

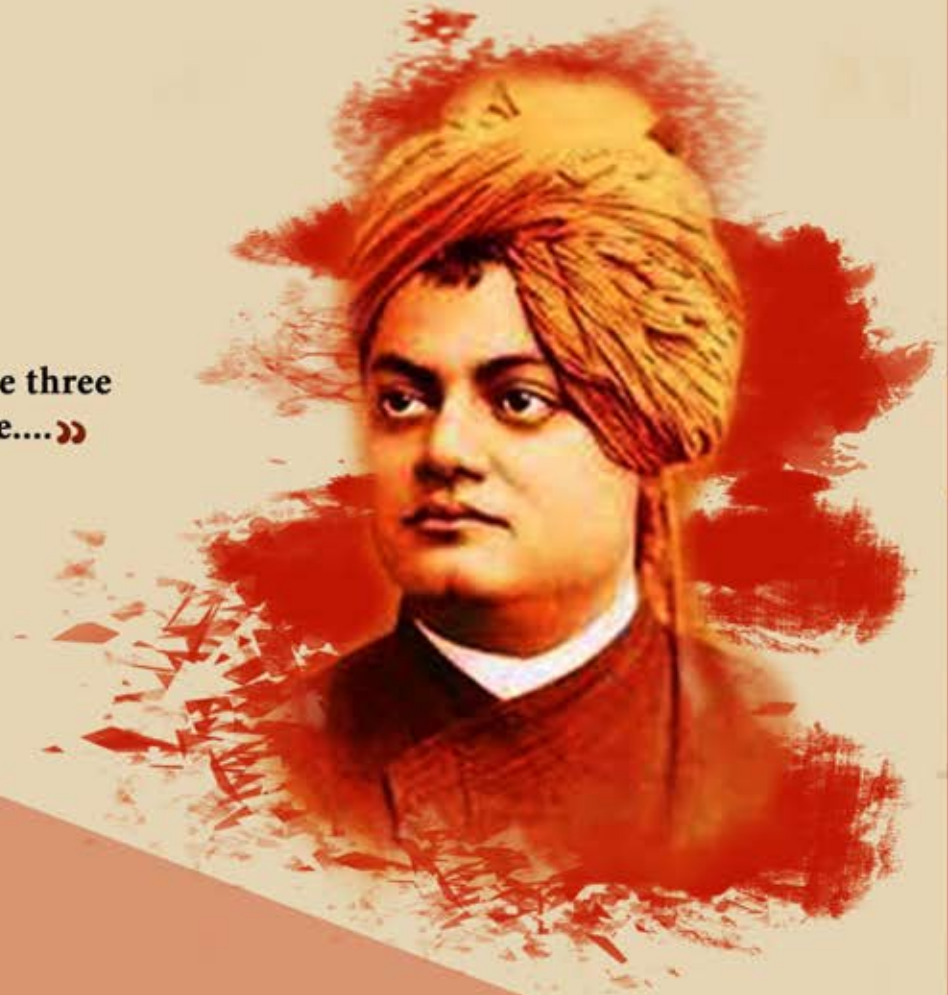


# SWAMI VIVEKANANDA INSTITUTE OF MANAGEMENT AND COMPUTER SCIENCE



“ Purity, Patience and Preserverance are the three  
essentials to success and above all love....”

- Swami Vivekananda



## MBA

Placement Brochure  
2022-2024



# **Advantage & Facilities**

## **Sailent Features of MBA Department of Swami Vivekananda Institute of Management & Computer Sc.**

1. 150 companies participating at campus drive in every year.
2. Excellent foreign placement records.
3. Excellent placement in top MNC's.
4. Entrepreneurship development cell in association with IIM-Calcutta.
5. Industrial visits at regular interval.
6. Corporate at campus program.
7. Good infrastructure with state of the arts buisness labs; Wi-Fi; AC classrooms.
8. Well equipped library.
9. Summer and Winter Internships.
10. Startup Incubation.
11. Case study and other stimulation exercises.
12. Corporate grooming.
13. Buisness Games.
14. Partner institute of NEN (National Entrepreneurship Network).
15. Our MBA students successfully participated and rewarded by IIM-C, NEN, DD-Bangla, ICICI-Direct, BFC etc.



### **CAMPUS**

SWAMI VIVEKANANDA INSTITUTE OF MANAGEMENT AND  
COMPUTER SCIENCE



**SVIMCS**



SVIMCS

## VISION

To urge for excellence in providing higher education and to become a world class institute imparting the Management education in a manner to exceed the expectations of all our stakeholders including the students, parents, industry, faculty members and employees and society at large by committing ourselves and our resources in effective & efficient manner. We would endeavor our best to generate dynamic attitude, professional skills, enterprising abilities & knowledge in our students & participants of various academic initiatives by responsive use of new technologies in a creative manner and thereby contributing to the overall development of the students and other members of the society.

## MISSION

Engaged in right pursuit of imparting quality education to the students for the assimilation of positive Attitude, Skill and Knowledge to make them competent professional with candor and socially responsible citizens, by providing the blend of state-of-the-art infrastructure and innovative pedagogy, facilitate the emergence of management professionals for managing dynamic business environment, thereby enabling the institute to be one of the most admired management institute in India by the year 2020 our best to generate dynamic attitude, professional skills, enterprising abilities & knowledge in our students & participants of various academic initiatives by responsive use of new technologies in a creative manner and thereby contributing to the overall development of the students and other members of the society.

# FROM THE PLACEMENT DESK



SVIMCS

Greetings from SVIMCS! Management is a practitioner's art. It is not inborn; it is an acquired skill and nurtured. Management education at Swami Vivekananda Group of Management Institutions (SVIMCS and SVIST) is no different. It focuses on student's minds, their thinking process, attitudes, values, aspirations, self-awareness, risk-bearing powers, tolerance and respect to diversity, ability to get on with the mission under tremendous adversity, and so forth. It is this that distinguishes Swami Vivekananda Group of Institutes (MBA Department) from other business schools. As a premier institution of India's B-School fraternity, Swami Vivekananda Group of Institutes (MBA Department) continues to enjoy immense confidence of the industry as testified by the phenomenal placement season since from the beginning. Campus Recruitment Programme of SVGI concluded on a high note with record number of job offers secured by students in various sectors like FMCG/ FMCD, Consulting, E-commerce, BFSI, Telecom, Manufacturing and Technology, Information Technology, Pharmaceutical Infrastructure as well as Overseas Placement. 90% of the MBA students have secured placements within every placement season. Swami Vivekananda Group of Institutes (MBA Department) having unrivalled reputation with compliments from a record 177 organizations vying for the best talents in every year's recruitment programme, with one-third of the participating organizations being first time recruiters. Swami Vivekananda Group of Institutes (MBA Dept.) reach across the diverse industry spectrum improved even further. 10-15 % of our MBA Students from every year's intake bagged Overseas placement in the top Overseas companies specifically in the Gulf region. Our students are successfully working in the countries like OMAN, UAE and Bahrain. SVGI already gained certain reputation in GCC countries for providing quality Manpower. Since inception our MBA students have been absorbed in the top most companies like Crisil, Samsung, Carrier Air Conditioning, Focus Soft net, Magma Fincorp Ltd, TCS, HDFC Bank, Kotak Bank, Johnson and Johnson, Monsoon Abot Pharma, Madras Cement, Berger Paints, Thomas Cook, SOTC, Standard Chartered Bank, ICICI Prudential Life Insurance, UAE Exchange Dubai, CMC Ltd, TCS, Transparent Value, Thomas Cook, Kotak Securities Ltd, BFC Bahrain, TCS, Janlaxmi Finance, Pran foods Fzc Dubai, ICS, Indusind Bank, Asian Paints, Alembic Pharma, Puma, Magic Bricks and many others. Finally we strive to make the Institute a centre of excellence by providing quality education and motivating environment on one hand by inculcating positive attitude to the young students aspiring to excel in a fast changing and competitive market place on the other.

By Prof. Amit De Assistant Professor and Head of Training and Placement.  
Prof. Amitabha Gupta  
Assistant Professor.



## INDUSTRY- LED BOARD OF STUDIES



SVIMCS

SVIMCS is proud to have a board of advisor comprising renowned academics, successful entrepreneurs and corporate professionals. This gives the institute a thorough practical base in addition to a strong academic position.

### DR. SWARNABHA DAS, PRINCIPAL

Ph.D ( Microfinance), M.Com ( Finance), B.Com ( Hons.)  
Teaching Experience: 21 Years.

### PROF. KAKALI GUPTA, ASST. PROFESSOR

B.E. (Electronics & Telecommunica-  
tion), MBM(OR & Systems).

### PROF. DR. MAHUA DUTTA, VISITING

Ph.D, MBM. 21 years work experience.

### PROF. DR. ASHOKE KR DASH, VISITING

Ph.D, MMS. 25 years work experience.

### PPROF. BIPRADAS BHATTACHARYA, ASST. PROFESSOR

MA, BEd, 44 years teaching experience.



### PROF. AMIT DE, ASST. PROFESSOR

MBA(Finance), B.Com(H), Diploma in  
Business Finance

### PROF. AMITAVA GUPTA, ASST. PROFESSOR

Ph.D (Pursuing), MBA, D.Pharm,  
B.Com (H)

### PROF. SUPRIYA ROY, ASST. PROFESSOR (GUEST FACULTY)

M.Tech (Electronics), B.Tech (Electronics)

### PROF. PROSENJIT RAHA, VISITING

Lean Six Sigma Green Belt, MBA,  
PGDPM, PGCIM, CMA, B.Com.(Hon's)  
28 Year Work experience.

### PROF. DR. BIRJENDU GUPTA, ADJUNCT PROFESSOR

Ph.D

### PROF. HARINI SREENIVASAN, GUEST FACULTY

MBA, M.Sc.

### MR. SANDIP ROY CHOWDHURY, ASST. PROFESSOR

M.A.(Economics), MBA, PGDMM,  
PGDIM, PGDHRM, DIM & UGC (NET),  
Ph.D. (Pursuing)

### PROF. SRIMAYI MAJUMDAR, ASST. PROFESSOR

M.A. (English)



SVIMCS

## CORPORATE GUEST LECTURER



**Poonam Mundhra**  
Founder & CEO at PM Consultant



**Abhishek Sharma**  
Seasoned HR Professional



**Vishal Verma**  
Sr. Manager HR  
Tishoo Electric and Engineering Co Ltd



**Dr. Subhrangshu Sanyal**  
CEO-IIM Calcutta Innovation Park



**Gargi Rakshit**  
Senior Leadership Member MNC



**Debargha Deb**  
Dabur India Ltd  
Reg HR Head-East



**Ms Harini Sreenivasan**  
Guest Speaker



**Sanjoy Chatterjee**  
Founder & CTO of Education Technology  
Solutions Pvt Ltd



**Sushovan Sarkar**  
National Key Account Manager  
HELL Energy India Business



**Pramita Mukherjee**  
Creative Effects Lead  
Animation & Visual Effects  
Dreamworks Animation Universal  
Los Angeles California



**Debalina Roy**  
HR at Star Cement



**Mr. Partha Chakraborty**  
Guest Speaker



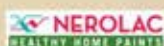
# COURSE CURRICULUM

1. MBA with Dual Specialization
2. Marketing, Finance, HR, Buisness Analytics, System & Operations
3. Health Care Management
4. Free Laptop
5. Book Bank & Library
6. Uniform & Corporate Blazer
7. Certification Course on Digital Marketing, Share Training & E-Commerce
8. Industry Visit in Regular Interval
9. Summer Internship in Top MNC
10. Winter Internship in Top MNC
11. Entrepreneurship Training & Development from IIM-C (Innovation Park)
12. Buisness Analytics Certification by SPSS
13. Every Saturday Industrial Trainning by Corporate Guests
14. Mock Interviews Trainning
15. Grooming, Personality Development & Mentorship Programme
16. Scholarship for Meritorious Students based on Academic Performance
17. 3-(Three) Tier Placement Cell
18. International Industry Visit (Optional)
19. More than 150+ Companies Participating in Every Year



SVIMCS

## OUR RECRUITERS





SVIMCS

## FEES STRUCTURE

MBA- (Marketing, Finance, Human Resource & Information System). The course fee for all the above are the same as listed below.

### Batch- (2022-2024)

Admission Fee-

Rs. 30,000/- (one time payment)

### INSTALLMENT

<u>1st</u>	Rs. 1,25,000/-
<u>2nd</u>	Rs. 1,10,000/-
<u>3rd</u>	Rs. 1,10,000/-
<u>4th</u>	Rs. 1,10,000/-

### ACADEMIC SCHOLARSHIP

Class- 10th	Class- 12th	Graduation	Amount
75%	75%	75%	Rs. 50,000/-
60%	60%	60%	Rs. 30,000/-

The girl student who got more than 55% in their graduation are eligible for Rs. 25,000/- as a scholarship given by trust. Trust promoting higher education in women and girls.

SVIMCS students who will score 75% attendance in 1st, 2nd, 3rd and 4th semester, they will eligible for Rs. 20,000/-

Fees once paid is not refundable or transferable.



SVIMCS

## SUCCESS STORY



**PRANTA DEYS**

Tenhard India Pvt  
Ltd



**AHELI KUNDU**

Tenhard India Pvt  
Ltd



**ASMITA GOON**

White Hat Jr.



**TANYA SINGH**

White Hat Jr.



**NIKITA NANDI**

White Hat Jr.



**NIKITA NANDI**

Tenhard India Pvt  
Ltd



**AJITESH SHARMA**

VIVO



**DEBARGHA SARKAR**

VIVO



SVIMCS

## SUCCESS STORY



**VIDYA THAPA**

Dabur India Ltd



**AYANTIKA ROY BARDHAN**

Dabur India Ltd



**SOHINI DAS**

Dabur India Ltd



**DIYA BHATTACHARYA**

Dabur India Ltd



**TANMAY GHOSH**

TCS



**SUJIT AICH SARKAR**

HDFC Bank



**SAPTARSHI ROY**

Mindlabz Hospitality  
Services Pvt Ltd



**SAGNIK BANERJEE**

TCS



SVIMCS

## SUCCESS STORY



**PRANTA DEY**  
UTI Mutual Fund



**SRESTHA  
HAZRA**  
UTI Mutual Fund



**UDIPTA DHAR**  
HDB Finance



**SWETA MONDAL**  
HDB Finance



**LUCKY KUMARI**  
HDB Finance

# MBA SYLLABUS



SVIMCS

## Objective

To conduct business and industry - oriented MBA Programme following AICTE Model Curriculum for Management (MBA & PGDM), 2018.

## Course

- Two - Year full-time MBA course (Four - Semester).
- Minimum number of class room contact teaching for MBA/PGDM programme should be 96 credits (one credit equals 10 hours) and Internship / Project should be 06 credits i.e., Total 96 + 06 = 102 credits.
- Specialization: Students can opt for any two functional specializations (One Major Area and one Minor Area) from Marketing, Finance, HRM, Operations Management, Healthcare Management, MIS and Business Analytics
- Each Paper = 4 credits (40 contact hours), 6 Papers / Semester
- Marks per paper: 100 (70 - University, 30 - College)

## Course Structure

> Regular Course

Semester Paper Credit (1=4 credit) Contact Hrs. (1 = 10 hrs.)

I(C, 6 24 240

II (c\*) 6 24 240

III (2C\*+4E, 6 24 240

Internship/ Project #2 6 60

IV (6 6 24 240

Course Total 26 1021020

(# Project: Project Paper + Presentation + Viva) (C\*: CORE PAPERS/E^: ELECTIVE PAPERS)

# MBA SYLLABUS



SVIMCS

## **General Guidelines**

This MBA curriculum will be applicable from the academic year 2018 - 19. All rules and regulations regarding admission, examination, registration, migration and others shall be according to MAKAUT norms.

## **CURRICULUM**

### **Core Courses (Six/Semester)**

#### **Semester -I**

MB -101 MB - 102 MB -103 MB-104

MB -105 MB -106 Managerial Economics (Micro)

Organizational Behaviour

Business Communication

Legal and Business Environment (Micro and Macro)

Indian Ethos and Business Ethics

Quantitative Techniques

#### **Semester -II**

MB - 201 MB - 202 MB - 203 MB-204

MB - 205 MB - 206 Indian Economy and Policy

Financial Reporting, Statements and Analysis

Marketing Management

Operations Management

Management Information System

Human Resource Management

#### **Semester - III Core Papers:**

MB - 301

MB - 302 Entrepreneurship and Project Management

Corporate Strategy

#### **Elective Papers: Two from any one Functional Area (Major) and two from a different Functional Area (Minor)**

FM/ MM/HR/OM/BA/ MIS/ HCM- 301

FM/ MM/HR/OM/BA/ MIS/ HCM - 302

FM/ MM/HR/OM/BA/ MIS/ HCM - 303

FM/ MM/HR/OM/BA/ MIS/ HCM - 304

MB - 303 Internship Project and Viva Voce

#### **Semester - IV**

Elective Papers (Four from Major Functional Area and Two from Minor Functional area) \*\* FM/ MM/HR/OM/BA/ MIS/ HCM - 401

# MBA SYLLABUS



SVIMCS

FM/ MM/HR/OM/BA/ MIS/ HCM - 402  
FM/ MM/HR/OM/BA/ MIS/ HCM - 403  
FM/ MM/HR/OM/BA/ MIS/ HCM - 404  
FM/ MM/HR/OM/BA/ MIS/ HCM - 405  
FM/ MM/HR/OM/BA/ MIS/ HCM - 406

\*\*The Major and Minor Functional areas will be same as chosen in the 3rd Semester.

## **Elective Papers for Third Semester**

### **Functional Specialization (3rd Semester)**

#### **MARKETING**

MM 301 B2B MARKETING  
MM 302 DIGITAL & SOCIAL MEDIA MARKETING  
MM 303 IMC/ PROMOTION STRATEGY  
MM 304 MARKETING RESEARCH

#### **FINANCE**

FM 301 TAXATION  
FM 302 PROJECT APPRAISAL & FINANCE  
FM 303 BEHAVIORAL FINANCE  
FM 304 CORPORATE FINANCE

#### **MIS**

MIS 301 RELATIONAL DATABASE  
RMEALNAATGOENMAELNDTASTYASTBEAME  
MIS 302 E-COMMERCE & DIGITAL MARKETS  
BUSINESS  
MIS 303 MANAGING SOFTWARE PROJECTS  
MIS 304 SYSTEM ANALYSIS AND DESIGN

#### **HEALTHCARE MANAGEMENT**

HCM 301 CONCEPT OF HEALTH AND DISEASE  
HCM 302 HOSPITAL SUPPORT SERVICES  
HCM 303 QUALITY ASSURANCE IN HEALTHCARE  
HCM 304 PLANNING AND ORGANISING OF HOSPITALS

#### **OPERATIONS**

OM 301 SUPPLY CHAIN & LOGISTICS MANAGEMENT  
OM 302 OPERATIONS STRATEGY  
OM 303 QUALITY TOOLKIT FOR MANAGERS  
OM 304 PRICING & REVENUE MANAGEMENT

#### **HUMAN RESOURCE**

HR 301 TEAM DYNAMICS AT WORK  
HR 302 HR METRICS AND ANALYTICS  
HR 303 CROSS CULTURAL MANAGEMENT  
HR 304 ORGANIZATIONAL DESIGN

#### **BUSINESS ANALYTICS**

BA 301 MODELING TECHNIQUES  
BA 302 APPLICATION OF ANALYTICS IN  
BA303 BUSINESS FORECASTING  
BA 304 DATA SCIENCE USING R

# MBA SYLLABUS



SVIMCS

## Elective Papers for Fourth Semester

### Functional Specialization (4th Semester)

#### **MARKETING**

- MM 401 CONSUMER BEHAVIOUR
- MM 402 RETAIL MANAGEMENT
- MM 403 SALES & DISTRIBUTION MANAGEMENT
- MM 404 SERVICE MARKETING
- MM 405 PRODUCT & BRAND MANAGEMENT
- MM 406 INTERNATIONAL MARKETING

#### **FINANCE**

- FM 401 INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
- FM 402 MANAGING BANKS & FINANCIAL INSTITUTIONS
- FM 403 MERGERS, ACQUISITION & CORPORATE RESTRUCTURING
- FM 404 FINANCIAL DERIVATIVES
- FM 405 INTERNATIONAL FINANCE
- FM 406 FINANCIAL MARKETS & SERVICES

#### **MIS**

- MIS 401 DATA WAREHOUSING
- MIS 402 MANAGING DIGITAL PLATFORMS
- MIS 403 STRATEGIC MANAGEMENT FOR IT
- MIS 404 BUSINESS DECISIONS USING ADVANCED EXCEL
- MIS 405 MANAGEMENT OF INFORMATION TECHNOLOGY
- MIS 406 MANAGING DIGITAL INNOVATION & TRANSFORMATION

#### **HEALTHCARE MANAGEMENT**

- HCM 401 EFFECTIVE COMMUNICATION IN HEALTH SECTOR
- HCM 402 MARKETING IN HOSPITALS & HEALTHCARE ORGANIZATIONS
- HCM 403 HR INTERVENTIONS IN HEALTHCARE SECTOR
- HCM 404 FINANCIAL MANAGEMENT IN HEALTHCARE SECTOR
- HCM 405 CONCEPT OF COMMUNITY HEALTH & EPIDEMIOLOGY
- HCM 406 LEGAL ASPECT OF HEALTHCARE ADMINISTRATION

#### **OPERATIONS**

- OM 401 SALES & OPERATIONS PLANNING
- OM 402 BEHAVIORAL OPERATIONS MANAGEMENT
- OM 403 OPERATIONS RESEARCH APPLICATIONS
- OM 404 SUPPLY CHAIN ANALYTICS
- OM 405 MANAGEMENT OF MANUFACTURING SYSTEM
- OM 406 SOURCING MANAGEMENT

#### **HUMAN RESOURCE**

- HR 401 MANPOWER PLANNING RECRUITMENT & SELECTION
- HR 402 EMPLOYEE RELATIONS & LABOUR LAWS
- HR 403 COMPENSATION & BENEFITS MANAGEMENT
- HR 404 PERFORMANCE MANAGEMENT SYSTEMS
- HR 405 STRATEGIC HRM
- HR 406 INTERNATIONAL HRM

#### **BUSINESS ANALYTICS**

- BA 401 DATA VISUALIZATION FOR MANAGERS
- BA 402 BIG DATA TECHNOLOGY
- BA 403 STATISTICS FOR BUSINESS ANALYTICS
- BA 404 DATA MINING
- BA 405 DATA ANALYTICS USING PYTHON
- BA 406 OPTIMIZATION TECHNIQUES

## MBA SPECIALIZATION



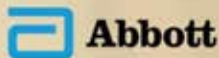
SVIMCS

1. MARKETING
2. FINANCE
3. HUMAN RESOURCE MANAGEMENT
4. OPERATIONS
5. BUSINESS ANALYTICS
6. MANAGEMENT INFORMATION SYSTEM
7. HEALTH CARE MANAGEMENT

## MBA IN HEALTH CARE MANAGEMENT

1. LEGAL ASPECT OF HEALTHCARE ADMINISTRATION
2. FINANCIAL MANAGEMENT IN HEALTHCARE SECTOR
3. HR INTERVENTIONS

## JOB OPPURTUNITIES IN HEALTH CARE INDUSTRY FROM THE TOP RECRUITERS





SVIMCS

# ACHIEVEMENTS



Industry Visit at Pepsico



MBA Students attending  
11th International  
Entrepreneurship Summit  
at IIM Calcutta



Industrial Visit at Skipper  
Limited



MBA Students Got Selected  
at GENPACT



TCS on Campus Drive Se-  
lected Candidates



Campus Reporter Rewards  
and Recognition  
Ceremony at SVIMCS



SVIMCS

# MAJOR COMPANIES PARTICIPATED





SVIMCS

## CREATING MANAGEMENT, TECHNOLOGY AND BIO SCIENCE PROFESSIONALS FOR THE INDUSTRY

Swami Vivekananda Institute of Modern Science (SVIMS), Sonarpur, Kolkata has started its journey in the year 2009 Under the leadership of Dr.Nandan Gupta, Director and Trustee of Swami Vivekananda Group of Institutes. Presently SVIMS is one of the pioneering College under MAKAUT West Bengal, offering 3 Years Full-Time Bachelor Degree Program in Business Management, Media Science, Biotechnology, Microbiology 4 Years full time Bachelor Degree in Travel and Tourism Management, 2 Years Full Time Post Graduate Degree Program in Media Science, Biotechnology and Computer Science. SVIMCS, Group College of SVIMS, is also Offering 2 Years Full Time, AICTE Approved MBA Program in HR, Marketing, Finance, Systems and Business Analytics in an adjacent Campus. SVIMS has received "Excellence in Professional Education Science & Management-2019" by Optimal Media Solutions- A division of Times Internet Limited at Kolkata. Alumnus of SVIMS could be found in all MNCs namely TCS, Amazon, Reliance etc. SVIMS Students have received gold and silver medals from the affiliating university study tours, industrial visits, intern-ships, live projects etc are some of the common features of all the courses offered at SVIMS.



SVGI: MBA STUDENTS AT IIM CALCUTTA, ATTENDING ANNUAL ENTREPRENEURSHIP EVENT



SVGI: MBA STUDENTS AT IIM CALCUTTA WITH CERTIFICATES GOODIES FROM E-CELL IIM-C



SVIMCS

## MBA



OISHIK PAUL  
DECEAHN



APARNA BHOWMICK  
COX & KINGS



SARNALI CHATTOPADHAY  
CESC LTD



ANIMESH DAS  
COCA-COLA



ANKUR DUTTA  
DABUR INDIA LTD



SEORITA ROY  
NHRDN



SAYONI NATH  
COX & KINGS



ARIJIT MAJUMDAR  
SOTC



SUJATA CHETRY  
DECEAHN



TAPASHI PODDAR  
MEDICAL SUPER SPECIALITY  
HOSPITAL



SVIMCS

Dare<sup>2</sup>  
Compete



# Certificate

OF PARTICIPATION

This is to certify that **Abhijit Saha** of **Swami Vivekananda  
Institute of Management and Computer Science** has participated  
in the **Ad'em Up** organised by **Indian Institute of Management  
(IIM), Calcutta**



scan to verify

# TED<sup>x</sup>IIMCalcutta

<sup>x</sup> = independently organized TED event

*Xcellent  
Campus Attaché*



## *Certificate of Achievement*

THIS IS PRESENTED TO

**Tanya Singh**

for their instrumental role and outstanding contribution as  
campus ambassador for TedxIIMCalcutta held on January  
9th, 2021.

*S.S. Gathkal*

**SHUBHAM GATKAL**

Organizer

*Panya Jagtiani*

**PANYA JAGTIANI**

Organizer



**SVIMCS**



**NCDEX IPF Trust  
&  
Swami Vivekananda Group of Institutes  
Presents  
Investor Awareness Program on Commodity  
Derivative Market**

**Moderator**



**Prof. Amitabha Gupta**  
*HOD, MBA Department*

**Speakers**



**Mr Ratnesh Mishra**  
*Sr. Executive NCDEX*

**Date & Time**

**June 14, 2021  
16:30 -18:30**

In case of any queries, feel free to  
Call us on **toll-free 1800 -266-2339** or leave a message at **training@ncdex.com**

## About Business Analytics

Businesses use statistical methods to analyse and understand old data so as to gain insights and improve upon the conclusions drawn. This meticulous method of analysis is called Business Analytics. Business analytics is a predominantly used tool by big businesses so as to scale their company. Business analysts transform data into insights that ultimately drive business value.

In today's economical world, this analysis of data would enable businesses to grow exponentially hence, students well versed in this field are able to find jobs as Business Analysts, Market Analysts and so on.

## CURRICULUM

1. BUSINESS PROBLEM SOLVING, INSIGHTS AND STORYTELLING
2. PREDICTIVE ANALYTICS
3. STATISTICS & EDA

## INDUSTRY PROJECTS

1. MARKET ENTRY ANALYSIS
2. SAAS PIPELINE CONVERSIONS

## Salary Insights

Top paying locations for Business Analyst

Location	Median base salary	Range (min * max)
Greater Bengaluru Area	RS. 7,00,000/YR	RS. 3 LAKH - RS. 13.8 LAKH
Pune/Pimpri'Chinchwad Area	RS. 6,60,000/YR	RS. 2.4 LAKH - RS. 15 LAKH
Koikata Area, India	RS. 6,00,000/YR	RS. 2.4 LAKH - RS. 10.9 LAKH
Greater Hyderabad Area	RS. 6,00,000/YR	RS. 2.8 LAKH - RS. 12 LAKH
Mumbai Metropolitan Region	RS. 6,24,000/YR	RS. 2.5 LAKH - RS. 13 LAKH

Because words aren't enough,  
we let numbers do the talking



LEARNING  
MINUTES



STUDENTS



TEACHERS



INSTITUTIONS



**SVIMCS**

## SYLLABUS

1. IDENTIFYING THE SKILL GAP
2. NETWORKING WITH PEERS
3. DEFINING THE PROGRAM OUTCOMES
4. IMPLEMENTING ACQUIRED SKILLS
5. APPLYING LEARNINGS VIA LAB WORK
6. GAMIFICATION FOR HIGH ENGAGEMENT
7. POWERFUL ANALYTICS AND NOTIFICATIONS
8. MENTORING FROM THE BEST

## FACULTY & INSTRUCTORS

**SIDHARTH ROY KAPUR**  
EX- MANAGING DIRECTOR, DISNEY  
INDIA

**PEYUSH BANSAL**  
CEO & FOUNDER, LENSART

**BIPIN PREET SINGH**  
FOUNDER & CEO, MOBIKWIK

**RISHI MALHOTRA**  
CO-FOUNDER & CEO, SAAVN

**DEEP KALRA**  
CHAIRMAN & GROUP CEO, MAKE MY  
TRIP

## ATTENDED CLASSES ON

FUNDAMENTALS OF MARKETING (6 HRS)

INTRODUCTION OF SOCIAL MEDIA MARKETING (6 HRS)

INTRODUCTION OF DATA ANALYSIS USING EXCEL (9 HRS)



# CODE OF CONDUCT



**SVIMCS**

- A. All the students are required to be in the Institute's prescribed dress code as and when required by the Institute.
- B. Students have to maintain an attendance of a minimum of 75% in the first, second and third semester to become eligible for the Summer Internship Programme as well as final placement.
- C. The percentage of attendance is also necessary to appear for the University semester examination.
- D. In case students do not maintain the stipulated attendance percentage as per respective university regulations they will not be allowed to take the semester-end examination.
- E. Students have to maintain a minimum 40% or 50% marks in Internal Assessments as well as the External Theory in each subject as per the University norms, to pass the subject.
- F. Students have to participate in all internal assessments including presentations, assignments, written mock examination of all subjects conducted by the Institute both during semester & holidays.
- G. Attendance is also compulsory for all study related workshop, corporate seminars, industrial visit, guest lectures and others activity which are conducted by the Institute.
- H. Students have to pay the tuition fee & other fees well in advanced before the due date, otherwise they will not be eligible to give the Internal Assessments & University Examinations.
- I. Students must not be participating in form of any ragging of juniors students directly or indirectly. If the Institute receives any complaints from the juniors students against ragging, then the Institute will take necessary police action.
- J. Students who decide to opt for the Institution hostel will have to abide by the Rules and Regulations mentioned in the hostel application form.
- K. Any complaints grievance and the cancellation of admission by the parents of students should be brought to the notice of the Chairman or Director.
- L. Fees once paid are not refundable or transferable under any circumstances



## SWAMI VIVEKANANDA INSTITUTE OF MANAGEMENT AND COMPUTER SCIENCE

### BANK ACCOUNT DETAILS

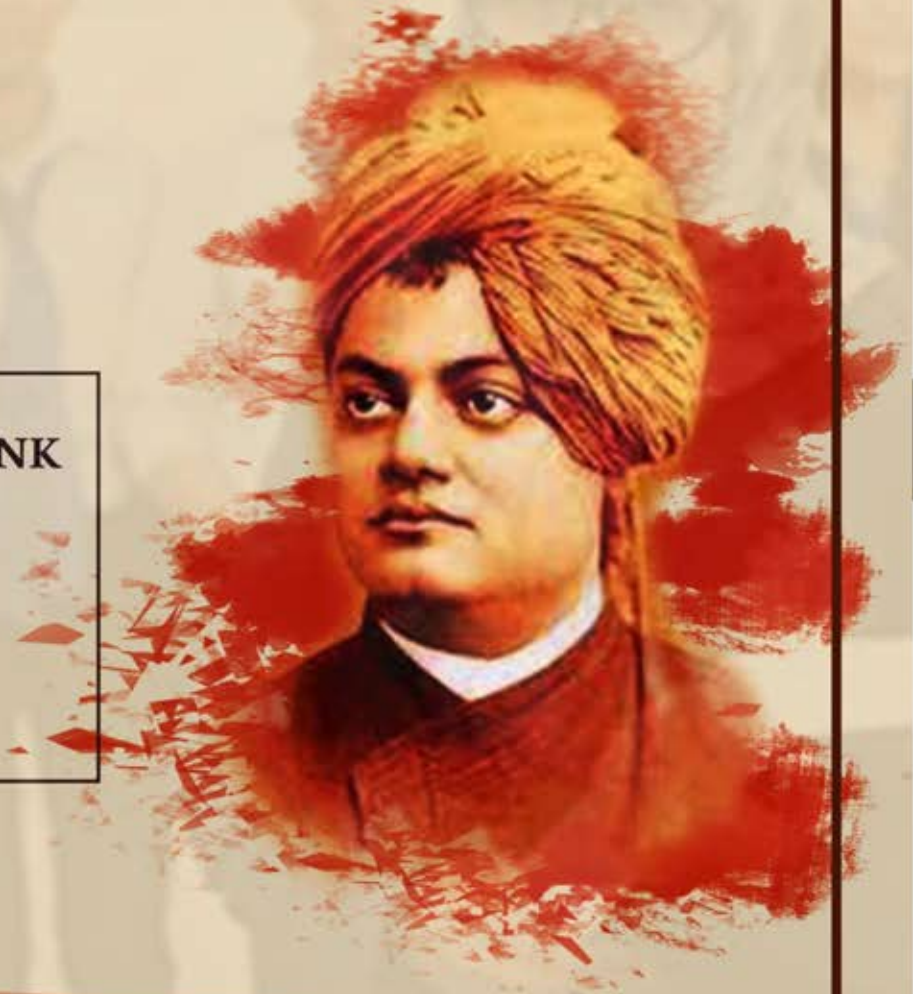
**NAME - PUNJAB NATIONAL BANK**

**A/C NO - 0143050012290**

**IFSC CODE - PUNB0014320**

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