



**SHAHEED SUKHDEV COLLEGE OF  
BUSINESS STUDIES  
UNIVERSITY OF DELHI**

**PLACEMENT  
BROCHURE  
2020-21**

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# PRINCIPAL'S FOREWORD

Founded in 1987, Shaheed Sukhdev College of Business Studies, University of Delhi has a legacy of academic and professional excellence. It imparts knowledge in the fields of management, technology, and cyber security and law with an unparalleled understanding of industry norms and exposure. Accredited Grade A by NAAC, it is 100% funded by the Government of NCT of Delhi and has a defining edge in the academic and industrial field.



The faculty, staff, students and alumni have actively worked in cohesion to create a conducive environment where every student develops roots of responsibility leading to holistic development. With focus on teaching, coaching and imparting life skills, this institution has played a crucial role in the career and personality of innumerable students who have brought laurels to the college, state and nation.

The students, I believe have transformed from vulnerable minds to dynamic and strong individuals with the potential to further transform themselves into astute and pragmatic leaders of tomorrow. Given the right opportunity, I firmly believe they can become one of the most treasured assets of any organisation.

With this, it gives me immense pleasure to welcome our friends from the corporate world and industry to take part in this final stage of their transformation and invite you to our campus placements for the Batch of 2021. I also thank each one of you for the unflinching support and constant patronage that you have provided to SSCBS in the past. We look forward to experiencing the same synergy for the times to come!

**DR. POONAM VERMA**

Principal

# ABOUT SSCBS

Shaheed Sukhdev College of Business Studies (SSCBS) is a premier institution under the aegis of the University of Delhi, imparting path-breaking education in the fields of Management and Computer Science. The institution was established in August 1987 as College of Business Studies (CBS) by the Ministry of Human Resources. Since its inception, CBS has embedded its name amongst the most elite institutions of the country and has established itself as a leading undergraduate business school in India. The college has been awarded Grade "A" by the National Assessment and Accreditation Council (NAAC) for playing a formative role in the growth of management education in India. CBS currently offers three courses at the undergraduate level and a Post Graduate diploma course in Cyber Security and Law. The Department of Management Studies offers Bachelor of Management Studies and Bachelor of Business Administration with Honors in Financial Investment Analysis. The Department of Sciences offers Bachelor of Science with Honors in Computer Sciences. This year the college was adjudged as the best undergraduate college for management courses in a survey conducted by India Today along with Marketing and Development Research Associates (MDRA).



# INFRASTRUCTURE



SSCBS embraces one of the finest facilities for undergraduate and post graduate education in India. Situated at Rohini in Delhi, the college is spread across 5 acres and built over 7 floors. With its new 'State of the Art' infrastructure, the college provides excellent facilities of 24-hour CCTV surveillance, WiFi and elevators. SSCBS combines together the first-class features of air-conditioned rooms and hostels, Sport Area, Library, Underground Car Parking, and Cafeteria to lay out a conducive and invigorating learning environment. The 500 seater auditorium with multiple audio-visual halls and exclusive interview rooms add to the exceptional facilities that make SSCBS's campus one of the best in India.



# COURSES OFFERED

## **BACHELOR OF MANAGEMENT STUDIES**

The Bachelor of Management Studies (BMS) course aims to instill a student with industry oriented skills laying emphasis not only on the knowledge but also on all-round personality development of the students to equip them with the ability to find solutions for real-life business situations. This course focuses on various significant aspects of management including a vast array of subjects such as Business Research, Business Policy and Strategy, International Finance, Financial Modeling and Derivatives, Consumer Behavior and Distribution and Supply Chain Management.

## **BBA (FINANCIAL INVESTMENT ANALYSIS)**

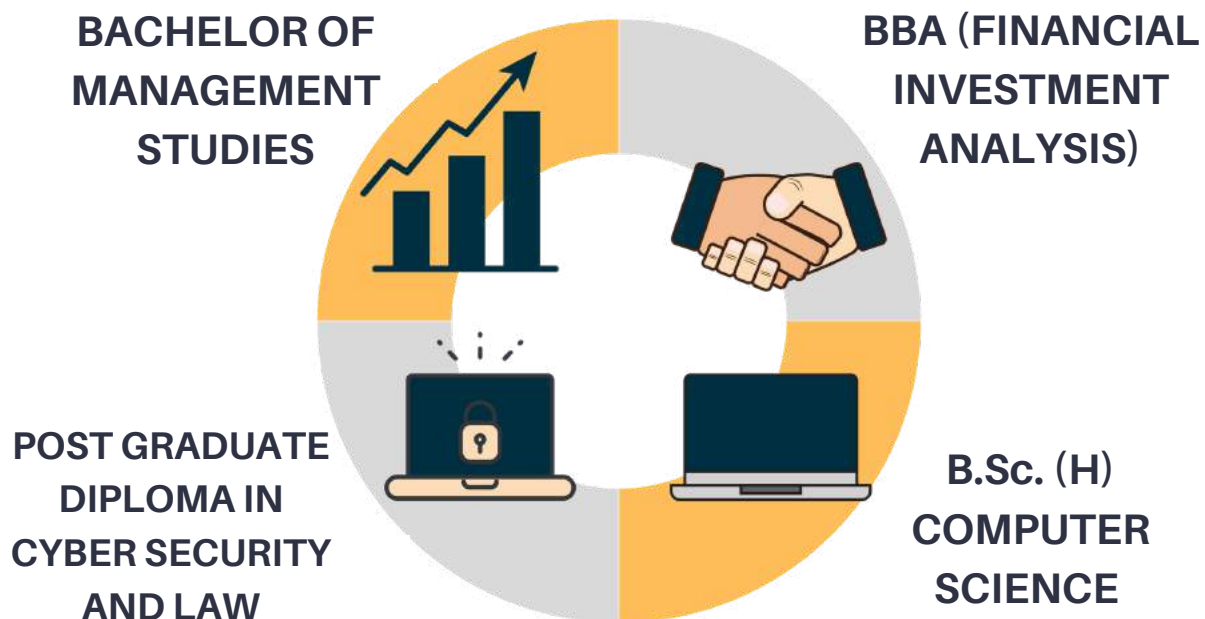
The Bachelor of Business Administration (Financial Investment Analysis) course has been designed to assist the students in understanding the intricacies of the financial sector. Updated regularly to meet the demands of the dynamic industrial environment, the course introduces students to subjects like Financial Econometrics, Investment Analysis and Portfolio Management, Corporate Valuation, Taxation, Investment Banking, etc.

## **B.Sc. (H) COMPUTER SCIENCE**

The Bachelor of Science (Honours) in Computer Science exposes undergraduates to cutting-edge skills required in the IT Industry as well as managerial domains, such as Design and Analysis of Algorithms, Microprocessor, Artificial Intelligence, Software Engineering, Android Programming, Computer Graphics, and analytical subjects like Probability, Statistics, DBMS, Machine Learning, Data Mining, etc. This course has been curated to enhance students' core mathematical and analytical skills pertinent to the industry, and deploy them to practical scenarios in conjunction with programming languages like Python, C++, JAVA, etc.

## **POST GRADUATE DIPLOMA IN CYBER SECURITY AND LAW**

The Post Graduate Diploma in Cyber Security and Law (PGDCSL) introduces students to Computer Security, Networking Basics and Network Security, Cloud Fundamentals and Cloud Security. The course also focuses on Cyber Laws and Forensics, Information Hiding Techniques and Information Security Compliance Management.



# PEDAGOGY



SSCBS believes in providing the best to its students. With its well experienced pedagogy, the college strives to provide knowledge to its students by following a practical approach and transforming them into the leaders of tomorrow.

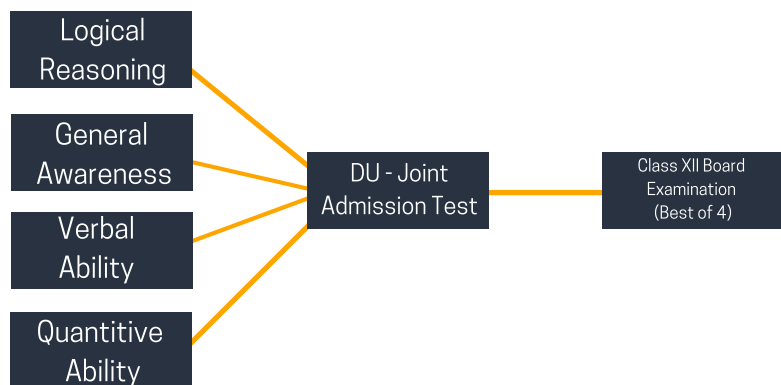
**Faculty:** SSCBS faculty is comprised of one of the most skillful, experienced and diligent teaching bodies and the instructors are specially handpicked from the top institutions of India, including but not limited to IIM-A, IIM-C, FMS, ICFAI for Management department and IIT Roorkee for Computer Science department. Many of them are associated with professional bodies like All India Management Association (AIMA) and Delhi Management Association (DMA). SSCBS faculty lays strong emphasis on the optimal balance between academia and practice to maximize study output and facilitate transition of students to the industry.

**Class Discussions and Presentations:** The college regularly holds engaging paper presentations, both inter-class and inter-college, to ensure holistic development, nurture critical thinking and enrich ingenuity. Class discussions are regularly held as an integral part of the course curriculum, to provide the students with a platform to address contemporary issues with innovative thinking.

**Case Methodology:** The faculty follows a practical approach by utilising a blend of educative case studies of national and international relevance, presentations, group projects, research assignments to shape the viewpoint of the students and prepare them to work with people from diverse backgrounds.

**Practical Thinking/Exposure:** SSCBS also lays emphasis on putting the theoretical knowledge in use by incorporating Internships and Live Projects as a part of the curriculum. This helps the students to equip with the necessary soft skills which help them in taking their careers to the next level on the pillars of sheer merit.

# SELECTION PROCEDURE



The phenomenal and undeniable edge of SSCBS comes from the admission procedure for BMS and BBA (FIA) courses which is different from the regular cut-offs based on Class XII results, as followed in other colleges of the University of Delhi. Selection criteria for prospective students consist of the following:



1. An objective written test called Joint Entrance Test (JAT), which includes questions on verbal ability, quantitative skills, logic, business knowledge, and current affairs (65%)
2. Marks scored in Class XII board examination including any one language and Mathematics (35%)

The selection procedure for B.Sc. (H) Computer Science is solely based on the aggregate marks scored in Class XII in best 4 academic subjects inclusive of Mathematics and one language. The admission criteria involves high cut-offs.

## WHY SSCBS?





# NOTABLE ALUMNI



**RAHUL AGARWAL**  
1994 BATCH  
CEO & MD, LENOVO



**ABHISHEK ARUN**  
1998 BATCH  
SENIOR VICE-PRESIDENT,  
PAYTM BANK



**NARESH PRIYADARSHI**  
1991 BATCH  
CEO, IITD - INNOVATION &  
INCUBATION CENTRE



**ANURAG JINDAL**  
2001 BATCH  
SENIOR VICE-PRESIDENT,  
HSBC



**DEEPAK KHETERPAL**  
1999 BATCH  
EXECUTIVE DIRECTOR,  
J.P. MORGAN CHASE



**PRITI KATARIA**  
1996 BATCH  
HR HEAD, WIPRO INFOTECH



**ASHIMA BHAT**  
1991 BATCH  
COUNTRY HEAD, BUSINESS  
FINANCE, STRATEGY &  
INFRASTRUCTURE SERVICES, HDFC



**SANDEEP THAPLIYAL**  
1991 BATCH  
MD & CEO, AVENDUS  
FINANCE PVT. LTD.



**SANDEEP BATRA**  
1997 BATCH  
DIRECTOR & HEAD OF CREDIT  
CARDS AND LOANS, CITIBANK



**RAJIV KUMAR**  
1990 BATCH  
GLOBAL VICE-PRESIDENT,  
FROST & SULLIVAN



**HARMIT AHLUWALIA**  
1995 BATCH  
DIRECTOR OF RESEARCH,  
BANKING & INSURANCE,  
MCKINSEY & COMPANY

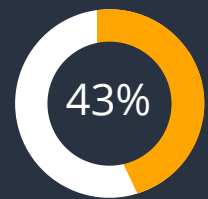


**GUNEET SINGH**  
1997 BATCH  
HEAD - MARKETING &  
CREATIVE SOLUTIONS, APAC  
GOOGLE

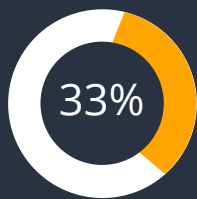
# CLASS OF 2020

## BATCH PROFILE

### COURSE RATIO



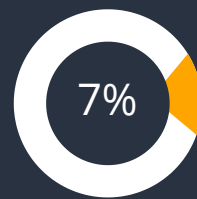
BMS (Finance)



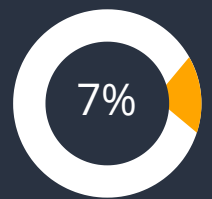
BBA (Financial Investment Analysis)



BMS (Marketing)

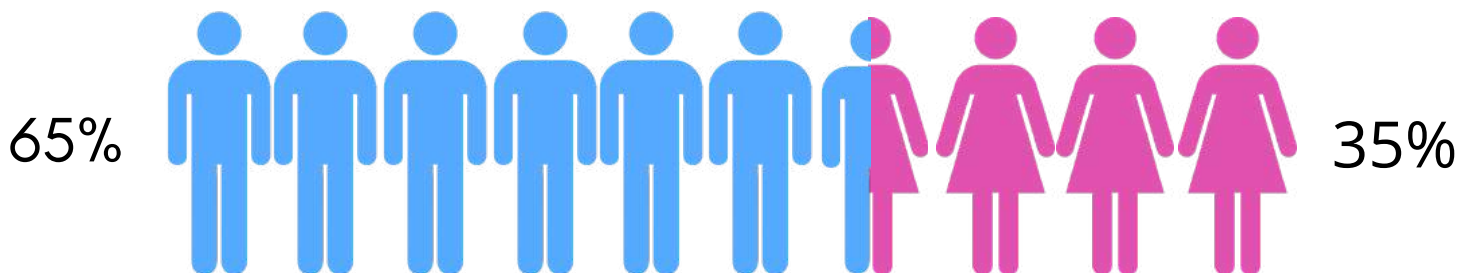


B.Sc. (H) Computer Science

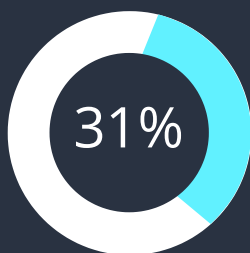


BMS (Management of Global Business)

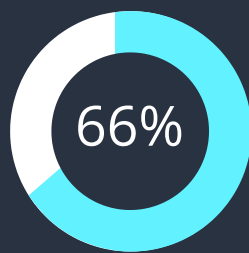
### GENDER RATIO



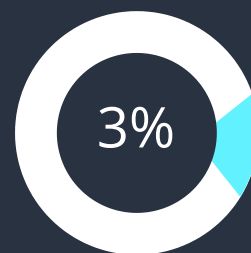
### STREAM RATIO



Science



Commerce

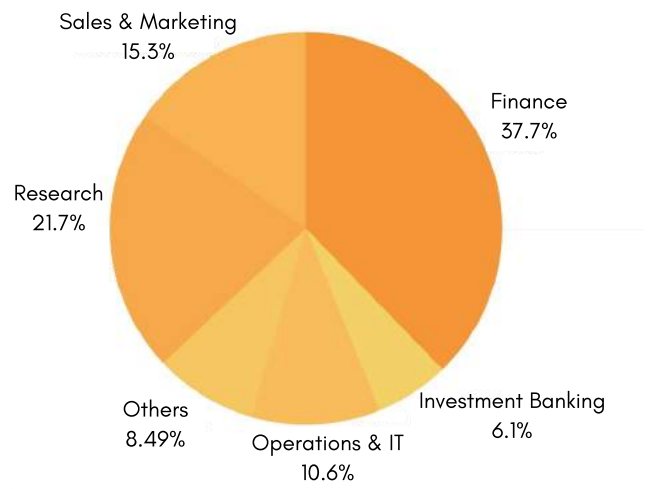


Humanities

# INTERNSHIPS

The BMS, BBA (FIA), B.Sc. (H) Computer Science curriculum constitutes a component of industry exposure for students, which mandates penultimate year students to pursue a summer training/internship. Subsequently, students prepare internship reports that highlight research methodologies and tools used in their projects during the internship tenure. Over the years, students have undertaken internships in various domains like Consulting, Finance, Analytics, Marketing, Software Development, Research and Business Development at firms like PwC, Deloitte, Goldman Sachs, KPMG, EY, Boston Consulting Group, McKinsey Knowledge Centre, Grant Thornton, CBRE, Willis Towers Watson, Accenture, Nielsen, AT Kearney, Fundwave, Rescon Partners, Indian Angel Network and Aditya Birla Capital to name a few.

This is a testament to the fact that SSCBS houses some of the brightest talents in the country with the students continuously developing industry-relevant skills and gaining hands-on experience to stay amongst the top.



# ACHIEVEMENTS

The potential of the CBSites has been recognised by various national and international agencies at numerous instances. They have proved their mettle at the following events:

- Winner, Global Case Competition 2020, Harvard
- Top 15, CFO Global Case Study Competition
- Finalist, World Asian Case Competition
- Top 20, CBS Case Competition 2020 organised by Copenhagen Business School
- National Runners Up, YOUniversity Deal Challenge 2020 organised by Duff & Phelps
- Global Finalist, EY Corporate Woman of the Year 2020
- Runners Up, World Water Race 2018
- Second Runners Up, Enactus Nationals, Mumbai 2018
- Finalist, Global Case Competition organised by EBG, Harvard University
- Finalist, McGill Management International Case Competition
- Winner and Second Runners Up, YOUniversity Deal Challenge 2019 organised by Duff & Phelps
- Enactus World Cup 2017, London-World Champion
- National Winner - BCG IFSA Cape Town International Case Competition 2018
- Winner, KPMG KICC Regionals 2019

Several achievements at national-level case study competitions, finance and management events at esteemed institutions like IIMs, IITs and other colleges of the Delhi University along with cultural and creative (dance, music, fine arts) competitions and sports events highlight the diverse talents of the students.



# SOCIETIES AT SSCBS

The myriad of societies at SSCBS emphasize on advocating learning both within the classroom environment as well as providing the students with opportunities to explore their potential in areas of dramatics, music, art and craft, literature, dance, social initiative, finance, economics, marketing, analytics, technology, etc.



**Cultural Societies:** The cultural societies of SSCBS are a perfect blend of creative, imaginative environment, that aim at promoting extra-curricular activities among the students and bringing out their innate talent amidst the bustling environment of the college.

**Academic Societies:** These societies aim to bridge the gap between theoretical knowledge and practical skills as they help students learn and absorb the financial, management and economic intricacies that prevail in the dynamic world today.



**Social Service and Entrepreneurship Societies:** These societies actively promote entrepreneurship and social service amongst the students and new age entrepreneurs to manifest their latent entrepreneurial spirit.



**Convergence:** Convergence, the flagship corporate interaction event of the college is an annual leadership summit that brings together leading corporate personalities who share their experiences and ideas to encourage the students to enhance their potential and demonstrate how the youth can contribute towards growth and development.



**Crescendo:** Crescendo provides students with a platform to showcase their talent and creativity allowing them to display their organizational and management skills. The annual festival brings together students from various universities, providing them a space to compete against the brightest minds of the country.

**hackCBS 2.0:** The students of the Computer Science department of SSCBS organised hackCBS 2.0 after a successful run last year. hackCBS 2.0 partnered with tech giant Microsoft and Major League Hacking (MLH), an official student hackathon league. Many eminent speakers from reputed firms like ZEIT, HackerOne and DreamAR conducted keynote sessions, workshops, and helped in the facilitation of a 24-hour hackathon. The event enabled the convergence of the best minds who worked on a collaborative project establishing grounds for innovative ideas.

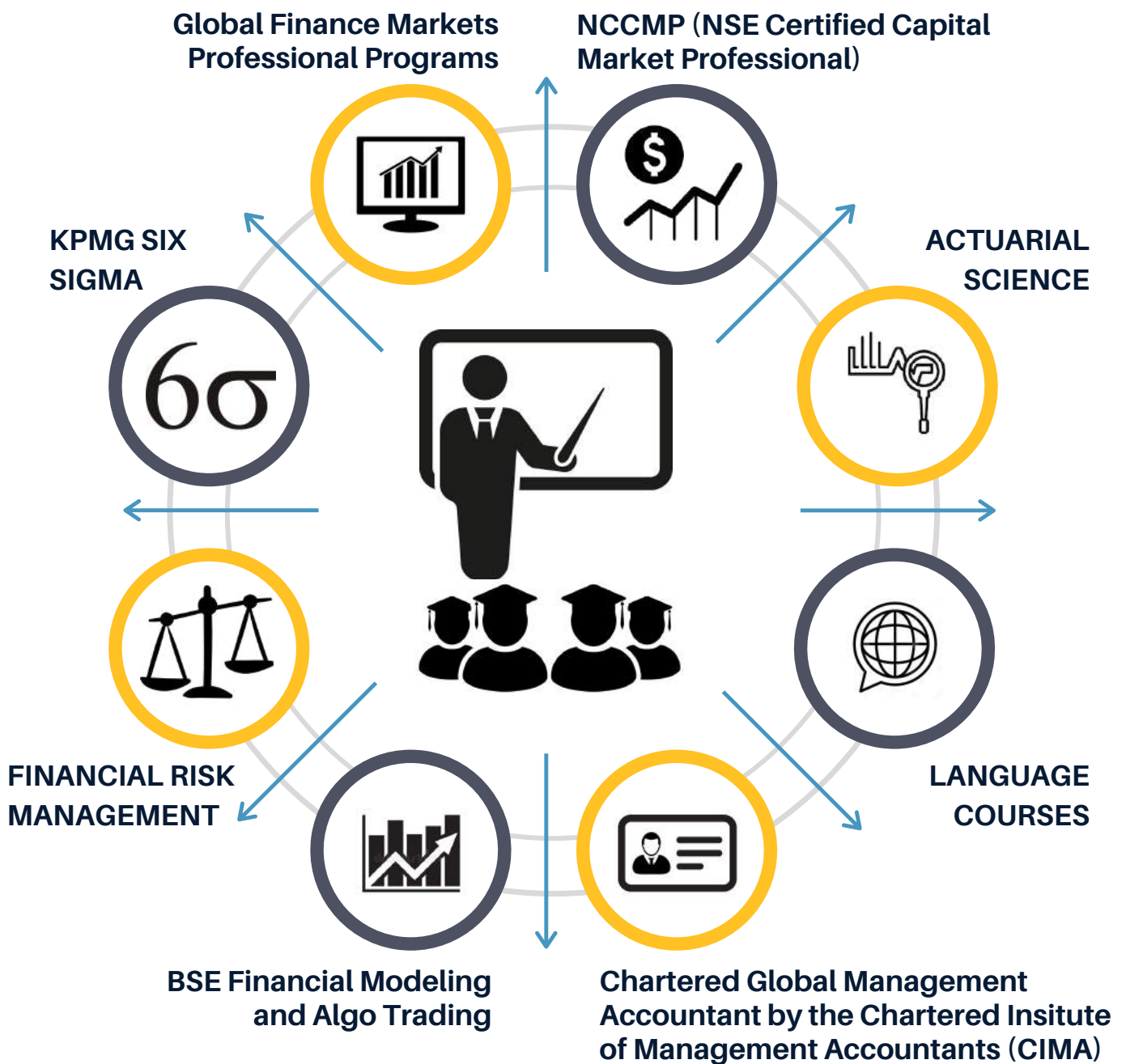


### **SIIF - The Incubation Centre**

Founded in 2016, SSCBS Innovation and Incubation Foundation (SIIF) was set up by SSCBS with support from the Government of NCT of Delhi. It is an independent corporate entity formed with an objective to provide a comprehensive and progressive platform to young entrepreneurs within SSCBS as well as other passionate individuals who wish to transform the world through entrepreneurship. Till now it has incubated more than 25 startups.

# ADDITIONAL COURSES

To enable free flow of ideas, exposure to new/upcoming research methodologies and techniques, and make broader problem sets available to our flourishing researchers, students acquire and hone their skills from some of the biggest names in the industry.

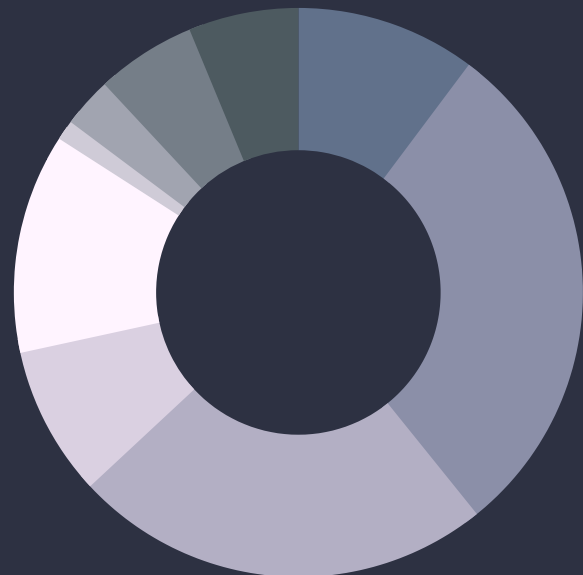


# PLACEMENT SEASON 2019-20

## MAJOR STATISTICS



## DOMAIN WISE BREAK-UP





# PROMINENT RECRUITERS

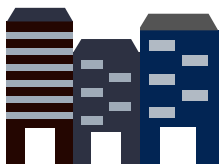
# RECRUITMENT AT SSCBS



Career Development Centre (CDC), the Placement Cell of SSCBS, serves as an interface between the students and the recruiters offering a host of services in the areas of placements, internships and live projects.

CDC conducts the year long placement and internship season in accordance with a policy that evolves each year based on past experiences, in order to make the placement and internship processes smooth and efficient for both recruiters and the students.

To best serve the objective of CDC, i.e., the goal of overall 'Career Development', we offer students and recruiters various avenues to interact with each other. We help students to explore career options through personal counseling and support, alumni mentoring, assistance in resume building, and placement season preparation.



01

COMPANY



02

CAREER  
DEVELOPMENT  
CENTRE



03

SHAHEED SUKHDEV  
COLLEGE OF BUSINESS  
STUDIES

## RECRUITMENT CALENDAR

The placement season at SSCBS goes on throughout the academic year. It is, however, divided into two parts:

**Phase I:** August to November

**Phase II:** January to April

The college is closed for University Examinations and vacations in December, May, June and July. However, off-campus processes may be conducted during these times, the details of which can be worked out with placement coordinators.



# RECRUITMENT PROCESS



# CORPORATES SPEAK



Our experience was very good. Most of the students had strong fundamentals and very good business awareness. We hope to continue our association with CBS in times to come.

As always, we had a delightful experience interacting with CBS and the students. We are once again highly impressed with the quality of students graduating from CBS. Well done!



CBS has a highly professional atmosphere with emphasis on continuous learning and professional skill development. The students have good technical skills as well as critical teamwork, communication and leadership skills necessary to succeed in a multinational firm. UBS values and professionalism shown by CDC student body during the recruitment process and applauds the entire program.

We have interacted extensively with the students, during the interviews and have a high opinion of them. They were knowledgeable about the firm and the role and their demeanor was commendable. We believe this has a lot to do with the stringent admissions process along with the faculty and the senior students passing on their experience with the new batches.



# CONNECT WITH US



SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES

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New Delhi - 110089

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 [www.facebook.com/cdcsscbs](http://www.facebook.com/cdcsscbs)