

# Research and Scholastic Development Team

Annual Report



2012-2013

## **Introduction**

The Research and Scholastic Development Team (RSDT) works with the aim of bridging the gap between the academic curriculum and corporate requirements. The team encourages research among the students and is also responsible for their scholastic development.

Scholastic development is incomplete without hands on experience on live projects. Thus, apart from its various publications, RSDT also brings in projects from industry to provide hands on experience to students.

## **Vision**

To build a platform for students to gain complete management experience.

## **Mission**

To create opportunities for students to apply their classroom knowledge on the ground and to promote research initiatives.

## **Team Members**

**Coordinator: Bhavik Bhathgara**

### **Senior Team (MBA-II)**

1. Bhavik Bhathgara	Finance
2. Ankita Mishra	Finance
3. Arun Prateek K	Marketing
4. Snehal Narang	Finance
5. Vivek Venkitaraj	Operations

### **Junior Team (MBA-I)**

1. Kritika Jain	Human Resources
2. Nipun Sawhney	Operations
3. Roshini Naidu	Finance
4. Siddharth Sawant	Marketing
5. Stuti Bansal	Finance
6. Syam S	Human Resources

## **Overview-RSDT 2012-2013 session**

Session 2012-2013 was another great session for the Research and Scholastic Development Team at SIBM Pune. It began with the release of “Beacon Summers” – a comprehensive document on the Summer internship experiences of the second year students. The report was able to guide the first year students on the nature of work related to each specialisation, thus helping them choose the right specialisation. Next came the “Beacon Sector Special” which was an in depth review of IT, Telecom, FMCG and Banking sectors. We went full steam on preparing the first year batch to face their summer internship interviews. SEED, which is a mock GDPI exercise on the lines of the actual SIRP process, had the first round judged by experts from the industry. The second round was judged by the senior batch who shared their experiences of interviews as well. Thus, SEED enabled students to get feedback from both their seniors and corporates as to how they should go about preparing for their Summer internship interviews and GDs. RSDT also provided a preparatory checklist based on feedback from the industry and the senior MBA batch, listing important topics which students are expected to know. A comprehensive list of GD topics that had been given last year at time of Summer Internship Recruitment Process and a few more based on current affairs were also included.

To continue with our aim of scholastic development, RSDT will be organising live screening of the Union Budget 2013 along with academic experts to help students understand implications of union budget on the Indian Economy.

Scholastic development is incomplete without hands on experience on live projects. In cognizance of this, RSDT got projects from both well established companies and start-ups to give hands on experience to students. Big names included Citigroup, Bharat Electronics Limited (BEL) and GLOASP. Among start-ups, we had Healthberries, Little Big World and Drivedge Infovity to add to the list. Projects ranged from market research to sector analysis and feasibility study of launching a service.

RSDT was yet again proud to launch the Beacon Management Review (BMR), Volume III which is an exclusive annual research publication of SIBM Pune, released on Management Day every year. This year’s issue included research articles on wide range of topics ranging from strategy and finance to human resource and marketing management to economics and development.

In the upcoming term, the team aims to expand its horizon in terms of developing its in-house research base by emphasizing on the importance of quality research work. We hope to enhance good research practices in our students that would take the institute further ahead on the path of intellectual excellence.

## Team Responsibilities

### **Corporate Projects**

This year, RSDT has been involved in 6 industrial projects. They are detailed as follows:

### Citigroup



Students conducted a market survey on customer satisfaction in the telecom sector. Trends related to consumer preference regarding the type of recharge preferred were also studied. Students identified rural, urban, and semi urban markets and studied buying patterns and customer satisfaction.

**Student insights were published unabridged in the Citi research report and the company SPOC appreciated the effort put in by students.**

### Bharat Electronics Limited



A market research for X ray baggage scanners is being conducted to identify the areas where X ray scanners are currently used and the potential applications in future. This project is in progress.

### GLOASP



Industry Analytics framework has been developed using analytics to determine Customer Lifetime Value and Marketing ROI .

## Healthberries



Students were responsible for promotion of healthcare services. They studied the service offered and identified locations for putting up kiosks. Strategic locations were also identified for putting up hoardings. This project is near completion.

## Mahindra Composites



Students made an analysis of the global composite manufacturing industry. They selected and studied 10 global listed companies manufacturing composites and did an analysis of their financial statements, study of ratios and future prospects. The different reporting standards used by the companies were also studied and adjustments were made for the same. Finally, they concluded about the mid and long term outlook of these companies and the sector at large.

## Little Big World

Students were assigned the task of increasing the customer base of "Little Big World", a crèche centre. They suggested promotion strategies and implemented them as well. This project is near completion.

## Drivedge Infovity



The company offered 2 projects- one for marketing of ERP solutions and the other is an Operations management project. Under the marketing project, students will be increasing the market reach of Drivedge's ERP services for Microsoft ERP solution. They are working directly with the Microsoft ERP team at Drivedge, where students are doing the feasibility study of their ERP solutions.

## NBFC Analysis

The project aims to find out the health of non-banking financial institutions and analyze their credit quality. The various banks which were studied in this project were Credit Suisse, Nomura, Edelweiss, Kotak Securities, and Motilal Oswal. The various institutions were analyzed under CAMELS ratings, and a quantitative and qualitative assessment of their health was done. A peer group comparison of the NBFCs was conducted.

## **Beacon Summers**

This was a compilation of internship experience of MBA-2 across all specializations. Seniors shared their experience at the internship regarding the kind of work they did, the challenges they faces and what they enjoyed. It was aimed at providing insights into the kind of jobs in each specialization to the MBA-1 batch in order to facilitate them to choose the right specialisation.

## **Beacon Sector Special**

This was a review of FMCG, Telecom, IT and Banking sectors in order to prepare students for their summer internship interviews. It had an in depth analysis of latest trends in these sectors and also the team's review of the same.

## **Summer Internship Recruitment Program Effectiveness and Efficiency Development Program (SEED)**

RSDDT went full steam on preparing the first year batch to face their summer internship interviews by means of SEED. SEED, which is a mock GDPI exercise on the lines of the actual SIRP process, had the first round judged by a panel comprising of a member from the industry and a faculty. The second round was judged by the senior batch who shared their experience of interviews as well. Thus, SEED enabled students to get feedback from both their seniors and corporates as to how they should go about preparing for their Summer internship interviews and GDs.

### **List of Corporates who visited the campus for the SEED program:**

<b>Name</b>	<b>Company</b>
Dr. Devesh Prakash	Credit Suisse
Parikshit Mehta	Axa
Amogh Deshpande	Barclays
Balwant Patki	Tech Mahindra
Sandeep Gohal	Wipro
Avinash purandare	Kirloskar
Prasad Kulkarni	Cybage
Karn Bhatia	Tata Management Training Centre
Jaideep Bhide	HDFC
Siddharth Mishra	Entrepreneur, SIBM external faculty
Preeti Deshpande	Wipro
Rajat Jain	Tex Carp consulting
Charuhas Khopkar	Aftek India
Anita Patankar	Symbiosis Centre of Liberal arts
Nitin Prabhu	Cummins
S.N.Parasnis	SIBM faculty
Elston Limenta	Cybage Head HR

## **Preparatory Checklist**

RSDT also provided a preparatory checklist based on feedback from the industry and the senior MBA batch listing important topics which students are expected to know. Each specialization was provided with a specific checklist targeted at their specialisation. A few GD topics that had been given last year and a few more based on current affairs were also included.

## **Session on Dark Marketing by Godfrey Philips India**

RSDT hosted Mr. Mitesh Sharma, Regional Sales Manager, Godfrey Phillips India who gave a valuable insight to marketing students on “Dark Marketing”. He shared details of various restrictions on marketing of cigarette and tobacco products and the challenges faced by marketers due to it. Students found the session very informative and enriching.

## **Bloomberg Assessment Test**

The Bloomberg Assessment Test (BAT) is a global, standardised online test which measures students (undergraduate and graduate) knowledge and a variety of skills and abilities relevant to the world of professional finance. It tests students on topics of Finance and Economics.

RSDT conducted the Bloomberg Assessment Test at our IT lab without any glitches. Proper arrangements were made with the IT admin to ensure there were no technical glitches due to bandwidth issues. The test was beneficial for students to assess themselves and was appreciated by them.

## **Beacon Management Review: Annual Research Journal of SIBM Pune**

Beacon Management Review (BMR) is an attempt to showcase SIBM’s students’ acumen in understanding the business environment and their interest in research. RSDT is yet again proud to launch the Beacon Management Review (BMR), Volume III which will be released on Management Day 2013. This year’s issue included research articles on wide range of topics ranging from strategy and finance to human resource and marketing management to economics and development.

Some of the topics include:

- Quantitative Easing
- Implications of the Companies Bill
- Predictive Analysis of Attrition
- Last Mile Delivery: Practices and Challenges in the Indian Context

## **Live screening of Union Budget and its analysis**

The Union Budget impacts India’s economy. As aspiring managers, students of SIBM Pune should know how the union budget will affect the macroeconomic environment.

RSDT will organise a live screening of the annual union budget on 28 Feb 2013. Later, students will be given precious insights by our esteemed faculty, Ms. Manasi Phadke. This will enable students to have a better understanding of the macroeconomic environment in the coming fiscal.

Moreover, students will be well equipped to answer questions related to the Indian economy when they face interviews towards the end of the year.

### This year's Milestones

1. SEED received a great response from students and they were able to use the feedback for preparing for their summers.
2. The market research done for Citigroup was published and the students' work was appreciated by the company.
3. We bagged a project from Bharat Electronics Limited, a Navratna company for market research for their baggage scanners.

### Annual Expenses (2012-2013)

<b>Particulars</b>	<b>Amount</b>
Photocopy expense	8022
Binding expense	231
Local Conveyance	560
Food, Tea, Refreshment	377
	715
Tours and Travelling expenses	975
SEED (Inclusive of Honorarium and Travel)	86400
Beacon Management Review	70000
Posters	240
Stationery	1000
<b>Total</b>	<b>168520</b>