



Brindavan College Group of Institutions

Dwaraka Nagar, Yelahanka, Bangalore - 63

Department of MBA, MCA & MCom



Placement Brochure - 2016-17

Email: pgplacement@brindavancollege.com



About Brindavan MBA & MCA College

A Premier educational Institution of higher learning in the science of Management, Commerce and Computer Technology. The college is located in the Garden City, Silicon valley and Knowledge capital of India.

It is NAAC accredited Institution with level 'A', affiliated to Bangalore University & Visvesvaraya Technical University (VTU) approved by Government of Karnataka, All India council of technical Education (AICTE), New Delhi. The college offers MBA program of Bharathiar University as partner Institution.

The College is established by a great visionary of the time Dr.Majed A A Sabha under the aegis of his N M Academy Trust with a clear cut vision of building strong character and will power to excel globally. It is Located in the green & eco friendly surroundings. The college is housed in one of the beautifully constructed buildings, consisting of modern and excellent class rooms with audio visual equipments, providing ambience of serene classroom.

The PG courses offered by the college are MBA(Bangalore University), MBA(VTU), MBA(Bhartiyar University), MCA(Bangalore University), MCA(VTU), MCom(Bangalore University) with different specialization like HR, Marketing, Finance, Accounting and Logistics.

A well established library with sufficient books, National and International journals, magazines and news papers, reference section with internet facilities is available to the students. The college has well qualified and experienced staff including staff drawn from the industry and subject experts to produce young managers required at different levels in the areas of Finance, Human Resource, Marketing, Information technology and Commerce. The focus and aim is to develop students in to effective managers with good communication skill and leadership qualities.

The College regularly organizes personality development session, industry visits and in house literary and cultural, healthy competitive events, sports, educational tours including foreign educational tours and provides laptops for opted students. This colleges is the host for international students as students from 55 countries are studying in the campus. Some of the international students are sponsored by ICCR, Government of India, New Delhi and EDCIL New Delhi.

The College has in campus hostel facilities for both boys and girls separately.

Our Mission

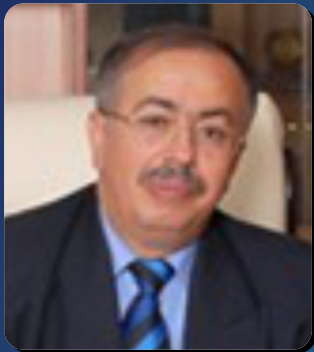
"Disseminating of quality education to the students to develop their personality, to improve quality of life and to make them worthy citizens."

Our vision

"To build in each student a strong character and will power to excel globally"



Chairman's Message



Dr. Majed A A Sabha
Chairman

Brindavan College Group
of Institutions
Bengaluru, India

The pace of transformations in the global economy and unprecedented economic and technological challenges encountered by the business world has given rise to great opportunities for evolving newer methodologies and innovative goals of knowledge-sharing in the field of management and Computer Science. With companies' growing awareness of emerging opportunities as well as a potential competitive threat, they are increasingly looking for management graduates who, with their fresh insights and innovative ideas, can develop strategies for sustainable growth. Brindavan Group of Institution has been contributing to this challenging needs` by providing cutting edge knowledge to its students. Over the years, the Institution has been continuously evolving by pursuing and inculcating several innovative ways of teaching, learning and experience-sharing by demonstrating accomplishment of time-bound Mission-oriented goals. Through arranging guest lectures, industrial visits and in-house/open industry training programs. A symbiotic relationship is encouraged between industry and the academia through a mutual exchange of practical and theoretical aspects of management knowledge, judiciously blended with professional expertise.

I look forward to you to join us in our mission for excellence and contribute to our journey towards exploring new frontiers great opportunities in the global business management arena.



Director's Message

Brindavan College strives to create human resource, which through their business acumen and human sensitivity shall add value to the ongoing attempts at creating business value. It constantly scans the developments in business as well as in society and tries to protract to meet the challenges. We spare no efforts in the process of providing efficient managers to the world of business who have the competence to steer business enterprises in proficient manner. Keeping in view the need of the industry, we have designed a comprehensive curriculum for our students. Our programmes are a unique blend of strategic thinking and pragmatism in implementation which gives them a better understanding of corporate expectations. One of the strong points of the learning experience at Brindavan College is the focused study and industry interaction. This focus area has allowed us to create a talented resource pool of industry ready youth who will be able to work to realize corporate vision.

As Thomas Friedman rightly said: "World is Flat... opportunities are immense it's just a question of identifying opportunities and making the best of them". We at Brindavan College aspire to stimulate and facilitate this endeavour in training to its true potential.



Dr. Mohammed Arif Pasha
Director PG Studies

Brindavan College
Yelahanka, Bengaluru.



Placement Officer's Message



Prof. Shuaib Ahmed Shariff

Placement Officer

Brindavan College
Department of PG Studies
Yelahanka, Bangalore

I consider it to be an honour and opportunity to extend a very warm welcome to potential recruiting organizations to Brindavan College Group Of Institution.

In today's competitive world, the industry managers are expected to possess management and entrepreneurial skills, practical knowledge, interpersonal skills, and self-confidence and motivation. Our programmes in MBA/MCA/MCOM are unique blend of strategic thinking and practicality coupled with industry Interface in the form of visits, seminars, internships and live projects. Our teaching pedagogy includes presentations, case studies, participation in seminars and conferences, club activities, sports and cultural activities which help towards acquiring skills in the holistic improvement of the spiritual, social and emotional quotient of our students.

Our biggest strength lies in a proactive learning approach and detailed academic course of action that has prepared our students to do tremendously well in various demanding situations of the business world. We give importance in polishing their decision-making skills which are sought after and looked-for by organizations such as yours.

We present to you a group of young, self-motivated individuals who have been groomed to face challenges of managing in ever changing business environment. We sincerely foresee that our students match your expectations and that you find our students as finely crafted quality human resource.

I look at the future of Brindavan Students with sanguinity and assurance that they will be well received by the industry. I wish the students of this batch grand success in their accomplishments and believe that they will make noteworthy contributions to the corporate world.



Placement Cell

The Placement cell of Brindavan College works year-round in building relationships and networking with industry professionals from across multiple sectors.

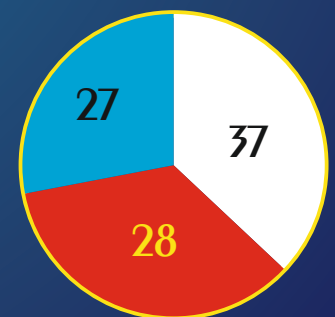
The Placement Cell is dedicated to advising students on career options and providing them with the latest information on industry internship and final placement opportunities. Apart from the facilitation services, it also arranges for training and industry interaction sessions. The Placement Cell of Brindavan provides 100% assistance for Industry Internships and final Placements.

Brindavan's Placement Cell is an interface between industry practitioners and the student-body of Brindavan College of Management, facilitating both entities to make strategic hiring and career decisions. The cell has contacts and databases of companies and personnel working in various positions across sectors, with whom the placement office shares a wonderful mutual relationship. Many organizations recruit students from BRINDAVAN and visit the institute year-after-year seeking extremely well prepared, highly motivated, professional and dynamic young individuals to join them in varied roles and responsibilities in the context of a challenging environment.

Students Demographics

IV SEM MBA- DUAL SPECIALIZATION

Sl.No	Specialization	Total No. of Students
1	Finance & Marketing	37
2	HR & Finance	28
3	HR & Marketing	27



Finance & Marketing ■
 HR & Finance ■
 HR & Marketing ■

IV SEM MBA - Single Specialization

Sl.No	Specialization	Total No. of Students
1	Finance	32
2	Marketing	13
3	HR	11



IV SEM M.COM

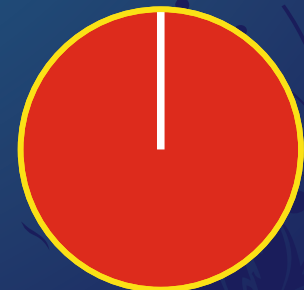


Sl.No	Specialization	Total No. of Students
1	Accounting & Taxation	9
2	Finance and banking	24



VI SEM MCA

Sl.No	Specialization	Total No. of Students
1	VI th Sem MCA	27





Placement Training

Training the students for campus placements is an integral part of the Placement Cell at Brindavan College. All the students are put through a series of training modules right from the first semester itself. The main idea behind this is to provide a pool of competent candidates for the Companies visiting our campus. The need of the day is to bridge the gap between requirements and expectations of the Organizations. Required efforts are put to bridge this gap. Students are trained in soft skills as well as aptitude & reasoning with special care in improving their communication skills.

The training schedule is a part of the everyday timetable and every class has a specified day marked out for the training sessions. This helps to provide individual and personalized care while training the students.

The training sessions are conducted by experienced in house staff as well as external trainers. The right mix of in house training and external training helps the students build competency that would be the right blend for Companies visiting our Campus. In total about 180 man hours per semester is dedicated only for placement training activities.

Placement Training

First Semester

- ▶ Time Management
- ▶ Creativity
- ▶ Positive Thinking
- ▶ Team Work & Team Building
- ▶ Public Speaking

Second Semester

- ▶ Stress Management
- ▶ Goal Setting
- ▶ Moral Values
- ▶ Change Management
- ▶ Healthy Living & Life Balance

Third Semester

- ▶ Communication
- ▶ Decision Making
- ▶ Group Discussion
- ▶ TQM Basic Concepts
- ▶ Resume writing Skills

Fourth Semester

- ▶ Aptitude
- ▶ Logical Reasoning
- ▶ Verbal & Non-Verbal Reasoning
- ▶ Corporate Etiquette
- ▶ Improving Subject Knowledge - HR, Finance & Marketing

Students Profile, MBA (Bangalore University) : 2016 - 17



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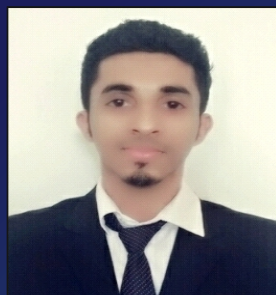


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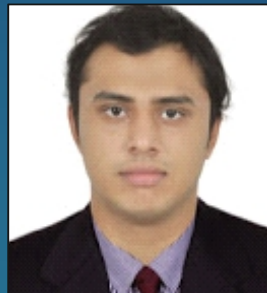
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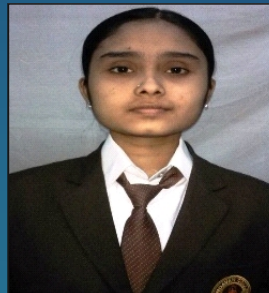
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Placement Process

1

Sending Invitation to the Companies

2

Contact the Companies

3

Fix Campus Recruitment Schedule

4

Conduct Campus Recruitment drive

Process :

1. A cordial invite is sent to the companies inviting them to visit Brindavan College and participate in the campus recruitment process.
2. The companies are requested to furnish entire details of the open position like Job Title, Description, Eligibility Criteria, Salary Structure, etc. The same would be communicated to the students accordingly.
3. The suitable date for the campus recruitment drive would be decided as per mutual convenience and students would be informed about the same.
4. All the students who are eligible for the campus placement drive will report at the college, be seated in the respective Seminar hall/ Auditorium notified for the pre – placement talk.
5. The company would first initiate the pre-placement talk wherein they provide a clear picture about the company and the current job position and benefits etc.
6. After the pre-placement talk, the companies would initiate the written test followed by group discussions or by a series of Interviews – Technical and HR.
7. After the completion of the on-campus selection procedure, most of the companies would announce the final list of selected students and offer letters will be rolled out to the prospective students.



Some of the **COMPANIES** where the students of Brindavan College made their presence felt...

- 99 Acres
- ABN AMRO Bank
- Accenture
- ADP
- Airtel
- Allianz Bajaj General Insurance
- Allianz Bajaj Life
- Asian Paints
- Berger Paints
- Bharti Airtel
- Big FM
- Birla Sunlife
- Café Coffee Day
- Cipla Ltd
- CITI Bank
- Coca-Cola
- Dabur India Ltd.
- Deutsche Bank
- Dominos Pizza
- E & Y
- Future Group
- Genpact
- GGK Technologies
- HDFC Bank
- HDFC RED
- HDFC Standard Life Insurance.
- Heritage Food (India)
- Hindustan Motors
- ICICI Prudential
- ICICI Securities
- ICRA
- Idea Cellular Ltd
- ING Vysya Bank
- ING Vysya Life Insurance
- ING vysya MF
- ITC
- Jaro Education
- JD Electronics
- JK Tyres
- Mahindra & Mahindra
- Mahindra Satyam
- Mahindra Securities
- Max Newyork
- Naukri.com
- Nestle India
- Pepsi-co
- Philips
- Reliance General Insurance
- Reliance Retail
- Royal Bank of Scotland
- Saint Gobain
- SBI Life Insurance
- Sharekhan
- Sharp Electronics
- Standard Chartered M F
- State Bank of Hyderabad
- Sundaram Finance
- UCO Bank
- Uni Lever Ltd.
- UTI Securities
- Verity Knowledge Solutions
- Videocon
- Vodafone
- Wepsolutions
- Wipro



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