



**Sri Balaji Society's**  
**BALAJI INSTITUTE OF INTERNATIONAL BUSINESS (BIIB)**

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Prof (Col) A Balasubramanian  
Dean

Dr Satish M Inamdar  
Director

BIIB /CP/11/01

To,

**BALAJI INSTITUTE OF INTERNATIONAL BUSINESS (BIIB)**  
**CAMPUS PLACEMENTS: DEC 2011**

Dear Sir/Madam,

**Know Us**

1. Greetings to you.
2. We gratefully acknowledge the co-operation, guidance and support extended to us by the industry. It has helped us to grow and develop much faster compared to our counterparts. It has definitely helped our students in many ways including Campus Placements.
3. Established in the year 2003 and located in a conducive campus with excellent infrastructure and staffed with adequate full time as well as visiting scholars/faculties, BIIB enjoys healthy growth over a period of time producing well disciplined and most positive Post Graduate Management students, who are well placed in the industry through the campus. The untiring efforts put in by us, has helped us to emerge slowly but steadily as one amongst the best B-Schools in India. Our students are performing well everywhere they are placed.

## **Credentials of BIIB**

4. With all humility we state before you the credentials of Balaji Institute of International Business (BIIB) which was formerly known as Indian Center for International Business (ICIB) as under:-

- (a) Management Programmes offered by BIIB are approved by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India.
- (b) BIIB now rates as an 'A++' grade B-School in India (Source Business India Survey, 17<sup>th</sup> Oct 2010)
- (c) BIIB finds its name in the list of '**Best B-schools**' and is ranked 9<sup>th</sup> in Maharashtra (Source: Competition Success Review, November 2007)
- (d) BIIB is awarded as B-School with '**Best Academic Input** (Syllabus) in Marketing' in 17<sup>th</sup> Business School Affair & Dewang Mehta - Business School Award for Business School at World Brand Summit held at Mumbai on 4<sup>th</sup> & 5<sup>th</sup> Nov, 2009.
- (e) Ranked as **18th Most Promising B-Schools of Excellence** in India (Source: CSR-GHRDC B-School Survey 2008).

## **Multi Skilled Post Graduate Management Programmes offered by us**

5. We are offering the following Two Year Full- Time PGDM Programmes:-

- (a) **Post Graduate Diploma in Management in International Business (PGDM - IB), (Approved by AICTE).**
  - (i) The Programme aims at providing a comprehensive coverage incorporating all the important areas and disciplines relevant to international business activities.
  - (ii) Exposed to foreign environment and corporate culture within our curriculum gives them a head start over others. With a wise blend of theory & hands on learning, BIIB leaves no stone unturned to create global citizens.

**(b) Post Graduate Diploma in Finance (PGDM - Finance), (Approved by AICTE).**

(i) Course content of Finance Specialisation is well diversified and comprehensive.

(ii) 30 students in this batch are pursuing M Com and they will be completing the Master Degree in Commerce simultaneously by Apr 2011 from University of Pune as external candidates. They have already completed their Ist year Master's Degree programme.

(iii) 20 students from this batch who will be M Com and PGDM (with finance specialisation) are being trained in SAP (FI module) by experts with lot of implementation experience in our own laboratory in licensed SAP software to be placed as SAP consultants.

**(c) Post Graduate Diploma in Management (PGDM-Marketing), (Approved by AICTE).**

(i) Extensive expertise in Management with specialisation in Marketing Management is the foundation of this batch.

**Note:-** Adequate IT inputs are given to all the students.

**Sister Institutions of BIIB**

6. Sister Institutions of BIIB run by Sri Balaji Society (SBS), located in the same campus in their own building and independent infrastructure as per AICTE norms are mentioned below. In this regard we may submit that the admission process for all the four Management Institutes (BIIB, BIMM, BITM, & BIMHRD) are common. Similarly the selection criteria and grooming process for these institutes are also similar to each other.

**(a) Balaji Institute of Telecom & Management (BITM), (Approved by AICTE).** Offers full fledged PGDM programmes. Total intake is 230. Specialisations offered are as under:-

(i) PGDM (Telecom)

(ii) PGDM (Telecom & Marketing)

(iii) PGDM (Marketing & Finance)

**(b) Balaji Institute of Management & HRD (BIMHRD), (Approved by AICTE).** Offers full fledged PGDM programmes. Total intake is 220. Specialisations offered are as under:-

- (i) PGDM
- (ii) PGDM (PM & HRD)
- (iii) PGDM (Marketing & Finance)

**(c) Balaji Institute of Modern Management (BIMM), (Approved by AICTE).** Offers full fledged PGDM programmes. Total intake is 333. Specialisations offered are as under:-

- (i) PGDM - Executive
- (ii) PGDM
- (ii) PGDM (IT & Marketing)
- (iii) PGDM (PM & HRD)

**(d) Graduate and Undergraduate College :-**

- (i) **Balaji Law College (BLC).** Affiliated to University of Pune, Recognised by Govt. of India, & Bar Council of India.
- (ii) **Balaji College of Arts, Commerce & Science (BCACS).** Affiliated to University of Pune and Recognised by Govt. Of Maharashtra.
- (iii) **Balaji Junior College of Arts, Commerce & Science (BJCACS).** Approved by Govt. Of Maharashtra.

### **Selection Process For Admission**

7. The selection process for admission to the Two Year Full Time Management programmes listed above are as under:-

- (a) Pre-entry qualification is a track record of 1<sup>st</sup> class (10<sup>th</sup> standard, 12<sup>th</sup> standard and Graduation). However, in case of reserved categories such as SC / ST , the eligibility condition is reduced to 55%.
- (b) We are affiliated to CAT. However, we accept MAT scores too in which case the same is rationalised to be at par with CAT score.
- (c) The weightage given for GD is 40%, for Interview 30% (including essay writing), for Entrance Examination 30%.
- (d) We are perhaps the first charitable trust in India to have reserved 50% of the seats for women empowerment despite being co-education institute.
- (e) Selection process is held in 20 centres.

#### **Central Control of Training and Grooming Process in Sri Balaji Society (SBS).**

8. Sri Balaji Society (SBS) is steadily moving towards the status of a Deemed University. Each institute is headed by a highly qualified Director. The following Central Departments of Sri Balaji Society (SBS) regulate the norms, standards, practices and processes for quality control in training and development of the students of all the four institutes :-

- (a) **Academics Department.** Headed by Director (Academics)
- (b) **Examination Department.** Headed by Director (Examinations)
- (c) **Information Technology Department.** Headed by Director (IT)
- (d) **Corporate Relations Department.**
  - (i) Headed by Director (Corporate Relations)
  - (ii) The Director (Corporate Relations) is also responsible for centralised Campus Placements of all the four Management Institutes of Sri Balaji Society (SBS) and to guide and help the Corporate Relations Officers of each Institute of Sri Balaji Society.

### **Corporate Interface**

9. The training / grooming process of our students is scientific and conducted / controlled by highly experienced scholars with vast experience in the industry.

10. Corporate Interface is a compulsive, continuous and contributing factor to the development of our students. We are proud to state that, we are blessed with the august presence of Corporate Stalwarts from more than 200 companies who visited us between May to April 2011. They made presentations, took workshops and conducted intellectually stimulating exercises to enrich the knowledge and capabilities of our students. Thus, highly motivated and conditioned managerial materials are available for placement in our institute.

### **Campus Placements: December 2011 : We Invite You.**

11. We are now approaching you to inform that we have scheduled to have our Campus Placements from 8<sup>th</sup> December 2011.

12. We request you to kindly include us in your list of management institutes to be visited for Campus Placements for recruitment for:-

(a) **Management Trainees.**

(i) Incase of freshers

(ii) However, there are many students with work experience from other batches who may also be considered for positions higher than the Management Trainee.

(b) **Consultants / Assistant Consultants.** In case of SAP professionals.

### **Common Campus Placements for Sri Balaji Society (SBS).**

13. (a) Each Management Institute of Sri Balaji Society is an independent unit with their own infrastructure, faculties and other requisites as per AICTE norms. Therefore, they do have their companies for Campus Placements. We encourage healthy competition among the institutes. Therefore, companies are welcome to visit any institute of their choice.

(b) The past trend indicates that companies prefer co-ordination amongst the B-schools of Sri Balaji Society (SBS) although they may like to see all the institutes or any one or more institutes either jointly or separately depending upon their convenience / decision.

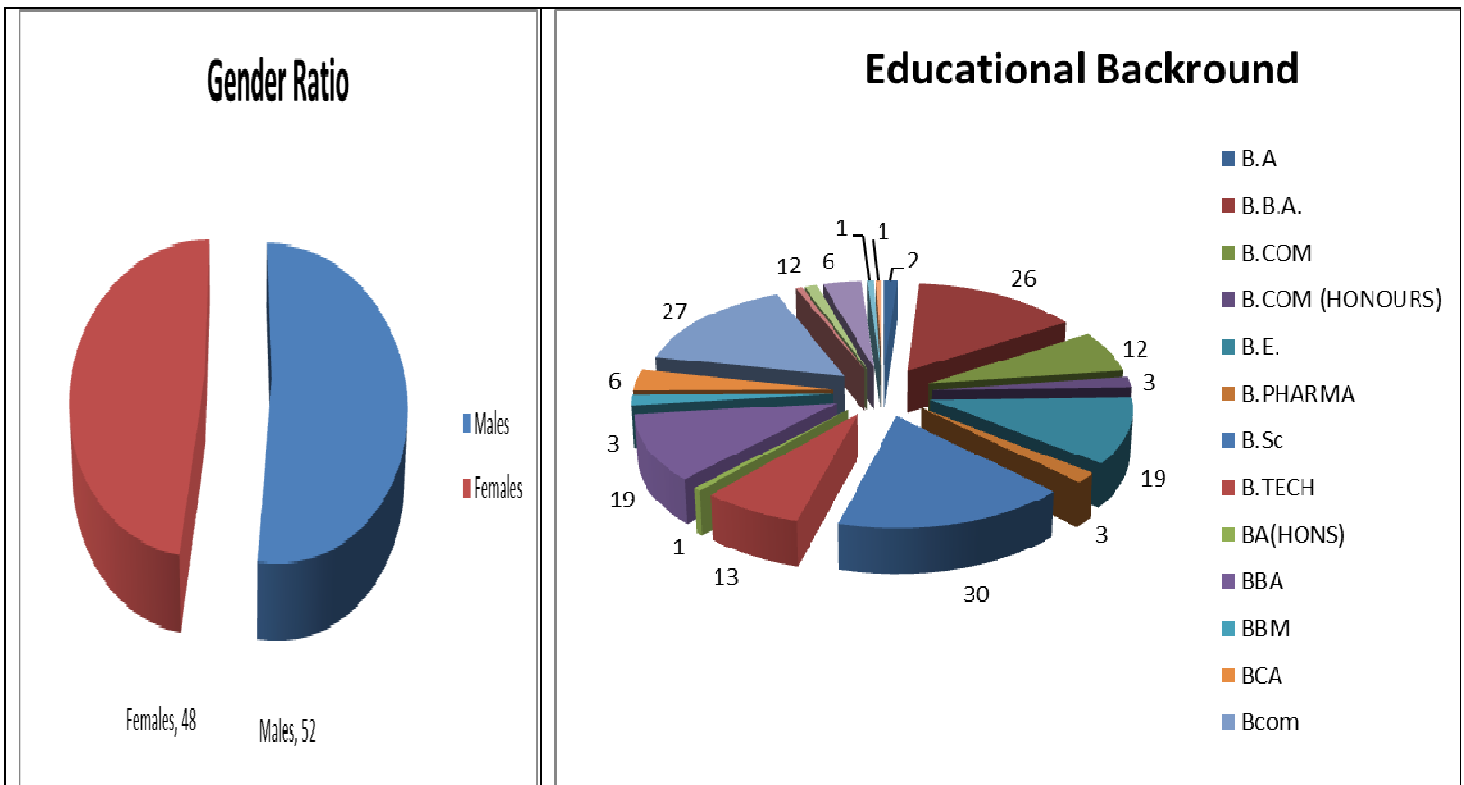
(c) Therefore, the Director (Corporate Relations) and the Chairman Campus Placements intervene whenever required to ensure smooth co-ordination so that the companies get an opportunity to see the best number of students and to select the right candidates from amongst a pool of well groomed management post graduates according to their requirements.

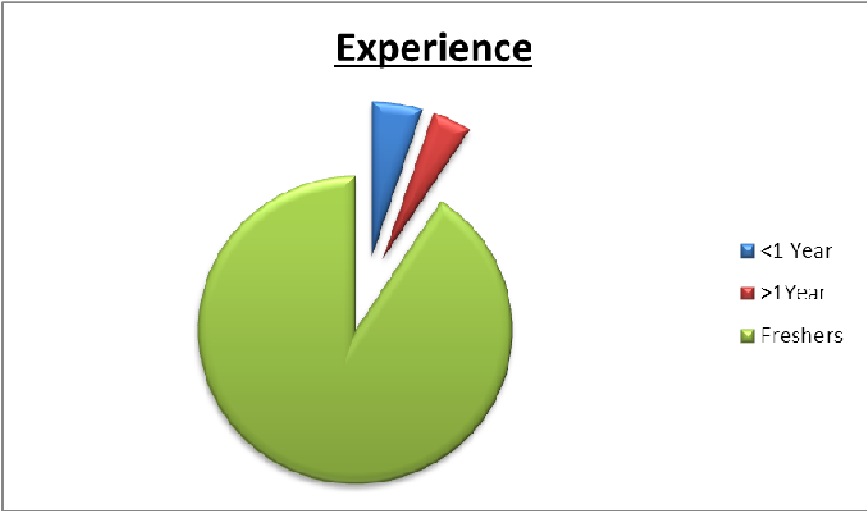
(d) The students are from all over India and are tuned to take up the Corporate Career in any part of the country.

**BIIB Campus Placements : Students available from BIIB-Batch of 2010-12.**

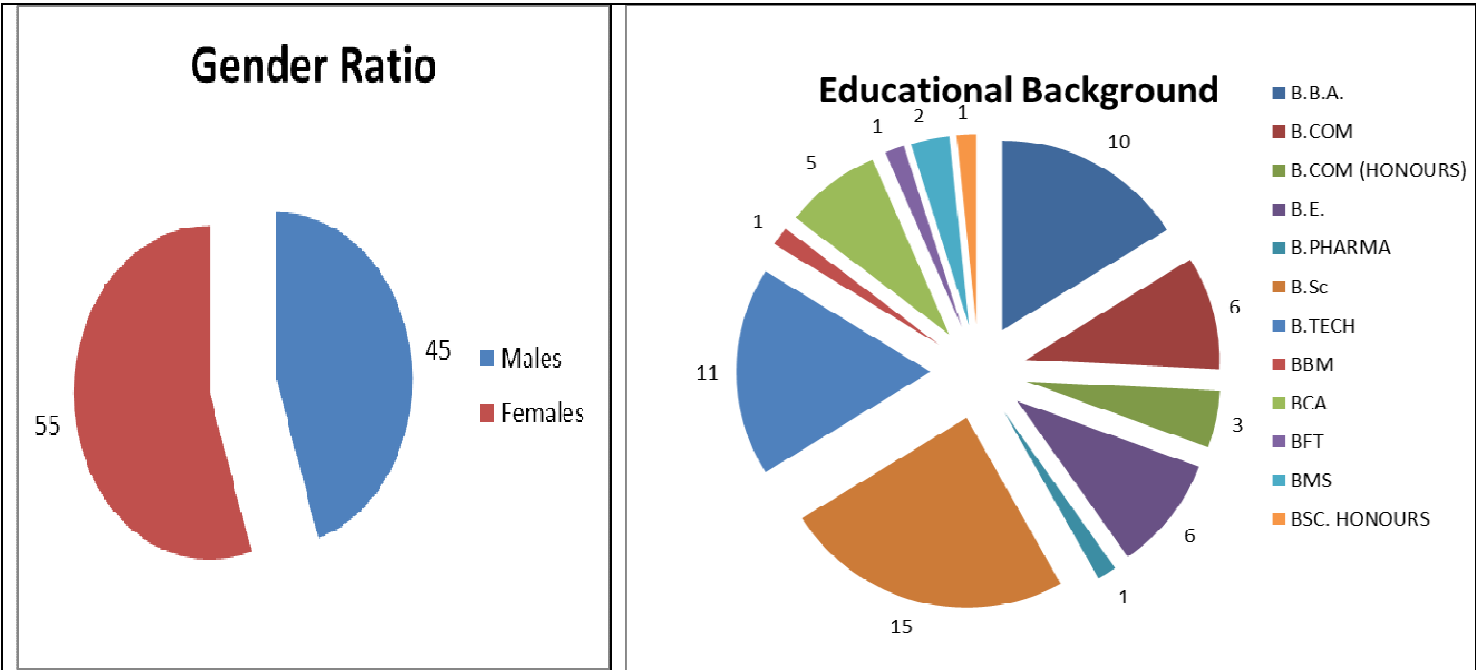
14. The graphical representation of the data is as under:-

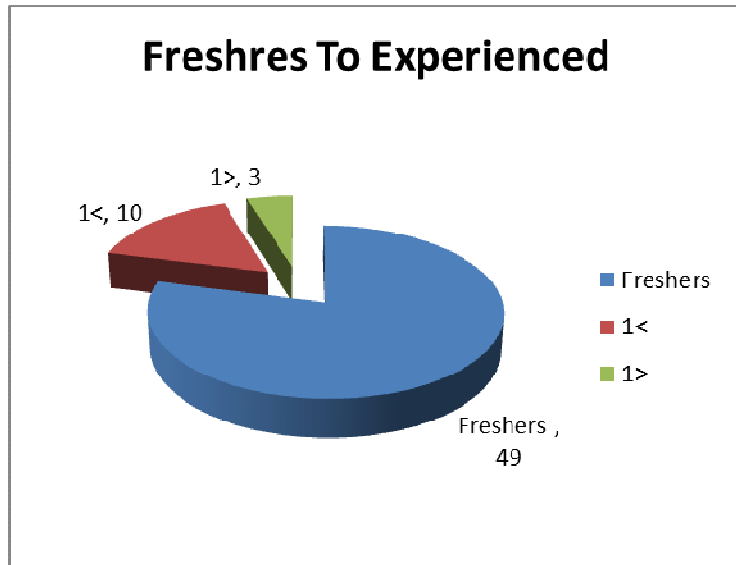
**Total Students - 174**



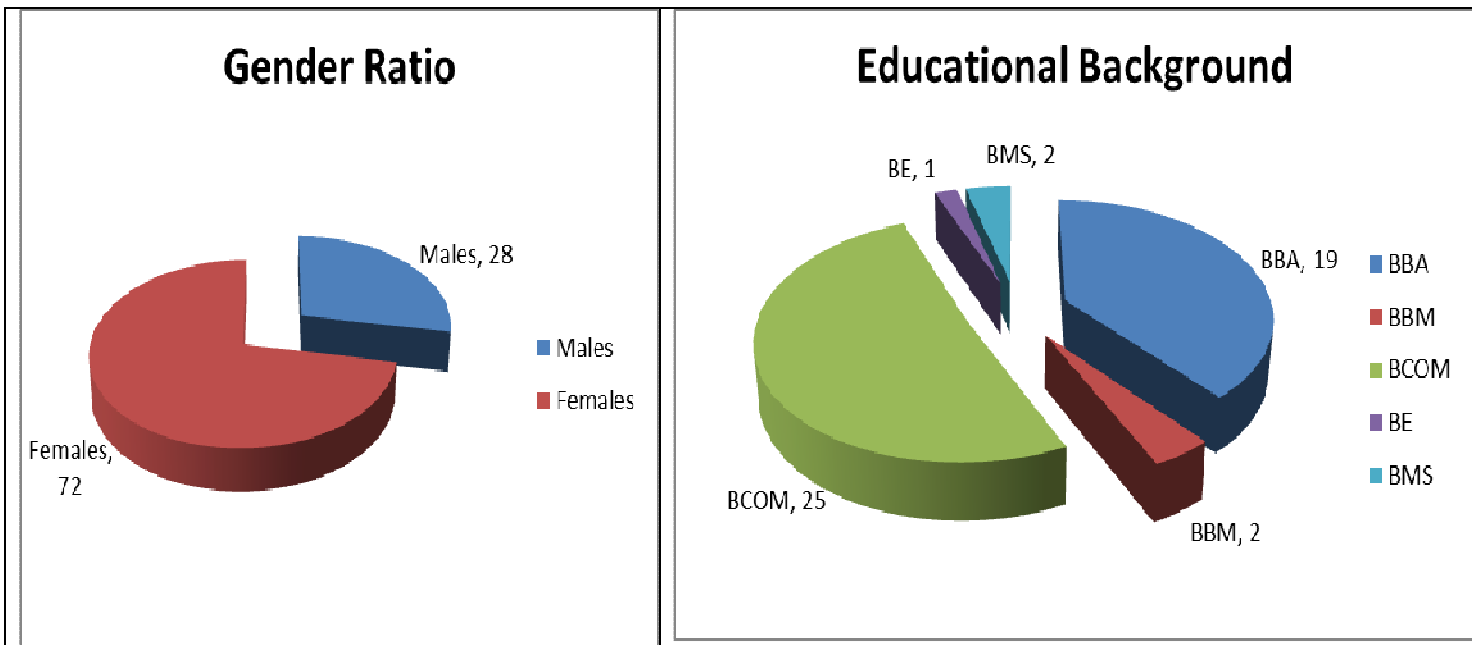


**International Business Batch 2010-2012**  
**Total Students - 62**

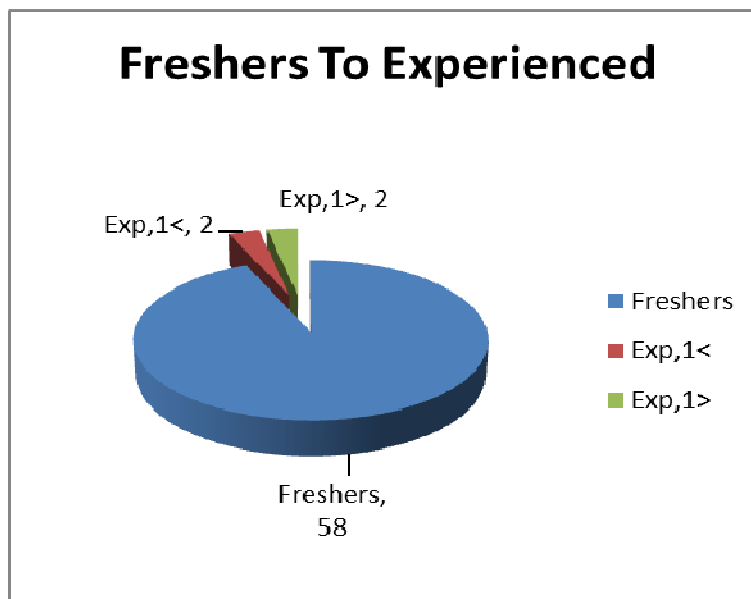
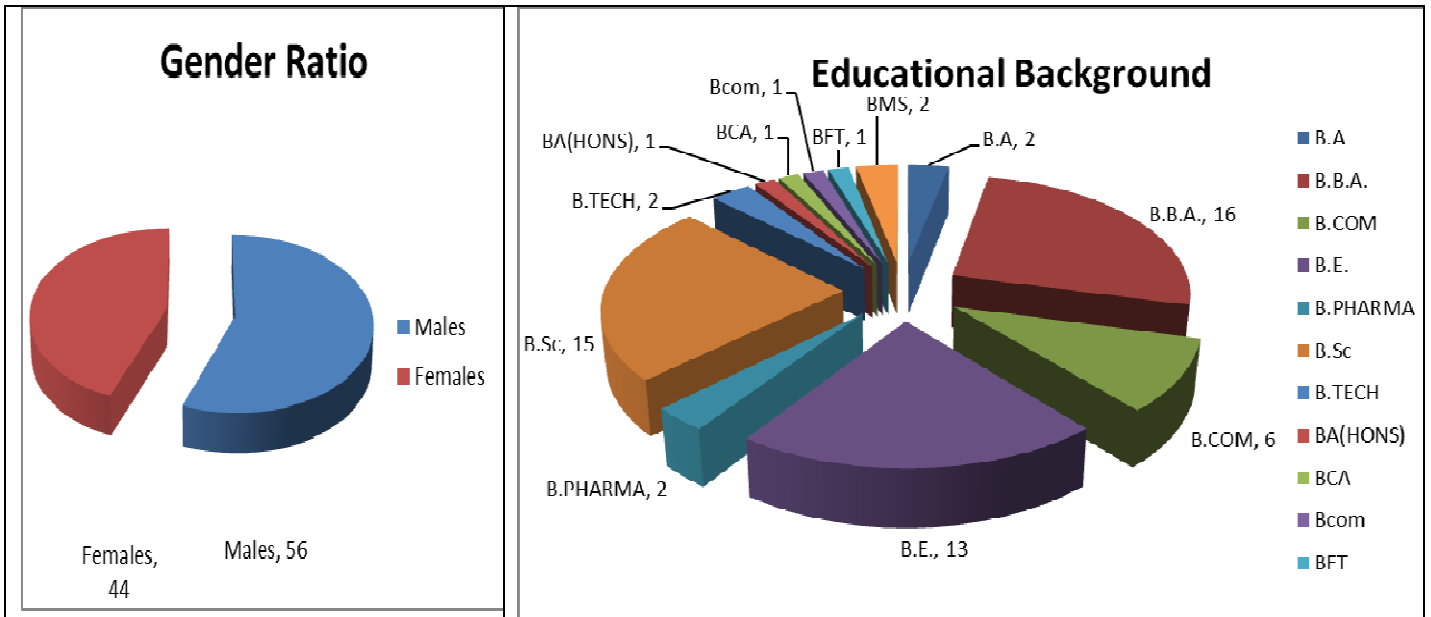




**Finance Batch 2010-12**  
**Total Students - 50**



**Marketing Batch 2010-12**  
**Total Students - 62**



### Track Record of Our Campus Placement

15. BIIB is proud of its Campus Placement Record over a period of time. Companies from all over India have visited our campus year after year and our alumni are spread all over the world.

16. The list of our recruiters is as per appendix 'A' & 'B' attached.

### Request

17. It may please be seen that great companies are recruiting our students as Management Trainees either regularly or as and when they have requirements. Our appeal to you is as under:-

(a) **To Our regular Recruiters:** We are grateful to those esteemed organizations who are regularly visiting BIIB and are recruiting our students. We appeal to them to please plan their visit to participate in our impending Campus Placement Programme which is scheduled to commence from 8<sup>th</sup> Dec' 2010.

(b) **To Our New Recruiters :** We request those esteemed organizations who have not yet visited our campus for recruitment, to please include us in their list of Campuses to be visited and plan their visit as early as possible. Our Campus Placement activity is scheduled to commence from 8th Dec' 2010.

(c) **Visit Us and Evaluate Us.** We request you to kindly visit us any time according to your convenience and interact with our students. By accepting our invitation you will not only be helping our students to learn from you but also get a first hand knowledge about us.

### Communication Channels

18. Our Communication Channels are: -

(a) E Mail : [placements@biibpune.com](mailto:placements@biibpune.com)  
[director@biibpune.com](mailto:director@biibpune.com)  
[directorcr@balajisociety.org](mailto:directorcr@balajisociety.org)

(b) Telephone : (020) 3063 1373/ 6674 1376

(c) Fax : (020) 6674 1082

(d) Website : [www.biibpune.com](http://www.biibpune.com)

**Thank You**

19. We will be grateful to you for your kind co-operation and help.

20. Thanking you.

Yours Sincerely,

(Prof. (Col). A. Balasubramanian)  
Dean

(Dr. Sathish M. Inamdar)  
Director

## Appendix "A"

### Our Recruiters

We thank the following companies for participating in our campus placement programme as well as for lateral placements. The list also includes a few companies where Alumni of our Institute have joined laterally.

### IT SECTOR

Accenture Services Pvt. Ltd.	L & T Infotech Ltd
Business Octane Solutions Ltd	Mahindra Satyam Computer Services Ltd
Caliber Point Business Solutions	Mind Tree Consulting Ltd.
Capgemini Consulting India P Ltd.	Nihilent Technologies P Ltd.
Comviva Technologies Ltd	Onmobile Global Ltd.
Cognizant Technologies	Oracle
Convergys Information Management India P Ltd.	Perot Systems
Deloitte Consulting (I) Pvt Ltd	Patni Computers Ltd.
DMV Business Solutions Ltd	Photon Infotech Pvt Ltd
Ecoaxis Systems Ltd	Polaris Software Labs
Equinox Lab	Pyro Networks
First Source Solutions	Ramco Systems Ltd
Genpact Analytics Services	Redington India Ltd
Global Telesystems Ltd.	Seagate India
Google Inc.	Sierra Atlantic Software Services Ltd.
HP India Sales Ltd	Sonata Software Ltd.
HCL Group	Syntel Inc.
Hexaware Technologies Ltd.	Sify Technologies Ltd
IBM India P Ltd.	Tata Consultancy Services

ICICI One Source	Tata Technologies India Ltd.
Infosys BPO	Tech Mahindra
Infosys Technologies	TCS Eserve Ltd
Intelligroup India P Ltd	Wipro BPO
ITC Infotech Ltd.	Wipro Infotech Ltd.
KPIT Cummins Ltd	Zensar Technologies

## Appendix "B"

### NON IT SECTOR

ACC Ltd	Allied Blenders & Distillers Ltd
Amrop International	Armstrong International
Anand Corporate Services	Asian Paints Ltd
Andhra Bank	Atlas Copco India Ltd
ARC Advisory	British Paints Ltd
Arshiya International	Capital IQ
Arvind Mills Ltd	Clear Media India Ltd
Atul Ltd.	DHL Express
Avalon Global Research	Dishtv India P Ltd
Axis Bank	GE India Industrial P Ltd
B Braun Medical	General Motors Ltd
Bajaj Allianz General Insurance Co. Ltd	GMMCO Ltd
Bajaj Allianz Life Insurance Co. Ltd	Havells Ltd
Bajaj Finserve Ltd	HP India Sales P Ltd
Ballarpur Industries Ltd.	IFB Industries Ltd
Bank of Baroda	Indag Rubber Ltd
Bank of India	Indus Healthcare Plus
Barclay Consumer Finance	Infiniti Retail Ltd
Basix	JP Morgan Services India Ltd
Battelle India	L & T Finance Ltd
Bector & Dickinson Ltd	Make My Trip
Bharat Bijlee Ltd.	Mather & Platt Ltd
Bharti AXA General Insurance	Metal Junction
Big 92.7 FM	Morgan Stanley India P Ltd.
Biocon India Ltd.	Mother Dairy Fruits & Vegetables Ltd
Birla Sunlife Asset Management Co. Ltd	New Holland Tractors Ltd.

Bombay Stock Exchange Ltd.	Nielsen India
Cadburys India Ltd.	Nissan Motors Ltd..
Cargill India	Oberoi Group
Centena Group	Oil Field Warehousing
Cholamandlam DBS Finance Ltd.	Oriental Bank of Commerce
Citi Bank NA	Otis Elevators Ltd.
Coffeeday Beverages	Pantaloon Retail Ltd.
Dainik Bhaskar Corp Ltd	Philips Electronics Ltd.
Darashaw & Company Ltd.	Pipal Research
Demag Cranes & Components Ltd.	Pipal Research Analytics and Information Services India Private Limited
Development Credit Bank Ltd.	Piramal Health Care Ltd
DHL Express Deloitte Consulting	Radio Mirchi
DNA Ltd.	Rasna International Ltd.
Edelweiss Capital	Reckitt Benckiser India Ltd.
Eicher Motors Ltd.	Reliance Capital Asset Management
Essar Telecom Infrastructure Ltd.	Reliance Infrastructure Ltd
Eveready Batteries Ltd.	Reliance Life Insurance Ltd.
Exide Industries	Reliance Money
Federal Bank Ltd.	Reliance Retail Ltd.
Fenesta Building System	Research International
GE Fanuc Systems P Ltd.	Royal Enfield Ltd
GMR Group	Samsung India Ltd.
Greaves Cotton Ltd	Saraplast Ltd.
GroupM	SBI Mutual Funds
Hariyali Kisan Bazaar	SBI-SG Global Securities Services Pvt. Ltd
HDFC AMC	Shoppers Stop
HDFC Bank Ltd	SKF Bearing Ltd.
HDFC Ergo Ltd.	Sodexo Pass
Henkel India Ltd.	South Indian Bank Ltd
Hindustan Coca Cola India P Ltd.	Standard Chartered Bank Ltd.

Hindustan Motors Ltd.	State Trading Corp of india
HSBC Bank	STCI Primary Dealer Ltd.
Hughes Communications Ltd.	Sundram Fasteners Ltd
ICICI Bank Ltd.	Suzlon Energy Ltd
ICICI Securities Ltd	TAFE Ltd.
IDBI Bank	Tata AIG General Insurance Ltd
Idea Cellular Ltd.	Tata AIG Life Insurance Ltd
IMRB	Tata Auto Comp Systems Ltd.
Indian Oil Ltd.	Tata Bluescope Ltd.
Indus Towers Ltd	Tata Capital Ltd
ITW India	Tata Chemicals Ltd.
J K Organisation	Tata Communication Ltd
Janlakshmi Financial Services	Tata Housing & Development Corporation
JW Marriott Hotels	Tata Ryerson Ltd.
K Sera Sera Productions Ltd.	The Hindu
Kansai Nerolac Paints Ltd.	The Paper Products Ltd
KEC International	Transmarket Group
Kimberly Clark Ltd	Tufropes Private Limited
Kotak Group	TVS Motors Ltd.
L G Electronics Ltd.	UB Group
Mahindra & Mahindra Ltd.	Union Bank of India
Mahindra Financial Services Ltd	Universal Sompo Life Insurance Ltd.
Maruti Udyog Ltd.	Varroc Group
MIRC Electronics Ltd	Vedanta Incorporation
Net Core Solutions Ltd	Videocon Industries Ltd.
NYKLine Logistics Ltd	VIP Industries Ltd.
Peacock Media Ltd	Viraj Steel Ltd
Piaggio Vehicles Pvt. Ltd.	Visa Steel Ltd.
Pricewater House Cooper	Vishay Components India Pvt. Ltd
Scorg International	Vitage Systems P Ltd.
Shapoorji Pallonji	Vodafone Essar Ltd.

Sistems Shyam Telecom(MTS)	Voltas Ltd.
Tam Media Research Ltd	Wall Street Finance Ltd
The Indian Hotels Company Ltd	Welspun India Ltd
The Leela Group	Wep Peripherals Ltd
TNT India Ltd	Xion Advertising India
Tyco Electronics Ltd	Yes Bank
Vanilla Sky	