

# PLACEMENT CELL

## 2020-2021



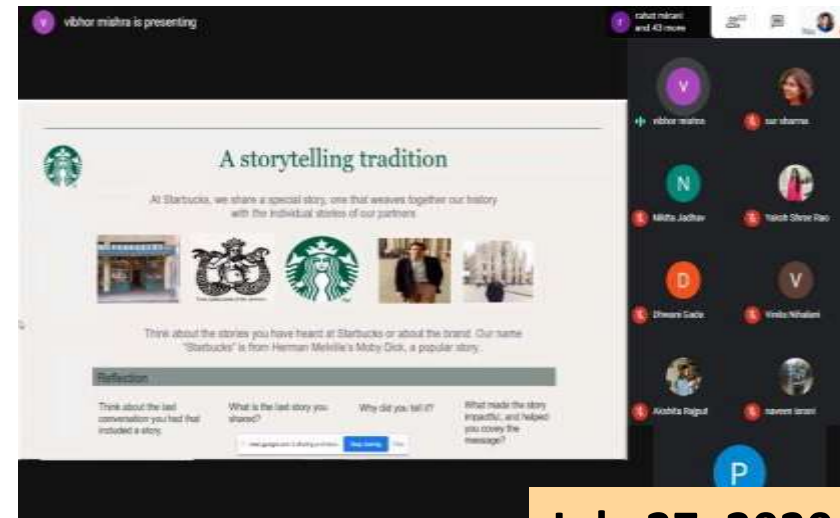
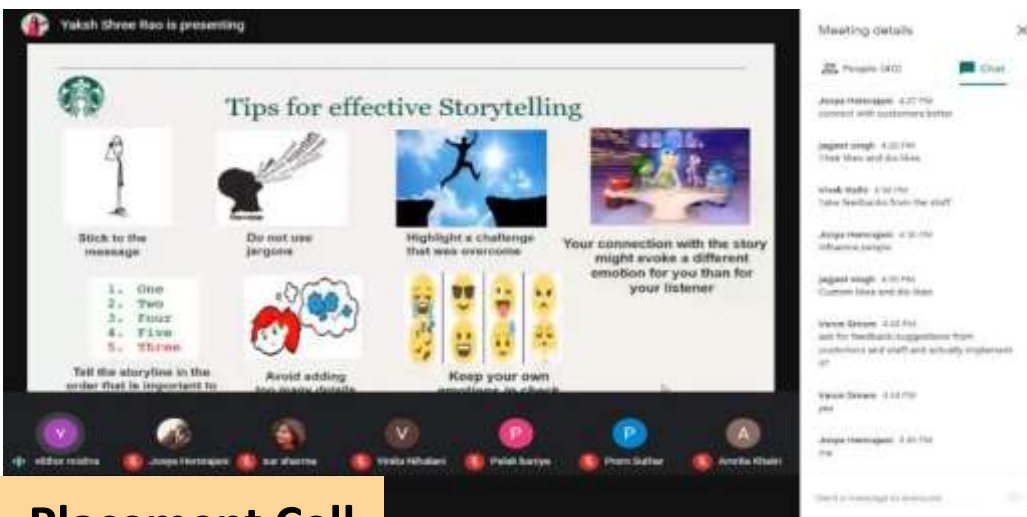
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# Coffee Grounds by Tata Starbucks

Students learned about coffee making process and history of **Starbucks**, hosted by Surabhi Sharma, Vibhor Mishra and their enthusiastic team.



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July 27, 2020



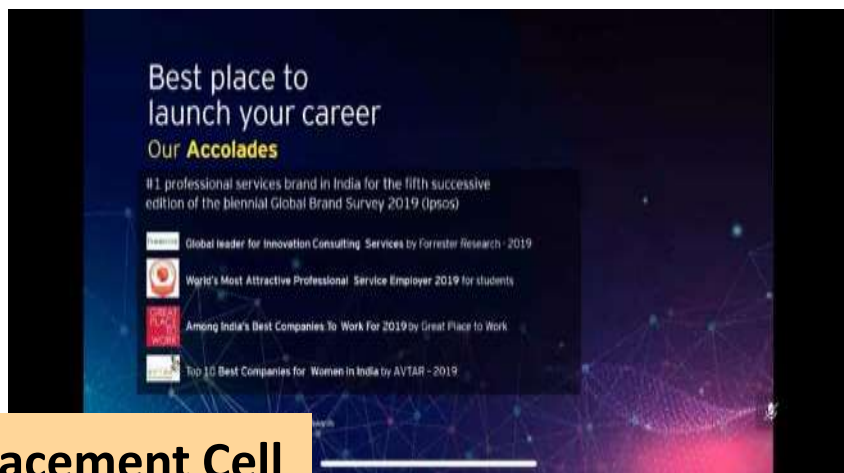
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# EY Corporate Finance Women of the Year

Students were briefed about overall working of EY, with focus on the Strategy and Transaction department of EY by their team - Swati Arora, Swati Kumar, Hina Khurana, Amrita Kumar and Pragnya Mohapatra.



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August 22, 2020



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# Morgan Stanley internship drive

Brief about working of Morgan Stanley India, discussion on the advantages and unique career opportunities, learning more about internship and full time opportunities in the Finance division by Ms Sabrina Khatri, Mr. Dhawal Mer and CEO Mr Otmar.



September 18, 2020

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# Ethical Hacking and Cyber Security

A brief about the Cyber Security and basic Ethical Hacks and providing with some remedies for such virtual risks by Mr. Pranav Lal, Senior Consultant and Mr. Burgess Cooper of Ernst and Young.



**Burgess Cooper**



**Pranav Lal**

**September 18, 2020**

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# Financial Analysis & Investment Pitch

Virtual Session on  
Financial Analysis &  
Investment Pitch by  
Mr. Vikas Nagar.



	2019	2020	2021	2022
<b>Company X</b>				
Particulars	2019	2020	2021	2022
Revenue	100	120	150	180
Gross profit	30	40	50	60
Operating profit	10	15	20	25
EPS	5	7	9	11
P/E	10	12	15	18
<b>Company Y</b>				
Particulars	2019	2020	2021	2022
Revenue	80	90	100	110
Gross profit	20	25	30	35
Operating profit	8	10	12	14
EPS	4	5	6	7
P/E	12	14	16	18

Company X is fundamentally stronger.

**NON-FINANCIAL**

**THE KEY METRICS TO LOOK FOR**

- Revenue
- Gross profit
 Operating profit | EPS | P/E |- Debt-to-equity ratio
- Dividend yield
- ESG (Environmental, Social, Governance)

October 17, 2020



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# Launch of Ernst & Young Scholarship Programme 2020-21

A brief about the working of EY, and the EY Scholarship Program by Rakhi Bhatia, Assistant Manager – Corporate HR and Swati Kumar, Employer Branding Lead at Ernst & Young.

The graphic features a woman in a black sleeveless top sitting at a desk, looking thoughtful. A yellow circle highlights the text: "The exceptional EY experience. It's yours to build." To the right, a yellow box lists the benefits: "EY scholars win", "INR 1,00,000", "2 month Internship at EY", and "Opportunity to earn industry recognized digital credentials". Below this is a screenshot of the EY website showing "Our Accolades" and "You & EY" sections.

The "Our Accolades" section lists:

- #1 professional services brand in India for the 10th successive edition of the biennial Global Brand Survey 2019 (Ipsos)
- Global leader for Innovation Consulting Services by Forrester Research - 2019
- World's Most Attractive Professional Service Employer 2019 for students
- Among India's Best Companies to Work For 2019 by Great Place to Work
- Top 40 Best Companies for Women in India by EYEW - 2019

The "You & EY" section highlights:

- Bring us your start-up thinking
- Bring us your passion for learning
- Bring us your technology skills
- Bring us your collaborative spirit

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November 10, 2020



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# LinkedIn Networking

Mr. Manish Punjabi, Deputy Manager at Aditya Birla Insurance Broker; gave some valuable strategies through which students would be visible to the recruiters including liking, commenting and sharing posts they find fascinating, writing creative content for LinkedIn and using media to their benefit.



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Pulse Session 1

November 30, 2020



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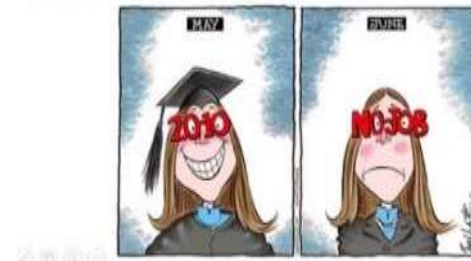
# How to draft a winning resume

Dr. Navin Punjabi, Vice Principal, H.R. College; gave some tips for a professional resume and ATC (Applicant tracking system) friendly by implementing proper keywords and executing a professional email address.



A resume is **not** to get you a job

(although a bad one will prevent you from landing a job)



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Pulse Session 2

December 2, 2020



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# Interview & Group Discussions

Yogja Singh, Associate Director, Human Resources, KPMG; spoke of a lot of communication being non-verbal. She added that, on virtual platforms; eye contact, facial expressions, body language, movement and posture play a major role. She disclosed that the first 90 seconds of an interview are of utmost importance.



## Creating Your Personal Brand

### Ask yourself-

- What are my strengths?
- What am I already known for?
- What am I passionate about?
- What would I really like to accomplish in my life?
- What am I truly good at?
- How do I define success?
- What does success mean to me?
- What kind of jobs, companies or industries are you pursuing now?



KPMG

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Pulse Session 3

December 3, 2020



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# Opportunities & Scope in the BSFI Sector

## Investment Banks

- Raise Funds For Companies
- Do IPOs
- Handle Mergers & Acquisitions
- Fees for each transaction
- JM Financial, Avendus, Edelweiss



Dr. Akhil Shahani, Managing Director of Shahani Group, talked about the working of various non-banking companies, accounting and insurance firms, stock brokers, mutual funds, venture capital and investment banks; also stressed on the importance of digitization, rise of consumer financing and cyber security.

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Pulse Session 4

December 3, 2020



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# How to give an interview in a digital environment

Aparna Passi Ghosh, Director, Third Arm Consulting; spoke of having clarity in one's goals and the requisite steps the students should take towards it. She emphasized the impact of grooming and explained how it plays a supreme role, as it depicts a mixture of style and discipline during an interview.



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Pulse Session 5

December 4, 2020



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# How to make money?

Mr. Manish Mehta guided students to buy stock when the market is low and sell it when the market is rising, how long term investment and regular investment strategies like simple sip, smart sip, growing sip and asset allocation can help a person with wealth creation.



**Mr. Manish Mehta,**  
Joint President & National Head  
Sales, Digital Business &  
Marketing Kotak Mahindra Asset  
Management Co. Ltd.

Placement Cell

February 17, 2021



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# Career Counselling

“CA’s are entrepreneurs, they are the ones who generate employment, they are the ones who assure that the economy sustains” were CA Shardul’s words. He enlightened the students by telling them how has the pandemic taught us various things like how one can live with minimum resources and much more. The UGC has now declared that once the student clears his/her CA final exam he/she is considered POST GRADUATE.



**The Institute of Chartered Accountants of India**



**A statutory body established by an Act of Indian Parliament “The Chartered Accountants Act, 1949”**

During its 70 years of existence, ICAI has achieved recognition as a premier accounting body globally

**ICAI is the 2<sup>nd</sup> largest Accounting Body in the World.**

**CA Shardul Shah**, Partner at Shah & Ramaiya Chartered Accountants; Secretary of WIRC of ICAI for the year 2011-12; Regional Council member of WIRC of ICAI for 2007-16.



**Placement Cell**

**March 16, 2021**



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# Pre-Placement Talk by Arvind Fashion House

The programme commenced with the introduction of Calvin Klein and Tommy Hilfiger, two premium brands managed by Arvind Fashion House; by Mr. Shrirangan, Sr. Area Manager at Tommy Hilfiger. He raised a question about the international brands that had to leave the Indian market due to heavy competition. Mr. Shrirangan gave a brief introduction about the history of Tommy Hilfiger, from the beginning and the outlook of the company now.



**Ms. Mayuri Mudilar**, Store Manager at Tommy Hilfiger spoke of her work experience and company culture. A video about the company's work culture was presented to the students. To conclude the talk, both Mr. Shrirangan and Ms. Mayuri Mudilar, conducted a Q&A session for the students.

**Placement Cell**

**For Calvin Klein & Tommy Hilfiger**

**March 25, 2021**



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# Pre-Placement Talk with Zomato

Ms. Sonali Hatwal illustrated how discount coupons, mails and collaboration with relatively smaller food joints attracted customers and explained the job profile to students. She talked about the work culture in Zomato and elaborated on the importance of the 2-week training period which the selected students would undergo.



**Ms. Sonali Hatwal,**  
Senior Program  
Manager, Zomato

**Placement Cell**

**In association with Zomato**

**April 27, 2021**



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**PLACEMENT CELL**

# **Finance Future Trends**

## **Webinar Series 2020-21**



**H.R. College of Commerce & Economics**



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# How Tech is Transforming Financial Regulations

**Mr. Rajnish Magan**, CFO at Beumer India Pvt. Ltd. mentioning about the Mega Trends that drive an economy forward. He exclaimed that, “The key to regulation is speed in Data Analysis, which is a difficult feat to achieve in real time”. The points discussed included Pandemic & Health crisis, Cyber Threats and Over Regulation which were identified as potential threats to a company’s growth prospects. Financial Reforms in India such as Ind As, GST, GAAR, Companies Act (2013), etc. were results of Globalization and Technological Evolution. Major challenges faced by the Government and Regulatory Bodies include Data Overload, Inadequate Data Management Systems, Increased Demand for Data by customers, Cross Border Regulations, etc.



**Placement Cell**

**Finance Future Trends**

**March 25, 2021**



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# A Gatekeeper or Business Enabler



**Mr. Rohit Kharbanda**, FCMA, CGMA and CG Australia, a Senior Director at Intercontinental Hotel Store; was invited to help the students know more about finance. He said that finance is the way how we face the challenges, highlighting various dimensions in which finance is getting connected. He informed that the modern approach to finance considers three basic management decisions i.e. Investment Decision, Financing Decision and Divident Decision. These decision techniques point towards different aspects of finance. For carrying out these activities smoothly, there is a lot of work done behind the scene. There are a number of new challenges emerging which many a times the CEO has to manage alone. He added that this was the point where the financial team helped the CEO to tackle the challenges faced. The finance team along with the CFO take over the problems and sort them out together. Today, the CFO's have to play four critical roles i.e. Operator, Steward, Catalyst and Strategist.

Placement Cell

Finance Future Trends

March 26, 2021



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# Transforming Finance: Blockchains, Machine Learning and Artificial Intelligence



She described the use of data analytics in finance and in risk control and how cloud services lead to efficiency in working. She concluded the session by explaining how AI, Blockchains, Big Data and Cloud services are combined in various financial operations like inventory management, processing big data, tax processes and audits have become easier and more precise. She opened the floor for some questions and then CIMA took a quiz to test if the students understood everything. The session concluded with Ms. Bhakti Rane announcing the quiz winners.

The program (in Association with **CIMA**) commenced with **Ms. Deepti Gupta** (Audit Leader and Risk Control Specialist at HSBC Bank) introducing how machine learning, artificial intelligence and blockchains are transforming finance. She stressed on importance of AI and robotics and elaborated their differences. Ms. Deepti Gupta busted the myth of blockchains only being related to cryptocurrency.

Placement Cell

Finance Future Trends

March 27, 2021



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# Corporates that Believe in us



**Deloitte.**



**McCANN**



**media.net**

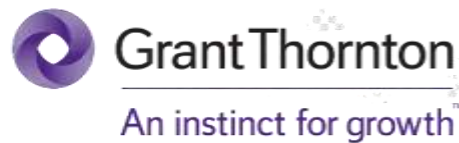


**Schbang.**



**kinnect**

**zomato**



**Mahindra LOGISTICS**

**tcs**



**BDO**



**GOZOOP**



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