, defines how leadership has been the key quotient in the driving force of our progress. The path taken was not easy, but with the dedication of the students and the guidance of the faculties, we have taken a huge leap in a short span of time. Our motto “Management education with a Quantitative difference”, is instilled in all the students with a culture that encourages leadership potential. All students at SIBM Bengaluru are polished to perfection when it comes to being trained as leaders and are perfectionists in their field of work.

“Leaders aren’t born, they are made. And they are made just like anything else, through hard work. And that’s the price we’ll have to pay to achieve that goal, or any goal.” — Vince Lombardi

Leadership takes courage. It can often mean going against the grain or doing what’s not popular. It can also mean taking action in the face of fear. This never comes without challenges and one of the most important ability of an effective leaders is to frame problems as challenges so that they can be tackled more effectively.

Our alumnus have constantly been solving the challenges of society and corporate by taking the leadership position time and again. They have been tested and they have come out even better due to the rigorous yet character moulding curriculum of our college and have been able to excel in the corporate world.
<table>
<thead>
<tr>
<th>Sr.</th>
<th>Topic</th>
<th>Pg. No.</th>
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<tbody>
<tr>
<td>1</td>
<td>About SIBM</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>The Mavericks’ Speak</td>
<td>4-5</td>
</tr>
<tr>
<td>3</td>
<td>The Journey</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>Explore Ideas</td>
<td>7-8</td>
</tr>
<tr>
<td>5</td>
<td>Leadership Opportunities</td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td>Get Involved</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Academic Life by Numbers</td>
<td>11</td>
</tr>
<tr>
<td>8</td>
<td>Delve Deeper</td>
<td>12-13</td>
</tr>
<tr>
<td>9</td>
<td>Placement Report</td>
<td>14-17</td>
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<td>10</td>
<td>Student Achievements</td>
<td>18-19</td>
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<tr>
<td>11</td>
<td>Alumni Speaks</td>
<td>20-21</td>
</tr>
<tr>
<td>12</td>
<td>Events</td>
<td>22</td>
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</tbody>
</table>
ABOUT SIBM BENGALURU

Symbiosis Institute of Business Management (SIBM), Bengaluru was established in 2008 as a constituent of Symbiosis International University with the aim of imparting world-class education to students and transforming them into top-notch leaders of the corporate world. At SIBM-B, eminent faculty from across the country, holistic learning-focused pedagogy, passion-driven students, and world-class facilities meet the epicentre of knowledge to create the future business leaders.

Over the span of a decade, with the changing methods of imparting education, the power that propels every student here towards excellence and knowledge has remained the same. SIBM Bengaluru understands its students and leaves no stone unturned in providing quality education and helping this spark build into a roaring flame that will help its students become leaders of tomorrow.

In this journey of ten years, we have proven that with dedication and perseverance we can reach great heights in short spans of time. Here, the onus rests with each individual to carve out her/his own identity. SIBM Bengaluru instils a culture which encourages leadership potential. All students at SIBM, Bengaluru are polished to perfection when it comes to being trained as leaders and perfectionists in their field of work.

SIBM Bengaluru envisions a management education with a “Quantitative Difference” by focusing on data analytics across all specializations. Decision-making and analytical skills are developed in the students through the use of case method of teaching and simulations.
MESSAGE FROM THE CHANCELLOR

“It has been several years since the inception of Symbiosis University, yet I still get elated in the same way every time I think of my students and their bright future ahead. It is humbling and overwhelming at the same time when I look at the summit where SIBM Bengaluru stands today. The dedication of each member who has had a hand in shaping this college’s destiny is truly remarkable and a source of inspiration for all of us. Two years of engaging academic rigour, challenging students’ initiatives and tremendous opportunities in the industry provide an exceptional learning experience at SIBM Bengaluru. No frontier shall remain unchartered once the students set their eye on their goal. My wishes and high hopes always remain with the institute and I am sure that the beacons of change will make us proud as the able leaders of tomorrow.”

MESSAGE FROM THE VICE CHANCELLOR

Dr. Rajani Gupte, the Vice Chancellor of Symbiosis International University [SIU], Pune has done her Ph.D in Economics from the reputed Gokhale Institute of Economics and Politics, Pune. She has more than 30 years of rich work experience in teaching and research at various prestigious institutes like Loyala College, Madras, Gokhale Institute of Politics and Economics, Pune. She was a Founding member of Symbiosis Institute of Foreign Trade, SIFT in 1992 (now Symbiosis Institute of International Business, SIIB) and was Director of SIIB from 2004 – 12. She was instrumental in establishing SIIB as one of the leading B-Schools in India, and in starting innovative niche programs at SIIB in Agribusiness and Energy and Environment. Under her leadership, SIIB was the first Institute under SIU to start a Dual degree program with a German University and several active International collaborations. She has been a visiting faculty at the Oakland University, School of Business Administration Michigan, USA. She was appointed on the WTO cell set up by Govt. of Maharashtra, Department of Horticulture. She is a member of the International trade panel, CII, Western Region. She was the member of the Advisory Board, Chemtech World Expo 2009 – 2011.
MESSAGE FROM THE DIRECTOR

“Today, we are in an era where business is driven by knowledge and innovation. Many market leaders in the past have perished as they failed to understand the changing dynamics of the global industry and the increasing interdependencies across business functions. So continuous learning and innovation has become imperative to sustain and grow in this competitive environment. The MBA programme at Symbiosis Institute of Business Management, Bengaluru is specially designed to meet such challenges. It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the conventional and think innovatively. With the state of the art infrastructure and high academic rigor, Symbiosis Institute of Business Management, Bengaluru is an appropriate destination for management education.”

MESSAGE FROM THE DEPUTY DIRECTOR

“Prof A. Vidyasagar, Deputy Director SIBM Bengaluru It is with immense pleasure and great pride that we introduce SIBM Bengaluru which has emerged as one of the most reputed B schools of the country. We involve corporate in all areas right from being panel members of our admission selection panel, curriculum review panel and also in teaching different subjects related to various spheres of management. We thank all our corporate patrons for being with us and extending their full support with their active participation in our endeavour to prepare the future business leaders. We do all activities with passion and commitment which help in achieving excellence in all the areas. Our strong focus on academic rigor with vibrant industry interaction helps our students to acquire various skill sets and fosters a culture which will help them in competing, collaborating and eventually conquering the corporate world. With this note we invite corporates to SIBM Bengaluru to feel the difference of conscious, deliberate and dynamic training coupled with the commitment of our students.”
Students from every corner of the country undergo a trial by fire over a period of 3 months before making it to SIBM B. Every year, thousands of aspirants fight for a few coveted seats at this esteemed institution. This rigorous selection procedure starts with Symbiosis National Aptitude Test SNAP, one of the most popular tests among MBA aspirants. It tests students on their Quantitative skills, Analytical and logical abilities, Reading Comprehension and Verbal skills along with General knowledge. Students with huge potential of becoming successful managers pass through these comprehensive evaluations to make it to the next stage of selection – The GE-PI-WAT.

One of the most efficiently conducted processes across B schools begins in the month of February, spread over 7 days which gives time for extensive evaluation without missing out on any talent. The process focuses on various attributes of a manager. These multiple evaluations at different stages help us in tapping into the best students from the entire nation.
Orion is an annual research journal of SIBM Bengaluru, which helps students to showcase their analytical skills & critical reasoning. As future managers, it is this clarity that will give students an edge over others and gain a place for them in the corporate world.

Some of the papers published by the students are as listed below:

1) A Simulation Model for Pricing the Spread in Credit Default Swap- Application and Analysis by Parthiv Thakkar

2) Strategic Account Management – A Realm looking to augment its repertoire by Malhar Joshi

3) Internet Discussion Board and IPO Performance: Is there an impact of Digital Transformation on IPO returns in India by Ronak Kotak

Some of the papers published by the teachers under Perspectiva are:

1) The Regional Manager's Revenge – A modest proposal by Mohan Gopinath

2) The Love Hate with Innovation- A case of Apple by Aadithyaa and Vijay Prakash Misra

SIBM B Publications and Research Centre (SPaRC):

SPaRC is an initiative to inculcate an environment of good quality research at SIBM B. The research centre aims at providing a platform to engage and encourage faculty and students in doing good quality research through continuous involvement in their research projects. The idea behind the centre is to provide all possible support at the institution level to increase research output.
Three students (Bloomberg Champions Program) are doing their internship with Bloomberg for a period of six months. The aim is to put their knowledge into action and make more out of the markets. It is a tightly integrated experience with a proprietary keyboard and monitors that enhance the features and functionality of the Bloomberg Professional Service.

7 More Bloomberg terminals are added, taking the total to 8 terminals to ensure that more and more students get its exposure.

“Three students (Bloomberg Champions) are doing their internship with Bloomberg for a period of six months.”

SIBM Bengaluru has a tie-up with Harvard Business School Publishing in offering courses to students who have enrolled for an MBA course with the institute. The courses offer a comprehensive introduction to each subject area and allow students to build a solid foundation for business education.
Extracurricular and co-curricular activities at the institute are organized by various student driven committees and clubs at Symbiosis Institute of Business Management, Bengaluru.
These twelve clubs not only act as a stress-buster for the students, but also facilitate knowledge impartation as they cover curricular as well as non-curricular activities. With the motto of transforming individuals into well versed and well-informed managers, clubs help them de-stress in their long run for their future endeavours.

**CLUBS at SIBM Bengaluru**
# Academic Life by Numbers

## Faculty Student Ratio

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>General MBA</td>
<td>1:12</td>
</tr>
<tr>
<td>Marketing</td>
<td>1:10</td>
</tr>
<tr>
<td>Operations</td>
<td>1:6</td>
</tr>
<tr>
<td>Finance</td>
<td>1:9</td>
</tr>
<tr>
<td>Human Resources</td>
<td>1:5</td>
</tr>
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</table>

## Number of Teaching Hours

<table>
<thead>
<tr>
<th>Source</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td>Books</td>
<td>11765</td>
</tr>
<tr>
<td>Journals</td>
<td>23</td>
</tr>
<tr>
<td>Magazines</td>
<td>20</td>
</tr>
<tr>
<td>CDs/DVDs</td>
<td>289</td>
</tr>
<tr>
<td>e-Books</td>
<td>1,50,400</td>
</tr>
<tr>
<td>e-Journals</td>
<td>44,892</td>
</tr>
<tr>
<td>e-Databases</td>
<td>1</td>
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</tbody>
</table>
Special series of lectures, value added courses, workshops and guest sessions from Industry and academics are also arranged from time to time to enrich the learning environment of the institute. Training programmes are arranged to enhance the employability of the students.

### FIRST YEAR AT MBA

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Business Statistics</td>
<td>• Strategic Management</td>
</tr>
<tr>
<td>• Microeconomics</td>
<td>• Financial Management</td>
</tr>
<tr>
<td>• Basics of Financial Management</td>
<td>• Human Resources Management</td>
</tr>
<tr>
<td>• Financial Accounting</td>
<td>• Research Methodology</td>
</tr>
<tr>
<td>• Marketing Management</td>
<td>• Macroeconomics</td>
</tr>
<tr>
<td>• Organizational Behavior</td>
<td>• Cost Accounting</td>
</tr>
<tr>
<td>• Operations Management</td>
<td>• Marketing Strategy</td>
</tr>
<tr>
<td>• Legal Aspects of Business</td>
<td>• Corporate Governance &amp; Ethics</td>
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<tr>
<td>• Corporate Social Responsibility</td>
<td>• Entrepreneurship</td>
</tr>
<tr>
<td>• Business Communication</td>
<td>• Business Analytics</td>
</tr>
<tr>
<td>• Technology in Business</td>
<td>• Operations Research</td>
</tr>
<tr>
<td>• Integrated Disaster Management</td>
<td></td>
</tr>
<tr>
<td>• Global Business Environment</td>
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</tr>
</tbody>
</table>
## SECOND YEAR AT MBA

### Marketing
- Marketing of Financial Services
- Business Analytics for Marketing
- Brand Management & Communication
- Consumer Behavior and Insights
- Retail Management
- Services Marketing
- Sales and Distribution Management

### Finance
- Derivative Markets
- Commercial Banking
- Security Analysis & Portfolio
- Mergers & Acquisitions
- Corporate Valuation
- Financial Statement Analysis
- Financial Modelling

### Human Resources
- Talent Acquisition and Retention
- Organizational Development & Change
- Compensation & Reward Management
- Industrial Relations and Employment Laws
- Competency Based HRM & Management Systems
- Taxation
- HR Scorecard and Analytics

### Operations
- World class Manufacturing
- Total Quality Management
- Supply Chain Management
- Purchasing & Materials Management
- Advanced Services Operations Management
- Project Management
- Conflict and Negotiation
• Regular recruiters like JPMorgan, Dell, Cisco, Bosch, Accenture, Infosys, Wipro, CRISIL, IBM, Capgemini, Fidelity Investments, Genpact, Oracle, Tata Motors, Zee Entertainment Group, Goldman Sachs, Credit Suisse, Deloitte.
• First time recruiters included prominent Brands like Ola, Oracle, Raymond, SAP, Societe Generale, Thoucentric.
• Students also work offline on internships called as live projects lasting from 2 -8 weeks which make them more employable and industry ready. We have engaged in several Live Projects from business such as Britannia, ITC, McDonalds, YES Bank, Randstad, P&G, Wildcraft, Benetton Group, OYO Rooms, Arvind Lifestyle Brands.
• With 100% Placements and Continuous increase in the highest and the average package, the Batch of MBA 2016-2018 witnessed an increase in the number of PPIs/PPOs reflecting industry’s growing faith in the MBA Program at SIBM B.
• This year witnessed reputed firms offering profiles in all the domains as they pronounced their confidence in the quality of our students by offering varied roles ranging from Hedge Fund Accounting, Credit Analyst, Digital Marketing, Market Analyst, Strategy Planning & Operations, Supply Chain & Warehouse Management, Organisation Transformation, Learning & Development and Compensation & Benefits.

FINAL PLACEMENTS

100+ Companies
25 LPA
Highest
CTC
9.67 LPA
Average
CTC
40 PPOs
& PPI

Sector wise Distribution

IT/ITES
Consultancy
BFSI
Manufacturing
Services
FMCG
E-commerce
Retail
Infrastructure
Telecom

companies

Companies

Companies

Companies
The batch of MBA 2017-19 witnessed a wide array of companies for internships comprising of a healthy mix from all the four specializations namely- Human resources, Finance, Marketing and Operations. Our regular recruiters have once again shown immense confidence in our students by offering them key profiles in significant numbers followed by a host of new recruiters such as NetApp, Maruti Suzuki, MTR, HDFC, UrbanClap, Azim Premji Foundation, Decathlon & new age internet companies participated in summer placements this season.

Companies offered a range of sought-after and niche projects in domains such as Financial Analysis, Financial Operations, Business Analytics, Market Research, Supply Chain Management, Procurement, Process Improvisation and Talent Acquisition.

<table>
<thead>
<tr>
<th>Highest Stipend</th>
<th>INR 1,62,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Stipend</td>
<td>INR 45,000</td>
</tr>
</tbody>
</table>
“Innovative group of students. Bright and intelligent bunch of excited kids.”
Chetan Tolia (Chief HR Officer), Tata Power

“I had an amazing time. The students were really interactive and the hospitality was excellent.”
Rohan Kumar (Head - Channel Sales), Wildcraft

“Thank you for having me over. Was a pleasure and grateful for the engagement of the group.”
Vijayanti Margassery (National Head - Organizational Effectiveness), Coca-Cola

“SIBM-B has always been surprising their limits with every new batch.”
Chetan Tolia (Chief HR Officer), Tata Power

“Amazing audience. Infectious energy and extremely receptive! Had a lot of fun!!”
Sandeep Balan (Head - Digital Marketing), United Breweries Ltd.

“Great interaction with students and an amazing experience. Thank you so much for the opportunity.”
Sonaal Puri (Director - Recruiting), Salesforce

“Superb energy and extremely pertinent and knowledgeable questions. Appreciated heavily.”
Shobhit Garg (Director - Market Management, Indonesia), Expedia
<table>
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<tr>
<th>Name</th>
<th>Position</th>
<th>Type of Award</th>
<th>Name of the Event</th>
<th>Event Hosted by</th>
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<td>Joel Yesuratnam</td>
<td>National Finalist</td>
<td>-</td>
<td>LaunchPad</td>
<td>IIM Calcutta</td>
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<tr>
<td>R. Sriram</td>
<td>National Finalist</td>
<td>-</td>
<td>LaunchPad</td>
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<tr>
<td>Anmol Bhatt</td>
<td>Runners Up</td>
<td>8,000 Cash &amp; Certificates</td>
<td>Dhruva 2.0</td>
<td>IIM Trichy</td>
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<td>Nikita Rastogi</td>
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<td>Disha Chhabria</td>
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<td>Cash</td>
<td>Thinkpiece</td>
<td>IIM Trichy</td>
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<td>Karan Champaneri</td>
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<td>TAPMI</td>
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<tr>
<td>Kritika Narayan</td>
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<td>Prakshepan</td>
<td>IMT Hyderabad</td>
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<tr>
<td>Simranjeet Kaur</td>
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<td>IMT Hyderabad</td>
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<tr>
<td>Lokendra Singh Rathore</td>
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<td>INR 9000 Cash &amp; Trophy</td>
<td>Drishti 2018</td>
<td>SIOM - Nashik</td>
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<tr>
<td>Bandana Devi Rajkumari</td>
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<td>INR 9000 Cash &amp; Trophy</td>
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<tr>
<td>Viren Rajpura</td>
<td>Runner Ups</td>
<td>INR 9000 Cash &amp; Trophy</td>
<td>Drishti 2018</td>
<td>SIOM - Nashik</td>
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</tbody>
</table>
Mr. Arvind Nathan, Director, Sourcing Innovation, Analytics and Insights, Walmart
Ms. Karen Prince Wright, Executive Director, Dell Services Finance
Mr. Vinod Nair, Director, HRBP, Huawei
Mr. Sandeep Tyagi, Director- HR, Samsung
Mr. Atul Joshi, CEO & MD, Fitch Ratings
Mr. Kinjal Choudhary, Director – V.P and Group Chief HRO, Eicher Truck and Buses
Mr. Vishal Sharma and Mr. Sandeep Gupta – J P Morgan Chase & Co.
Mr. Pradeep Chavda, Director – HR, Sodexo
Mr. Dishank Raj, Vice President HR, Swiss Re
Mr. Niju Vijayan, Director, Frost & Sullivan
Ms. Neetu Bhushan, Director HR, Abbott
Mr. Sunil Kashikar, Vice-President, Zensar Technologies
Mr. Achint Jain, Talent Acquisition Manager, Willis Towers Watson
Mr. Vidyadhar Limaye, Managing Director, Faurecia
Mr. Suresh Paragiri, Project Director, Oracle
Mr. Saurabh Arora, India Head- Talent Acquisition, Morgan Stanley
Mr. Manoj Mansukhani , Managing Director , Wunderman
Mr. Suryanarayana Kodukulla, Director, Partnerships Chairman & MD, Google
Mr. Sai Ivaturi, Director- Global Marketing Analytics, HP
Mr. Ganesh S, VP and Head- Human Resources, Global Decision Management Center, Citi
Mr. Vigyan Verma, Vice President and Office Head, Contract India (a WPP Group Company)
NIKHIL MALHOTRA
People Transformation and India Master Black Belt
AB InBEV - BU India
Batch of 2011-13

ANAND BHATE
Director
Jeevan Anand Builders
Batch of 2012-14
Rahul Hota (2013-2015)
Writer, director and founder member of “Them Boxer Shorts”.

Jyoti Maheshwari (2010-12)
Assistant Manager, Financial Services Regulatory Advisory - Deloitte Middle East

Varun Gupta (2009-2011)
Founder, Director for Max Marketing

Sweta Jobanputra (2009-11)
Executive Director of Pune Based Lemon Grass Restaurant Pvt Ltd

Apurv Dhingra (2008-10)
Assistant Vice President, Credit Suisse

Lourdes Soares (2012-14)
Founder at SABRCARE

Kuldeep R (2011-13)
Managing Partner with Based Gifting 360.
EVENTS

Utopia: International Festival

Alchemy: Management Festival

Samaagam: The Alumni Meet

Uthaan

Revelation: Cultural Fest

TEDxSIBM Bengaluru