SPJIMR
Bharatiya Vidya Bhavan

PGDM
PLACEMENT REPORT
2020

About SPJIMR

Bharatiya Vidya Bhavan's S. P. Jain Institute of Management & Research (SPJIMR) is one of India's leading business schools. SPJIMR is known for its pedagogical innovation, a strong faculty-student connect and consistent placement performance. SPJIMR has been ranked among the top five business schools in QS Global MBA rankings for two consecutive years.

SPJIMR has been accredited by AACSB & AMBA which brings it at par with the best institutes of the world. The institute's commitment to earning this accreditation is a testimony of its dedication - not only to its students, alumni, and the business community but to the higher education industry as a whole.

Participants at SPJIMR follow a unique path before they take up corporate roles. They complete their specialisation courses on campus along with internships in non-profit organizations in rural India and advanced specialisation courses with an international university as part of the Global Fast Track.

The highlights of the courses and non-classroom initiatives are:

Global Fast Track

The Global Fast Track programme is an initiative aimed at exposing participants to premier B-schools in the US, which enables them to develop a global perspective on management education. For the Class of 2020, the Finance and Marketing cohorts travelled to the SC Johnson School of Management, Cornell University, New York. The Information Management cohort travelled to the Tepper School of Business, Carnegie Mellon University, Pittsburgh. The Operations & Supply Chain Management cohort travelled to the Eli Broad College of Business, Michigan State University, Michigan.

DoCC

As a part of Development of Corporate Citizenship (DoCC), PGDM students collaborated with 71 non-profit organizations in rural parts of India and abroad for a period of four weeks. The opportunity exposes participants to real-life challenges in the villages and encourages them to contribute to society. During the programme, participants interact with people at the grassroots, understand the structural challenges of the area and draw insights about rural consumers. This unique pedagogy of sensitising future managers on the issues faced by rural consumers as well as businesses gives them a hands-on opportunity to apply their business acumen and classroom learning in unstructured environments.

Abhyudaya

As part of Abhyudaya, participants take up the responsibility of mentoring children from underprivileged backgrounds. Each PGDM participant is mapped to a school child, who is known as a 'Sitara'. Each participant prepares a plan of action to mentor the child and visits the Sitara's house through the year for mentoring sessions. This sensitises participants to the challenges faced by the urban poor. The initiative gives an opportunity to the participants to take responsibility, support and help shape the future of children from diverse backgrounds and view the world through their eyes.

Placements 2020 at a glance

Placements for SPJIMR's PGDM Class of 2020 witnessed 44 new recruiters across sectors. An increase in the average CTC by 15% as compared to last year coupled with a significant increase in the number of offers made by marquee names in Consulting, FMCG/FMCD and E-Commerce firms reflected a strong demand for talent from SPJIMR.

The median salary of the batch stood at INR 25 Lakhs Per Annum (LPA). Over 86% of the batch received offers in excess of INR 20 LPA. A total of 122 companies participated in the placement process rolling out over 300 offers to the PGDM Class of 2020 participants.

Management Consulting, FMCG/FMCD and E-commerce continued to be the most dominant sectors of hiring on campus with 28.6 %, 22.6% and 22.2% of the participants, respectively placed in these sectors.

More than 60% of the batch took up PPO/PPI opportunities through the autumn internships with leading companies such as Accenture Strategy, Alvarez & Marsal, Amazon, Edelweiss, Hindustan Unilever Limited, Intuit, ITC, Procter & Gamble, Microsoft, Tata Administrative Services, Boston Consulting Group, Uber amongst others. The increasing trend of PPO/PPI opportunities reassured industry's continued faith in SPJIMR's unique model of Autumn Internships.

The Autumn Internships take place only after the completion of the core courses in Finance, Marketing, Operations & Supply Chain and Information Management as well as advanced specialisation courses at leading universities in the US through SPJIMR's Global Fast Track programme. This ensures that SPJIMR students are industry ready and will be able to deliver on their mandate even at the internship stage, leading to the high PPI/PPOs.

A brief on participating companies

General Management and Leadership Roles

This year, conglomerates such as Aditya Birla Group, Amazon, Capgemini, GE Healthcare, Mahindra & Mahindra, Philips, RPG and Tata Administrative Services extended multiple offers to participants for Mid-level management positions. The roles pertain to the application of business acumen and concepts learnt in all relevant domains and involves close interaction with the CXOs. The participants are groomed to be future leaders in their respective business subsidiaries.

Management Consulting

The Management Consulting sector drew significant interest for hiring by both recruiters and participants at SPJIMR. 28.5% of the batch secured offers from elite consulting firms with profiles in Business Strategy, Technology Strategy, Health and Insurance, Operations and Supply Chain consulting. Alvarez & Marsal, The Bridgespan Group, Praxis Global Alliance visited campus for the first time this season along with other regular top recruiters like Accenture Strategy, Avalon Consulting, Bain & Company, Boston Consulting Group, Deloitte, Ernst & Young, GEP, IBM, KPMG and PwC amongst others.

E-commerce

SPJIMR witnessed a phenomenal increase in offers from the E-commerce sector as compared to last year. A total of 22.2% of the batch was placed in companies like Amazon, BookMyShow, Cloudtail, Flipkart, Go-MMT, Ninjacart, Ola Cabs, Swiggy, Uber and Udaan amongst others. SPJIMR developed a new niche with a stark increase in the number of product management roles offered by these firms. Other highly coveted profiles offered were Category Management, Program Management, Sales and Marketing, Business Development, Data Analytics, Financial Analyst, Corporate Finance and various Leadership Development Programs. Beyond the traditional roles, the prestigious Finance Leadership Development Program (FLDP) and Building Operations Leadership Development (BOLD) roles from Amazon were a key highlight this year.

Sales and Marketing/Operations and Supply Chain

SPJIMR has continued to maintain its niche in FMCG/FMCD hiring. This year witnessed an overwhelming response from the FMCG/FMCD sector. A total of 22.6% of the batch and more than 55% of the combined Marketing Management and Operations & Supply Chain Management batch accepted offers in this sector. Sales & Marketing and Supply Chain Management roles were offered by FMCG/FMCD giants like ITC which came back to campus this season along with premium recruiters like Asian Paints, Colgate-Palmolive, Hindustan Unilever Limited, Johnson & Johnson, Landmark Group, Marico, Mondelēz, Nestlé, Nivea, Procter & Gamble, Pidilite and Reckitt Benckiser amongst others.

Finance

19.7% of the Finance Batch secured roles in the Banking and Financial Services sector. 15% of the Finance batch specifically secured roles in Investment Banking profiles. A plethora of roles were offered across sectors such as Equity Research, Digital Banking, Private Equity, Wealth Management, Corporate Finance, NBFC etc. Investment Banks and Private Equity firms such as Bank of America, Goldman Sachs, Nomura, 03 Capital, Sabre Partners, SBI Capital Markets and Spark Capital participated in the Autumn and Final placements. Asset Management, Corporate Banking, Treasury and NBFC roles were offered by Reliance Treasury, DBS, HSBC, JM Financial, Edelweiss, Axis Bank and ICICI Bank. Barclays had offered multiple roles in FinTech while corporate finance roles were offered by Amazon, Colgate-Palmolive, Hindustan Unilever Limited, Mondelēz, Nestlé and Nivea.

IT and Analytics

Technology giants such as Airtel, American Express, BYJU'S, Cisco, Freshworks, InfoEdge, Intuit, Media.net, Microsoft and Samsung R&D Institute India - Bangalore offered Product Management, Analytics, Program Management, Tech Sales, and General Management roles on campus this year. GE Healthcare and Philips recruited for its renowned Digital Technology Leadership Program and IT Leadership Programme respectively. Corporate IT roles were offered by companies like Asian Paints, Hindustan Unilever Limited, Mondelēz and Pidilite. Almost 40% of the Information Management batch secured offers in Product Management roles.

Disclaimer: Logos are a proprietary of the company and are ordered alphabetically.

Rankings (2019-2020)

Business Today : 4 | **MBA Universe:** 5 | **QS Global MBA :** One of the only 5 Indian B-schools | **Outlook - Drishti :** 6

Participants in the Batch	Number of companies participating	Number of first-time recruiters	Total Number of Pre-Placement Offers	Median Salary	Average Salary	Highest Salary
238	122	44	109	25.00 LPA	26.36 LPA	51.00 LPA

Key Highlights

- **56.7 %** of offers equal to or greater than INR 25 LPA
- **86.9%** of offers equal to or greater than INR 20 LPA
- **95.0%** of offers equal to or greater than INR 18 LPA
- **28.6%** of the batch placed with Consulting firms
- **15.0%** of the Finance Management batch placed with IB firms
- **34.8%** of the Marketing Management batch placed with FMCG firms
- **50.8%** of the Operations and Supply Chain Management batch placed with FMCG & E-commerce firms
- **40.0%** of the Information Management batch bagged Product Management roles from top technology firms

Autumn Internship Highlights

- Number of companies: 69
- Number of first-time recruiters: 23
- Average Stipend: INR 225,336
- Maximum Stipend: INR 320,000

Awards and Highlights

SPJIMR received Innovative Practices Award 2018 by United Nations Global Compact Network India

SPJIMR received the prestigious award for work towards furthering the UN sustainable development goals (SDGs). The award was for two of our non-classroom initiatives - Abhyudaya and DoCC, which addresses two sustainable development goals viz. Quality Education and Partnerships for goals. SPJIMR won this award out of 65 participating organizations across India which included public and private sector enterprises, multinationals, MSMEs, NGOs, entrepreneurs and B-schools.

QS Global MBA Rankings

SPJIMR got featured as one of the 5 Indian Business Schools in the QS Global MBA rankings in 2019 for the second consecutive year. It also secured a position in the top 50 globally in the specializations of Marketing, Operations, Finance, Strategy and Entrepreneurship. In India, SPJIMR is the only one of the 3 institutes to make it to the global 50 in the area of Marketing and one of the 5 institutes to make it to the global top 50 in other four specializations.

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