

SCHOOL OF LEADERSHIP AND MANAGEMENT DEPARTMENT OF (UG), MRIIRS

Placement Brochures
2024--2025

■ Placement Cell BBA Placement & Internship Brochure 2024-2025



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Message from the Leaders



**Dr Deepti Dabas
Hazarika**
(Dean)

Nature has created every child with unique innate qualities. We believe that in this digitally connected global village, we are not creating managers for today but we are nurturing Global Leaders for tomorrow. In Manav Rachna we believe that a good leader is first a great team player. Leaders are born in fields & not in the class rooms. We feel that it is our solemn duty to trigger young minds to come out of their comfort zone, think beyond boundaries, be innovative, develop leadership traits, analytical skills & undertake challenges to lead in the global arena.



(Director and Head
of Department)

MREI celebrating its 25 years of excellence in the area of Innovation & Creativity, Art Music, Literature, Sports, Health & Well Being, Environment & Sustainability, Entrepreneurship and Inclusiveness. Towards the successful journey Faculty of Management Studies have been playing a pivotal role in the area of business management.

Our programs are designed for making our students march ahead for sustainable development in their journey to excellence. As faculty of management studies, we faculty feel joy and cherish the bonding with the students while they participate in class activities and later when they contribute as alumni of the department.



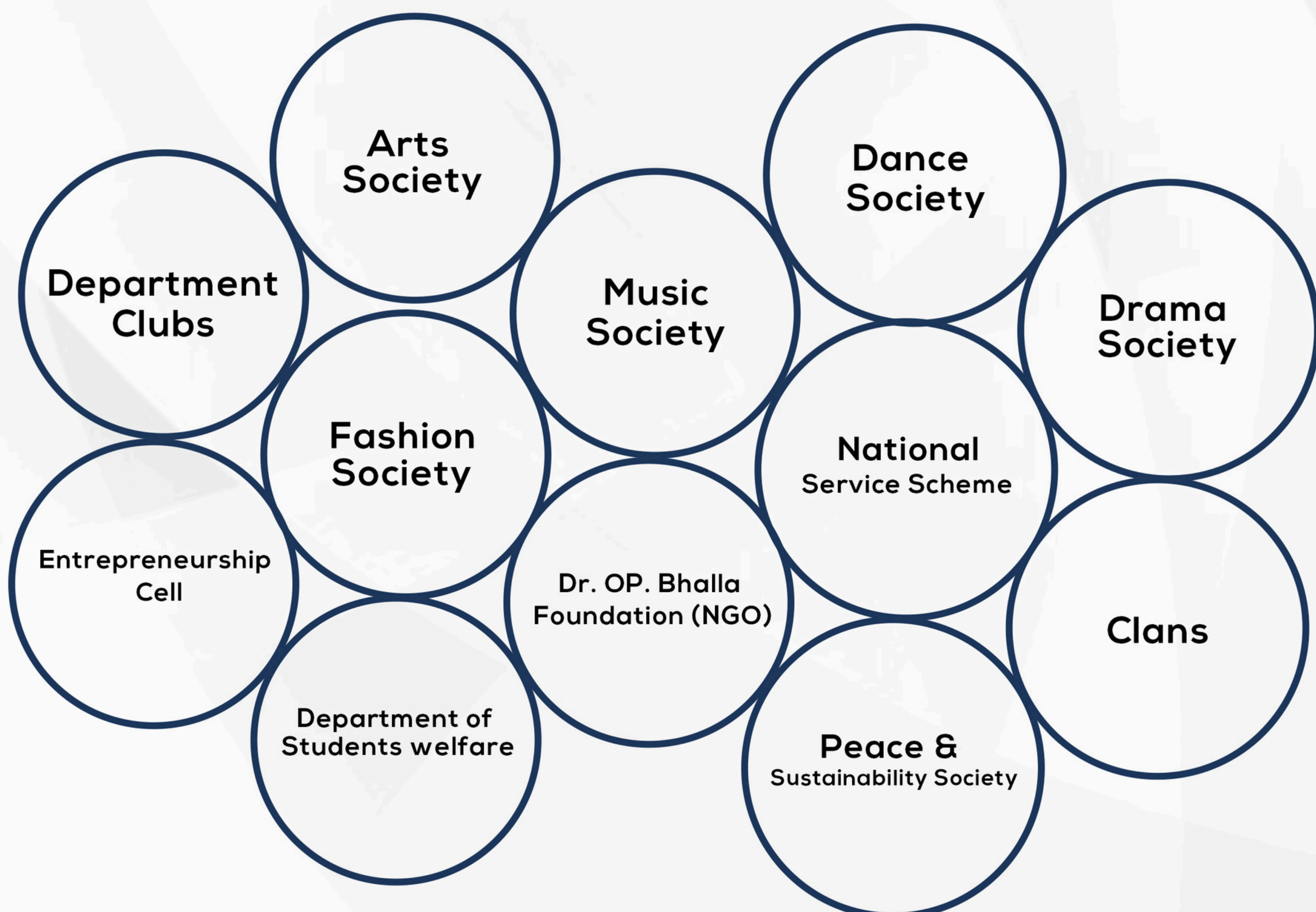
About MRIIRS?

Manav Rachna International Institute of Research and Studies (MRIIRS, formerly MRIU- a NAAC Accredited 'A++' Grade Institution), 'Deemed-to-be-University' under Section 3 of the UGC Act 1956, offers programs from Graduate to Doctoral level that are in tune with the market dynamics.

The Institution has been conferred with 5 Star rating for Teaching, Employability, Academic Development, Facilities, Social Responsibility, and Inclusiveness by QS Rating System. It has also rated Manav Rachna International Institute of Research and Studies (MRIIRS) across three categories: Engineering (rank 118), Dental (Rank 39) and University (rank band 101-150).

Student Activities

Manav Rachna International Institute of Research and Studies provides an environment that nurtures leaders. The objective is to orient the students with current developments in all sectors and to enhance their skills in the professional arena. Students show eagerness and capacity to learn by displaying an exceptional ability to learn new methods. Students display active managerial behaviour and also demonstrate natural leadership ability by projecting self-confidence and enthusiasm with good communication skills which is a key factor to effective management.





School of leadership and management studies (UG)

School of leadership and management studies (UG) has set a mark for itself in the corporate world, since its establishment in 2008, by providing future leaders capable of matching industry standards and exceeding expectations. Industry Exposure, Role Plays, Case Studies, Corporate Engagement, Special Enrichment Lecture Series Programme, Value added programmes like Financial Modelling, Financial Literacy, Fintech, and Block Chain are a part of the curriculum.

School of leadership and management studies (UG) MRIIRS ranked among the Top 4 Regional North BBA Institutes of India, Top 5 BBA Institutes in Placement, and Top 5 Private University BBA, and 9th in All India Ranking Institute of India as per TIMES BBA Survey 2021. We have collaborations for student exchange, faculty exchange and collaborative research exist with the Association of International Accountants, U.K and Purdue University, Northwest, USA.

Academic Programmes

School of leadership and management studies (UG) program offers five specialized undergraduate programmes:

BBA - General

**BBA - Banking &
Financial Markets**

**BBA - International
Business**

**BBA - Business
Intelligence and
Analytics**

BBA-Digital Marketing

BBA (General) is the flagship programme of the School of leadership and management studies (UG) which aims at holistic professional development of the studies.

Students Familiar with

- Advanced Excel
- Marketing Management
- Sales and Distribution Management
- Retail Management
- Operations Management
- Advance Accounting and Financial Management
- Corporate and Taxation Law
- Human Resource Management and CRM
- Consumer Behavior and Brand Management
- Research Methodology and Analytics

BBA (Banking and Financial Markets) is conducted in association with Bombay Stock Exchange (BSE Institute Ltd.)

Students Familiar with

- Fundamentals of Financial Planning
- Fundamental & Technical Analysis
- Equity and Derivates market
- Investment and Product Management
- Private Banking



BBA (International Business) is being offered in association with Auckland Institute of Studies (AIS), New Zealand (a unique tertiary institution providing NZQA Accredited Programmes). AIS has partnered with MRIIRS to provide curriculum and accreditation support for BBA- (Global) International Business. The students undergo a 4-week study program abroad at AIS Auckland, New Zealand as a part of their programme.

Students Familiar with

- International Logistics Management
- Foreign Exchange Management
- Retail Management
- International Advertising and Promotions.
- Social Media for Promotion.



**AUCKLAND
INSTITUTE
OF STUDIES
NEW ZEALAND**

BBA (Digital Marketing)

Students Familiar with

Students Familiar with

- Web Design & Optimization
- Digital Marketing and Design Thinking
- Online & Social Media Marketing
- Mobile App Designing & E- Commerce Integrating Marketing Strategies
- Digital Adverstising and Web Analytics



BBA - (Business Intelligence and Analytics), specializing in data analysis, offers students the edge in the data-driven world. With immense scope, it equips graduates for in-demand careers, harnessing the power of information.

- Oracle
- SQL
- Power BI
- Excel for Data Analysts
- Tableau
- Python for data analysis
- Data analysis using R

BUSINESS INTELLIGENCE



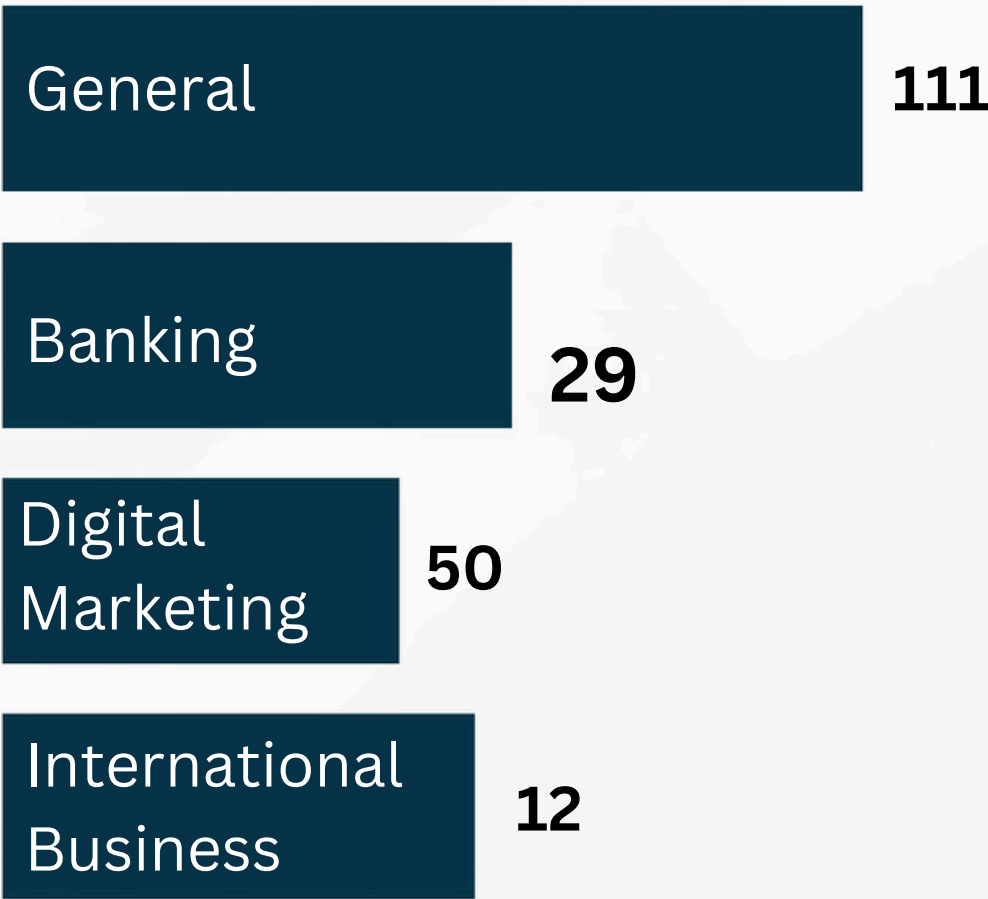
Why Recruit Us?



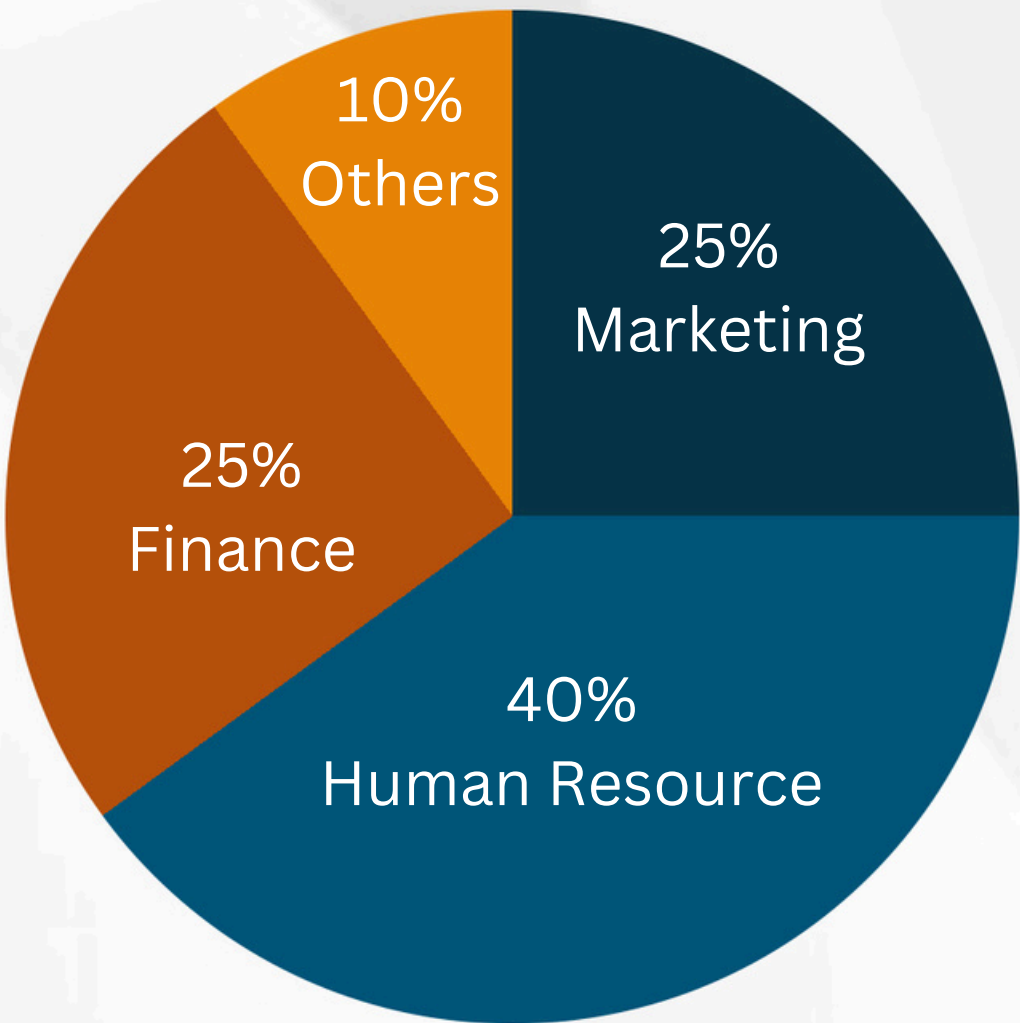
For Internship



Batch Profile:
189



Gender Ratio:
M: 5 F: 2



Interested Domain

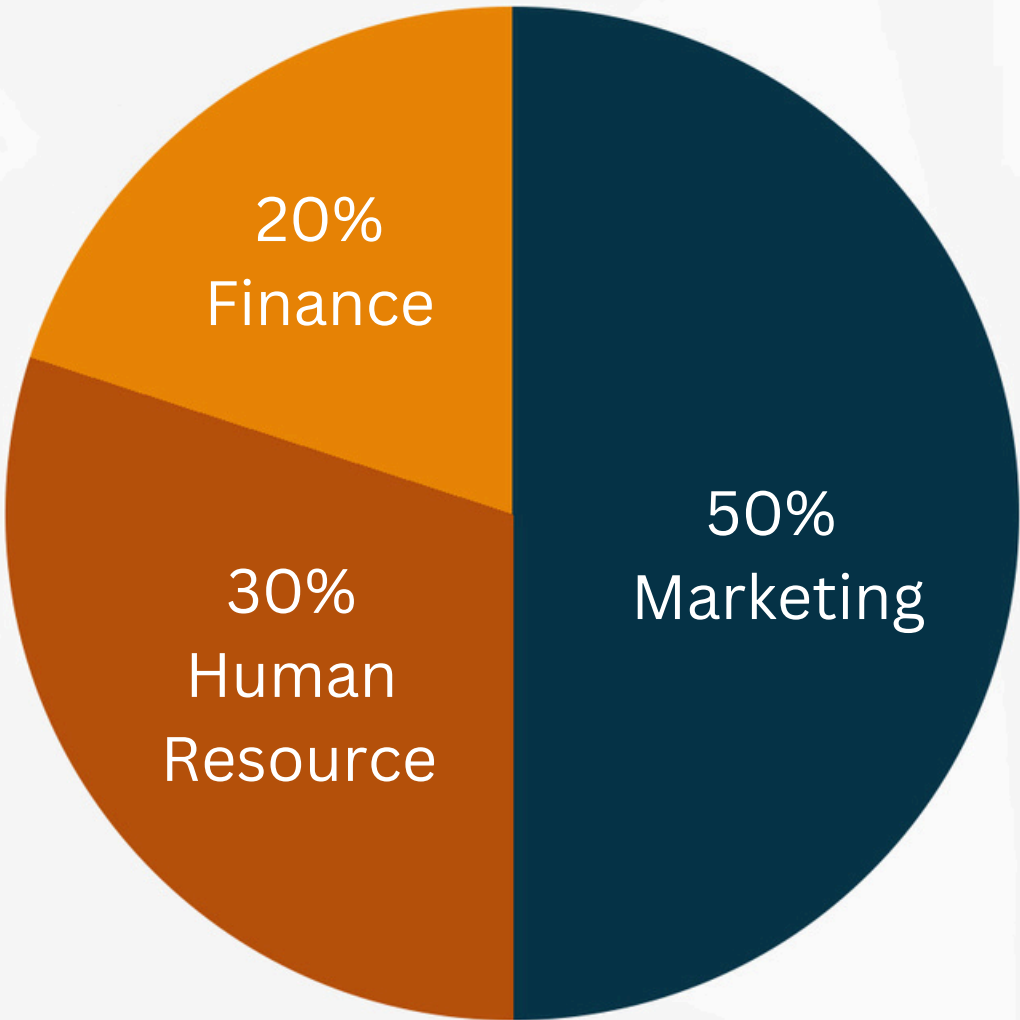
For Placement



Batch Profile:
148



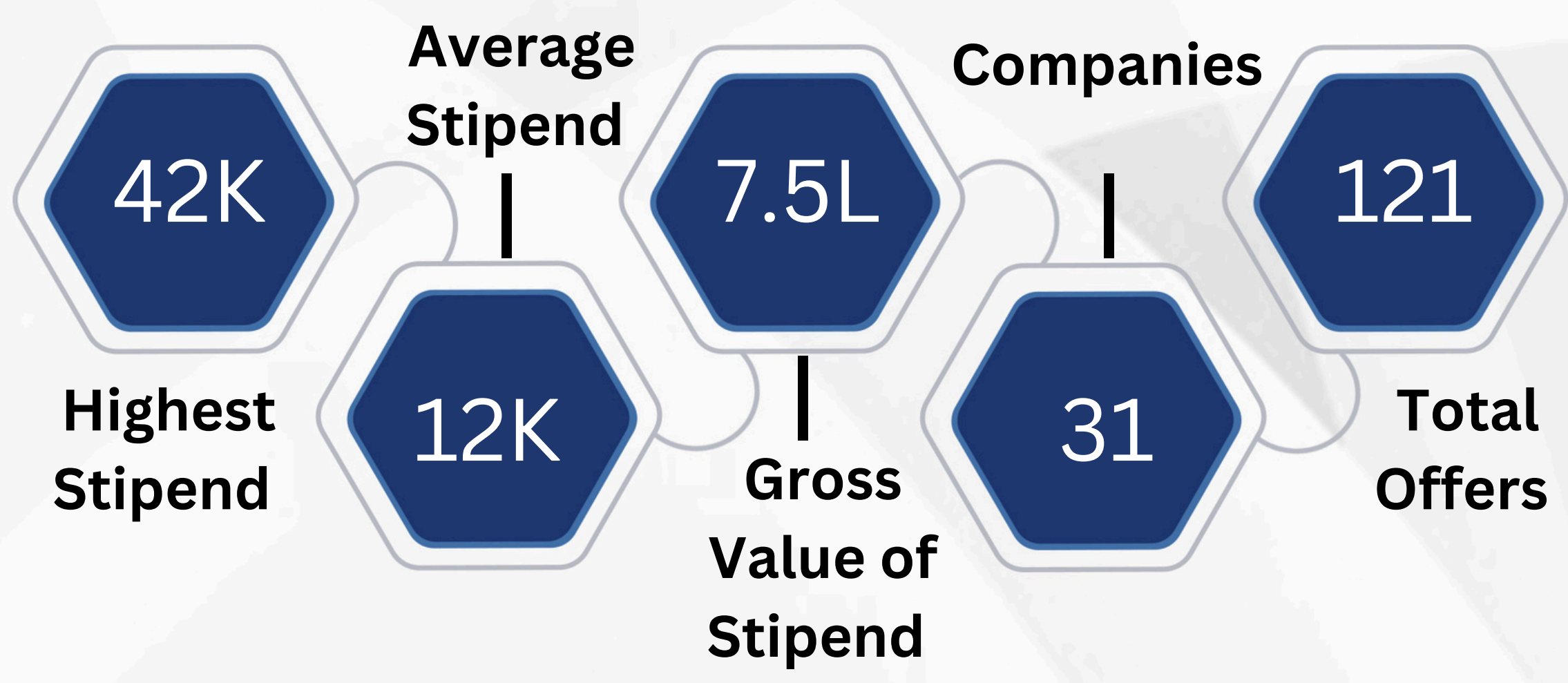
Gender Ratio:
M: 5 F: 4



Internship Domain

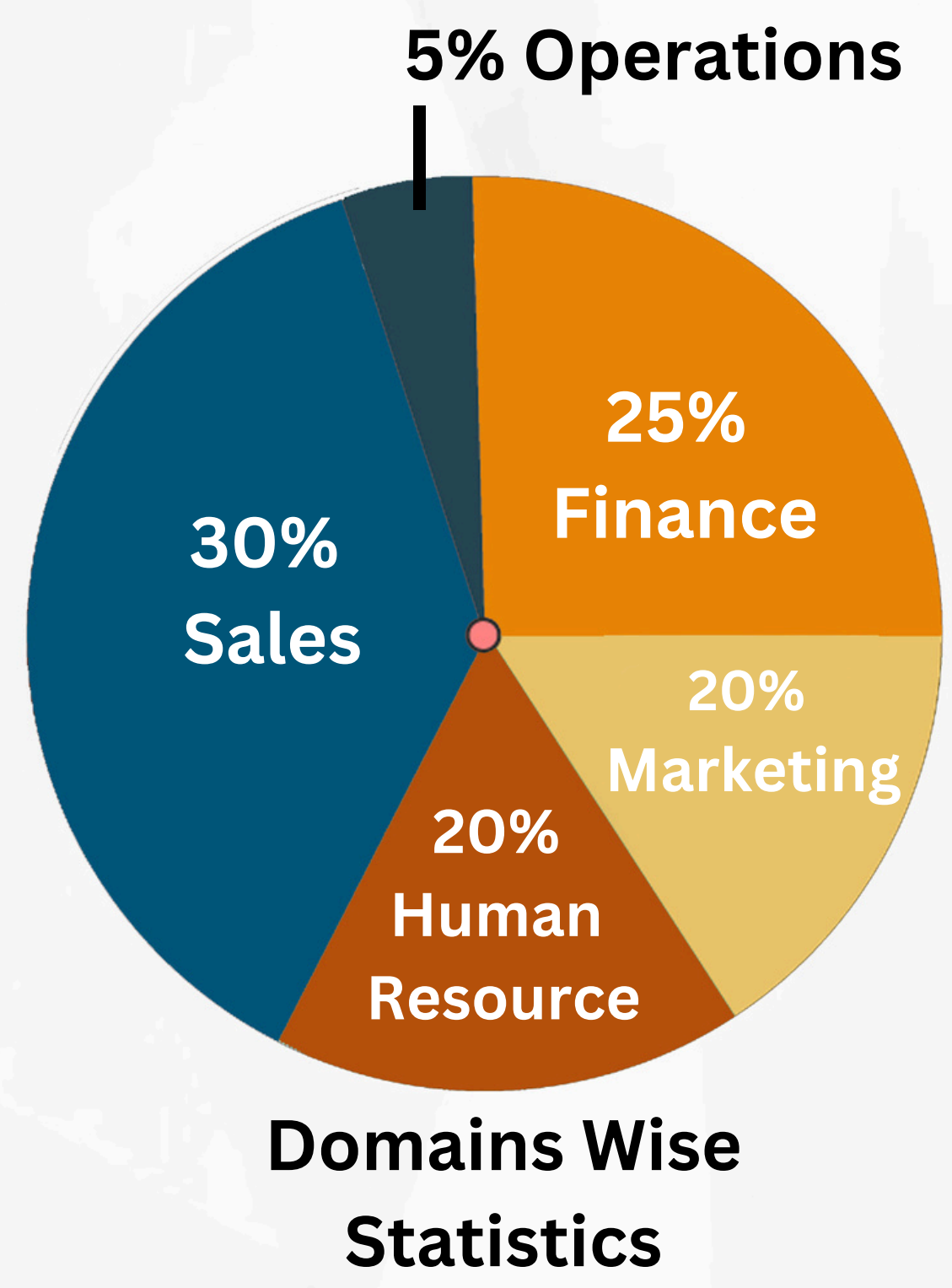
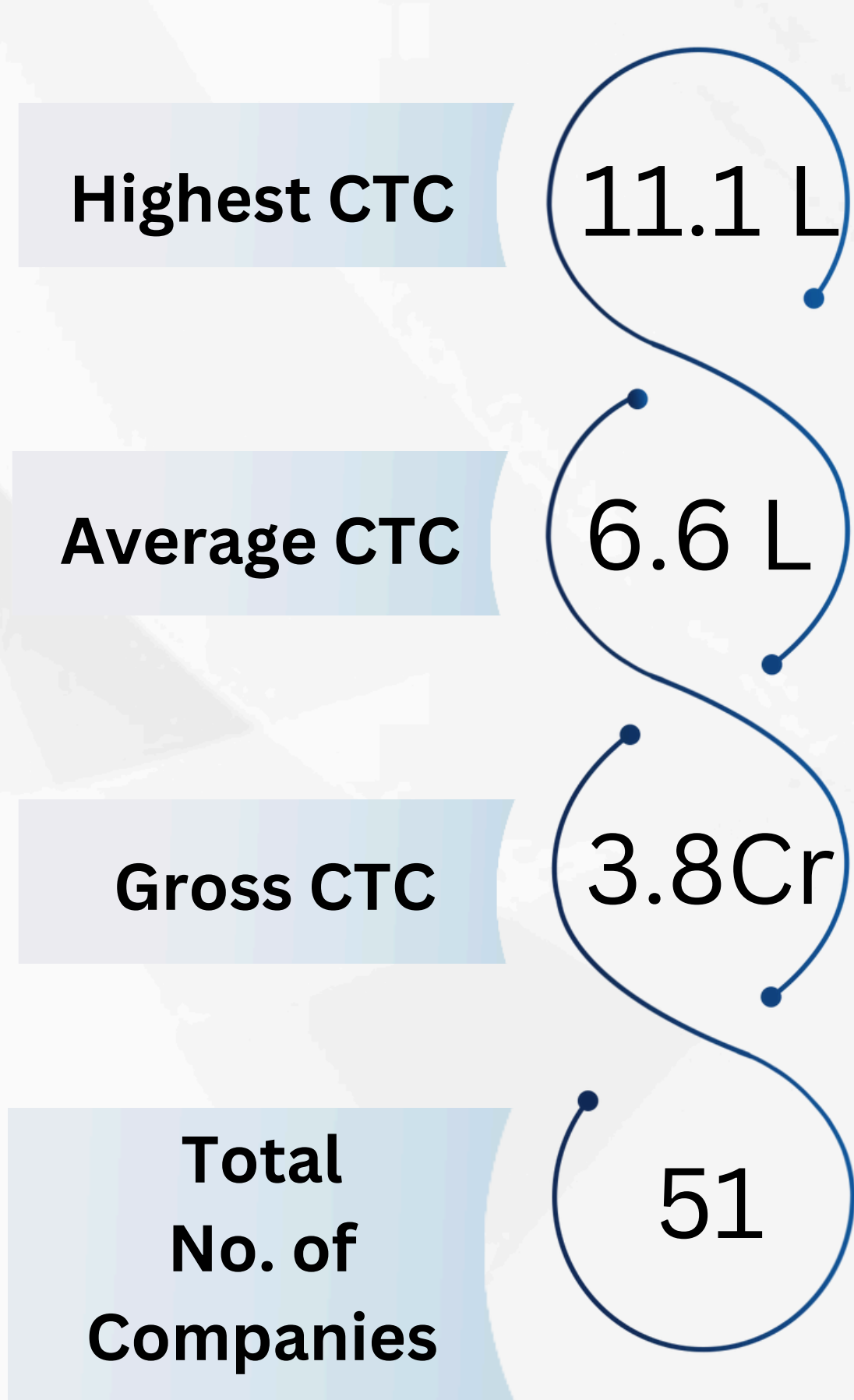
Internship

Highlights 2023-2024



Placement

Highlights 2023-2024



Internship Recuriters



Placement Recuriters



Procedure of Recruitment

The Training & Placement Cell (TPC) sends invitations to companies along with relevant documents.

1

Recruiters mail us the JD at placements.fmsmriirs@gmail.com (With CTC, Job Role, and other relevant details)

2

Students' information may be shared with the company, if required.

We share it among the eligible candidates through link tree platform.

4

3

The Training & Placement Cell allots the dates as per the convenience of the recruiter for the pre-placement talk / Interview.

5

The recruiters are required to declare the final list of the selected students within 2 working days. If a student is selected, Internship/ Placement policy shall apply.

6



How to reach?

By Air

The nearest airport is IG International Airport (DEL) is located about 30 kms from MRIIRS, where one can board International and domestic flights.

By Train

The Faridabad (Old) Station (FDB) is located 7 km from MRIIRS. Another major railway station is New Delhi railway station (NDLS) which is 26 kms away.

By Road

Faridabad City, via national highway 19 is connected to all parts of the country and Faridabad bus station is 11 kms away from MRIIRS.

Message From Heads, Training & Placement



Dr.(CS) Vinit Sikka

Dear Recruiters,

We at the Training & Placement team from School of Leadership and Management Studies (UG) consider it to be an honor and opportunity to present to you a group of young, dynamic individuals who have been groomed to face challenges that lie ahead for them in the industry and corporate world.

Manav Rachna International Institute of Research and Studies (MRIIRS) is one of the top Deemed University of Haryana that has evolved with time to be at par with the global educational world. The intelligence, high energy and motivation of our students, as well as their challenging work environments, assure that they bring an added measure of maturity and



CS Amit Kumar

knowledge to the classroom. The interaction between students and professors greatly enriches the educational experience for all. The combination of bright, dedicated students and expert professional faculty results in a great learning environment.

We also express our sincere gratitude to all those organizations that have extended their active co-operation to the TPO in accomplishing its endeavor successfully. It is indeed an honor to present our students to your esteemed organizations and we look forward to your cooperation in the placements of our students.




Connect with us

With the procession of recruitment session 2023-24, we extend a cordial invitation to all the concerned companies seeking graduates in BBA. We wish to maintain a strong relationship with our recruiters.

Professors-in-charge




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Associate Professor of Finance

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Our Placement Core Team



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(Team Coordinator)



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(Vice President)



Mihir
(Treasurer)



Diya
(Team Coordinator)



Diksha
(Student placement Coordinator)



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