

23

Years of Inception

SIMS

Yelahanka, Bengaluru
Commitment for Excellence



93

Years of Legacy

SESHADRIPURAM EDUCATIONAL TRUST
SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

Approved by AICTE | Recognised by Govt. of Karnataka | Affiliated to Bengaluru City University

No.26,Yelahanka Newtown, Bengaluru -560064

Website: www.simsblr.ac.in | E.mail: info@simsblr.ac.in

Placement Brochure

MBA

Master of Business Administration



080-22955371

+91 9980078007,

+91 9740547534,



www.simsblr.ac.in



info@simsblr.ac.in





N. R. Panditharadhya
President, SET

I am happy to extend a warm welcome to aspiring students to join our 92 years of Institutional Legacy built on the edifice of selflessness, powered by an iron will and commitment to serve mankind. Our institutions have been espousing the cause of needy sections of society in general and of the under-privileged in particular.

It is our wish that our long nurtured traditions must go hand in hand with contemporary ground realities and a modern rationale. The aim of all our institute is to benefit the student community and I am sure that MBA Program offered by SIMS will prove true to this aim.



Dr. Wooday P. Krishna
Honorary General Secretary, SET

Seshadripuram Institute of Management Studies is the flagship management institution under the aegis of Seshadripuram Educational Trust which has been a symbol of quality education accessible by people hailing from different social and economic strata, in the state of Karnataka for more than nine decades. SIMS has upheld the highest standards of academic delivery for students while being adaptive to the dynamic higher education ecosystem of our country. In its two decades of operation, SIMS has produced the finest management graduates who are currently occupying prestigious positions in organizations across the world.

Students are encouraged to work as part-time interns in industry throughout their MBA programme which gives them the problem solving and team building skills that the world is looking for management graduates today.



Dr. Vinay S.
Director, SIMS

The institute places special emphasis on inculcating corporate values and skills required for complex decision-making, besides developing superior expertise on functional domains and garnering business knowledge. SIMS has a rich legacy in molding the students to be the future leaders. It is my privilege to announce that we at SIMS endeavor to form the collaborations with the various Industry and Training Institutes to give the suitable training to students. We endeavor to form the best alliances with the recognized organizations to ensure that we can offer the most promising placement opportunities to our students.

ABOUT SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

A Top Management Institution in Bangalore is the flagship Management Institution under Seshadripuram Educational Trust. Since its inception in, the institute has left no stone unturned to provide professional and quality education in the stream of management. As a result of our commitment to excellence, we endeavor to prepare students with the requisite principles, skills, and traits to meet the dynamic needs of the industry. The students are given educational, intellectual, and spiritual dimensions to achieve the highest goals of personal and organizational development. Our students and teachers are change agents who trigger the thirst for knowledge and bring about new ideas and creative thought processes. Our MBA program will stretch the imagination and vision of the students and enhance their capabilities to appropriately fit into the dynamic and competitive business world. Students from all over the country seek admissions making the classrooms lively, vibrant, and open to cross-cultural learning, and innovative teaching-learning practices, SIMS has become one of the favorite destinations among the student community to study MBA in the city of Bengaluru.

VISION

Inclusion of all aspirants to education and expansion across all realms of academia.

MISSION

To inculcate basic human values, generate the spirit of inquiry, induce healthy challenges, encourage sustainable accomplishments and ensure an enriching real.

SPECIALIZATIONS

SIMS provides a total of six specializations i.e., Finance, Business Analytics, Productions and Operations Management, Marketing, Human Resource, Entrepreneurship and Start-ups. The post-graduate MBA degree is the most sought-after choice by both professionals and students. With an MBA, applicants can expand their knowledge of both basic and complex management principles. Students who enroll at Bangalore's business schools receive training in a variety of business-related topics, including accounting, marketing, finance, human resource, and business ethics. The SIMS Bangalore MBA is a well-liked steppingstone to managerial jobs in the best MNCs worldwide. SIMS provide best course in all six specializations.



SIMS PLACEMENT CELL

SIMS regularly organize Webinars, Seminars, Workshops, Personality Development Programs, Guest Lectures, and other events, the placement Cell helps students and develops their ability to think creatively. Students are provided with opportunities to interact closely with professionals from various industries. Additionally, the placement cell sets up in-house training programs, projects and internships with businesses so that students can gain a thorough understanding of the field and hone their talents before beginning their real careers. SIMS Placement Cell has provided Value Add Programs, Guest Lectures, Soft Skill Training, and Mock Interviews. The Placement Cell's strong knowledge of how companies work makes it possible for them to plan activities and programs that give students opportunities to see the actual work of work. There is currently a huge need in the field of knowledgeable, gifted and committed individuals.

SIMS Placement Cell mainly aims to engage in Corporate Interaction for Placement and Internship Activities. Encourage intimate ties between industry and institutions. Set up guest lectures given by industry professionals. Set up training programs for pupils soft skills. To examine the potential for an industry relationship that results in the signing of MOUs for both long and short term periods.

The main Objective of the Career Development and Placement Cell at SIMS is not only to provide on and Off Campus Opportunities to our Students but also to train the students and upgrade their Skills to match the Industry Interphase Academia. We invest time in each of our students to train them in relevant Skills set specific to their Domain. This helps to keep updated about the Latest trends in the recruitment process.

Our Students are trained by Industry Experts for various Value Addition Certification Programs in a nutshell. It includes Communications Skills, Aptitude Training, Power BI, Basic and Advanced Excel, Presentation Skills and Placement Readiness Training which makes them Placement Ready to attend the Aptitude Test or to Face Technical and HR interviews.

Students will have to undergo a one-month Internship during their 2nd and 3rd Semester which gives them an exposure to the working environment. This process of internship moulds them to perform better and makes them ready to work for any organization once they accept the offer letter. The entire department at Seshadripuram Institute of Management Studies strives to support the student fraternity in continuous development and skill upgrade. We also organize Seminars, Webinars and Workshops by Industry Experts. These individuals share their knowledge and Experience with our Students which helps them stay motivated and inspires them to perform better in their field of expertise.

The institute witnessed participation of multitude of companies across various domains. Our students successfully availed the opportunities across diversified profile and various functions in the organizational setup. We had 40 companies participating in the Placement Process.

Companies like KPMG, Grant Thornton , Academor, HDFC Life, YES Bank, Bajaj Finance, Home First, EXL Services, Carisma Solutions, London Stock Exchange, Flipkart, Amazon, Consero Global, Prop Tiger, Trigent Software Solutions, ICICI Securities, Silver Oak Health, Code Young were amongst the prominent companies that hired the students from our campus and were extremely happy to hire the pool of Talented students.

This also reflected in the offers rolled out which were distributed across the major domains of Finance, Marketing, Operations, Information Technology, General Management, Consulting, Analytics and HR. Various companies offered profiles of business development, Marketing, Sales and Finance. Also, substantial rise in the pick ratio indicates a strong association and faith of the corporate on the capabilities and business acumen of our students.

PLACEMENT OFFICER MESSAGE

Mrs. Sindhu P. V.
Placement Officer

As a Training and Placement Officer my main Aim is to Up skill, Upgrade and Place students at reputed organisations. We impart Aptitude, Soft skill, and Technical Training to our students to keep them abreast with industry standards. Companies are invited for on-campus recruitment where they handpick the students based on their skills and requirements. Our students are placed in reputed companies like Yes Bank, KPMG, NJ India, LSEG, Prop Tiger and many more. It gives me profound happiness to witness our students getting placed in their dream companies and passing out with flying colours.



PLACEMENT COORDINATOR MESSAGE

Mrs. Jayashree K.
Placement Coordinator

We at Training and Placement Cell of SIMS continuously thrive to impart employability skills in our students to keep them industry ready. We aim at giving rigorous assistance to students in career development to be in par with industry expectations through various Industry - Academia Interface activities like; Expert Interactions, Industrial visits, Aptitude skills, and other Value Add Programs to help students enhance their managerial abilities. Placement cell ensures to give individual hand holding through personal career counselling which is reflected in our Alumni profiling.



PLACEMENT ACTIVITIES

The Placement cell organizes association talks, alumni talks, Management Forum activities, Career Guidance and Mock Interviews every week.

ASSOCIATION TALKS

**VALUE ADDED
PROGRAM**

**PRE-PLACEMENT
TRAINING**

**ALUMNI INDUSTRY
CONNECT**

**PLACEMENT
ACTIVITIES**

MOCK INTERVIEW

**MANAGEMENT
FORUM CLUB**

**INTERNSHIP
OPPORTUNITIES**

CAREER GUIDANCE

VALUE ADD PROGRAM

Value Add Program are the added courses offered to students every semester to undergo 30 hours of exclusive training on selected topics, based on the industry readiness. Value Add Program are designed to provide the necessary skills to enhance the employability quotient and equip the students with essential skills to succeed in professional life.

Objectives:

- To act as a bridge which fills the gap between the formal education and the industry demands.
- The value-added program is introduced for holistic development of students through industry expectations.
- To prepare the students for practical & professional knowledge with relevant certifications to provide better employment opportunities.

VALUE ADD COURSES

- I Semester – Advanced Excel
- II Semester – Aptitude
- III Semester – Soft Skills Training, Financial Modeling, Digital Marketing, Power BI
- IV Semester – Stock Market, Investment Portfolio Analysis, Python, Brand Management

Our Associations



National
Digital Library
of India



MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)

"Insights into Entrepreneurial Experience"

Guest talk on How to turn an individual into an effective business man, entrepreneur or leader and few insights focusing on "practice makes man perfect", never give up attitude and never miss opportunities with appropriate goals to reach in our lives to become successful Entrepreneur in the society.

"Industry Connect: The Winner Mindset"

Session on "Insights into Entrepreneurial Experience" was organized by associations. The Resource person taught about the bridge between your dreams and careers by teaching the difference between imagination and also taught how to prepare and face the Interviews.

"HR Practices at IT Industry" - Session on "HR Practices at IT Industry" was organised to give an HR perspectives to students. The Resource person discussed about why HR knowledge is must?? And Highlighted the topic called **HIRE TO FIRE** – managing people from hiring till Exit of the employee from the organization along with concepts relevant to HR like developing, engaging, retaining, motivating etc.

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**PLACEMENT CELL SIMS
IN ASSOCIATION WITH IQAC**

**SIMS Associations
Guest Talk Series
BMA, Students Chapter**

"INSIGHTS INTO ENTREPRENEURIAL EXPERIENCE"



Dr. J R Bangera
Member MSME Board Ministry of MSME
Government of India
Date: March 10th, 2022
Venue: MBA Block 107 (A Section)
Time: 11:30 AM

Prof. Jayashree K
Faculty Coordinator
Placement cell

Dr. VINAY S
Director
SIMS

Prof. Divya H N
Faculty Coordinator
Associations

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**IQAC INITIATIVE
IN ASSOCIATION WITH INSTITUTIONAL INNOVATION COUNCIL
& PLACEMENT CELL**

Guest Talk Series

Industry Connect- The winner mindset.



Rtn. Ganesh Balakrishnan
Founder & Director
Samudra Global Educational Consultants
Koduru Bangalore, India
In association with Kotary Bangalore Yalahanka

Date: May 14th 2022
Venue: MBA Block 105 (B section)
Time: 10:30 AM

Prof. Jayashree K
Faculty Coordinator
Placement cell

Dr. Vinay S
Director
SIMS

Prof. Divya H N
Faculty Coordinator
Associations

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**PLACEMENT CELL SIMS
IN ASSOCIATION WITH IQAC**

**SIMS Associations
Guest Talk Series
NIPM & NHRD, STUDENTS CHAPTER**

"HR PRACTICES AT IT INDUSTRY"



Renuka Murthy
Head HR for Technology Centre

Date: March 19th, 2022
Venue: MBA Block 105 (B Section)
Time: 10:00 AM

Prof. Jayashree K
Faculty Coordinator
Placement cell

Dr. VINAY S
Director
SIMS

Prof. Divya H N
Faculty Coordinator
Associations

ALUMNI TALKS

The placement cell had organized a talk session with Alumni on interview skills on 10-09-2022, how to face the interview and tips regarding the same. The two alumni of SIMS who are now corporate workers gave an insight of the corporate world to all the 1st year MBA students.

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PLACEMENT CELL SIMS
IN ASSOCIATION WITH IQAC

Alumni Talk
"INTERACTION ON INTERVIEW SKILLS"


Sathish P
Senior Specialist
Tata Consultancy Service


Vyaahruti Peddada
Transaction Senior Specialist III
JP Morgan

Date: September 10th, 2022
Venue: MBA Block, Room No. 107
Time: 11:30 AM

Asst Prof. Jayashree K
Placement Coordinator

Dr. Vinay S
Director

"Get Ready for Future !!!"

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PLACEMENT CELL SIMS
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Alumni Talk
"GET READY FOR FUTURE !!!"


Mr. BALAJI S
Head, Training and Placement Cell
JSS Academy of Technical Education, Bengaluru

Date: March 5th, 2022
Venue: MBA Block, Room No. 107
Time: 9:30 AM

Prof. JAYASHREE K
Faculty Coordinator
Placement Cell of SIMS

Dr. VINAY S
Director
SIMS


"Career Opportunities in Marketing"

A Alumni Talk on "Career Opportunities in Marketing" was organised to discuss the various roles and opportunities available in the marketing field. The speaker also focused on the digital marketing being a boom in the market and discussed few tools in social media marketing.

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PLACEMENT CELL SIMS
IN ASSOCIATION WITH IQAC

Alumni Talk
"Career Opportunities in Marketing"


Mr. Santhosh Narasimhan
General Manager
ORB Energy Pvt.Ltd

Date: March 12th, 2022
Venue: MBA Block, Room No. 107
Time: 11:30 AM

Prof. JAYASHREE K
Faculty Coordinator
Placement Cell of SIMS

Dr. VINAY S
Director
SIMS

Dr. AMRUTA, N
Faculty Coordinator
Alumni


"Career Opportunities in Marketing"

A Alumni Talk on "Career Opportunities in Marketing" was organised to discuss the various roles and opportunities available in the marketing field. The speaker also focused on the digital marketing being a boom in the market and discussed few tools in social media marketing.

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PLACEMENT CELL SIMS
IN ASSOCIATION WITH IQAC

Alumni Talk
"Overview Of Start-Ups"


Mr. Karan Khandekar
Co-Founder at
Kect Classroom

Date: March 19th, 2022
Venue: MBA Block, Room No. 107, Section A
Time: 11:30 AM

Prof. JAYASHREE K
Faculty Coordinator
Placement Cell of SIMS

Dr. VINAY S
Director
SIMS

Dr. AMRUTA, N
Faculty Coordinator
Alumni

MANAGEMENT FORUM ACTIVITIES

Successful Story of an Indian Entrepreneur

The competition held for students on “Successful Story of an Indian Entrepreneur” on June 4th 2021. Participants were given the task of presenting on a successful Indian entrepreneur of their choice. The competition was judged based on various criteria such as presentation skills, creativity, and overall impact.



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Bangalore-560064

Management Forum Activity



SUCCESS STORY OF INDIAN ENTREPRENEUR

Terms and Conditions

1. The Competition, Success Stories of Indian Entrepreneur is Open to all students of 2nd Semester.
2. Entries must be submitted by 3rd June, 5:00 Pm, in the google form link.
3. Two Members in Group can participate.
4. Time limit for Presentation is 10 Minutes, Maximum 10 Slides for Presentation or Narrating the story using video.
5. The story must belong to Indian Originated Entrepreneur/Businessman.
6. Creativity in Story telling is Appreciated.
7. Judges Decision will be final.



Reuse, Reduce and Recycle

A competition was held for students on the theme of "Reuse, Reduce and Recycle" – Best out of Waste on June 11th 2021. The objective of the competition was to encourage students to think creatively and come up with innovative ideas to address the issue of waste generation and disposal. Students were required to present their ideas in the form of presentation. Students showcased a range of ideas, including innovative ways to reuse plastic waste, reducing paper usage by adopting digital means, and recycling waste materials to create useful products.



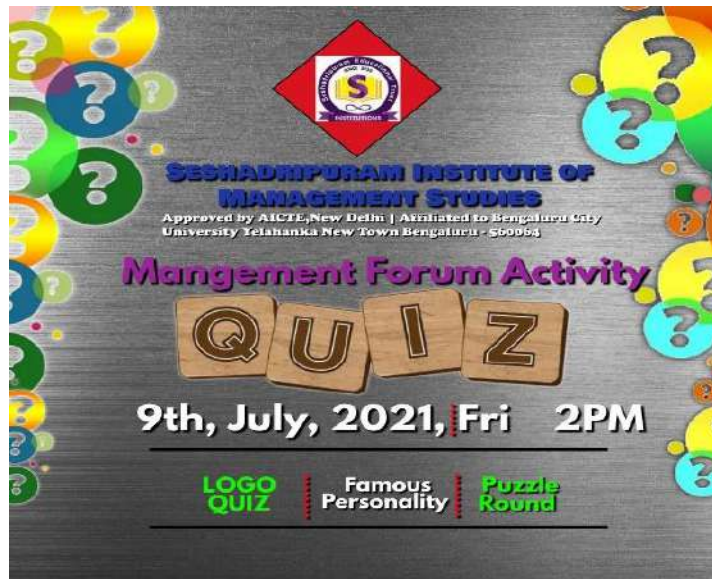
Ad Mania

Ad creation competition held on June 8th 2021, aim of the competition is to provide a platform for young and aspiring minds to showcase their creativity and marketing skills. The primary objective of ad creation competitions for students was to promote creativity, innovation and marketing skills among the students. The teams must create an original and compelling advertisement that will capture the audience's attention and convince them to buy the product or service.



Business Quiz

As a part of management forum activity, the business quiz competition for students of 2nd semester was held on July 9th 2021. The event witnessed active participation from all students. The competition consisted of several rounds comprising of multiple-choice questions, true/false statements, and audio-visual rounds. The questions picked from various aspects of business management, including finance, marketing, human resources, operations, and general business knowledge.



Budget

As a part of the management forum activity, a fiscal budget 2021-22 presentation competition was organized for students of 2nd Semester on February 8th 2022. The event witnessed active participation from several teams, the competition started with an introduction to the terms associated with the fiscal budget, followed by a brief on the significance and the methodology of the fiscal budget. The students used several tools and techniques to present their analysis, including graphs, charts, tables, and diagrams. Students presentation included sector wise contribution of budget, development & changes in sectors were discussed.



Placement Process



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graph TD; A[Placement Process] --> B[Placement Registration]; B --> C[Information on Companies and Job Description]; C --> D[Company Wise Registration]; D --> E[Pre-Placement Talk]; E --> F[Interview Process and Selects];
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The diagram illustrates a five-step placement process. It begins with 'Placement Registration' (orange box), which leads to 'Information on Companies and Job Description' (yellow box). This step leads to 'Company Wise Registration' (green box), which then leads to 'Pre-Placement Talk' (light green box). The final step is 'Interview Process and Selects' (olive green box). The process is set against a background with blue and purple geometric shapes.

**Placement
Registration**

**Information on
Companies and Job
Description**

**Company Wise
Registration**

**Pre-Placement
Talk**

**Interview Process
and Selects**

INTERNSHIP PROCESS

The Placement Cell is dedicated in assisting all the companies affiliated with the college and utilizing the cell's service to conduct their internship drives during the internship season in a timely, hassle-free, prudent, and mutually beneficial manner. It assists students in finding the best internships available. Students get exposure to corporate culture. They learn how the corporate system works. They also get work experience, research experience, access to a variety of tasks and departments, create a professional networks, secure good references, and recommendations, transition to a permanent job, critical thinking, career- & self-development.

Objectives:

- To create an opportunity for students to apply the theoretical knowledge to practical experience.
- To build industry connect to the students.
- To expose them to the current working condition of the organizations.
- To help them build the problem-solving ability.
- To innovate new techniques of management, to implement in their personal and professional growth.

INTERNSHIP COMPANIES





TOP RECRUITERS





Samaaro



NOBROKER



STATE STREET



London
Stock Exchange



PROPTIGER

Teachnook



TESTYANTRA



Buidlers
Tribe



NANDI TOYOTA



2021-2023 CAMPUS PLACEMENTS



KEERTHI S. U.



HARINI L.



VENKATESH S. M.

KPMG
ROLE : ASSOCIATE 1
CTC : 6 LPA



DHANALAKSHMI N. S.



ROOPA

KPMG KGDC
ROLE : ASSOCIATE 1
CTC : 5.0 LPA



ASHA SINGH



BHUSHAN S



VARUN S

HDFC LIFE
ROLE : EXECUTIVE
TRAINEE
CTC : 4.75 LPA



PRIYA .P



ELAVARASI .T

EXL SERVICES
ROLE : TAX ANALYST
CTC : 4.59 LPA



HEMANTH S.



SHWETHA G.



SHOBHA MALI GELOTH B.

GRANT THORNTON
ROLE : TAX ANALYST
CTC : 6.36 LPA



BHARAT S



HARSHITH N



LEEMA RAJ

BAJAJ FINSERV
ROLE : ASSISTANT
MANAGER
CTC : 6.3 LPA



SNEHA B



SURESH N



PRAJWAL N A



BHARATH S



RAVIKUMAR N



YESHASWINI M S

NJ INDIA
ROLE : UNIT
MANAGER
CTC : 5.9 LPA



NIHARIKA G R



YESHASWINI G

INTELLIPAT
ROLE : BUSINESS
DEVELOPMENT
ASSOCIATE
CTC : 9.0 LPA



SHREYAS .K



VINAY .G

YES BANK
ROLE : ASSISTANT
MANAGER
CTC : 5.5 LPA



GOWTHAM .B



PREETHI .S



BINDU .C

TEACHNOOK
ROLE : ACADEMIC
COUNSELLOR
CTC : 9 LPA



ASHISH D.



DILEEP KUMAR N. V.



GIRISH R.



VINAY KUMAR M.



**DHANALAKSHMI
N. S.**



**MEGHANA DIXIT
V. A.**



NAVYA N.



SARASWATHI R.



CHETANA S.



HARSHAK S.



TEJAS M. C.

**ACADEMOR
ROLE : ACADEMIC
COUNSELLOR
CTC : 6.0 - 9.0 LPA**



HEMANTH N



TEJAS M C

**AAJ ENTERPRISES
ROLE : OPERATIONS
EXECUTIVE
CTC : 3.5-4.0 LPA**



BANU PRAKASH

**PROP TIGER
ROLE : RELATIONSHIP
MANAGER
CTC : 3.5 LPA**



HARSHAK S

**BAJAJ FINSERV
ROLE : DEPUTY
MANAGER
CTC : 5.0 LPA**

STUDENT TESTIMONIALS

"I am incredibly proud to share that I was selected for a coveted placement at **KPMG**, one of the world's leading professional services firms. I would like to express my heartfelt gratitude to the esteemed faculty at SIMS for their unwavering dedication and expertise. Their mentorship and guidance have been instrumental in shaping my career trajectory. I am also grateful to the placement cell for their tireless efforts in connecting students with top-notch recruiters like **KPMG**." – **Venkatesh S N**



I am thrilled to share my experience about my college journey, Attending SIMS has been a transformative experience that has shaped both my professional and personal growth. SIMS met all my expectations in terms of placements. The specialised placement cell worked relentlessly to link us with top-tier employers, which is how I landed the great opportunity to join **YES BANK** as Assistant manager in Risk and credit administration department. I am forever thankful to SIMS for building a solid foundation for me and cultivating in me the confidence to follow my goals. – **Vinay G**

I am very happy to share that I was selected for a placement at **Grant Thornton**, a leading finance and tax firm. I would like to thank the excellent teachers at SIMS for their dedication and expertise. Their support has been very important. I would also like to thank the placement office for their hard work in connecting students with top companies like **Grant Thornton** –

Hemanth S



I got placed in “**NJ Investment India**” and “**Bajaj Finserv**”. I am thankful towards our college and placement cell, for supporting and providing us opportunities to learn interview skills, communication skills and guiding us in placements. The staff was supportive and informed us with enough notice regarding every placement drive. I am grateful to have such a good T&P department. – **Bharath S**

"I am incredibly proud to share that I was selected for a coveted placement at **KPMG**, one of the world's leading professional services firms. I would like to express my heartfelt gratitude to the esteemed faculty at SIMS for their unwavering dedication and expertise. Their mentorship and guidance have been instrumental in shaping my career trajectory. I am also grateful to the placement cell for their tireless efforts in connecting students with top-notch recruiters like **KPMG**." – **Venkatesh S N**



STUDENT TESTIMONIALS

I am grateful to the college for the opportunities it offered me and wholeheartedly recommend it to those seeking higher education. I extend my sincere gratitude to the Training and Placement Department and all staff members for their unwavering commitment towards imparting top-notch technical and aptitude training for providing me with the opportunity at **PropTiger** - **Banu Prakash S**



I had immense pleasure studying in this college. This college has excellent faculty members, the teaching method is very friendly, and they always motivate us with the positive mind set. I am thankful towards our college and placement cell, for supporting and providing us opportunities to learn interview skills, communication skills and guiding us in placements. The staff was supportive and informed us with enough notice regarding every placement drive. I got selected in **Teachnook** in college placements.- **S Preethi**

I got placed in "Academor". I am thankful towards our college and placement cell for the training and preparation they provided helped me build the necessary skills and confidence to excel in the interviews. I am grateful for the various mock interviews, resume workshops, and career counselling sessions that honed my professional profile. From organizing recruitment drives to inviting industry experts for guest lectures, they left no stone unturned to groom us for the corporate world. My experience with the placement procedure was really great as I got to learn a lot. I sincerely thank my college as well as Training and Placement cell.- **Saraswathi.R**



It was an amazing journey on Sims campus, the placement cell offers best of best placement opportunities to all the specializations, Even I got placed in Bajaj finance, the placement training is given from the beginning of the course and it helped me in cracking the interview of **Bajaj finserv** - **Harshith N**