



**SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS (SIIB)**

constituent of **SYMBIOSIS INTERNATIONAL UNIVERSITY (SIU)**

(Estd. Under section 3 of the UGC act 1956, notification no. F-9-12/2001(A)-U-3 of the Govt. of India)

**Accredited by NAAC with 'A' Grade**

**MBA – IB [2013-15] Summer Placement Details**

<b>Project Title</b>
Project Finance - Capital Budgeting
IBM Global Move Systems Integration
Digital Marketing
Acquiring Clients for Corporate Treasury Solutions, Hedging in Options in NSE
1. Detailed Industry and Market Study of Global Retail Specifically Supermarkets in US and UK 2. Profiling of Companies in Terms of Brief Description, Financials, Competitive Position, Strategic Priorities and Outsourcing History
Building greater engagement with the top 10 Architecture/Design Schools in India
Management Trainee
Route to consumer RTC
World Class Manufacturing
Business Development, Order Process Optimization
Corporate Advisory
Credit Appraisal and Risk Rating, Head Office
Credit Analysis-Dabur
Risk Advisory Service

Automobile Industry: Understanding the Competition.
To Study the Customer Profile of Ertiga and To Suggest and Implement Strategies to Boost its Sales in Delhi-NCR.
Portfolio Management Services and Mutual Funds. A Customized vs A Diversified Investment Option
Employee Engagement and Job Description
Human Resources Development Activity
International Market Potential For Polaris
Portfolio Management
Market Research on UV and IR Products.
Business Development & Strategic Planning
Working Capital Management for Future Agrovet Limited
<ol style="list-style-type: none"> <li>1) Create a Financial and Marketing Profile of: "Yorkshire Water" and "Global Apparel Retail Industry".</li> <li>2) From the Top 15 Accounts of WNS, Analyze the Companies to Find Potential for Further Outsourcing</li> </ol>
Thematic Analysis & Best Practices Sharing: Global Financial Services' Databases.
Market Research
Trade Study and in Depth Data Analysis of Golden Club (Retail Loyalty Program) to identify Reasons for Poor Performance in Visibility and Prepare a Holistic Plan for Improvement.
Market Research

Stock Lending and Borrowing
Develop a Blueprint for Areas of Contractor Deployment with Focus on Areas Having Interface with Operations Involving Permanent Operators
Business Development Strategy for Creative Neuron Pte. Ltd.
Deciding Distribution Channel for New Product
Recruitment: Sourcing and Shortlisting of Profiles for various positions in the Bank and scheduling Interviews. Performance Management: Collecting ratings of the recruiters of the Bank as given by the Stakeholders and analyzing the results. Employee Engagement: Conducting various activities under employee engagement.
Market Share of Ultratech Concrete in Pune
Digital Marketing Research for Various Dot com Brands of Creative Neurons Pte. Ltd.
1. Spend Analysis for Local Destination Charges. 2. Creation of HS code and Custom Duty Master Data and integration with SAP. 3. Preparation of SLA for Service Provider (i.e. Transport).
Business Development & Strategic Planning
Credit Risk of NBFCs
Scoping and End To End Process of OTC Confirmations
Circle Performance Analysis

New Market Creation & Development
Business Management and Customer Service
Research on Market Share of Ultratech Concrete
Digital Marketing
Market Research for Earnix Price Optimization Tool
Project 1: Company Profiling - Bank of Montreal. Project 2: Industry Profiling - Consumer Electronics. Project 3: Sensitivity Analysis and Modelling.
Business Development & Strategic Planning
Systems Integration
Consumer Promotion & On-Pack Promotion
Creating Job description and strategizing HR for new upcoming businesses of the organization in India
Recruitment and Selection of Employees Using Online Portals
<b>Project Title</b>
Industry Analysis & Equity Research
Market Research & Catchment Analysis
Digital Marketing
Customer Attrition Analysis
Financial Analysis of 3G LUT Sites in the Region of Maharashtra & Goa
Opportunities for Price Optimization for Personal Loans and Vehicle Loans in Middle East and South East Asian Countries

Equity Research
1. Company Profiling - Elizabeth Arden 2. Industry Profiling-Retail – Wholesalers
Investment Banking (M&A Modeling) - Cipla and Dr. Reddy
Production Scheduling and Forecast Modelling
Framing HR Policies
Kentucky Health Benefits
Talent Acquisition and Management, Employee Branding and Engagement
Understand from a Marketing Perspective and Set a Marketing Strategy for Mitsubishi Materials
Customer Attrition Study - Analysis and Alternating Banking Channels
T-Zero Analysis, Risk Analysis and Process Improvement in the Documentation Department of a Bank
Credit Analysis-Dabur
Express Visas for Critical Staff
To identify the purchase triggers for a premium product
Sales and Marketing
Digital Marketing
Business Development
Identification of Training Programs for Execution Leadership and Research on Corporate Universities

Developing Analytical System for Strategic Analysis of Operating Industries and Competitors
Relationship between customer, product and revenue generated within circles and zones
Sales and Marketing Strategy Development
Employer Branding
Analysis of Customer Banking Process on Cash Withdrawal/Deposit & NEFT/RTGS
Reasons & Triggers for Churn in Aircel M&G
Organization Structure Design and Basic Work in Start Up of IECERA
Product, Website and Social Media Strategy for a New Multi City Tour Service
A Detailed Study of Supply Chain Management at BHEL Bhopal
<p>Project 1. Industry Specific Financial Matrix ü Identifying the set of generic financial ratios as well as industry specific metrics that need to be analyzed while creating a research report on any prospective customer. Banking and Financial Services Project 2. Industry/Market study for Media and Entertainment Industry – Publishing. Project 3. Company Profile Research for Comerica Financial Services Company. Project 4. Short Company Profiling for Hutchison Three Telecom Group and Payment Shield Insurance</p>

Sales and Sales Promotion of the ITC Portfolio to the Mushrooming Slums in The City of Chennai
Market Entry Analysis for FDI & Trade in India
Analysis and Implementation of Strategies to Acquire Leads for Investment in Mutual Fund, PMS and Real Estate.
Ratio Analysis
<b>Students Exchange Programme\</b>
Vendor Development for New Products
<b>Project Title</b>
Marketing and Sales Strategy and their Impacts
B2B Marketing Strategies
Understanding the Workings of a RPSL in Shipping
A Study Project on Avenues to Create a Sustainable and Consistent Retail Sales Mechanism in West Africa for Agricultural Tractors
Data Collation and Metric Preparation for PTS-IRD process
Foreign Exchange and Risk Management
<b>Students Exchange Programme</b>
adLoc's Marketing Strategy & Business Development
Multiple HR Activities - Employee Engagement ; Requirement gathering for training; Job description preparation ; Audit of personnel files

Best Practices of Employee engagement and Job Description of the different departments
To Estimate Online Marketing Opportunities with New Client Analyze Existing Accounts
Feasibility Study For Opening a New Branch in Kadi
Marketing of Financial Products
Warehouse Management
Digital Marketing
Consumer Buying Pattern towards Mutual Funds, PMS, Real Estate
<b>Project Title</b>
Company Profile; Industry Profile; Consolidated contract database
Premium Product through Premium Account
Marketing of Financial Products
<b>Students Exchange Programme</b>
Wealth Management
Competitive Analysis and Strategizing To Maximize STD Market Share In Delhi-NCR
Developing Strategic Analytical System for Operating Industries and Competitors
Profile Building and Financial Analysis of Companies; Creating Industry Intelligence Report
Credit Research & Financial Modeling - Dabur Ltd.
Subscriber Acquisition Cost Benchmarking and Retailer Hygiene



Equity Research (Approved by CFA Institute, USA) - Real Estate - HDIL
Wealth Management
Home and Car Cleaning Market- Evolution and Scope
<ol style="list-style-type: none"> <li>1. Supplier Evaluation and selection by Supplier Score Card Model.</li> <li>2. Understanding the Warehouse Management.</li> <li>3. Forecast Modelling to reduce Forecast error for the Products</li> </ol>
<b>Project Title</b>
To Understand and Recommend a Plan for Exponential Growth in Royale Aspira in Select Top Towns of Andhra Pradesh
Policy and Organizational Development
Capacity Model for KPO Processes Using Time and Motion Study
Project AGR
Cargo Operations
Competitive Benchmarking
Recruitment- Selection
Market Research
Coal Trading and Integrated Services
Supply Chain Management of Seasonal Influenza Vaccine in New Zealand, Australia and Philippines
Circle Financial Analyst

<b>Students Exchange Programme</b>
Sales and Digital Marketing of All Projects of Kumar Properties
Corporate Collaboration & Associations Executive
Logger and TAT Management
Wealth Management of Retail Investors
Premium Product through Premium Account
Digital Marketing Research for Various Dot com Brands of Creative Neurons Pte. Ltd.
<b>Project Title</b>
Business Planning and Forecasting
Import Audit of MNC Importer Importing Various Types of Printing Machines, Accessories and Consumables
Financial Planning: Risk Analysis
Detailed Study on Export Incentives
India Sector / Market Entry Study, Online Marketing Insight
Marketing Mix of Brand U.S Polo Assn.- A Case Study
Working Capital Management at Tata Steel
To Understand the Concept and Instruments of Wealth Management
<b>Students Exchange Programme</b>
Credit Research-FMCG - Dabur
Sales & Distribution
Acquiring HNI Clients and Providing Advisory Services for Investment Planning

Prepared by

Verified by

Approved by

Ms. Barsha Bhattacharjee,  
Officer - Corporate Relations

Ms. Asmita Chitnis,  
Head - Corporate Relations

Ms. Manisha Ketkar  
Dy. Director, SIIB