

### **Career Service Department (CSD)**

CSD team at **Unitedworld School of Business** is dedicated to provide students guidance on career options, providing them with information on latest industry trends by organising Industry Connect programmes on regular basis, guest lectures, field visits, skill development workshops and seminars and most importantly Campus Placement opportunities.

The CSD team is one of the most structured and well planned career development efforts at the university. It strives to provide most suitable placement opportunities for its students.

### **Career Services Department: Infrastructure Facilities**

The Institute have state-of-the-art infrastructure facilities to facilitate recruitment activities in a professional manner.

- Exclusive space for conducting Campus Drive.
- State-of-the-art Auditorium to conduct Pre-Placement Talk (350 pax)
- Dedicated access to computer laboratories for conducting online tests\conference and interview rooms.
- Video conferencing/Skype facility
- Guest House for Corporate Visitors

### **CSD - Ahmedabad Initiatives: Making 100% Placement possible Year after Year**

When asked about continued improvement in Placements at UWSB – Ahmedabad , said, Mr. Jaideep Banerjee – Director Outreach Programs & Placement Cell , Karnavati University that placement achievement was made possible due to the exhaustive and intensive activities that the students are put through during their two year PGDM course at Unitedworld School of Business – Ahmedabad Campus.” He pointed out following initiatives:

- High level of academic rigour
- Opportunity to learn beyond the boundaries of the B-School through summer internships programs, live projects, leadership programs etc.
- Imbibing of leadership skills through participation in management fests conducted by premier institutions of the country, organising and participating in seminars/ conferences and participation in activities in clubs/ associations at the institution
- Sensitization to the society through socially relevant project and centre for development studies.
- Placement preparation program that guides and mentors the students to seek and get careers of their choice

### **Industry Relevant Curriculum & Specializations :**

As part of PGDM (AICTE Approved) , apart from the contemporary core courses, the students were able to choose their specializations from among Marketing, Finance,

Operations, Retail , International Business and Human Resources Management. A large number of courses get offered under each stream encompassing all contemporary topics and in keeping with changing practices in leading B-schools the world over. The tie –up that UWSB – Ahmedabad has for Certification Courses are as listed below:

1. Certificate Program in Data Analytics with NIVT
2. Certificate Program for Human Resource
3. Certificate Program for Finance offered by NISM & ICICIDIRECT Centre for Financial planning
4. International Immersion Program ( Optional) – Singapore / Dubai
5. Rural immersion Program ( In-house initiative)
6. Entrepreneurship Immersion Program in association with EDII
7. Excel Certification by NIIT
8. Digital Marketing by Brand Veda
9. Start-Up Immersion by Karnavati Incubation & Innovation Foundation ( KIIF)

The PGDM Program at Unitedworld School of Business (UWSB) prepares students to excel in corporate & business world in India & abroad. The course requires strenuous and comprehensive inputs along with rigorous mentoring by the distinguished faculty at UWSB.

Our excellence in Education of over 12 years, makes Karnavati University the most sought after University in Gujarat. The idea of delivering the best learning environment makes us fortunate enough to attract the best talent.

## UNIQUENESS OF CSD TEAM AT UWSB

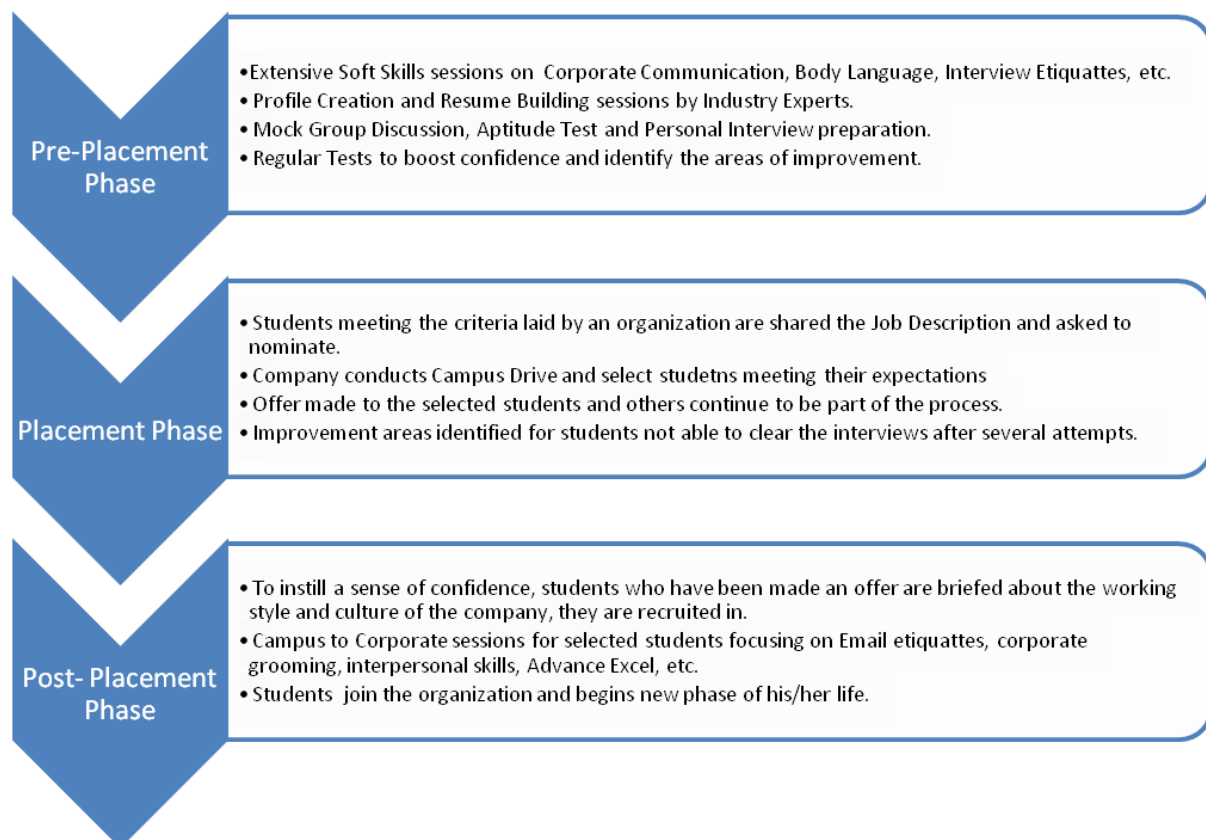


**Placement 2020: Unique Process with 'EPITOME Initiative'**

From 2019, UWSB – Ahmedabad campus had initiated the EPITOME initiative which primarily focused on skill development programs, value added professional certification programs , domain knowledge enhancement , workshops, guest lectures, which ensured students’ preparedness has been successfully adopted as an unique process towards meaningful exit in placement drive of 2020.

Elaborating the students’ preparedness for Placement 2020, Mr. Jaideep Banerjee – Director Outreach Programs & Placement Cell, Karnavati University shares, “All the students were put through a well formatted placement preparation activities that included aptitude test preparation, personality development, workshops on facing interviews, pre-placement group discussions , interviews , studying and matching the expectations of recruiters etc.”

## Scientifically Structured Placement Process



## Final Placements: PGDM 2018- 20

**Unitedworld School of Business (UWSB) - Ahmedabad , a constituent college of Karnavati University , G'nagar Gujarat**

UWSB – Ahmedabad has concluded final placement for 2018-20 batch three months before the course completion. Last year also UWSB- Ahmedabad closed its placement even before many B-schools could start their placement process. 100% of UWSB - Ahmedabad students of PGDM 2018-20 batch have been placed. Average salary for the batch has gone up at Rs. 5.7 LPA from Rs 4.35 LPA last year.

UWSB - Ahmedabad had a great placement season for PGDM 2018-20 batch, in view of the rising participation from recruiters. Commenting on this placement season, in spite of a noticeable slow down across sectors, Mr. Jaideep Banerjee , Director – Placement Cell at Karnavati University said, “Recruiters pan India have been quite enthusiastic and confident about hiring from UWSB. In spite of deceleration in the economy, we have observed that the enthusiasm for companies to hire UWSB students has not come down. The recruiters are quite happy not only with the domain expertise of the UWSB students with support from various certification programs, but also with the attitude and value system he / she brings in with his skill sets. This is in line with our vision of providing a robust management education that is Indian in philosophy and disposition.”

### **UWSB - Ahmedabad Placement 2020: Highlights:**

- Placement completed 3 months before the course completion
- Over 70% of the companies coming for campus visit are regular recruiters
- 12 companies recruiting continuously for 5 plus more years
- Average Salary has gone up at Rs.**5.7 LPA** this year from Rs.4.35 LPA last year
- Highest salary increased to Rs.12.0 LPA in 2020 from Rs.9.0 LPA last year
- 18 PPOs offered, 7 Accepted
- 90% Batch placed till Dec 20, 2019 and 75% Batch was placed till December 6, 2019
- 78 Companies including 37new recruiters visited the UWSB campus for Placement 2020
- Top Recruiters in Placement 2020 include **Colgate Palmolive , ITC , MRF Tyres , P&G, Kelloggs, Nestle, JK Tyres , HFFC , Axis Bank , HDFC AMC, ICICI Prudential AMC, Edelweiss Financials, D-Mart, S&P Global, Tommy Hilfiger ( Partial List)**
- Diversified Sectors in terms of recruiters
- At least 4 start-ups hiring every year

## **Top Recruiters in UWSB Placement 2020**

Some of the top recruiters at the campus include companies who are leaders in their respective industry.

### **BANKING:**

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalised and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well.

Indian banking industry has recently witnessed the roll out of innovative banking models like payments and small finance banks. RBI's new measures may go a long way in helping the restructuring of the domestic banking industry.

The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level 5 in the Faster Payments Innovation Index (FPII).

**Companies where students are placed in the past: Axis Bank, IDFC First Bank, ICICI Bank, Indusind Bank, Yes Bank**

### **FMCG:**

Fast-moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending.

**Companies where students are placed in the past: ITC Ltd., Nestle, Mondelez, Bisleri International, Colgate Palmolive (Partial List)**

### **TOURISM & HOSPITALITY:**

The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment

generator besides being a significant source of foreign exchange for the country. FEEs during the period January-November 2019 were US\$ 26.78 billion registering a growth of 3.7 per cent year-on-year.

According to WTTC, India ranked third among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum.

**Companies where students are placed in the past: Thomas Cook, MakemyTrip, Ginger Hotels, Golbibo (Partial List)**

### **RETAIL/FASHION RETAIL:**

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space.

India is the world's fifth largest global destination in the retail space. In FDI Confidence Index, India ranks 16th (after U.S., Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland and Italy).

**Companies where students are placed in the past: D-Mart, Reliance Retail, Saffron LifeStyle, Tommy Hilfiger, Pantaloons (Partial List)**

### **FINANCIAL SECTOR:**

India has a diversified financial sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller financial entities. The banking regulator has allowed new entities such as payments banks to be created recently thereby adding to the types of entities operating in the sector. However, the financial sector in India is predominantly a banking sector with commercial banks accounting for more than 64 per cent of the total assets held by the financial system.

**Companies where students are placed in the past: HDFC AMC, Edelweiss Financials, HDB Financials, Tata Finance, Axis AMC, Mirae Asset (Partial List)**

## **REAL ESTATE:**

The real estate sector is one of the most globally recognized sectors. Real estate sector comprises four sub sectors - housing, retail, hospitality, and commercial. The growth of this sector is well complemented by the growth of the corporate environment and the demand for office space as well as urban and semi-urban accommodations. The construction industry ranks third among the 14 major sectors in terms of direct, indirect and induced effects in all sectors of the economy.

It is also expected that this sector will incur more non-resident Indian (NRI) investments in both the short term and the long term. Bengaluru is expected to be the most favoured property investment destination for NRIs, followed by Ahmedabad, Pune, Chennai, Goa, Delhi and Dehradun.

**Companies where students are placed in the past: Godrej Properties, Sobha Developers, Gala Infrastructure (Partial List)**

## **E-COMMERCE:**

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from US\$ 125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

**Companies where students are placed in the past: PhonePe, Amazon, MakemyTrip, Golbibo (Partial List)**

# Industry Spread

