XLRI
Xavier School of Management
For the greater good

EXPLORE Beyond What You SEEK

PLACEMENT BROCHURE 2018

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What began 68 years ago as a modest centre to impart Industrial Relations training to TATA Steel, is now at the centre of the Human Resource revolution in India. From a place where it all began, XLRI has re-invented itself to be THE destination for business education.

The endeavour to constantly outdo ourselves has been a part of our DNA from the start, and that continues as we explore infinite possibilities with the best minds of the nation, striving to make ourselves and those around us better.

Message from the DIRECTOR

Dear Recruiter,

Today's dynamic business environment is competitive, far-reaching, and transcends boundaries, whilst seamlessly connecting economies across the globe. To survive in this highly competitive landscape, all players – old and new – need to defend their market footprints or create new ones.

Keeping in mind today's marketplace, it is important for executives to continuously update their knowledge base and acquire new skill-sets and competencies. At XLRI, we guide our students with industry-ready course content, engaging lectures, and ample faculty interactions. Our approach to learning embraces a meticulous, explore-every-solution attitude and an appraisal of every business problem through the lens of varied management disciplines.

Academic excellence, together with moral rectitude and intellectual integrity is the essence of XLRI. This ensures that our students are groomed to become successful leaders who make an impact on the world.

We have been awarded accreditation from prestigious international and national accreditation bodies. We are proud to be part of the exclusive group of global business schools who have received accreditation from AACSB (The Association to Advance Collegiate School of Business), AMBA (Association of MBAs) and NBA (National Board of Accreditation).

This achievement is the result of continuous hard work and support by our staff, students and alumni, and assures you that our institution has spared no effort to make our curriculum world-class and deliver it in the most effective manner.

I welcome you to interact with these highly motivated future leaders and I am certain that they are ready to lead your organization towards sustainable growth and development.

With prayers and blessings

Fr. E. Abraham, S.J.

Director

XLRI, Xavier School of Management, Jamshedpur

Message from the PLACEMENT CHAIR

Dear Recruiter,

I am very pleased to be presenting the Human Resources Management (HRM) and the Business Management (BM) students of XLRI's 2017-2019 Batch. We have selected the women and men of the 2017-2019 batch with great care. Literally hundreds of faculty-hours have gone into the selection process. Simultaneously, we have been finely calibrating our course curriculum to ensure that our graduates are capable of delivering maximum value to the enterprises that employ them or the enterprises that they choose to build.

We take the summer internship program very seriously. Every year we debrief our students after their internship stints, finding out areas that they found challenging, looking for gaps in our curriculum and ensuring that the next batch is even better prepared to deliver from Hour 1. We, as an Institute, have therefore been using the summer internships to make our programme relevant and current.

Our recruiters too seem to be benefitting from the summer internship programme as evidenced by the large number of Pre-Placement Offers (PPOs) and Pre-Placement Interviews (PPIs) that our students have been awarded. The summer of 2017 has been particularly heartening; the feedback that we have received from the participating companies has been extremely positive.

Do visit our beautiful campus and participate in the Summer Internship Programme; I am sure it will be mutually beneficial.

Prof. Uday Damodaran

Placement Chair Person
XLRI, Xavier School of Management, Jamshedpur

XLRI
HISTORY & VALUES

XLRI began its journey in the year 1949, pioneering management education in India. Over the last six decades, the institute has grown into a top-ranking business management school of international repute, with a wide portfolio of management programs and research publications. Its alumni are spread around the globe and have demonstrated responsible and sustainable business leadership in their organizations. XLRI continually strives to contribute to the professional growth and management of numerous organizations and institutions across industry sectors.

XLRI is unique in that it passes on its spirit of **"Magis"** – ever greater, ever better, excellence - to its students, and propels them to strive for integral development as well as academic excellence. This understanding, that a multitude of skills and competencies form the key to success in the business world, is a critical and vital part of the institute.

Its value-based system propels its protégés to balance the dichotomies of

Innovation vs Exploitation | Patriotism vs Global vision

Assertiveness vs Humility | Profit vs Social Consciousness

WHY XLRI

Only 1 out of 250 make it to the campus, and merit is the only criterion.

The curriculum encourages students to apply theoretical learning to real-life scenarios and prepares them for what is expected out of an XL-er.

Alumni network which is going strong for 68 years, and will keep being a family for years to come.

Culture

Over the years, XLRI has developed its own unique culture. Our students do not follow beaten roads, they strike new routes, they do not benchmark, but are benchmarked against, they are second to none and the first to respond to the greater good, pioneers in taking bold tasks and making things possible. The enterprising spirit is exemplified throughout the rich history of this institution.

Students – a one out of 250 find

XAT is one of the most difficult admission tests in the nation, and the complete application process which aspirants need to go through before making it to their dream destination is rigorous to say the least. The top few percentile holders in XAT only qualify for the next stages of the process and by the means of behavioural questionnaire, video submissions, GD and Personal Interview, are tested to bring out the best in them. Only 1 out of 250 make it to the campus, and merit is the only criterion.

Curriculum – A plethora of specializations

The rigor does not end with the difficult admission procedure. Once on campus, the students are subjected to a rigorous curriculum which is structured to address the needs of the industry and is aligned towards imparting contemporary knowledge to the students. An optimal mix of learning methods ensures a holistic personality development of the students. After the first year, each student goes to 8-10 weeks of summer internships which brings industry exposure. Students decide what fields to pursue in the second year and choose how and what they want to learn to take them towards future industry leadership roles. All in all, the curriculum encourages students to apply theoretical learning to real-life scenarios and prepares them for what is expected out of an XL-er.

Faculty

XLRI boasts of the best in class faculty in terms of teaching experience, subject matter expertise, industry recognition and most importantly, student appreciation. Most of the faculty members undertake/have undertaken consulting assignments in the corporate area and/or advisory stints for the government agencies in India and abroad. They have authored some of the finest management books of international repute and have published research papers in some of the most distinguished journals in the world.

139 Recruiters - 386 Offers for a batch of 359

Over the years, brand XLRI has gone from strength to strength, creating a niche for itself in the business world. This has culminated in some of the best organizations worldwide offering challenging profiles to our students on campus. The confidence that an XL-er is able to face any challenge not only by himself, but also inspire a business to achieve greatness is what brings them back year after year.

Alumni - a network that is 12000+ strong

As the students walk out of XLRI, they embark upon a journey of leadership. However, it is their bond with the school which they hold dearest. That is why XLRI students, who are legends in the industry, look back at their alma mater and attribute their success to the hallowed halls of the institution. The institution is proud of the vast, yet close knit alumni network which is going strong for 68 years, and will keep being a family for years to come.

INFRASTRUCTURE

The campus spanning an area of 40 acres, is situated in the sylvan surroundings of Jamshedpur. The campus boasts of a state-of-the-art academic block. It has eight air-conditioned amphitheatre classrooms, syndicate rooms, a computer centre and an examination hall.

The classrooms are equipped with OHPs, computers and LCD projectors to facilitate teaching and learning. Close circuit television facility is available for recording and playback of exercises.

Sir Jehangir Ghandy Library

The Sir Jehangir Ghandy Library is a veritable powerhouse of knowledge for management studies and research, serving generations of students and faculty at XLRI over the last 67 years. Constantly striving to improve its level of service rendered along the academic, professional and overall development fronts, the Library , first amongst Indian B-Schools to adopt Self-Check in and RFID systems, has now instituted The Knowledge Portal – a One Click gateway to the vast resource base.

The Library has also established full fledged Digital Resource Centre with more than 21 online database including journal database like ProQuest (ABI/ Inform), EBSCO (Business Source Complete), Emerald Insight, Science Direct, J-Gate, Sage online and JSTOR Archives, covering almost 21,000 full text e-journals; industrial database like Bloomberg, ISI-Emerging Markets, CMIE's nine online products, IBID, CRIS, INFAC Indiastat.com and Supreme Court cases on CDROM (LAN), apart from the e-brary portal covering over 5,500 e-books

The Academic Block

Old campus: There are 12 state-of-the-art classrooms with multimedia presentation support. The seating arrangement is amphitheatre style and each lecture hall has a capacity for 70. These classrooms also support closed-circuit recording and playback of lecture sessions. The four syndicate rooms are multi-purpose areas for other academic exercises. In addition to this the new academic complex is equipped with latest servers and workstations to facilitate the learning process.

New campus: The new learning centre is meticulously designed to create spaces that support learning and encourage lively discussions. There are 15 classrooms, each with a capacity for 75, and six syndicate rooms (50-60 seaters each). A 75-seater computer lab is fitted with latest servers and workstations to facilitate the learning process.

The wholly Wi-fi enabled campus and other infrastructure facilities (charging and LAN ports), supplemented with new courses, workshops, seminars and live projects empower students to integrate technology solutions to workplace challenges.

Information & Communication Technology Facilities

Having transformed into a completely Wi-Fi enabled campus, XLRI's repertory of computing resources include latest servers and workstations, a state-of-the art campus network and leased line of 310 MBPS raw bandwidth WAN connectivity. The high-end servers, provide critical service including hosting of XLRI intranet services, library database and SNTP server, Oracle, SAS, DB2 and other software.

Extremely efficient and reliable ISDN lines and IP connectivity are available for pre-placement interviews and preplacement talks by MNCs/ corporates and for interactive lectures and dialogue sessions.

Total Collection

- 63300 Books
- 5000+ eBooks
- 16032 Bound Volumes of Periodicals
- 266 Foreign Journals
- 175 Indian Journals
- 14100 Project Reports and Discussions
- 40 Theses
- 14 Newspapers
- 500 Video casettes
- 1444 CDROM & DVDs
- 500 Company Annual report
- 5000 Government Publications
- 24 Online Databases

COMMITTEES ON CAMPUS

SAC (Apex Administrative Body)

The Apex Student body is elected every year to oversee all the student related activities that happens on campus. Led by a General Secretary, this five member team convenes all the official events held on campus, acts as a liaison between the administration and the students. The college takes pride in letting students handle their affairs, thereby ensuring inculcation of leadership skills and bonding in students.

AcadCom

The **Academic Committee**, or **AcadCom** as they are popularly known, is elected to manage all the academic concerns of the students. As class representatives, they voice the needs and opinions of a class to the faculty, and ensure that all the academic activities are conducted smoothly; deadlines are met; and everyone emerges successful through the academic rigors of XLRI.

Alumni Committee (ALCOM)

XLRI has one of the most widespread alumni networks in the country, with graduates going back to the 1950s. This extensive network of over 12,000 is connected to the school through the Alumni Committee. ALCOM facilitates interaction of the current batches with alumni who are today industry stalwarts across domains. ·

CII Young Indians

CII-YI at XLRI, coming under the Young Indians (YI) net of the Confederation of Indian Industry (CII) takes up socially responsible projects, like building environmental awareness and working towards facilitation of knowledge. In-charge of conducting one of the most fondly remembered events in the city – Jamshedpur Run, CII-YII also runs numerous other projects.

One of their core initiatives, Kshitij, is a platform to nurture talent and creativity of, encourage quest for knowledge, among the underprivileged. Jagriti, meanwhile, is an awareness campaign aimed at sensitizing slum-dwelling women regarding. female hygiene and sanitation. Also, CII-YI's Jamshedpur Run brings all of Jamshedpur together, highlighting XLRI's mission, "For The Greater Good".

Dracula

Calling themselves "The Infected Breed", the **Dramatics and Cultural Association** of XLRI, or Dracula, prides itself on being the soul of the campus. From Stage plays to Quizzing Leagues, Street dance to Debates, Dracula has something to satisfy the myriad creative needs of the diverse student populace.. Despite the academic rigors of XLRI, the DRAC helps keep the inner child alive, and encourages talent to find its way.

E-cell

Entrepreneurship Cell of XLRI works to create a culture of entrepreneurship for all the stakeholders of the institute -- students, alumni and faculty. The group of students along with its advisory board, comprising faculty members and eminent guests, strives to inculcate and nurture the spirit of entrepreneurship.

External Linkages

EXLINK (External Linkages) is responsible for the online and offline branding of XLRI. It is the official Media cell & PR committee of the college, and the editorial team for the college publications. It serves as a point of contact for all XLRI aspirants, through their tremendously successful Sansarg Initiative on Facebook, and also runs the official student website of XLRI - XLMeriJaan.com

Infracom

INFRACOM (Infrastructure Committee) looks after students' residential and dining facilities. The committee liaises with the administration and resolves infrastructural complaints of students. Infracom is the backbone of all student activities and events on campus during Ensemble, Valhalla and Placements.

ISEP

ISEP representing the student body of the International Student Exchange Program at XLRI is responsible for managing current and potential tie-ups with universities across US, Asia and Europe, where students can go on exchange, and study for a term. The committee also handles the initiation and cultural acclimatization of visiting international exchange students from partner universities.

Samarthya

SAMARTHYA is the youth wing of Centre of Education Management, Leadership and Research (CEMLR). The society helps school students to cope with academic pressure and emotional setbacks. Samarthya actively collaborates with educational institutes in Jamshedpur and runs the programme across multiple standards.

SIGMA

SIGMA (Social Initiative Group for Managerial Assistance) creates a platform to network with NGOs, corporate governance cells and government departments for the purpose of community capacity building. The main aim of this student body is to help NGOs formulate effective fund- raising strategies, develop new programmes, curtail expenses and perform better

Spic Macay

SPICMACAY (The Society for Promotion of Indian Classical Music and Culture among Youth in XLRI works closely with the Jamshedpur chapter of the same. The committee organizes classical art programs in the campus for various fests and events and endeavors to keep the beauty of Indian art alive in the minds of young students.

SportsCom

SPORTSCOM (Sports Committee) provides students with opportunities to relieve the stress of academic rigour and focus on personal development. It interfaces with the administration and is responsible for developing and maintaining the sports infrastructure on campus that includes gym, tennis, basketball, volleyball courts, football field, cricket pitches, etc.

XLANC

XLANC (XLRI Adventure & Nature Club) organizes various adventure activities and emphasizes the responsibility of future managers towards the environment and community. Some of the events organized are trekking, wall-climbing, water-rafting, horse-riding, archery, rifle-shooting, obstacle races, eco-friendly activities and term-break trips. XLANC is credited with making XLRI the first Indian B-school to encourage experiential learning in the form of a leadership expedition to Mt. Everest base camp.

PiXL

Photography and XL Culture, these two things come together to create PiXL, the photography enthusiasts club of XLRI, tasked with capturing the beautiful campus in all its vibrancy.

FINANCE

Finance is one of the most sought after specialisations, here, at XLRI. The course has been specially designed to help students analyse and examine critically the nuances of finance and fund management, while simultaneously appreciating the overarching role Finance, as a stream, plays in the Business Organisation. XLRI has the distinction of offering its students a specialization in Economics, distinct from Finance, making it one of the few schools to acknowledge very much relevant business implications of the macroeconomic environment.

The technical knowledge of students is complemented with a thorough understanding of the financial decision making process in the corporate world through regular industry interactions. Electives based on niche areas of study like Microfinance and Structured Finance stand as illustrations to the industry readiness of XLRI pedagogy and curriculum. Instrumental in this successful transformation of students is a team of distinguished and eminent faculty. The student committee FINAX, and Student Investment Fund, play a crucial role in reaching out and nurturing the enthusiasm of students – making finance a very part of student life at XLRI.

COURSES

FINANCE

Core Courses

- Financial Management
- Financial Management-II
- Management Accounting
- Management Accounting-II

Electives

- Behavioural Finance*
- Business Analysis and Valuation
- Capital Expenditure Planning and Control
- Commodities Derivatives Market
- Corporate Taxation
- Financial Analysis, Planning and Control
- Financial Decision Making Under Information Asymmetries*
- Financial Markets
- Financial Modeling Using Excel
- Financial Risk Management
- Financial Technical Analysis and Introduction to Global
- Intermarket Analysis
- Fixed Income Securities
- Indian Accounting Standards
- International Business Economics
- International Financial Management
- Issues in Empirical Finance
- Management of Banking

ECONOMICS

Core Courses

- Macroeconomic Theory and Policy
- Managerial Economics

Electives

- Applied Econometrics for Managers
- Demand and Business Forecasting
- Development Economics
- Economics of Human Resources
- Economics of Information and Network Industries
- Entrepreneurship and New Ventures
- Firms, Markets and Global Dynamics
- Game Theory for Managers
- Industrial Economics and Competitive Strategies
- International Business Economics
- Managing Private-Public Partnerships
- Money Banking and Finance
- Social Banking and Microfinance
- Time Series Analysis*

FINANCE FACULTY

- **Sabyasachi Sengupta**

  Chartered Accountant (ICAI), Cost Accountant (ICWAI), Company Secretary (ICSI)

  Has specialised in developing Accounting & Costing systems, structuring MIS reporting, dealings with Banks and Financial Institutions and in various fields of Mangement Consultancy Service

- **Santosh Sangem**

  Chartered Accountant (ICAI); Fellow from IIM C, Chartered Financial Analyst

  Authority on Monetary Economics, Economics of Banking, Management Control Systems and Performance Analysis

- **Prantik Ray**

  MBA (Finance), MA (Eco), DBF (ICFAI)

  Consultant for institutes of repute- Asian Development Bank, West Bengal Industrial Development Corporation, Orissa Ford Foundation, etc

  Extensive Teaching experience in various colleges spanning 22 years

- **Pitabas Mohanty**

  MA (Economics), CFA, Fellow (IIM B), Fulbright Scholar at NYU Stern

  Member - Economic Policy Formulation team for Government of Jharkhand

  Recipient - Citibank Research Excellence Award, P D Agarwal Foundation Award

- **Ram Kumar Kakani**

  Former Director National Center for Leadership Development & Competency Assessment (NCLDCA) Government of India

  Former ICCR Chair Professor, Lagos Business School (LBS), Lagos, Nigeria, Aug.Dec. 2013

  Recipient - Best Young Teacher Award of the Association of Indian Management Schools (AIMS); Research Grant from the National Stock Exchange of India Limited, Mumbai; Aage og Elva Nimbs Scholarship at the Copenhagen Business School, Denmark

- **Uday Damodaran**

  PG from Indian Statistical Institute, Delhi; Fellow from IIM B

  An authority in Fixed Income Securities, Corporate Finance, Derivatives & Risk Management

- **Trilochan Tripathy**

  18 years of strong research consultation experience in market integration, cross listing, currency risk modeling, banking liquidity crisis and regulations and asset pricing and valuations

  Consulted for clientele to the likes of Concern World Wide, U.K, NRI, DFID & World Bank, World Vision India, Plan International and the IFHE University

- **Gaurav Vallabh**

  Certified Financial Risk Manager (GARP, USA), Chartered Accountant (ICAI), Company Secretary (ICSI)

  Former Director with The Institute of Chartered Accountants of India, New Delhi (ICAI)

  Selected as a Professor and Head (School of Finance), Indian Institute of Corporate Affairs (Ministry of Corporate Affairs, Government of India)

- **A Kanagaraj**

  Nominated by the Forward Markets Commission, GOI, as Board Member in National Board of Trade Ltd (NBOT)

  Extensive experience and expertise in the areas of Coporate Finance; Mergers, Acquisitions and Restructuring; Financial Statement Analysis and Alternative Investments

- **HK Pradhan**

  Ph.D (University of Pune), Post Doctoral Fellow Scholar (Columbia Univ. New York)

Advisor, Commonwealth Secretariat & Ministry of Finance, Fiji Islands

ECONOMICS FACULTY

- **Arundhati Sarkar Bose**

  Authored the book Analysing GATS - Settlement of Disputes and Implications for Education Sector, published by Lambert Academic Publishing, Germany

  Serves as visiting faculty as Lady Shriram College for Women (Economics) and Maitreyi College - University of Delhi

- **Prabal K Sen**

  Has served as the Chair Person of IRMA, member of Board of various NBFCs and MFIs

  Has rendered consultancy services to the Ministry of Rural Development and SIDBI Foundation for Micro Credit

  Member, Economic Affairs Panel; and Indian Economic Association (IEA)

- **Sumit Sarkar**

  Has authored the Jharkhand Economic Survey 2010-11, sponsored by ept. of Finance,Govt. of Jharkhand Mar, 2011

  Chairperson of the Forum on Industrial Organization and Marketing, LCBR European Marketing Conference, Portugal

- **PC Pradhan**

  Recipient of the Reserve Bank of India Fellowship at Institute for Social and Economic Change

  Has published numerous papers on Dynamic Inter-linkages between Financial Markets, Monetary Policy Transmission Mechanism, The Stock Market Channel, Liquidity Adjustment Facility

  Member - Indian Econometric Society; Indian Economic Association; Indian Society of Labour Economics

- **Santanu Gupta**

  Sir Ratan Tata Fellow, London School of Economics and Political Science (LSE)

  Fellow - India Development Foundation (IDF), Gokhale Institute of Politics and Economics

  Invited by the Public Choice Research Centre, University of Turku, Finland, for a researcher visit

- **Suma Damodaran**

  B.A (Economics) Madras University ; M.A (Economics) Madras University; Fellow,, IIM, Bangalore.

  Has undertaken a research project on Tribal Development in Kerala titled Wyanad Initiative sponsored by the Government of Kerala.

  Has authored multiple papers on Industrial Economics and Management Education

- **Vishwa Ballabh**

  Served as the RBI Chair Professor, IRMA

  Has been associated with the Ford Foundation, Royal Netherlands Embassy, UNICEF and International Water Management Institute

FINAX

The Finance Association at XLRI, popularly known as FINAX, is one of the most prominent student bodies of the campus. FINAX works with a two-fold agenda of enriching the finance quotient amongst students and bringing the financial corporate world closer to the students.

The flagship event of FINAX, **GNOSIS**, is a national level conference that is annually organised in Mumbai. Last year, the symposium boasted of participation by 14 leading speakers as well as numerous corporate delegates and students from institutions all over India. The keynote speech was given by Chairman and Manging Director of Bank of Baroda, Mr. P.S. Jayakumar, Senior management from top financial institutions like Standard Chartered Bank, Citi Bank, IDBI Bank, Paytm etc. provided a plethora of insights on the topic of 'Changing Landscape of Banking and Financial Services'

The XLRI Students' Investment Fund, an initiative of FINAX, is XLRI's in-house equity fund which gives students the experience of managing an investment portfolio.

The Fund comprises of senior and junior analysts who track various sectors of the Indian economy and generate investment recommendations. The sectors that are currently being tracked are as follows:

- Banking
- Financial Services and Insurance
- Pharmaceuticals
- Technology, Media and Telecommunications
- FMCG and Agriculture
- Automobiles and Logistics

The Fund has a current portfolio of INR 1.2 Lakhs and has recorded a return of 15.92% as at the latest six-month period ending June 2017.

OUR ALUMNI

Abhinav Sharma
HSBC, Head ALM Solutions, Global Markets

Ajay Bagga
OPC Asset Solutions Pvt. Ltd., Executive Chairman

Anantharaman Venkataramanan
Standard Chartered Bank, MD

Ashok Kumar Sonthalia
L&T Infotech, CFO

Bharati Jacob
Seedfund, Founder-Partner

Jeryn Jacob
JP Morgan Chase & Co., Executive Director, Risk Management

M Shankar Narayanan
The Carlyle Group, Managing Director, Co-Head of Carlyle Asia Growth Partners

Manasije Mishra
Aetna India, MD

Mukul Sukhani
CITI Bank, Country Head - Credit Cards & Personal Loans

Nandini Chopra
Alvarez & Marsal, Managing Director, Corporate Finance

Navneet Singh
Avendus, Executive Director and Head - Infrastructure Group

Neil Rodricks
Intellectual Capital, Managing Principal

Pankaj Agarwal
CLSA, Senior Managing Director

Raghu Menon
Gulf Bank, Chief Risk Officer

Rajat Gupta
Genpact, Vice President- CFO

Rakesh Das
ABN Amro Bank, Head, Consumer Business Risk Review (APAC)

Ramki Muthukrishnan
Standard & Poor's, Senior Director and Analytical Manager

Sanjiv Bhasin
AfrAsia Bank Limited, Chief Executive Officer

Shriram Ramanathan
L&T Mutual Fund, Head Investments - Fixed Income

Srikumar Ramanathan
Mphasis, SVP, Head Industry Solutions, Banking and Capital Markets

Sudhir Nemali
Deutsche Bank, Managing Director

Sunil Kumar Nandamudi
RBS, Head, Sustainability

Surojit Shome
Deutsche Bank, Chief Executive Officer

Sutapa Banerjee
Ambit Capital, Chief Executive Officer- Private Wealth

Vaibhav Goel
SAIF Partners, CFO

PAST RECRUITERS

American Express, Aviva Life Insurance, Axis Bank, Bharti AXA, Citibank, CRISIL, Development Bank of Singapore, Edelweiss Capital, Goldman Sachs, HSBC Bank, ICICI, IDBI, IDFC, JP Morgan Chase, NM Rothschild, SBI Capital, Standard Chartered Bank, The Carlyle Group, Yes Bank

MARKETING

Marketing has for a long time now been the undisputable reigning ground for XLRI. Over the years, XLRI has been known to be the institution that churns out a talented pool of managers who have consistently proved themselves by carving a niche in the ever competitive, pulsating and exciting domain of Marketing. The only constant in the industry has been the perpetual stir of change – in preferences and in perceptions. Thus, the curriculum and pedagogy have been structured to instill flexibility and adaptability, in students, to meet the demands of the corporate world – with focus laid on practical, case based learning encouraging active class participation.

Over the course of their study, students pick up nuances of marketing, not just in classroom but through a plethora of innovative activities and events conducted by the Marketing Association at XLRI (MAXI), and their summer internships with some of the best firms in the industry.

COURSES

MARKETING

Core Courses

- Marketing Management-I
- Marketing Management-II

Electives

- Advertising and Sales Promotion
- Business-to-Business Marketing
- Competition and Globalisation
- Consumer Behaviour
- International Marketing
- Internet Marketing
- Marketing Decision Models
- Marketing Engineering*
- Marketing in Emerging Countries*
- Marketing in Practice
- Marketing Law
- Marketing Metrics for Marketing Performance Evaluation*
- Marketing Performance Assessment
- Marketing Research
- Pricing Management
- Product and Brand Management
- Qualitative Market Research*
- Retail Management
- Sales and Distribution Management
- Services Marketing
- Strategic Marketing

MARKETING FACULTY

- **Pingali Venugopal**

  Visiting Faculty - IIMs Ahmedabad, Lucknow, Kolkata, Ranchi, Kashipur and Indore; American University of Armenia

  Invited by Govt of India to prepare the report "State of Indian Farmer- A Millennium study"

  Member steering committee of the Jharkhand Development Report prepared for the Planning Commission

  Conferred Best Citizen of Indiaaward 2009 by International Publishing House, New Delhi

  Undertook Consultation for State Governments of Jhakhand, Bihar, Madhya Pradesh, Kerala

- **Sanjay Patro**

  Member of the Executive Council of Jharkhand Education Project Council, constituted by Govt. of Jharkhand

  Selected as an outside expert in the Evaluation Committee of Bharat Sanchar Nigam Limited (BSNL) for appointment of Distributors and Dealers for their cellular operations in Jharkhand and Bihar

  Consultant for Marketing of of DWCRA and IRD Products in Orissa sponsored jointly by UNICEF and Panchayatiraj Department,Govt. of Orissa

- **Sanjeev Varshney**

  Won Best paper award at 3rd International Conference of Management and Finance in University of Colombo

  Author of two books on Outshopping Bheaviour and Product Development cases respectively

  Has consulted for over 30 organisations on Marketing and Sales assignments

- **Narasimhan Rajkumar**

  Authored the book Titled Pricing Management published by Tata McGraw Hill

  Has rendered consulting services for firms like Tata Chemicals, Ultratech Cement, Indian Railways, Airtel,etc

- **D Israel**

  Chair, Session on International Marketing in the XXIX INFORMS International Marketing Science Conference held at Singapore Management University, Singapore

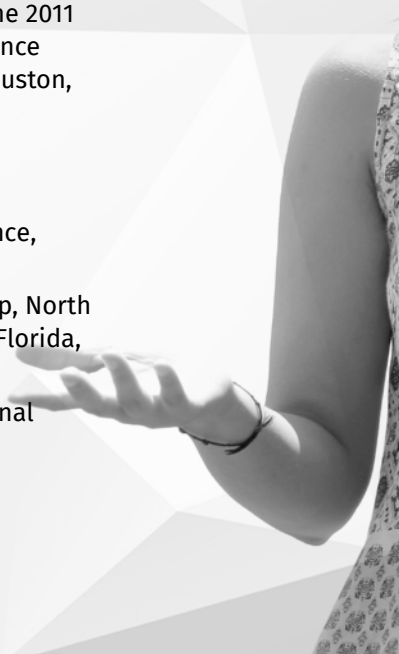
  Chair, session on Social Influence in the 2011 INFORMS International Marketing Science Conference held at Rice University, Houston, Texas, USA

- **Teidorlang Lyngdoh**

  Winner, Best Doctoral Paper at Global Sales Science Institute (GSSI) conference, Birmingham, UK

  Recipient, Paul. R. Lawrence Fellowship, North American Case Research Association, Florida, USA

  Winner, Best Proposal, Manthan National Awards, India



- **Purohit Basant Kumar**

  Fellow, IIM Ahmedabad

  Research interests include Marketing Management, Strategic Marketing, and Research Methodology

- **Debasis Pradhan**

  Chaired the track on celebrity endorsements in INFORMS Marketing Science Conference in June 2011 organised by Rice University at Houston, Texas

  Reviewer - Asian Journal of Communication, Emerald Emerging Markets Case Studies, ournal of Rural Studies, International Journal of Rural Management

- **Ravi Sekhar Kumar**

  Recipient of Second Best Doctoral Dissertation proposal award at International Conference in Marketing, Special mention award at second International Conference of Brand Management

  Reviewer of 18th Pacific Asia Conference on Information Systems (PACIS 2014), China

- **Smitu Malhotra**

  Invited as Retail Expert and nominated as member of the Mentor Council for Organized retail sector by Ministry of Labour and Employment , GOI

  Handled Consultancy projects on Retail Management for TSWWS retail stores Tata Steel, Spencers retail, Onida group of companies, amongst others

- **Arpita Srivastava**

  Paul R. Lawrence Fellowship with a grant of $1800 for attending the NACRA conference 2015.

  Served as Visiting Faculty at Weatherhead School of Management (USA), Case Western Reserve University (Cleveland, USA), Tongji University (Shanghai, China) and Allied Institute of Management Studies (Dubai, UAE)

OUR ALUMNI

Anubha Shukla
American Express
Director Customer Marketing India & Area Countries

Ayyappan R
Flipkart
Senior Director

Bijou Kurien
L Capital
Board Member

Brajesh Bajpai
Vodafone
Global Head of Segment Marketing

Chandrasekar CR
Specialty Chemicals MNC
Chief Executive Officer

Gunjan Soni
Myntra Head Jabong and CMO Myntra

Mini Pinto
Merck Corp Inc
Global Leader, Market Research, Oncology CBL

Nitin Agarwal
Hotstar VP
Marketing

P Sujan Gowda
Edudemy Labs
Chief Executive Officer

Pavan Panchamukhi
enEXL Technologies & Solutions Pvt. Ltd
Co-founder and Chief Executive Officer

Pooja Arora
Flex Talent
Founder & Managing Director

Pradeep Ramarathnam
Unilever
Marketing Director

Preeti Reddy
Kantar Insights, Chief Executive Officer, South Asia

Raghuvesh Sarup
Microsoft
CMO India

Rakesh Kapoor
Reckitt Benckiser
Global Chief Executive Officer

Sachin Varghese Paladion
EVP Americas & CMO

Sajid Shamin
Qplexus Private Limited
Director

Sameer Seth
Dolby Laboratories
Director Marketing

Samir Bhutada
The Coca-Cola Company, Senior Global Marketing Director

Sandeep Das
Intertek, Director : Strategy and Business Development

Sandeep Kataria
Vodafone India
Chief Commercial Officer

Sanjeev Kapur
Metlife CMO, Asia

Sonalee Panda
Kotak Mahindra Bank
CMO

Vikas Gupta
9.9 Mediaworx Pvt Ltd
Founder & Director

Vinod Sawhny
Reliance Communications Ltd
Chief Executive Officer

Vishal Chowla
Save the Children
Director Resource Mobilisation and Marketing

Jamshed Daboo
Trent Hypermarket Pvt Ltd - Star Bazaar
MD

OUR RECRUITERS

Asian Paints, Bharti Airtel, Britannia, Castrol, Coca Cola, Colgate – Palmolive, Dr. Reddy's Laboratories, GE, Glaxo Smith Kline, Godrej, Hero Motocorp, Hindustan Unilever, Indian Oil, ITC, Johnson & Johnson, Kelloggs, L'Oreal, Marico, Microland, Nestle, P&G, Pepsi, Reckitt Benckiser, Titan, Times Group, Whirlpool

MAXI

The Marketing Association of XLRI, or MAXI as it's fondly known as, is the oldest committee on campus. Established forty-six years ago, in 1971, MAXI's mandate has been simple – to popularize the field of Marketing at XLRI and ensure that fun and quirkiness are an integral part of the entire process. This is achieved through a mix of competitive events (MAXI Bazaar, MAXI Section League, AdTwist) talks, interaction sessions (MindScapes, Food For Thought), conferences and of course, the world-renowned MAXI Fair (Live Consulting for FMCG giants like HUL, Nestle, ITC and many more)

It is often said that Marketing is something that needs to be experienced rather than studied, and MAXI uses this as one of its guiding principles. All events conducted by MAXI are designed to give students a deep, working insight into what Marketing is really about. MAXI is possibly the best-known and most respected committee, both within and outside XLRI. The flagship Marketing event Circus Maximus, held during Ensemble – the annual XLRI Fest, is perhaps the most hands-on Marketing event on the B-school circuit

An ISO 9001 organisation, MAXI is probably the only student committee in India to hold a Limca and a Guinness World Record. Our social media and web presence is unparalleled in the Indian B-school circuits as well, with our Facebook page having over 57,000 likes and a peak weekly reach of over 20 million and our YouTube channel which has about 1 million views. Our website, www.maxi-xlri.com, is a great source of marketing news and related articles. Never one to rest on its past laurels, strives to achieve new heights in marketing, and has recently entered the Research, Analytics and Web domains to help XLRI students keep up with the latest industry trends.

HR/IR

The Human Resource Management course is the oldest and one of the most prestigious courses to be offered at XLRI. XLRI was the first institute in India to recognize the importance of human resource management, employee relations and the need for special training in this regard. Ranked as the best programme in the Asia – Pacific region, this course aims to equip students with the competencies and skills required to manager HR. Its major thrust areas are Human Resource Planning, Human Resource Information Systems, Selection, Performance Management, Training and Development, Compensation Administration and Fostering harmonious Employer-Employee relations in the framework of state regulations. The program's relevance to the world can be observed by its contribution to some of the industry's best known HR managers in today's times.

COURSES

HUMAN RESOURCE MANAGEMENT

Core Courses

- Employment Relations Laws: Law of Industrial Relations
- Employment Relations Laws: Law of Social Security
- Fundamentals of Human Resource Management
- Fundamentals of Industrial Relations
- Fundamentals of Labour laws
- Human Resource Planning
- Performance Management and
- Wage Determination and Administration

Electives

- Advanced Manpower Planning
- Collective Bargaining and Negotiation Process
- Employee Empowerment
- Executive Compensation
- Grievance Resolution
- HR Issues in Mergers & Acquisitions
- Human Resource Management in Service Sector
- Industrial Jurisprudence
- International Human Resource Management
- Labour Law Applications
- Managerial Competencies and Career Development
- Managerial Counselling
- Managing Diversity in the Workplace
- Managing Redundancy
- Measuring HR
- Occupational Testing
- Organisational Change and Development
- Participative Management
- Principles of Labour Administration
- Role of HR in Knowledge Management
- Selection
- Strategic Human Resource Management
- Taxation
- Training and Development

ORGANISATIONAL BEHAVIOUR

Core Courses

- Individual and Group Behaviour in Organisation
- Organisational Structure, Design & Change

Electives

- Building Learning Organizations
- Consulting to Management
- Corporate Governance
- Cross-Cultural Management
- Designing Organizations for Uncertain Environment
- Indian Philosophy and Leadership Excellence
- Leadership, Influence and Power
- Management of Creativity
- Management of Relationships
- Personal Effectiveness and Self-Leadership
- Personal Growth Lab
- Political Behavior & Impression Management in Organizations
- Stress Management
- Transactional Analysis
- Zen and the Executive Mind

HR/IR FACULTY

- **Ms Tina K Stephen**

  With a degree in LLM, she has an experience of more than a decade. She has contributed valuable articles and papers in international journals

  Her cases features in Asian Case Research Journal (ACRJ) & Chicago-Kent Journal of Intellectual Property

- **Soumendra N Bagchi**

  A specialist in performance management and appraisal and strategic HRM, he has written 5 scholarly books and numerous papers & articles

  Has been consulting for various organizations including State Govt. of Jharkhand, Garden Reach Shipbuilders and Engineers, Andaman & Nicobar Islands Integrated Development Corporation Limited, Mazagon Docks Limited, etc

- **Dr Santanu Sarkar**

  A Fulbright Nehru Senior Research Fellow and Eureca Erusmus Mundus Visiting Fellow, he has 19 articles , 1 scholary book, 30 paper presentations, 7 key note presentations and a case to his literary credit

- **Dr R K Premarajan**

  Holds membership with National HRD Network;SHRM; American Psychological Association; National Association of Psychologists; ROI Institute, Alabama, USA

  Has conducted training programs for industry leaders in Measuring HR, Art and Science of Behavioral Interviewing, Assessment Centre Approach to Competency Mapping, etc

- **Dr Pranabesh Ray**

  Has consulted for organizations across sectors including Mines & Mineral, Heavy Engineering, Defence, Power, Social security, Transport, Infrastructure and PSUs

  Has developed more than 15 cases for academic purposes and contributed 19 journal articles & paper presentation

- **Pramod Kumar Padhi**

  A renowned name in law, he consults for numerous organizations in the industry including L& T, Godrej, GRSE, Reliance, XL Health, GRSE and Hindustan Zinc Ltd.

  His Scholarly Books Legal aspects of Business and Labour & Industrial Laws are referred throughout industry by HR managers

- **Dr M G Jomon**

  In his experience of 20 years, he has co- edited various scholarly books published by the likes of McGraw Hill Education(India) Pvt Ltd, Publication of Association of Indian Management Schools, National Institute of Personnel Management and Publication of Academy of HRD

  He has published 26 Journal Articles and presented in 4 paper presentation

- **M Srimannarayana**

  His contribution to the literary world extends to 30 journal articles, 5 paper presentations and a conference proceeding

  He serves as a valuable member in Association of Talent Development - USA, Indian Society for training and Development, Indian Society of Labour Economics, National HRD Network and board of studies, Department of HRM of Andhra University, Sikkim University & North-Eastern Hill University

- **Dr L Gurunathan**

  Renowned for his specialization in .Wage Determination And Administration, Executive Compensation and Strategic Human Resource Management, he has been consulting for numerous organizations including NPCIL, TCIL, Goa Shipyard Limited, Tourism Corporation of India Limited, Reliance India Limited and Sixth Pay commission, Government of India

- **Dr K R Shyam Sundar**

  Has been appointed as a Member of the Editorial Board of the Indian Journal of Labour Economics, Indian Society of Labour Economics and Editorial Board of the Amity Journal of Economics, New Delhi

  His contribution incudes 43 journal articles, 11 scholarly books, 18 paper presentations and a text book on Contract labor in India, issue & perspective

- **Prof. Jatinder Kumar Jha**

  A Fellow from IIM Ahmedabad and an MBA, he is a member of British Academy of Management (BAM), United Kingdom, Indian Society of Labour Economics (IJLE), New Delhi and Indian Institute of Banking & Finance (IIBF), New Delhi

  He consulted for the Seventh Pay Commission, Government of India Study in 2015

- **Dr Anita Sarkar**

  A Fellow from IIM A, she has undertaken consultancy with Manpower Study, KRIBHCO (2013), Training Manual Development, Accenture (2012), HRD training effectiveness, Urban Local Bodies in Rajasthan (2008)

  She has conducted workshops and training programs for orgnisations including L&T, DRDO, HAL, ONGC, Indian Oil, BPCL and National Small Industries Corporation

SAPPHIRE

SAPPHIRE, the Students' Association for the Promotion of Personnel Management, Human Resources and Industrial Relations at XLRI, is a student body which aims to integrate the experience of practitioners with the theoretical knowledge of academicians in human resource management and development

SAPPHIRE conducts numerous events and competitions (quizzes, case studies, inter discipline activities) centred around current themes of human resources trends (national and international) to this end. This year, for instance, the national HR-IR Conference was conducted with the theme of 'Realigning Skills, Systems and Practices in the face of Globalization'. Further, SAPPHIRE brings out a bimonthly newsletter XPRESS HR and an annual publication SYNAPS – a collection of intriguing and thoughtful pieces from all corners of India, B-school students, industry professionals and academics alike.

FIRE@X

The Forum for Industrial Relations at XLRI - FIRE@X is the committee for promotion of industrial relations at XLRI. It helps the students foray into the dynamic world of industrial disputes, resolutions, bargaining and agreements. FIRE@X organizes acclaimed events throughout the academic year, such as industry interface, live projects/case studies, intra college events, e-newsletter.

All the activities of FIRE@X are designed with the same purpose in mind: spreading awareness and enthusiasm about the field of Industrial Relations and Labour Law in new and interesting ways. It is said that 'In theory, there is no difference between theory and practice, but in practice, there is' FIRE@X aims at bridging this gap by exposing students to the realities of the industry.

OUR ALUMNI

Abhijit Bhaduri
Abhijit Bhaduri & Associates
Founder

Anil Jalali
Capgemini India
CHRO

Anuranjita Kumar
Citi, South Asia
Managing Director, CHRO

Aquil Busrai
Aquil Busrai Consulting
Chief Executive Officer

Deodutta Kurane
Yes Bank
Group President - Human Capital Management

Dr NS Rajan
IDFC Bank
Group CHRO and Group CMO

Hayagreeva Rao
Stanford Graduate School Of Business
Professor of Organizational Behavior

Indranil Roy
Deloitte
Chief Strategy Officer and Asia Pacific Leader

Jayaram Philkana
UPL Limited
CHRO

Kaizad Sethna
Tata Sons Ltd
Vice President Group HR

Kinjal Choudhary
VE Commercial Vehicles
Senior Vice President and Group CHRO

Kulshaan Singh
Mercer Singapore
Chief Executive Officer

Leena Nair
Unilever
CHRO

Madan Pillutla
London Business School
Deputy Dean

Madhavi Lall
Deutsche Bank
Managing Director, Head - HR

Nalin Miglani
EXL Service
EVP & CHRO

Nathan SV
Deloitte
Partner and Chief Talent Officer

Prabir Jha
Cipla
President & Global Chief People Officer

Rajeev Sharma
Royal Enfield
CHRO

Rekha M Menon
Accenture
Chairman and Senior Managing Director

Saurabh Nigam
Omidyar Network
Vice President, Human Capital

Sheela Sukumaran
Mercer
Partner, Technology Industry Leader

Sonali Roychowdhury
Procter And Gamble
HR Director - India/ Middle-east/ Africa Distributor Operations, and Indian Sub-continent

Steve Correa
Diageo India
Chief Human Resources Officer

Sunit Sinha
Accenture Strategy
Managing Director, Talent & Organization

Tanuj Kapilashrami
Standard Chartered
Global Head of Talent

Vijay Iyer
HeadStart Education LLP
Managing Partner

OUR RECRUITERS

Aditya Birla Group, Amazon, Aon Hewitt, Asian Paints, Cummins, Deloitte, Ernst and Young, Hindustan Coca-Cola Beverages Ltd, HUL, IBM, ITC, Johnson and Johnson, KPMG, Korn Ferry, Lodha Group,Mercer, Microsoft, Pepsim PWC, P&G, RPG, Standard Chartered, Texas Instruments

GENERAL MANAGEMENT/ STRATEGY & CONSULTING

GENERAL MANAGEMENT

General Management as a sphere of activity in concerned with the leadership and management of any business as a whole. Here, at XLRI, we understand the importance of inculcating in our students the values and qualities necessary for General Management. The course is structured to encompass these very values and expose students to philosophies and strategies that sustain successful enterprises. At the core of the study in this field, is the focus of ethics and corporate as we understand the linkage between the enterprise and the broader community.

STRATEGY AND CONSULTING

Strategy and consulting over the years has carved a niche segment for itself in the market. In today's extremely competitive environment, the need to differentiate oneself from one's competitors is of paramount importance. It is therefore the need of the hour to have managers equipped with skills and mindsets that will foster quick understanding of the businesses and their environment, thereby enabling quick decisions. XLRI has recognized this need and has established a focused course designed to imbibe in its students the ability to understand and analyse organisations and their strategies with respect to their environment and promote out of the box thinking. Due to the pulsating and the dynamic nature of businesses and factors that influence it, the strategy and consulting courses at XLRI are designed to evolve with the market requirement. The faculty, deeply respected by companies around the globe is involved with several consulting projects in the private and public domain and brings to the students a plethora of knowledge enriched by their experience in the field.

COURSES

STRATEGIC MANAGEMENT

Core Courses

- Introduction to Sustainable Development and Corporate Sustainability
- Strategic Management

Electives

- Advanced Environmental Management and Green Marketing
- Applied Quantum Innovations
- Balanced Score Card
- Building Learning Organisations
- Business Networking
- Competition and Globalisation
- Contemporary Business Practices
- Designing Organisations for Uncertain Environment
- Entrepreneurship and New Venture
- Entrepreneurship Planning and Development: with special reference to Tech-Entrepreneurs and Professionals International Management
- Strategy International Relations and Management
- Introduction to Social Entrepreneurship
- Managing Private-Public Partnerships
- Mergers, Acquisition and Corporate Restructuring
- Resource Based Strategy
- Strategic Game Theory for Managers
- Strategic Marketing
- Strategies of Co-operation
- Technology Management
- Transformation for Sustainable Superior Performance

GENERAL MANAGEMENT/STRATEGY & CONSULTING FACULTY

- **Saroj Kumar Pani**

  Conferred "AIMS Best Young Teacher Award at 27th AIMS Annual Management Convention

  Conferred "Outstanding Reviewer" Award by Academy of Management and "Best Paper" Award at the pan-IIM World Management Conference

  Has successfully delivered on multiple Consultancy projects for Rajya Sabha, Mahindra Finance, SBI Life, Thomas Cook, etc

  Keynote Speaker in the 6th National e-governance conference hosted by Government of India

- **Munish Thakur**

  Doctoral work in the area of entreprenership exploring how entrepreneurs create success

  Has published numerous cases and papers in highly prestigious national and international conferences, journals

- **Atul Arun Pathak**

  Awarded the Prof.Tirath Gupta Memorial Thesis Award (2015) for the best FPM thesis among doctoral students

  Has developed muliple cases pulished by IVEY Publishing, the Case Centre (formerly ECCH)

- **SaurabhKaushik Pandya**

  Has authored a Paper on Senior Manager Leadership Development selected for Best Paper Proceedings of the Academy of Management, Boston, USA

  Member of esteemed bodies - Academy of International Business (AIB), European Group on Organization Studies (EGOS)

- **Indrajit Mukherjee**

  Has Best Paper Awards over multiple years for his work analysing emerging economy firms , in international conferences like Academy of Management Conference (2010&2011), Strategic Management Society (2008)

  Has served as a member of evaluation panels of comprehensive qualifying exam and Thesis Advisory Committees

- **Manoj Thomas**

  Recipient of the IWMI-TATA (International Water Management Institute- Sir Ratan Tata Trust)

  Has served as the Independent Director for Tata Sponge and Tata Steel.

- **Rakesh Kumar Pati**

  Fulbright Visiting Scholar & Research Assistant at Carlson School of Management, University of Minnesota Strategic Management & Entrepreneurship

  Recognised by BPS Dissertation Consortium for being among top 20 papers globally at the AOM Annual Meeting (2013)

- **Kalyan Bhaskar**

  One of six researchers chosen from India and the EU for finals of the 2016 Inno-Indigo Young Scientist Award, 2016.

  Invited as an expert for stakeholder discussion on Horizon Technologies for New Energy Policy of India at NITI Aayog, New Delhi

- **Fr Francis Peter, SJ**

  Conferred the British Council Technical Collaboration Scholarship Award 1988-89

  Member Search Committee for Vice Chancellor M.S. University Tirunelveli Governing Body

- **Fr Jerome Cutinha, SJ**

  Served as Assistant Director, Human Life Centre, Bhubaneswar

  Served as Asst. Director, Tribal Research and Training Centre, Chaibasa, Jharkhand

- **Fr Oswald A J Mascarenhas, SJ**

  Recongnised Kern Foundation Fellow for Entrepreneurship

  Presented President`s Award for Teaching and Research Excellence, College of Business Administration, University of Detroit Mercy

- **Sr Doris D'Souza**

  Won the R.D. Birla Sara Kush, Bombay Research Fellowship award

  Recipient of Research Award from St. John`s Medical College

- **Prof Paramjyot Singh**

  Awarded Fulbright DPR Fellowship 2010-2011 to pursue doctoral research at Indigenous Law Policy Center (IPLC) Michigan State University College of Law, USA

  Felicitated for Outstanding Leadership in the Field of Law, by Jual Oram, Honble Union Minister, Tribal Development, Government of India

- **Prof Rahul Kumar Shukla**

  Awarded Fulbright Fellowship Grant for the session 2008-2009 (at University of Pennsylvania).

  Awarded a Startalk Fellowship for Summer 2009 (At University of Pennsylvania).

- **Prof Sunil Kumar Sarangi**

  Worked with Dale Carnegie India as a Talent Trainer and Business Manager after completing the gruelling Endorsement process (for 1 year 5 months).

  Worked as a Consultant for National Entrepreneurship Network (NEN) - the leader of entrepreneurship education in South Asia.

CRUX

CRUX - Consulting and Research Undertaking at XLRI is the exclusive committee for consulting on campus, functioning with a vision to promote XLRI as a premier consulting destination-a naturally envisioned development given the proliferation of XL alumni in senior leadership positions across the industry.

Regular events (Annual Conference, Synergy - seeing industry stalwart participation), competitions and activities (like live consultancy and research services to startups and organizations) are organized by CRUX which help equip students with the tactics and knowledge required to successfully convert opportunities in the consulting industry. CRUX also organizes Orion – CRUX's flagship case challenge - which witnessed participation from 1200 students across 50+ B schools in 2017.

Further, the committee provides students with resources that refine their case analysis and interviewing skills through publication of the official XLRI Casebook, information sessions, interview workshops, and strategy simulation games

OUR ALUMNI

Akash Khurana
Nimbus Communications Limited
MD & Chief Executive Officer

Amar Jha
Jharkhand Skill Development Mission (JSDM)
Chief Executive Officer

Anup K Srivastava
FICCI Skills Development Committee
Chief Executive Officer

Anurag Behar
Azim Premji Foundation
Chief Executive Officer

Ashish Bhatnagar
ITBirbal.com
Chief Executive Officer and Chief Digital Officer

Asitva Sen
World Bank / International Finance Corporation
Senior Agribusiness Expert

Bipin Lal
Century Pulp & Paper
Chief Executive Officer

Ganesh Shermon
KPMG, Managing Partner

Hari Prakash
Omega Power Infratech P Limited
Managing Director

K. Pandiarajan
Ma Foi Management Consultants Ltd and CIEL HR Services
Founder

Ketan Awalegaonkar
Mu Sigma
Executive Vice President

Krishnakumar Natarajan
Mindtree
Executive Chairman

Madhukar Kamath
DDB Mudra Group
Group Chief Executive Officer and MD

Nadeem Khan
Capital Group American Funds
Head of Corporate Strategy & Development

Nimisha Jain
Boston Consulting Group
Partner and Director

Nirvikar Jain
National Bank of Abu Dhabi
Chief Executive Officer - India

P Senthil Kumar
Gardener Consulting
Chief Executive Officer

Partho Kar
Biswa Bangla Retail , Government Of West Bengal
Chief Consultant

Prabhakar Jain
Pidilite Industries
Chief Executive Officer

Samir Palli
Adventa Strategy
Principal Consultant

Saurabh Mishra
McKinsey & Company
Partner

Shashi Arora
Airtel Payments Bank
MD and Chief Executive Officer

Sujit Baksi
Tech Mahindra
Chief Executive - Business Services Group

Suman Bose
Siemens Industry Software India
Managing Director and Chief Executive Officer

Thakur Ramesh Kumar Sinha
PAM Consultants
Chief Executive Officer

OUR RECRUITERS

GENERAL MANAGEMENT

Aditya Birla Group, Future Group, Mahindra & Mahindra, Reliance Industries, RPG, Tata Administrative Services, Tech Mahindra

STRATEGY AND CONSULTING

Accenture Strategy, Aon Hewitt, Capgemini Consulting, Cognizant Business Consulting, Deloitte Consulting, Everest Group, EY, EXL Service, Infosys Global Consulting, Korn Ferry, KPMG, Mckinsey &Co, Mercer, PWC, Tata Strategic Management Group, The Boston Consulting Group

IT

IT has been another domain where XLRI has been a name to reckon with, given the unique faculty, curriculum and pedagogy. With today's rapidly changing business needs, the institute has constantly worked towards customizing the curriculum in order to be in synchronization with the industry and it has successfully done so. The courses offered in the area have practical relevancy and aim at apprising the students of the various facets of this domain – technical, operational and strategic. The robustly designed curriculum is further reinforced by the faculty – some of the most eminent names in the industry. Backed by this approach of a well rounded curriculum and experienced faculty, besides learning through continuous exposure to the industry, the students bring to the table a unique combination of knowledge and competency

COURSES

INFORMATION SYSTEMS

Core Courses

- Management Information Systems

Electives

- Business and Data Communications Networks
- Business Intelligence and Data Mining
- Business Modeling Through System Dynamics
- Cyber Law
- Data Structures
- DBMS with Oracle
- Decision Support Systems
- e-Business
- Enterprise Resource Planning
- I S Strategy
- Information Security and Risk Management
- Intellectual Property Rights
- Managing Business Process Outsourcing
- Object-Oriented Programming
- Software Project Management

IT FACULTY

- **Rajeev Sharma**

  Was awarded the UNESCO - IFIP grant for his doctoral work

  His academic achievements include being awarded the Director's Merit Certificate for being the best Doctoral student at IIM B

- **Supriya Kumar De**

  Has worked with the Institute for Development and Research in Banking Technology (IDRBT), Hyderabad

  Has published a number of research papers in leading international journals

- **Ashis K Pani**

  Has thirteen years of extensive teaching, research and consulting experience in business consulting

  Recipient of the IBM Global Faculty award for 2008

- **Soumyakanti Chakraborty**

  Authority over Information Systems, Business Modelling,Economics of Network Industries

  Has developed a case analyisng Rawls Position to determine Selection Criteria in a Discrete Nash Demand Game Played from Behind the Veil of Ignorance

SOCRATES

SOCRATES (The Society for Rapid Assimilation of Technology and Systems) is a functional committee created to provide a thrust to the Systems academic area and to upgrade the IT infrastructure in XLRI. It was created with the intention of bringing technology closer to the global business leaders of tomorrow. The aim is to provide a platform where future managers can gain experience from real-life issues and problems in Management of Information Systems. We are responsible not only to update the Systems Course curriculum to keep the students abreast of emerging trends and technologies, but also to conduct workshops, seminars, guest lectures, live IT consultancy projects, etc.,

On the functional side- Socrates overlooks the maintenance and upgradation of the IT systems at XLRI. This includes providing necessary student inputs to Academic Information System(AIS)- which has been developed natively on Linux by XLRI as well as the XLRI websites. We have also developed on our own initiative XL Dock- a mobile application for students to access academic content on the Android Platform. Socrates also provides key inputs to administration on maintenance of the network infrastructure.

OUR RECRUITERS

Capegemini, Cloudtail, Cognizant, Directi, Flipkart, HCL Infosystems, IBM, Infosys, Lenovo, L&T Infotech, Microsoft, PayTm, Samsung R&D, Siemens, TCS, Tech Mahindra, Thoughtworks, Wipro

OPERATIONS

XLRI, with its distinct curriculum and pedagogy in the field of Operations, has made its study a totally insightful and practical one for students who embark upon it. Courses offered are tuned to the demands of the industry. The strategic, operational and technical requirements of the business are a major area of focus of the eminent professors who handle the courses in this field.

Apart from the classroom sessions, students also get opportunities to expand their knowledge through live industry interactions and guest speaker sessions. Because of the value the field offers, companies across the globe have traditionally been recruiting students from this specialization for various roles.

COURSES

PRODUCTION, OPERATIONS & DECISION SCIENCES

Core Courses

- Operations Management - I
- Operations Management - II
- Operations Research
- Quantitative Techniques - I
- Quantitative Techniques - II

Electives

- Advanced Inventory Control
- Advanced Operations Research
- Demand and Business Forecasting [also Eco]
- e-Business [also IS]
- Enterprise Resource Planning [also IS]
- Logistics and Supply Chain Management
- Materials Management
- Production Planning and Control
- Project Management
- Service Operations Management [1.5 Credits]
- Supply Chain Analytics
- Technology Management [also SM]
- Theory of Constraints
- Total Quality Management

OPERATIONS FACULTY

- **Ajith Kumar J**

  Member - Production and Operations Management Society (USA), North American Case Research Association (NACRA), USA

  Has undertaken Process improvement and Heuristic Design for SAP Labs

- **Rajiv Misra**

  Has served as the Senior Divisional Manager at Tata Robins Fraser for over a period of 22 years

  An authority in the areas of Production Planning, Project Management, Theory of Constraints and has authored papers presented in multiple international Conferences.

- **Tamonas Gangopadhyay**

  Has received Ph.D and Masters in Statistics from the Indian Statistical Institute, Kolkata

  Has published numerous articles (over 30) in esteemed journals like the International Journal of Computer Applications, Discrete Mathematics, Ars Combinatoria, etc.

- **Trishit Bandyopadhyay**

  Served as the visiting faculty of IIM Kozhikode, Asian Institute of Management - Philippines, IESEG School of Management - Paris and Lille

  Has delivered on Consultancy assignments in the Power, Health and Tourism sectors and presented in State, National and International Conferences

- **TAS Vijayaraghavan**

  M. Stat. (ISI), PGD in SQC & OR (ISI), Fellow (IIM Bangalore)

  Has undertaken Consultancy projects for the Ministry of Surface Transport, State Trading Corporation of India, and Skill Development Board of Jharkhand

  Invited as the Keynote Speaker for multiple national and international conferences on Supply Chain

- **Dipankar Bose**

  An authority in the areas of capacity planning, stochastic programming and quality control

  A reviewer for the European Journal of Operational Research (Elsevier)

- **Abhishek Chakraborty**

  A doctoral fellow from IIM C, also holds a Masters Degree in Applied Mathematics

  Has reviewed for the European Journal of Operational Research

- **Amitava Mukherjee**

  Conferred U.S. Nair Young Statistician Award by Indian Society for Probability and Statistics in January 2010

  Guest Editor for a special issue on “Nonparametric Statistical Process Charts Quality and Reliability Engineering International, A Wiley-Blackwell Journal

  Has served as visiting faculty at City University of Hong Kong, Visiting Professor Aalto University - Finland, Memorial Unversity - Canada, Ume University - Sweden and IIT Madras

- **Bijaya K Mangaraj**

  Finalist for the Operations Research for Development Award at the IFORS conference in Spain (2014)

  Winner of “First Aditya Birla India Centre Case Study Development Initiative (2007” by London Business School; 18th Dewang Mehta Business School Award for “Best Teacher in Operations Management”

- **Dilbag S Broca**

  Holds an MBA from KU Leuven - Belgium, M A Sc from University of Waterloo - Canada

  Has a rich teaching experience spanning over 20 years spanning University of Lethbrirdge - Canada, IIT Roorkee and BITS Pilani

AXIOM

When it comes to Operations management, "The Best Operations and Supply Chain Club" in India (Recognized by ScNext, 2014), belongs to XLRI. The flagship event for AXIOM, Synergy, is held in association with CRUX and FINAX, in Mumbai. AXIOM ensures a number of important training and certifications for students throughout the year like PMP and CSCA, Lean Six Sigma etc in campus, the likes of which sees enthusiastic participation from the students. The inter and intra B-School events held by AXIOM are hugely popular among students of numerous B-Schools.

OUR ALUMNI

Amar Babu
Lenovo India
Vice President and Chief Operating Officer, Asia Pacific

Amitabh Roy Chowdhury
Prisma Global Limited
Executive Director & COO

Ashwani Khillan
American Tower Corporation
COO

Chitti Babu Vakati
Adani Power
COO - O&M Office

CVL Srinivas
GroupM
Chief Executive Officer South Asia

Girija Sankar Patnaik
RAK Ceramics
COO

Ivan Saldanha
BNP Paribas Canada
COO

John Franklin
Investcorp Investment Advisers
COO

Kshitij Rishi
GE Healthcare
Operations and Marketing Leader

Mahesh VN
Maverik Systems Ltd.
COO

Malcolm Noronha
Spectrum Group
COO

Marut Dilawari
Tata Tele Services Ltd.
VP HUB/ COO

Neti Srinivasan
Ryan International Group of Institutions
COO

Pankaj Kumar
Hindustan Zinc Limited
COO

Pawan Kumar
SAP
Operations Director - Asia Pacific

Phani Karra
Inspiredge IT Solutions
Cofounder Chief Executive Officer

Prashant Dayal
Pepsi CO
Business Head Franchise Operations

Prasoon Ranjan
Health Kart
Senior VP - Operations

Rahul M
SCM World
Head of Operations

Ramakrishnan Ramamurthi
Bajaj Electricals
Executive Vice President, COO

Ramesh Chavan
Hettich India
Plant Head - Operations

Ramesh Menon
Hypercity Retail
Chief Executive Officer

Ravi Shankar Mishra
Medinfi Healthcare
Founder Chief Executive Officer

Riju Vashisht
Genpact
COO - Consumer Goods, Life Sciences, Retail and Healthcare

Sadashiv Nayak
Future Group
Business Head - Big Bazaar

Shailesh Agarwal
IBM
Director Strategy Operations

Vinay Kumar P
Greenko Energies Pvt. Ltd.
COO

PLACEMENTS

The Placement Office is manages by the Placement Committee which consists of student representatives. A placement Chairperson is selected from the faculty. The activities of the Placement Committee include coordinating for the Summer Internship Program, the Lateral Recruitment Program & the Campus Recruitment Program. It corresponds with the prospective employers, arranged Pre-Placement Talks and Personal Interviews on campus and provides all the facilities required by the visiting companies. Prof. Uday Damodaran is the current Chairperson, Placement Committee for BM and HRM courses. He can be reached at uday@xlri.ac.in.

Building Campus Presence

A successful recruiting effort is possible only when the student know you better. XLRI offers you many opportunities to help build a good corporate image among the students. The following are our recommendations for the same.

Pre- Placement Talk (PPTs)

The pre-placement talks are presentation organized by the company on the college campus. Over the years, they have become the primary forums for campus-student interaction. These talks give the student a chance to learn more about your company, your people and your work culture. The students can also learn about the opportunities growth, learning and advancement that your company offers. They can also form a first-hand impression of your company and can make an informed decision about applying for the placements. We have over the years found that senior executives are the most effective in influencing the decision regarding applying to their firm for placements. We have over the years found that senior executives are the most effective in delivering the PPTs and also making a strong statement of commitment to recruiting from this institute. The PPTs can take place on any mutually convenient day. If the company wishes to display some professional material on campus, the final form of the material can be sent to the Placement Office, which will arrange for its display.

Distributing the Published Material

An effective way of creating about your company among the students is to provide them with information. The information could be in the form of annual reports, company brochures, pamphlets, research material and other published information. The placement office will ensure distribution of such material amongst the students. The students could also be provided with live case studies. This could be done by conducting Case Contests. A panel comprising company executives with/without XLRI faculty could evaluate the student presentations.

Conferences, Workshops, Academic Fairs

Various events, speaker series, panel discussions, conferences, workshops and academic fairs can be organized in which your company may participate directly or contribute through partnerships. Institute scholarships and awards can also be sponsored by your company as a way to express your companies' commitment to excellence in the student community at XLRI.

Sponsoring Projects

Projects are an integral part of the academic curriculum at XLRI. Over the years, many students have taken up live projects with many organizations. This provides the students involved a basic understanding of the company's operations. It also raises your companies' profile among students and the faulty.

Campus Recruitment Process

The placement process consists of the following stages:

- The company conducts a Pre-Placement Talk
- The resumes of the interested candidates are sent to the company
- The student body ranks the companies under supervision of the faculty chairperson
- The company is informed of the day on which interviews have been scheduled based in the ranking
- The company sends a shortlist of students and the Recruitment Process details to the Placement Office

The Pre-Placement Talk

The company conducts the recruitment process in the Scheduled Placement Slot. Companies are encouraged to give pre-placement talks well before the recruitment process begins. This helps the student on making an informed choice about the organization. Ideally, the PPT must include:

- Company Profile
- Projects on offer
- Compensation Details
- Possible openings in the next year

The Ranking

The following parameters are used to rank the companies.

- Past record of recruitment
- Relationship of the company with the institute
- Career growth opportunities in the company
- Compensation offered
- Market performance of the company
- Alumni feedback

Since the slot arrived at is a collective decision of the students, no request for the change of slots shall be entertained. Companies have the option of circulating the customized application forms amongst the candidates or accepting the personalized resumes from the shortlisted candidates.

Recruitment Process

The company shall inform the Placement Office about the following details well in advance.

- The method of Recruitment (Preliminary Test, GD, Interview, Case,etc.)
- Number of Rounds of the GD and group size
- Number of rounds of interview
- Approximate duration of GDs and Interviews

Placement Fee Structure

A placement fee would he changed for the companies participating in the recruitment process. The fee would comprise of two parts:

- **Participation fee**
- **Recruitment fee**

The participation fee indicates that the company would be charged a certain amount for participating in the process whereas the Recruitment fee would be charged when the companies recruit candidates. This Recruitment fee would vary with the number of the students recruited. This overall placement fee would be dependent on whether the company is participating in the LRP or the CRP or both. The bill for this placement fee would be drawn at the end of the complete recruitment process and the payment for the same would have to be made within one month of the candidate joining the company. However, there are no charges for participating in the Summer Internship Process.

Important Information

The Placement committee in consultation with the faculty arrives at the norms of the placement process. The committee reserves the right to modify any such norms, where such norms are in overall interest of the candidates participating in the process. In the event of any conflict in the instruction interpretation and implementation of the norms, the decision of the Placement Committee shall be binding on the students and the companies.

PLACEMENT COMMITTEE

Ambar Mittal	8877080172	Mainak Mukhoty	8877080166
Anirudh Kudva	8877080171	Neha Arya	8877080168
Awantika Goel	8877080167	Sai Sravani Nimmagadda	8877080162
Gurpreet Singh Saini	8877080888	Shahzeb Alam	9836084249
Jeevan C Raghu	8877080173	Shivam Garg	8877080163
Kunal Shah	8877080161	Shreya Agrawal	8877080170

REACHING XLRI

The railway station at Jamshedpur is known as Tatanagar and is well connected by trains from Alleppy, Bangalore, Bhubaneswar, Chennai, Delhi, Guwahati, Kolkata (Howrah), Mumbai, Patna and Pune. The nearest airports to Jamshedpur are Kolkata and Ranchi. Both airports are serviced by all major domestic airlines. The journey to XLRI will take approximately 3.5 hours to 4 hours from Kolkata by train and 2.5 hours to 3 hours from Ranchi by road.

Railway Station
Tatanagar
Connected by trains from
Alleppy, Bangalore, Bhubaneswar, Chennai, Delhi, Guwahati, Kolkata (Howrah), Mumbai, Patna and Pune.

Nearest Airports
Kolkata and Ranchi

One can reach Ranchi by air and proceeed to Jamshedpur by road. Regular taxi services ply on the Ranchi-Jamshedpur route. Transport can be arranged on request between Ranchi and XLRI.

ACCOMMODATION

The Sonnet
Inner Circle Road,
Contractors Area Bistupur,
Jamshedpur, Jharkhand 831001
Phone: 0657 661 9000

Hotel Alcor
Holding No. 4 Ram Das Bhatta
Bistupur,
Jamshedpur, Jharkhand 831001
Phone: 0657 662 0001

Ginger Hotel
Plot no 678 & 1008,
Opposite Voltas Building,
Bistupur Main Road, Jamshedpur,
Jharkhand 831001
Phone: 0657 666 3333

J.K. Residency
Beside Sakchi Gurudwara,
Behind HP Petrol Pump,
Jamshedpur 831001
Phone: 0657 655 6999

Fortune Hotel Centre Point
2, Inner Circle Road, Bistupur,
Jamshedpur 831001
Phone: 0657 398 8444

Placement Office

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