



CHIMANBHAI PATEL INSTITUTE OF MANAGEMENT AND RESEARCH (CPIMR)

PLACEMENT Brochure Batch 2019-2021



Heritor to a magnificent tradition of learning and scholarship, India today is modern, young and focussed on reinventing itself to take its rightful place among the comity of nations. There is an insatiable thirst for knowledge and skills and a spirit of entrepreneurship among India's youth. Their needs can only be satisfied by quality educational institutions with requisite standards in every respect. Chimanbhai Patel Institute of Management and Research (CPIMR) is one of the flagship MBA institutes affiliated to Gujarat Technological University (GTU). It has a rich legacy of successful alumni who have made a name for themselves in the corporate world and the entrepreneurial domain.

The sylvan campus of the institute located on SG Highway, is conducive to the pursuit of knowledge. Equipped with the state-of-the-art facilities such as smart classrooms, a well-stocked library, sports ground and cafeteria, the campus provides students with the right atmosphere and exposure for the pursuit of academic excellence. The teaching-learning environment is a blend of values, academics and practices that ensures a solid foundation for the students to build their careers upon.

I am confident that the students' bright career will be shaped in the campus and every effort will be made to develop them into industry-ready, future change makers and for making a positive impact on our society and environment.

I wish the students all the best.



Shri Siddharth C. Patel

VISION

"To become a management institution of excellence that shall provide quality education, research, and extension opportunities to its students to enable them for making meaningful contributions to the industry and have a positive impact on our society and environment."



MISSION STATEMENTS

- 01 To provide an interface that encourages the exchange of ideas, teaching, research, and extension to nurture students for future leadership roles in a globalized knowledge economy and a sustainable based environment.
- 02 To provide value and skill-based relevant knowledge benefiting the students to help them create positive impact in their future endeavours.
- 03 To identify and develop linkages with the industry, academia, government & social institutions to meet the collective needs of an inclusive society.



Prof. (Dr.) Abhinava S. Singh

It gives me great pleasure to introduce our 23rd batch of CPIMR students. Today, we stand at a unique moment in time, and we should understand these challenges that lie ahead of us. With management education at an inflection point, we must strive to equip the leaders of tomorrow with the competence, ability and character to address emerging global business and social challenges.

At CPIMR, in addition to achieving academic excellence, the students have been working hard on developing their industry exposure through internships, industry visits, projects, guest lectures, seminars and workshops that are a regular feature of the academic calendar. Cataclysmic changes, intense competition, uncertain business cycles and difficult geo-political terrain have made today's business environment very dynamic and unpredictable. At CPIMR, we believe that today's managers need to inculcate an analytical orientation to understanding and analyzing complex business situations while at the same time developing an orientation to action and an administrative point of view.

In the short time that the students spend with us, we work to transform them in various ways so that they make a positive impact on the organizations they choose to work with. The curriculum is anchored to foster a much deeper intellectual exploration to meet the requirements of business and industry and as well as society. Our trainings and programmes are guided by our Vision, Mission and Programme Educational Objectives (PEOs).

I would like to express my heartfelt gratitude to all the recruiters and alumni for their ceaseless support and faith in our students. We are proud to present an excellent batch of future managers and leaders, who, we firmly believe, would carry the CPIMR torch onward. We look forward to establishing and strengthening a long-term relationship with your organization.

Thank you for placing trust in us.

PROGRAM EDUCATIONAL OBJECTIVES

In the context of a complex, ever-changing and dynamic environment:

PEO 01

To contribute to the creation, dissemination and application of domain and industry knowledge in the field of management to solve complex business problems and effectively manage them.

PEO 02

To develop necessary and relevant skills for demonstrating leadership, communication and entrepreneurial capabilities while maintaining high standards of ethics and social responsibility.

PEO 03

To demonstrate and apply global and inclusive perspectives for effective decision-making through critical thinking and analytical capabilities.

PEOs

ABOUT CPIMR

Chimanbhai Patel Institute of Management & Research (CPIMR) is affiliated to GTU. Established in 1998, CPIMR is one of the earliest management institutes of Gujarat. A management institute known for imparting excellent education, CPIMR develops the resources with the right set of skills, knowledge, and attitudes to meet the requirements of the corporate world.

CAMPUS & INFRASTRUCTURE

The MBA building infrastructure includes air-conditioned smart classes, an internet facility at advanced computer lab/ center, assembly hall, tutorial classes, language lab, an extensive library, and a canteen. CPIMR has highly qualified and experienced faculty members who are actively engaged in policy formulation, research, case writing, and consulting.



LIBRARY

CPIMR has a well-stocked library containing reference materials, magazines, journals, and books of national and international publications. The central library has a collection of 16,950 books, subscription to 48 National & International Journals, magazines and periodicals, and E-resources available for access, for both faculty and students.



COMPUTER LAB AND WI-FI CAMPUS

The campus is equipped with the newest technology of computer networks with high-speed internet. The complete campus area is covered with a Wi-Fi network



SPORTS GROUND

CPIMR sports ground is widely used by the students for outdoor extracurricular activities including sports.



PLACEMENT COMMITTEE



Ms. Chandani Dave

Dr. Vaidehi Shukla

Mr. Deep Shah



CPIMR TRAINING & PLACEMENT CELL

The Training & Placement Cell of CPIMR provides guidance to students in identifying and their future career paths and working to attain the same. The cell organizes seminars and workshops to address career related concerns, and helps coordinate internship opportunities and Placement Sessions on a continuous basis.

To bring all Training and Placement activities under a single umbrella, the Placement Cell at CPIMR has conceptualized PRO — Placement Readiness and Orientation. All training and placement focused activities are conducted under PRO, which adds focus and direction to a diverse range of activities.

STUDENT PLACEMENT COORDINATORS

The entire placement exercise is a collective effort between CPIMR and the student's coordinators. After the placement team approaches potential employers and arranges for the interaction, placement coordinators take charge to make sure the entire selection process goes smoothly.



PLACEMENT PROCEDURE

ORIENTATION

To make students aware of the placement procedure, the team organizes an orientation session for semester 3 students. The session encompasses industry overview and job profiles, CPIMR placement procedures, and PRO.

PRE-PLACEMENT TALK

This is a platform for interaction between the students and the company representatives, where information regarding the profile of the company, key aspects of its business, work environment, and opportunities are made available to the students. This is followed by a question-answer session. Companies can also share information through e-mails if they are unable to come for the PPTs.

PLACEMENT INTERVIEWS

Once the list of interested candidates provided to the company, the final placement process, and the interviews are conducted over an extended time which gives time to students to prepare for it and the company for arranging an interview. The final placement interview allows the company and the student to discuss the role in detail, thereby helping the candidate make the right choice.

OFFERS AND ACCEPTANCE

The company can make an offer to the student after the final interview. The offer should include details of the role, location, remuneration, and other relevant terms and conditions required by the candidate to make the decision. The offer is communicated by the company to the placement cell which in turn is communicated to the selected student alternatively, the offer letter is sent to students and the placement cell simultaneously.

PEDAGOGY AND INNOVATIVE PRACTICES

The learning methodology at CPIMR is based on continuous learning. We are always learning from our surroundings and the events that are taking place around us. At CPIMR, students are groomed to be goal-oriented and focused in their pursuit of knowledge. Students and faculty act in concert to widen a students' exposure to management theories and practices. The Institute emphasizes increasing human skills by the clear conceptual understanding of subjects with complete exposure to industry practices. Besides power-packed classroom sessions, our approach includes the following steps:

1 TEAM — Towards Excellence in Academics and Management

2 ASAP - Additional Skills Acquisition Program

3 PRO - Placement Readiness and Orientation

4 Summer Internship Recruitment Drive

5 Industry & Alumni Connect

6 CPIMR Case Center

TEAM - TOWARDS EXCELLENCE IN ACADEMICS AND MANAGEMENT

To keep students abreast of the latest developments and innovations in the field of management, the Institute organizes academic events — seminars, workshops, symposiums, etc. — under the banner of TEAM. In the last couple of years, we have conducted seminars on “Digital Transformation: Impact on Businesses” and “Entrepreneurship” under TEAM — General Management; a seminar “Human Resource Management Concerns and Challenges in the 21st Century” under TEAM — HR; a workshop on “FinTech and Blockchain” under TEAM — Finance; and a seminar on “Digital Marketing” under TEAM — Marketing.



which organizations such as The Times of India, Business Standard, MotivPrints, IIFL, Edelweiss, CIMS, Tradebulls, and SharkID have recruited summer interns from campus.



INDUSTRY & ALUMNI CONNECT

Guest lectures are an important component of the “extra-curricular” education acquired in a MBA institute. Mid to senior-level executives and business owners from organizations such as Pantaloons, OPPO, Symphony, Netsavvies, Troikaa Pharmaceuticals Ltd. and Urban Chowk, while talking on a range of issues help to impart industry-specific nuggets of wisdom to the students. CPIMR alumni are also involved in mapping students’ profiles, conducting the viva for the 4th semester students for their Comprehensive Projects, besides conducting guest lectures.



CPIMR CASE CENTER

The case method, made famous by the Harvard Business School, is used the world over by leading management institutes. This method puts the students in the decision-making position and gives their analysis the edge of real-world sensibilities. At CPIMR, faculty members extensively use the case-study method in the classroom. CPIMR faculty members are also involved in developing case studies in collaboration with industry stakeholders which are also used in the classroom to teach various concepts. The CPIMR Case Center coordinates and facilitates all case writing and teaching initiatives. CPIMR is also an institutional member of the prestigious Case Centre, the world’s largest repository of case studies.



PRO

The Training & Placement Cell of Chimanbhai Patel Institute of Management & Research is a guiding edge suited to assist students in finding their future career paths. PRO, since its inception, has been working constantly towards providing students with an opportunity to do meaningful and lucrative work. The cell organizes seminars and workshops on career-related matters, provides internship opportunities and conducts PRO Placement Sessions from time to time.



SUMMER INTERNSHIP RECRUITMENT DRIVE

As per GTU guidelines, students are required to undergo a summer internship of 6 to 8 weeks. To facilitate this process, we have in the past couple of years organized SIP recruitment drives, during



WEBINARS AND PRO SESSIONS

The placement committee also conducts the PRO sessions conducted by industry experts to share their views and advice with management students. Such sessions help students to start their corporate life with expert knowledge and help the students to be industry ready.

For the current batch, under PRO, CPIMR organized several webinars with the professionals from some renowned companies like Adani Group, Netsavvies, Castrol, Coca-cola, Ahmedabad Sanskrit Academy, GFSC, Adani Port, Nirma University, Reliance, Troikaa Pharma, RBL Bank and many more.

Guest Lectures & Seminars 2019-20



Webinar 2020-21



PROGRAM ARCHITECTURE

The academic of CPIMR organized three departments: finance, marketing and human resources. The faculty pool at CPIMR is a good blend of people from the industry and academia with the majority having PhDs.





FACULTY DETAILS



■ **Prof. (Dr.) Abhinava Singh (Professor & Director)**

Ph.D, MBA (Marketing)
Experience: 21 Years
Area of Interest: Strategic Management and Marketing



■ **Dr. Anu Gupta (Associate Professor)**

Ph.D., MBA (Marketing & HR), PGDIRPM
Experience: 16 years
Area of Interest: Performance Management System, Ethics and talent management



■ **Ms. Chandni Dave (Assistant Professor)**

Ph.D. (Pursuing) MBA (HR)
Experience: 11 years
Area of Interest: Human Resource Management



■ **Mr. Deep Shah (Assistant Professor)**

Ph.D. (Pursuing), MBA (Marketing) M. Sc (Electronics)
Experience: 1.5 years (Corporate), 1.5 years (Academic)
Area of Interest: Digital Marketing, Branding, Sales



■ **Dr. Dipti Saraf (Assistant Professor)**

Ph.D, MBA (Finance)
Experience: 03 Years (Corporate), 08 Years (Academic)
Area of Interest: Corporate Finance, Stock Market



■ **Dr. Kedar Bhatt (Assistant Professor)**

Ph.D., MBA (Marketing), B.E, UGC — NET
Experience: 12 years
Areas of interest: Services Marketing, Digital Marketing



■ **Dr. Mayur Shah (Associate Professor)**

Ph.D., MBA (Finance)
Experience: 15 years
Area of Interest: Security analysis & portfolio management, Derivatives & risk management, International Finance



■ **Ms. Meet Bhatt (Assistant Professor)**

MBA (HR), Ph.D. (Pursuing)
Experience: 4.5 Years (Corporate), 01 Year (Academic)
Area of Interest: HR and General



■ **Ms. Nazneen Shaikh (Assistant Professor)**

Experience: 10 years
Ph.D. (Pursuing), MBA (Finance), Diploma in Training and Development
Areas of Interest: Financial Management and General



■ **Dr. Priyanka Shah (Associate Professor)**

Experience: 13 years
Ph.D., MBA (Marketing)
Area of Interest: Advertising and branding



■ **Mr. Rajesh Desai (Assistant Professor)**

Ph.D. (Thesis Submitted), MBA (Finance), UGC — NET
Experience: 1 year (Corporate) 5 years (Academic)
Area of Interest: Management



■ **Dr. Richa Pandit (Associate Professor)**

Ph.D., MBA (Marketing)
Experience: 12 years
Area of Interest: Service quality and Consumer behavior



■ **Dr. Subhashish Mitra (Assistant Professor)**

Experience: 16 years (Corporate), 7 years (Academic)
Ph.D., PGDBM, M.Sc. (Mathematics), B.E.
Areas of Interest: Marketing, Branding, Sales & Distribution



■ **Dr. Swati Saxena (Assistant Professor)**

Ph.D., M.Phil., MBA (Marketing), UGC — NET
Experience: 15 years
Area of Interest: Retailing & Service Marketing



■ **Dr. Vaidehi Shukla (Assistant Professor)**

Ph.D., MBA (Marketing), M.Com, PGDHRM
Experience: 07 Years (Academic)
Area of Interest: Marketing Management

■ **Dr. Vidyut Joshi (Adjunct Professor)**

■ **Dr. Sandeep Shroff (Visiting Faculty)**

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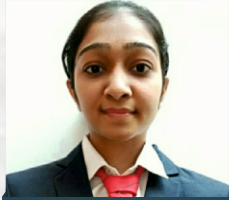
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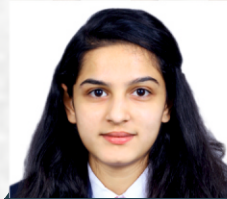
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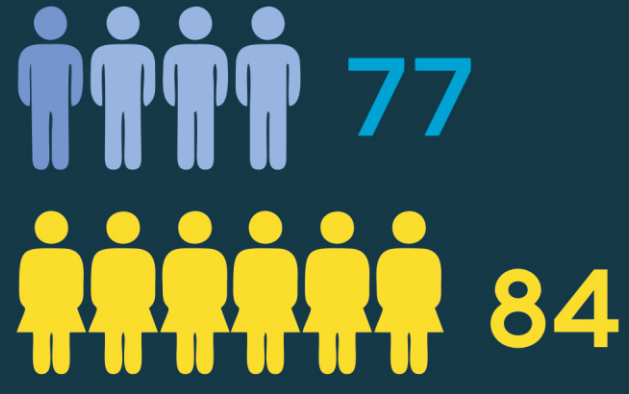
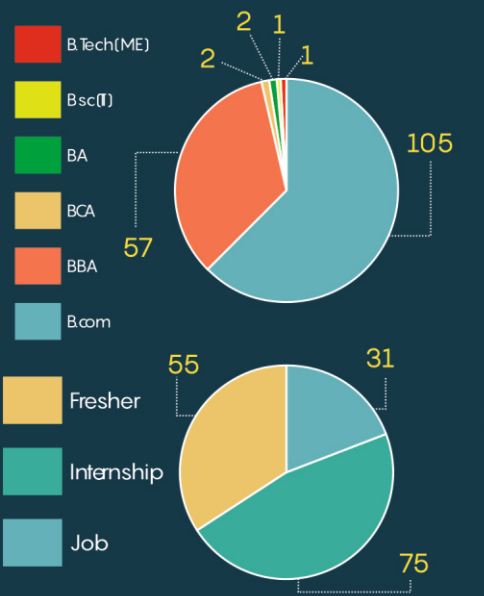


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