



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

IIMB
Buzz

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Success within the crisis

From managing uncertainty to
paradigm shift in learning



Hiring Leaders and Thought Leaders

When was the last time you wondered where is your organisation headed?

Your career? Growth? Employable after 5 years? Is work from home the new normal?

The reality is that there is no answer: no crystal ball, no one to connect the dots and no clairvoyance to chart a trajectory for future.

In the light of rising concerns about the COVID-19 spread, many companies have put hold on their placement process. COVID-19 has emerged as a global challenge and this is going to push many critical projects to slow track and impact revenues and profitability.

As a result, companies will delay their hiring plans. B-schools in India are likely to face a tough year ahead with disruptions in their campus recruitments as the pandemic affects businesses worldwide.

So, the question for organizations is that what can they do?

The silver lining

However, this could also be an opportune time for people to upskill themselves as they have more time and fewer entertainment options.

There will be some sectors that are likely to witness an uptick in hiring due to COVID-19. Healthcare, of course, will lead but as people are staying indoors, e-commerce and online delivery portals should also see a gradual increase in demand. Many new business models are bound to erupt and new innovations will propel the emerging economy.

This curated e-Magazine gives you some faculty insights, some of the internship stories, hiring journeys and the untold stories of some of the warriors of IIMB.

As they say "what doesn't kill you only makes you stronger"!

CDS Editorial team

INSIDE THIS ISSUE

- Faculty Spotlight
- Recruiters insights
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U Dinesh Kumar

Professor - Decision Sciences

Chair, Master of Business Administration
(Business Analytics), (MBA(BA)), Two-year
fulltime programme

Chair, Data Centre and Analytics Lab

Chair, Career Development Services

IIMB Chair of Excellence

AI in Post Covid-19

What will a post covid-19 world look like is one question that many business and social leaders are trying to understand and seek answers. Business will not be the same, at least for next few years, and we can expect many companies disappearing, many companies will merge with others and a few winners will emerge stronger than ever before.

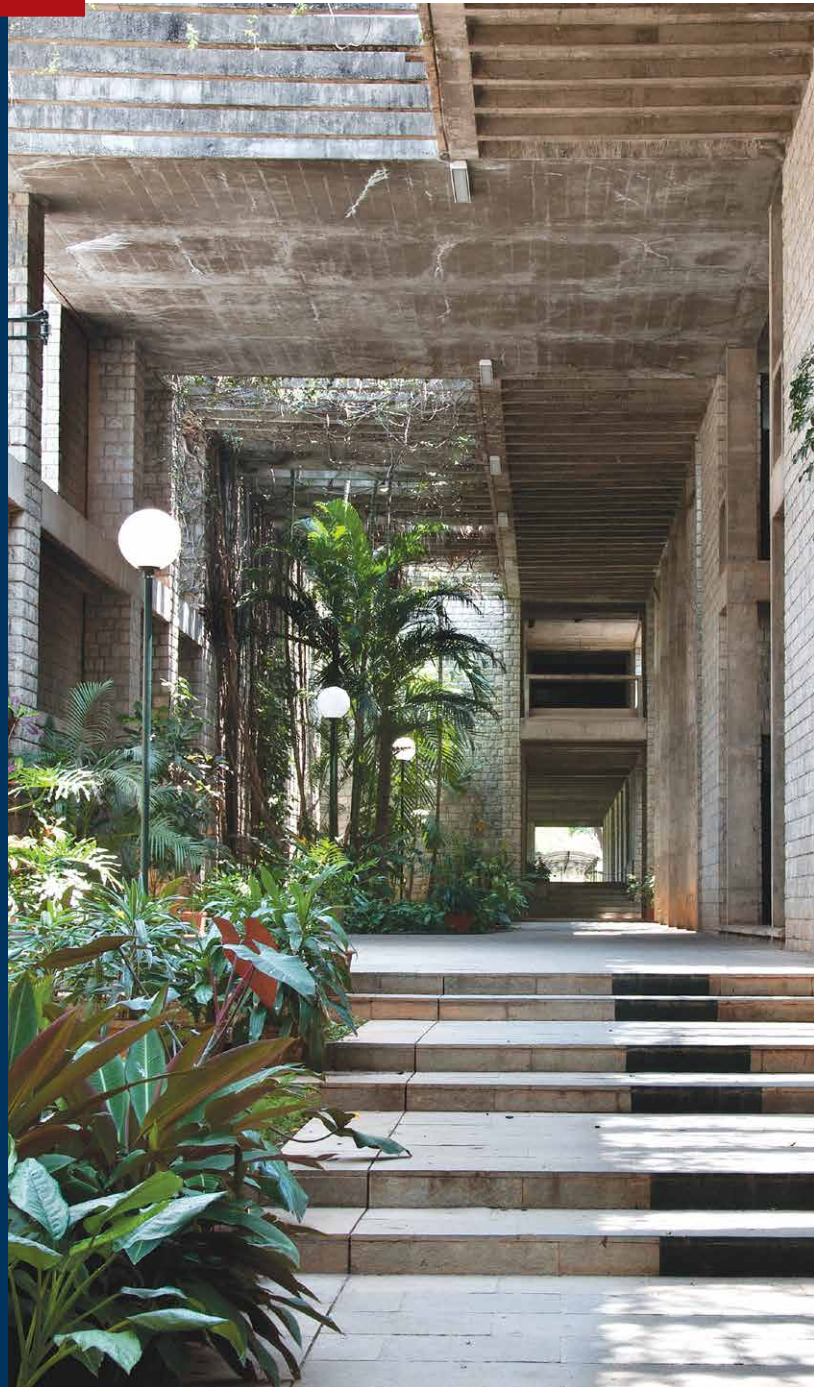


The importance of digital transformation has become ever more important compared to the pre covid-19 world. Companies will look at artificial intelligence (AI) as a reliable competitive strategy to compete in the market.

AI is likely to be the main differentiator between the winners and losers post covid-19 world. A study published at the MIT Sloan management in 2010 itself claimed that analytics sophistication turned out to be an important differentiator between high performing and low performing companies based on an extensive research covering several industries. We can expect AI to mould healthcare delivery, handling supply chain disruptions, effective management of agricultural produce, energy efficiency and innovation across all sectors.

Human race is bestowed with high degree of cognition but lacks computational speed. AI has potential to combine human's cognitive power with machine computation power to create effective solution across different domains.

Realizing the importance of AI, IIM Bangalore has started a two year post-graduate program in Business Analytics (MBA Business Analytics) with an objective to meet the demand for quality AI experts. IIM Bangalore is committed to creating best talent in the field of analytics and artificial intelligence.





Nishant Nishchal

Principal
A T Kearney

RECRUITER'S DESK

A Virtual Internship journey

We would like to share our experience of working with a Summer intern, Maitreyee Rudola – PGP student at IIM Bangalore

“The 6-week virtual summer internship began with the firm and the interns learning to work effectively and collaboratively in an unprecedented remote environment. Daily problem-solving sessions with the team, client/stakeholder discussions, structured and on-going feedback chats, Friday team bonding sessions, and virtual trainings were constituted to provide quintessential Kearney experience. While there are many stories to tell, we shall recount our perspective on Maitreyee's Summer internship.

Capitalizing on her previous experience in the AI domain, Maitreyee worked on a neural networks based solution to predict the health of a refinery unit. She understood process details of the refinery unit and the underlying data – and in the process, mastered hard skills of analytics, and soft skills of effective communication, delivering presentations & leading client discussions with senior stakeholders. The internship culminated in an AI-based predictive maintenance prototype which received client go-ahead for further development.”

“*She understood process details of the refinery unit and the underlying data – and in the process, mastered hard skills of analytics, and soft skills of effective communication, delivering presentations & leading client discussions with senior stakeholders.*”



Akshay Khairkar

Placement Representative
Placement Committee
PGP 2019-21, IIM Bangalore

STUDENT STORY

Learning never stops!

The (Virtual) Summers of 2020: Product Management at Sprinklr

The summer of 2020 has been one of its kind and will hold a special place in everyone's heart. COVID-19 challenged everyone's limits, and organizations gave their best to be at the forefront in these testing times. I interned with Sprinklr as a Product Management Intern and my experience has been nothing short of impressive, discounting the fact that it had to be virtual.

Sprinklr is a SaaS company that provides a Unified Front Office platform for modern channels. In layman terms, it's a suite of products for Customer Experience Management. Majorly, they offer 5 Core Products, viz. Marketing, Advertising, Research, Engagement & Care. I worked with the Advertising Team. Given their startup culture & a flat organizational structure, reaching out to co-workers at the Executive level was easy as long as you ask the right questions but at times was challenging as well.

A typical PM has to undertake a plethora of responsibilities, and getting the hang of them in mere 8-weeks is daunting. I got to work on several assignments to get a near idea about the whole product management funnel. The first one was developing a new feature/concept for the Modern Advertising Product. It involved Industry & Market Analysis, Need Gap Analysis, Interacting with Success Managers, Product Ideation,

Product Design, Formulating use-cases, and Defining Positive Business Outcomes for the client & company. The second one was formulating a Go To Market strategy for one of the add on feature. The last one involved developing a competitive deep-dive report of Salesforce Service Cloud for Sprinklr's Modern Care product. In between, I got to shadow & collaborate with different stakeholders through meetings with the Development Team, Marketing Team, and a few Clients.

The environment at Sprinklr was low on supervision; this allowed us to explore all dimensions of a project and interact with as many teams and product leaders. It threw us more into the self-learning mode right at the start of our internship. Those eight weeks provided us with a steep learning curve and a deep technical understanding of the Product field.

Product Management is much more than just a union of UX, Tech, and Business. In my opinion, the only way to understand it is to experience that kind of environment practically. The internship at Sprinklr provided a conducive learning environment. One should always stay proactive and focus on accurately understanding core customer problems and prioritizing them accordingly. Eventually, that is something that can make or break the product.

Lastly, Sprinklr's vision talks about being the world's most loved enterprise software company, ever. By that, they mean to be loved by their employees, customers, shareholders, and every other stakeholder. It is a great place to start a career in product management. The growth & learning is exponential, and its people & culture are testimony to this very fact. Cheers!



Bhaskar Sen

VP HR
FIITJEE Limited

RECRUITER'S DESK

Recruiting the best of the best

IIM

Bangalore is a very premier management institution with a very good legacy of churning out fantastic professionals.

I had the opportunity to visit the campus early this year. We had done our homework well ably supported by the details provided by the placement team. That helped us gear up full throttle to meet the budding pass outs and create a brand value.

It was a great experience to speak, listen and interact with the students. Infact our preplacement talk was an eye opener to the students, which made them look at Education sector as a very promising which could harness their skills, experience, and knowledge.

My recruitment experience in IIMB was smooth, super, and well managed and the candidate pool was a wonderful mix of all backgrounds. One could clearly see their perspective and the drive they bring along with themselves.

We were able to recruit dynamic individuals who are not just committed but aspire to do more

All in all, it was an enjoyable and memorable experience, getting to interact with one of country's best minds. The placement team get full points in managing this event very efficiently.



Manish Deo

Management Associate,
Wells Fargo

ALUMNUS' PICK

Virtual onboarding - the new normal

Onboarding in the time of COVID-19: Up close and personal

Manish Deo from Indian Institute of Management, Bangalore, is a recently hired Management Associates (MA) recruited as part of Wells Fargo India's campus hiring drive. Here he shares his onboarding experience:



Breaking the ice: To start with, everyone was warm and welcoming. Connects didn't feel like tense interviews, but like sharing thoughts and ideas frankly. I have felt this same spark in all subsequent interactions.



Stand-out success: Human Resources was in regular touch in the months after my graduation, at the height of the COVID-19 lockdown. I was methodically and empathetically guided through my joining formalities online. Any hiccups? The contact person was only a call away. I was touched by how they kept tabs of our well-being to find out, for instance, how we in Bengaluru were dealing with the pandemic. The concern and human connect were heartening.



The road ahead: Come June, and we started on a 4-weeks-long virtual induction with online sessions and activities – all over Zoom. At first, I was skeptical about such onboarding programs being conducted online. However, induction went well, with the sole pain point being internet connectivity. However, that challenge was faced by everyone. The sense of kinship, amplified with everyone's support and readiness to listen to concerns, made me feel like I have belonged here for much longer. I feel empowered to pursue a long and fruitful career at Wells Fargo.



Sujoy Mondal

Senior Manager Planning,
Flipkart Grocery

RECRUITER'S DESK
A "flipping" successful internship

"Sameer R had demonstrated almost all the Flipkart values during his tenure as an intern. The value which stood out as outstanding was his 'bias for action and customer centric approach' towards problem solving. He had always been proactive, trying to contribute more than he was expected of and overall his work did add value to our current business operations. Extremely glad that he is onboard as a 'Flipster' now and wishing him all the best for the journey ahead."



Aditya Sagar

Senior Portfolio Analyst,
TF Holdings

ALUMNUS' PICK
A virtual journey!

It has been a good experience, having recently started with TF Holdings as a Senior Portfolio Analyst in September '20. The onboarding process was smooth, from setting up the IT facilities to introductions with various team members (virtual of course! what with all of this happening in the covid situation), and knowledge transfer sessions to provide a good understanding of the business and functions.

The firm has several products / verticals – Cortex, IQ, Jora, Echo Credit. Cortex and IQ are B2B offerings which provide a platform for lending organizations to serve their customers online, while Jora and Echo are loan brands and lines of credit marketed directly to the consumer.

I'm currently working on underwriting and portfolio initiatives for Jora and Echo. Tasks were assigned from the second week itself and have involved performance reporting and suggesting new strategies to the portfolio team. It is work-from-home as of now, with the company planning to set up a Bangalore office post covid. Looking forward to a great journey at TF.

Cortex IQ Jora Consumer
Echo Credit Covid Analysis
Transfer Virtual Knowledge
business

RECRUITER'S DESK

Kudos to IIMB interns!



Abhishek and **Dharmesh** as a part of their summer internship program from IIM worked with us at Kristal.AI. Their performance during the same was commendable.

We were glad to put the young minds to work while help them learn.

Few insights on the individuals and our team's experience with them:

Abhishek- An individual with a strong analytical mind and an amicable personality, owned the projects he undertook and managed our stakeholders well. Overall he was a likely asset to the team.

Dharmesh- He had a strong strategic thought process and foresight. He had been able to work with minimal supervision and coordinate with dedicated efforts even with remote work scenarios. There were certain areas requiring improvement but he was comfortable to accept them and learn.

Thank you for the collaboration. Hope to team with IIM-B in future, again.

ALUMNUS' PICK

Scaling new heights!

Irshad Ahmad

Management Trainee, Group HR
Vedanta Limited



I joined Vedanta as a Management Trainee under their flagship Vedanta Leadership Development Program (VLDP). The current Pandemic did not act as a deterrent to our joining and Vedanta kept their commitment towards campus offers with an on-time joining. We were inducted to the Group with a smooth Virtual onboarding session spread over 3 days, where we interacted with Vice Chairman, Mr. Navin Agarwal along with more than 15 CEOs & CXO's from different businesses of the conglomerate who gave a glimpse of the larger purpose of our vast scale of operations, people-centric culture & values of the Group.

As part of my first stint (amongst the three), I am associated with the Corporate HR team, working on various strategic and analytics driven projects directly under the Deputy CHRO of the group. The exposure provided to the young promising talent at Vedanta came as a big surprise for me. The level of empowerment the company entrusts on its young leaders is tremendous along with a highly entrepreneurial culture, where the management motivates each employee to be innovative & disruptive.

During my interactions with many senior leaders at Vedanta, I came across numerous examples of leaders who rose to the CXO levels within the first decade of their career. The VLDP program was exclusively launched to groom the talent from top institutes with a fast track career growth plan, enabling them to take CXO level role in 6-8 years of time. The cross-functional stints, direct-line responsibilities, continuous anchoring and high inter-business/inter-functional mobility are the key drivers of this grooming process.

Here, I have seen vast opportunities and flexibility available in every field and function (Marketing, Commercial, Operations, HR) to make one's career. Each employee is provided with enough cross-functional project opportunities to take up assignments outside one's profile which can be of interest to him/ her.

I am glad to have started my career with Vedanta. I hope to continuously learn and grow while taking the organization to new heights.

IIMB for you!

Rankings

NIRF:

IIMB is ranked #2 in India in NIRF 2020, under Management category

FT London:

PGP moves up eight places to secure 36th Rank in FT MM. Among the top 50 Masters in Management Programmes in FT's 2020, 2019, 2018 and 2017 Rankings

One-year MBA (EPGP) is ranked #1 in India by Financial Times; moves up from 49th rank (2017) to 27th spot in FT Global MBA Rankings 2020

QS:

In the 2020 QS Global Ranking, IIMB retains the #1 position in India in the MiM (Masters in Management – Two-year MBA) category

IIMB's One-Year MBA – the EPGP – rises magnificently from 71 in 2019 to 44 in the 2020 Global MBA QS Ranking

Among the Top 25 Masters in Management for PGP

Eduuniversal:

IIMB is Central Asia's #1 Business School in the Eduuniversal 2019 Rankings – for the 11th consecutive year

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Chairperson's message:

At IIMB, we pioneer new types of courses and frequently revise our curriculum to keep abreast of global trends in educational pedagogy.

Post Graduate Programme in Management – Business Analytics (PGP-BA) is a newly launched full time MBA programme at IIM Bangalore. At the end of the first year, students will undergo a two month summer internship in an Analytics oriented role. This, combined with the focussed and comprehensive two year curriculum will make them excellent choices for companies looking for managerial talent in this field.

EPGP students come with more than five years of prior work experience which helps them relate the classroom learning to real life scenarios. This makes them valuable to companies looking to bolster their managerial cadre. We provide students with a structured career development program.

PGP graduates go through a balanced but rigorous program covering core and optional courses over two years, offered by a distinguished faculty with substantive international teaching, research or consulting experience. Our students also build their managerial skills and perspectives as consultants with local firms and through interactions with top executives at industry forums and seminars on campus.

All these programs are ably supported by the strong CDS team at IIMB who act as facilitators, mentors and as catalyst in the placement process.

CDS webpage link: <https://www.iimb.ac.in/recruiters>