

INTERNSHIPS

- **Brand Affair** conducted interview on 6th January 2016 for BMS – 5th semester students; and one student got selected for two months internship.
- **ABYBABY Events Private Limited** conducted interview on 20th January 2016 for BMS & BBA 5th semester students; and two students from BMS – 5th semester got selected for one month internship.
- **BMA Wealth Creators Pvt. Ltd.** conducted interview on 20th January 2016 for BBA 5th semester students; and four students got selected for 6 weeks internship.
- **The Event Chakra** conducted interview on 11th January 2016 for BMS & BBA 2nd and 4th semester students; and a total 15 students got selected from both the streams.
- **British Council** conducted interview on 15th January 2016 for BBA 2nd and 4th semester students to recruit interns for Kolkata Book Fair 2016; and one student got selected for the event.



Saloni Shah



Dharna Gulati



Abybaby Events Private Limited

Akash Sharma
Sayantan Mukherjee

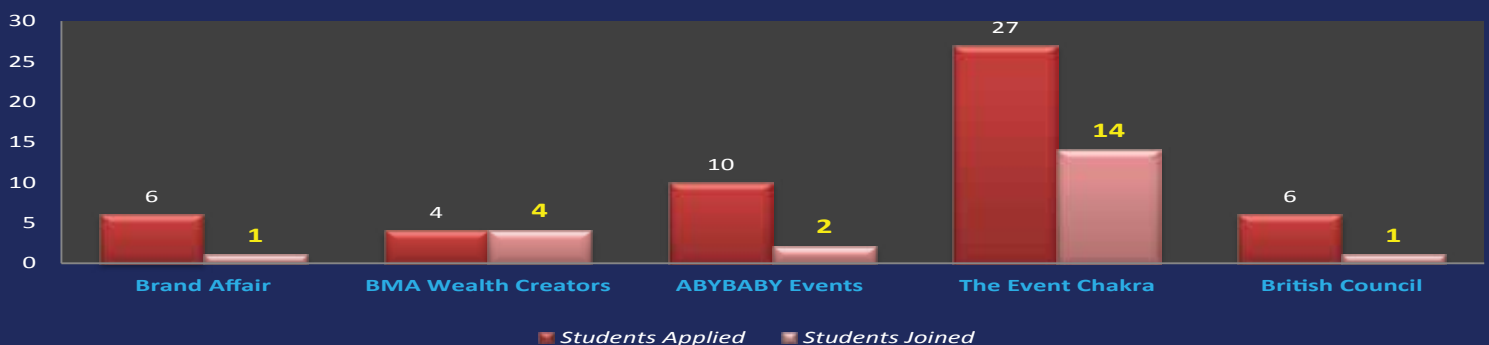


Rahul Sharma
Deep Jyoti Paul
Divya Bansal
Li Ai Chin



Mehul Agarwal
Karan Hindocha
Siddhant Srivastava
Mitul Sheth
Prabjot Singh
Neelanjana Bhatercharya
Anirban Das
Harsh Kedia
Aakriti Grover
Prachi Gupta
Sanjana Biswas
Aditya Prasad
Anam Hussain
Siddhi Mehrotra
Dharna Gulati

COMPANY WISE GRAPHICAL REPRESENTATION – APPLIED & SELECTION



PLACEMENT OPPORTUNITIES CREATED FOR THE MONTH –

Stichwell Exports Pvt. Ltd.

- For BBA & MBA pass out students
- Post of Marketing - Merchandising
- CTC of Rs. 2.40 – 3.00 LPA
- Location – Kolkata

Calcutta Gazette

- For BMS & MSC pass out students
- Post of Content Writing
- CTC of Rs. 84 K per annum
- Location – Kolkata

Script Infinite Services Pvt. Ltd.

- For BBA pass out students
- Post of Marketing Executive
- CTC of Rs. 1.20 LPA
- Location – Kolkata

The Grey Parrots

- For BMS & MSC pass out students
- Post of Web Content Writer/
Digital Content Specialist
- CTC of Rs. 1.20 – 1.40 LPA
- Location – Kolkata

SAPE Events & Media Pvt. Ltd.

- For BMS & MSC pass out students
- Post of Event Co-ordinator
(Female)
- CTC of Rs. 1.20 LPA
- Location – Kolkata

CBRE South Asia Pvt. Ltd.

- For BBA & MBA pass out students
- Post of Executive – Business
Development
- CTC of Rs. 3.0 – 4.0 LPA
- Location – Kolkata

Dial India.com

- For BMS & MSC pass out students
- Post of Digital Marketing Executive,
Content Writer, Marketing and Digital Media Account
Manager
- CTC of Rs. 1.20 – 1.80 LPA
- Location – Kolkata

Matrix Direct Communications Private Ltd.

- For BBA/MBA/BMS/MSC pass out students
- Post of Executive Level in - Client Servicing/Marketing,
Business Development, Graphic Designing, Events and
Production
- CTC 20% – 30% hike on current CTC
- Location – Kolkata

Career opportunities in e-commerce sector in India at present

E-commerce is the most talked about investment and career opportunity throughout the world at present.

Presently, the global e-commerce market is as big as over USD 1 Trillion and is projected to grow at 17% per year. Since 2011, Indian e-commerce market has grown at an astounding CAGR of 37% and in 2014, approximately USD 200 billion was invested in the e-commerce sector. It has been estimated that in the next five years the Indian e-commerce market would be worth USD 100 billion and hence contributing 4% to the National GDP. E-commerce Industry in India is classified broadly into 6 major categories, namely Travel & Tourism, Retail, Payment portal, Education, Classified portal and Hyperlocal.



Some of the big players in Indian e-commerce market at present are Flipkart (India's biggest e-commerce portal

with a worth of USD 11 billion), PayTm - India's biggest mobile wallet and m-commerce company (20 million users), and with 90% market share, BookMyShow is country's biggest online ticket accumulator and seller. E-commerce provides a plethora of verticals to hone the skill of the employees joining this sector. He/she will have the scope to work as UI/UX- /PHP/Magento/iOS Developer, Interactive Designer, Content Manager,

Product Manager, Business Analyst, Search Engine Optimizer, Social Media Marketing Manager, Digital Marketing Manager, Category Manager, E-commerce Merchandising Manager, Logistics Manager, etc.

Top 20 e-commerce companies

Brand Name	Facebook		Twitter		Buzz	SSI Score
	Total Fans	No. of fans engaged	Follower	Mentions (30 days)		
1 Flipkart	4,393,436	55,270	247,752	15,636	58,417	90.6
2 Snapdeal	3,001,805	33,572	103,510	46,396	62,927	89.6
3 eBay India	3,378,976	86,788	71,751	17,369	17,895	86.7
4 Myntra	2,704,772	7,538	80,589	24,751	30,311	85.3
5 Jabong	3,531,997	44,336	87,974	10,318	10,669	85.1
6 OLX India	5,486,785	11,641	26,753	13,771	13,857	84.4
7 BookMyShowIn	3,978,677	69,625	60,515	8,266	10,634	83.4
8 Amazon India	4,543,419	34,266	71,033	8,644	10,347	83.2
9 Homeshop18	1,567,185	14,105	50,985	26,130	26,912	82.9
10 Junglee.com	5,642,469	6,410	12,847	5,428	7,128	77.2
11 Shopclues	2,322,675	60,194	10,114	5,717	10,218	76.2
12 Goibibo	1,502,569	2,374	10,945	1,480	2,790	67.7
13 FashionandYou	1,382,680	2,789	13,533	723	952	65.3
14 Infibeam	1,036,886	1,638	11,798	1,307	2,305	64.6
15 YepmeShopping	5,908,797	853,849	3,496	363	452	64.4
16 Zovi	845,376	5,293	3,796	2,776	4,878	62.4
17 Cleartrip	963,187	1,384	10,038	641	681	59.3
18 Yatra.com	1,110,349	9,184	13,846	321	322	58.0
19 Indiatimes Shopping	839,941	10,137	14,297	142	378	54.9
20 Expedia	4,969,448	93,697	4,252	203	208	54.6



Writing an Effective Resume

The bridge between a candidate and a job is an Effective Resume. Please find below the tips that will help you to build up an effective resume, which meets the employer's needs, and gets you an interview:

Heading

- Type your name at the top in caps with large, bold type. Include your address, phone number, and email address. If you plan to move while your resume is in use, include your permanent address.

Objective

- Get focused on your job objective before writing the rest of the resume and tailor the resume to the job and the field.
- Clearly state the position you are seeking and whether it is a full-time or part-time job or an internship. Everything that follows on the resume should support the objective.

Education

- Identify your degree, major, graduation date, and school.
- Include education abroad and any relevant vocational schools, certificates, and job training.



Skills

- Make your skills the selling point of your resume. Include specific skills that pertain to your objective such as computer languages, technical skills, and lab techniques.
- You may also include interpersonal and adaptive skills such as communication, leadership, writing research, team work, etc.
- Be sure to back up each skill on your resume with specific and convincing evidence.

Experience

- If you have extensive experience, some of it unrelated to your objective, use two subsections: related and additional.
- Use your most important and relevant experience to convince the employer that you have the skills necessary to do the job.
- You can include professional and extracurricular affiliations and activities, honors and awards, and sports.

Formatting

- Keep your resume to one page unless you have extensive related experience.
- Organize headings so that the most important points are first.
- Invite the readers' attention by using open space, wide margins, and bullets to set off text.
- Spell and punctuate perfectly. Proofread several times.

Items To Avoid

- Keep references on a separate sheet and give to the employer when asked.
- Omit your age, religious or political affiliations, marital status, or other personal data, which could be used to screen you out.