



PLACEMENT READINESS & ORIENTATION

A **rewarding** career starts at the **right** place

PLACEMENT BROCHURE 2022



**CHIMANBHAI PATEL INSTITUTE
OF MANAGEMENT AND RESEARCH**

Message from Trustee



Shri. Siddharth C. Patel
Trustee

Chimanbhai Patel Institute of Management and Research (CPIMR) is one of the flagship MBA institutes affiliated with Gujarat Technological University and approved by AICTE. 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 the SG Highway is conducive to the pursuit of knowledge. Equipped with state-of-the-art facilities such as smart classrooms, a well-stocked library, sports ground, and a cafeteria, the campus provides the 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.

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

I wish the students all the best.

Message from Director



Prof (Dr) Abhinava S. Singh
Director

Dear Recruiter,

I extend my warm greetings to you !

Chimanbhai Patel Institute of Management & Research (CPIMR) has a legacy of 23 years of academic excellence. I would like to express my sincere gratitude to all our corporate partners and stakeholders for their valuable support throughout the journey ! We look forward to strengthening this association and engaging with our corporate partners at multiple levels.

We at CPIMR are dedicated to the holistic development of promising managers. The academic curriculum and value-added courses are designed based on the latest trends to ensure that our students are industry-ready. Our focus has constantly been to ensure that the students get a mix of both, strong fundamentals and corporate exposure through dedicated sessions and workshops conducted by eminent personalities from across diverse sectors.

It gives me immense pleasure to introduce our 23th batch for final placements. I invite you and your organization to visit our campus, interact with the students and the faculty members and be a part of the placement and campus engagement process.



ABOUT THE INSTITUTE

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

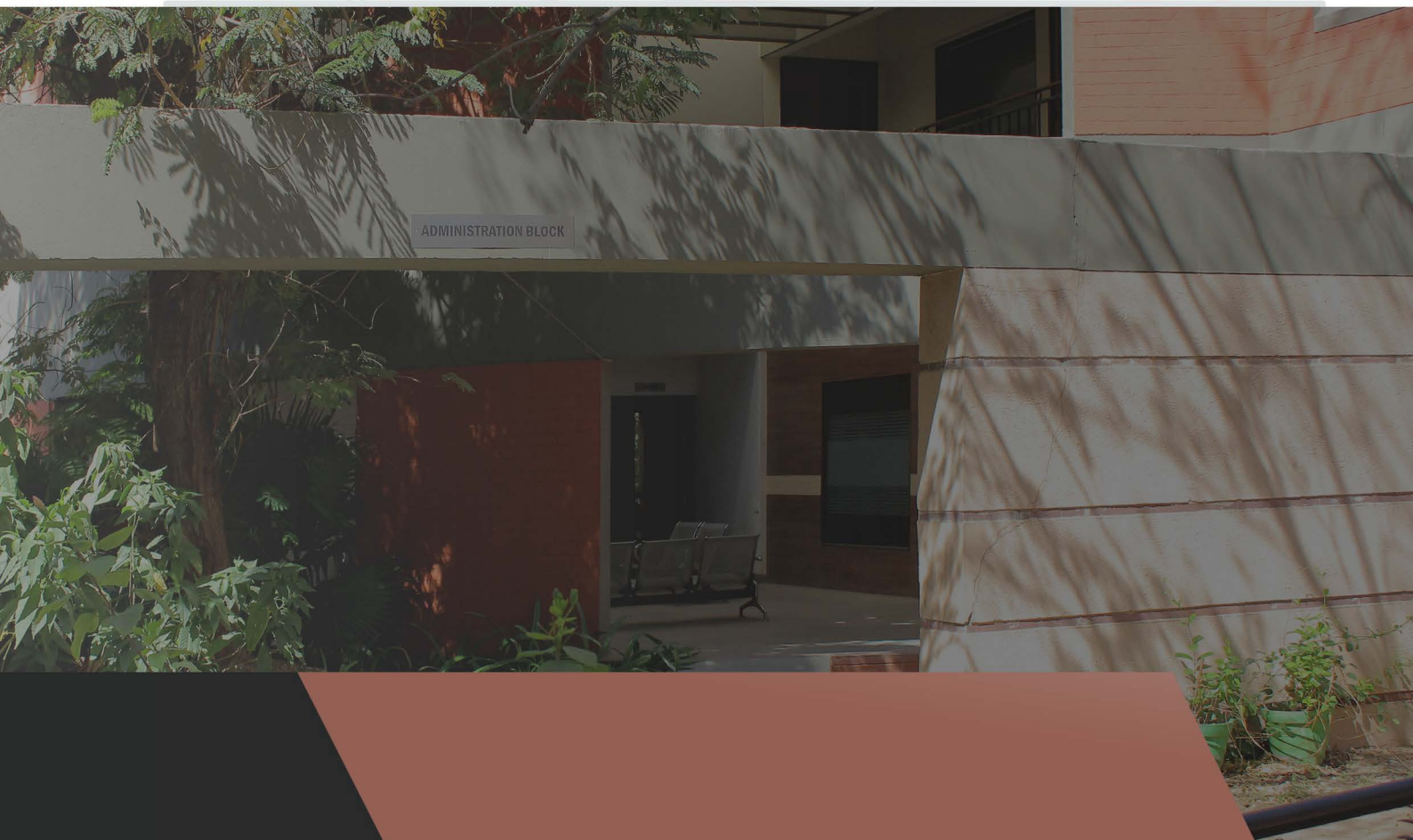
Vision

Considering that knowledge and sustainability are critical for future growth and development, the vision of CPIMR is :

“

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

- 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.
- To provide value and skill-based relevant knowledge benefitting the students to help them create a positive impact in their future endeavors.
- To identify and develop linkages with industry, academia, government & social institutions to meet the collective needs of an inclusive society.

Program Educational Objectives (PEOs)

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



PEO 1

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.

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



PEO 2

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



PEO 3

CAMPUS & INFRASTRUCTURE

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





COMPUTER LAB & 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.



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.

Industry & International-Institute Connect

Stakeholder inputs are essential if an educational institute desires to remain relevant in the present scenario. Institutes should strive for linkages not only with national and international educational institutes for academic exchange and research collaboration, but also with industry experts and alumni to keep abreast of changing industry requirements.

Primary
objectives for
the initiative
are



To involve stakeholders in strategic academic planning and decision-making



To seek tie-ups with global and nationally prominent institutes

Industry association & MoU tie-ups



Surbhi International Relocation

Mr. Sachin Nair (Owner)

Turv consulting Pvt. Ltd.

Mr. Shirish Patil (Founder)



MBA Chaiwala

Mr. Himanshu Dhadnekar (Owner)

Motiv Prints

Mr. Himanshu Dhadnekar (Owner)



NAV KAR
ENTERPRISE

Navkar Enterprise

Mr. D. B. Shah (Owner)

Urban Chawk

Mr. Kartikey Rajput (Owner)



Aan Pharma
Private Limited
An ISO 9001:2015 Certified Co.

Aan Pharma Pvt. Ltd.

Mr. Maulik Shah (Founder)

Netsavvies

Mr. Sahil Shah (Owner)



Aspire for Her

Ms. Madhura Das

How do we nurture competent managers?

(A) 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.

(i) Mentor System

Besides power-packed classroom sessions, we have continuous interaction with the students through the mentor system. Two faculty mentors are allocated to each class. The role of a mentor is to guide the students as and when needed, communicate the notices and updates, take disciplinary actions, if required.

(ii) 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. Various resource persons from across the industries are invited to interact with the students.

How do we nurture competent managers?

(iii) Case study method

CPIMR Case center, established in 2019, is an initiative by Chimanbhai Patel Institute of Management & Research (CPIMR) to promote the writing and teaching cases as an integral part of the management curriculum. In a very short span of time, the CPIMR case center has managed to create a clear identity for itself by conducting a Compact case writing workshop by Prof. Dhaval Mehta, a series of eight compact cases developed by CPIMR faculty in collaboration with alumni entrepreneurs that have been collected in the first publication. CPIMR case centre has published 28 cases written by faculty members in 3 volumes.

(B) For the first-year students :

(i) ASAP–Advanced Skill Acquisition Program

The Institute provides an opportunity for students to work in the industry for short-duration finite projects in order to enhance their learning and improve their managerial skills. Companies like Big bazaar, Shriram Finance, Pantaloons, LG, Pharmeasy, Medkart, Sarthee consultancy, Decathlon regularly hire interns and give students the opportunity to understand the practical aspect of the course.

How do we nurture competent managers?

(ii) Summer Internship Recruitment Drive

As per the university guidelines, students are required to undergo a summer internship program (SIP) for 6 to 8 weeks. To facilitate this process, the institute organized a SIP recruitment drive. During the drive, companies either visit the campus or organize a selection process at their location on the drive day. Most of the companies offer the students the pre-placement internship opportunity which motivates the students for the internship.

(iii) Placement Orientation and Awareness

Students are oriented on the campus placement procedure and various activities conducted for the placement. Students are given an overview of the market trends, the opportunities suitable for their specialization subject, and how they can increase their employability.

(C) For second-year students:

(i) Placement Readiness & Orientation (PRO)

As per the university guidelines, students are required to undergo a summer internship program (SIP) for 6 to 8 weeks. To facilitate this process, the institute organized a SIP recruitment drive. During the drive, companies either visit the campus or organize a selection process at their location on the drive day. Most of the companies offer the students the pre-placement internship opportunity which motivates the students for the internship.

How do we nurture competent managers?

(ii) Mock Selection process

Mock interviews and selection process through various rounds like Aptitude, Group Discussion, Technical round, and Human Resource round involved in the process. Students are guided for their career choice and scopes through students' mapping exercises.

(iii) Value-added programs

CPIMR in association with the industry, launches various value-added courses to enhance the skills required at the corporate level. Versatile domains from across the industry are identified with the help of industry experts, and professional level courses and workshops are being introduced.

(iv) Final Placement Procedure

1. 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.

How do we nurture competent managers?

2. PRE-PLACEMENT TALK

This is an arrangement 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.

3. PLACEMENT INTERVIEWS

Once the list of interested candidates is 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.

4. 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.

Top Placement Partners – 2019–21

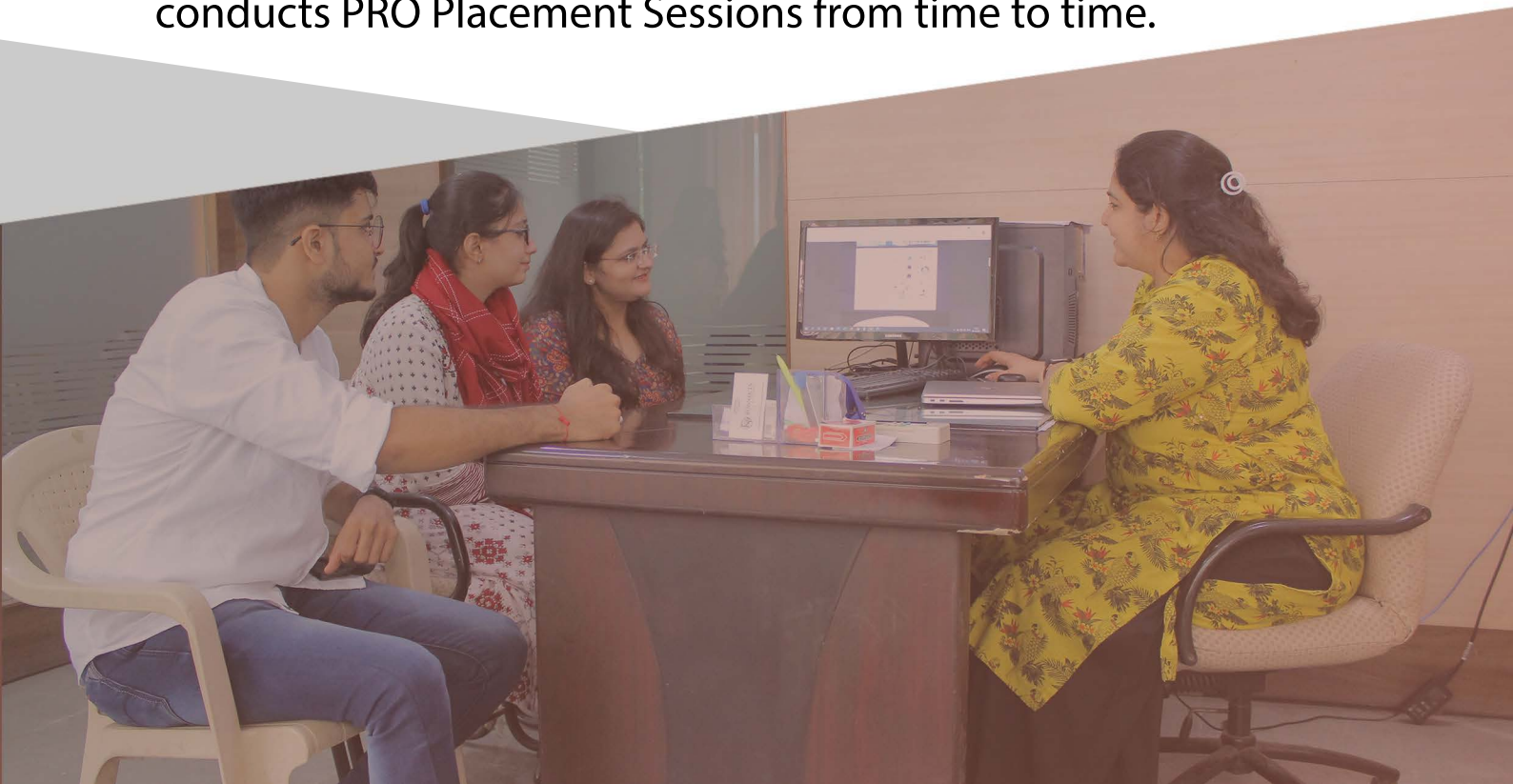




PRO – The Training & Placement Cell

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 to be conducted under PRO, which would add more focus and direction to a range of activities.

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.



Placement coordinators

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



Placement Team



Dr. Vaidehi Shukla

A Ph.D. in Commerce, MBA Marketing, and M.Com with 7 years of academic experience. Interested in case research, current research broadly focuses on the concepts of Marketing and Entrepreneurship including Grassroots Innovation, Consumer behavior, Social entrepreneurship. Love to spend time in activities like traveling, painting, reading, and gardening!

Point of Contact - vaidehishukla@cpi.edu.in

Dr. Chandni Dave

Dr. Chandni Dave is a faculty in the area of Human Resource Management and Organizational Behaviour with an overall experience as a full-time academician of 11 years. She holds an MBA degree and has submitted her Ph.D. thesis in the field of stress management. She has presented at various national and international conferences and published several research papers. Her primary areas are Stress Management, Performance Management, and Employee behavior.

Point of Contact - chandnidave@cpi.edu.in

Ms. Harleen Kaur

Ms. Harleen Kaur is an Assistant Professor at Chimanbhai Patel Institute of Management and Research. She is currently pursuing Ph. D in Management from Gujarat Technological University (GTU). She has completed her MBA - HR Specialization. She is an educator with intense motive of sharing her wide knowledge in the academic arena for more than six years. She has attended various Workshop and seminars for the personal and professional development in management research.

Message from Training & placement cell

Our sincere thanks to all corporate partners who have been associated with us ! It is with immense pleasure that we are introducing our 24th batch for the placement.

The Training & Placement Cell of the institute acts as an interface between the campus and the corporate world, creating an active liaison between academia and industry. We invite companies to recruit competent candidates from campus for suitable positions in the industry. The cell provides opportunities for students by conducting campus drives and off-campus drives for the students who have completed their course.

Under the initiative PRO- Placement Readiness & Orientation, various learning sessions and workshops are conducted for students to improve their technical and aptitude knowledge. Despite the pandemic, the Training, Placement and Career Guidance Cell is well geared up to face the new normal. We have necessitated an instant shift to complete the virtual Recruitment Process.

We invite you to participate in the campus recruitment drive at CPIMR. The brochure provides a detailed description with all pertinent information for your reference. We look forward to building an ongoing, symbiotic and sustainable relationship with your esteemed organization and achieving your recruitment needs.



Dr. Vaidehi Shukla

Training & Placement Coordinator

PLACEMENT HIGHLIGHTS 2019-2021

10 LPA

Highest
package

4.5 LPA

Median
package

183

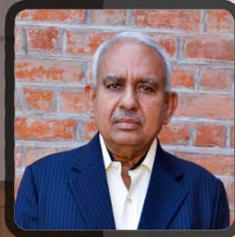
Companies to the campus

EXPERTS ON THE CAMPUS



Mr. Pradeep Khandwala

Independent Management
Consulting Professional,
Ex-IIM Director, Author



Bala Bhaskaran

Faculty EDI



Mr. Aleen Mukherjee

COO, NCDEX Institute Of
Commodity Markets
and Research (NICR)



Mr. Chirag Modi

Regional Head –
Gujarat Prudent
Corporate Advisory services Ltd



Achal Rangaswamy

Sales coach,
Corporate Trainer



Mr. Chirag Sheth

South Asia Head,
Metals Focus



Ms. Ashika Dhokai

Founder - snap search



Mr. Chirag Kapadia

Founder, TACTPRO Consulting

EXPERTS ON THE CAMPUS



Mr. Devang Patel

Executive Performance Coach



Mr. Neeraj Shukla

AVP, NCDEX Institute
Of Commodity Markets
and Research (NICR)



Mr. Devanshu Mehta

Sales and Marketing Manager
at SCC Online (CPIMR Alumni)



Ms. Jolly Shah

Advocate,
Gujarat High court



Mr. Dhaval Mehta

Founder - Statecraft



Mr. Kumar Ramchandani

Faculty at LJ University



Mr. Himanshu Dhadnekar

Founder - BillionCanvas.in
Brand Curator -
MBA Chai Wala (CPIMR Alumni)



Major Shirish Patil

Founder - Turv Consulting

EXPERTS ON THE CAMPUS



Mr. Meet Ashar

Asst. Manager,
Gateway group of companies
(Cpimr Alumni)



Mr. Ramgopal Yadav

Dy. Manager
NCDEX Institute Of Commodity
Markets and Research (NICR)



Mr. Parth Vora

Market activation Manager,
Castrol India



Ms. Renisha Chandiramani

Head currency research,
Monarch Networth capital Ltd
(Cpimr Alumni)



Mr. Pritesh Choksi

Manager,
Sinhan Bank



Mr. Rojo Thomas

Executive Trainee Sales
HDFC Life
(Cpimr Alumni)



Mr. Rahul Munjapara

Executive Trainee Sales
HDFC Life
(Cpimr Alumni)



Mr. Sahil Shah

Founder
Netsavvies

EXPERTS ON THE CAMPUS



Mr. Sandeep Shroff

(Director, CPIPT)
FCA, CFA, CS final



Dr. Vidyut Joshi

Adjunct Faculty & Advisor
CPIMR



Mr. Sushil Handa

Founder
claris lifescience



Mr. Yash Bhatt

Founder
Brook and Blooms



Mr. Suyash Vasavda

Deputy Manager
Kotak Securities
(Cpimr Alumni)



Mr. Yash Mehta

Founder
Farmse



Mr. Trilok Sharma

Corporate trainer and consultant



Ms. Nikita Barot

Advocate
Gujarat High court

EXPERTS ON THE CAMPUS



Ms. Sweta Gupta

Localization Portfolio Lead
Google Inc.



Ms. Neha Shah

GM HR
Torrent Pharmaceuticals Ltd.



Mr. Sameer Rai

Career Entrepreneur
Founder at Charisma Group



Mr. Kingshuk Chakraborty

Ex-Sr. President & Country Head
Loan Syndication
YES Bank



Mr. Harsh Honmode

Director at Yokohoma India
Exec. VP (Marketing & Strategy) at
Yokohoma off-highway tires

PROGRAM ARCHITECTURE

The academics of CPIMR are organized in 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.

MBA SEMESTER-1

1. Management Accounting
2. Economics for Managers
3. Managerial Communication
4. Organizational Behaviour
5. Business Ethics and Corporate Governance
6. Management Information System
7. Business Statistics

MBA SEMESTER-2

1. Business Analytics
2. Corporate Finance
3. Human Resource Management
4. Marketing Management
5. Production & Operation Management
6. Research Methodology
7. Entrepreneurship

MBA SEMESTER-3

CORE SUBJECTS

1. Summer Internship Program
2. Multi disciplinary Action Project
3. Strategic Management

SPECIALIZATION SUBJECTS

Marketing

1. Consumer Behavior
2. Sales and Distribution Management
3. Integrated Marketing Communications

Finance

1. Security Analysis & Portfolio Management
2. Financial Derivatives
3. Insurance and Risk Management

4. International Business
5. Retailing and franchising

Human Resource

1. Compensation Management
2. Change Management & Organizational Development
3. HR Audit

MBA SEMESTER-4

Core Subjects

1. Comprehensive Project
2. Banking

Marketing

1. Product and Brand Management
2. Services Marketing

Finance

1. International Finance
2. Corporate Restructuring and Valuation

Human Resource

1. Performance Management
2. Human Resource Planning & Development.

Electives

1. B2B Marketing
2. Financial Planning & Taxa

FACULTY DETAILS



Prof. (Dr.) Abhinava S. Singh

(Director)

Ph.D , MBA (Marketing)

Experience: 21 Years

Area of Expertise :

Strategic Management & Marketing.



Dr. Anu Gupta

(Associate Professor)

Ph.D , MBA (Marketing & HR), PGDIRPM

Experience: 16 years

Area of Expertise: Performance
Management System, Ethics and
talent management



Dr. Chandni Dave

(Assistant Professor)

Ph.D , MBA (HR)

Experience: 11 years

Area of Expertise :

Human Resource Management



Dr. Dipti Saraf

(Assistant Professor)

Ph.D , MBA (Finance)

Experience: 03 Years

(Corporate), 08 Years (Academic)

Area of Expertise :

Corporate Finance, Stock Market.

FACULTY DETAILS



Ms. Meet Bhatt

(Assistant Professor)

MBA (HR), Ph.D (Pursuing)

Experience: 4.5 Yrs (Corporate),
01 Year (Academic)

Area of Expertise: HR, IT &
General Management Case study data



Ms. Nazneen Shaikh

(Assistant Professor)

Experience: 10 years

Ph.D (Pursuing), MBA (Finance),
Diploma in Training and Development

Areas of Expertise:
Financial Management and General



Dr. Priyanka Shah

(Associate Professor)

Experience: 13 years

Ph.D , MBA (Marketing)

Area of Expertise:
Advertising and branding



Dr. Rajesh Desai

(Assistant Professor)

Ph.D (Thesis Submitted), MBA (Finance),
UGC-NET

Exp: 1 year (Corporate) 5 years (Academic)
Area of Expertise: Management

FACULTY DETAILS



Ms. Harleen Kaur

(Assistant Professor)

Ph.D (Pursuing), MBA(HR), M.Com

Experience: 05 years (Academic)

Area of interest :

Human Resource Management



Ms. Kajal Mehta

(Assistant Professor) M.Phil (Management)

MBA (Finance), UGC-NET

Exp: 7 Mth (Corporate), 7 Yrs(Academic)

Area of Interest:

Financial Management, M & A, Research
Methodology, Quantitative techniques



Dr. Kedar Bhatt

(Assistant Professor)

Ph.D , MBA (Marketing), B.E, UGC – NET

Experience: 12 years

Areas of Expertise: Services
Marketing, Digital Marketing



Dr. Mayur Shah

(Associate Professor)

Ph.D , MBA (Finance)

Experience: 15 years

Area of Expertise: Security analysis &
portfolio management, Derivatives &
risk management, International Finance



Dr. Richa Pandit

(Associate Professor)

Ph.D , MBA (Marketing)

Experience: 12 years

Area of Expertise:

Service quality and Consumer behavior



Dr. Subhashish Mitra

(Assistant Professor)

Exp : 16yrs(Corporate), 7yrs(Academic)

Ph.D , PGDBM, M.Sc.

(Mathematics), B.E.

Areas of Expertise: Marketing,
Branding, Sales & Distribution



Dr. Swati Saxena

(Assistant Professor)

Ph.D , M.Phil., MBA (Marketing), UGC-NET

Experience: 15 years

Area of Expertise:

Retailing and service marketing



Dr. Vaidehi Shukla

(Assistant Professor)

Ph.D , MBA(Marketing), M.Com,PGDHRM

Experience: 07 Years (Academic)

Area of Expertise:

Marketing Management



CA Sandeep Shroff

(Director, CPIPT)

FCA, CFA, CS final

Experience : Corporate(15yrs) academics (21 yrs)

Area of Expertise :

Financial derivation, Financial planning

BATCH 2022

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BATCH 2022

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BATCH 2022

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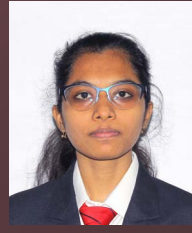
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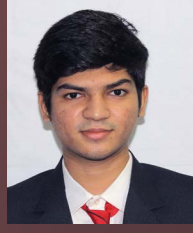
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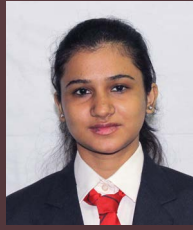
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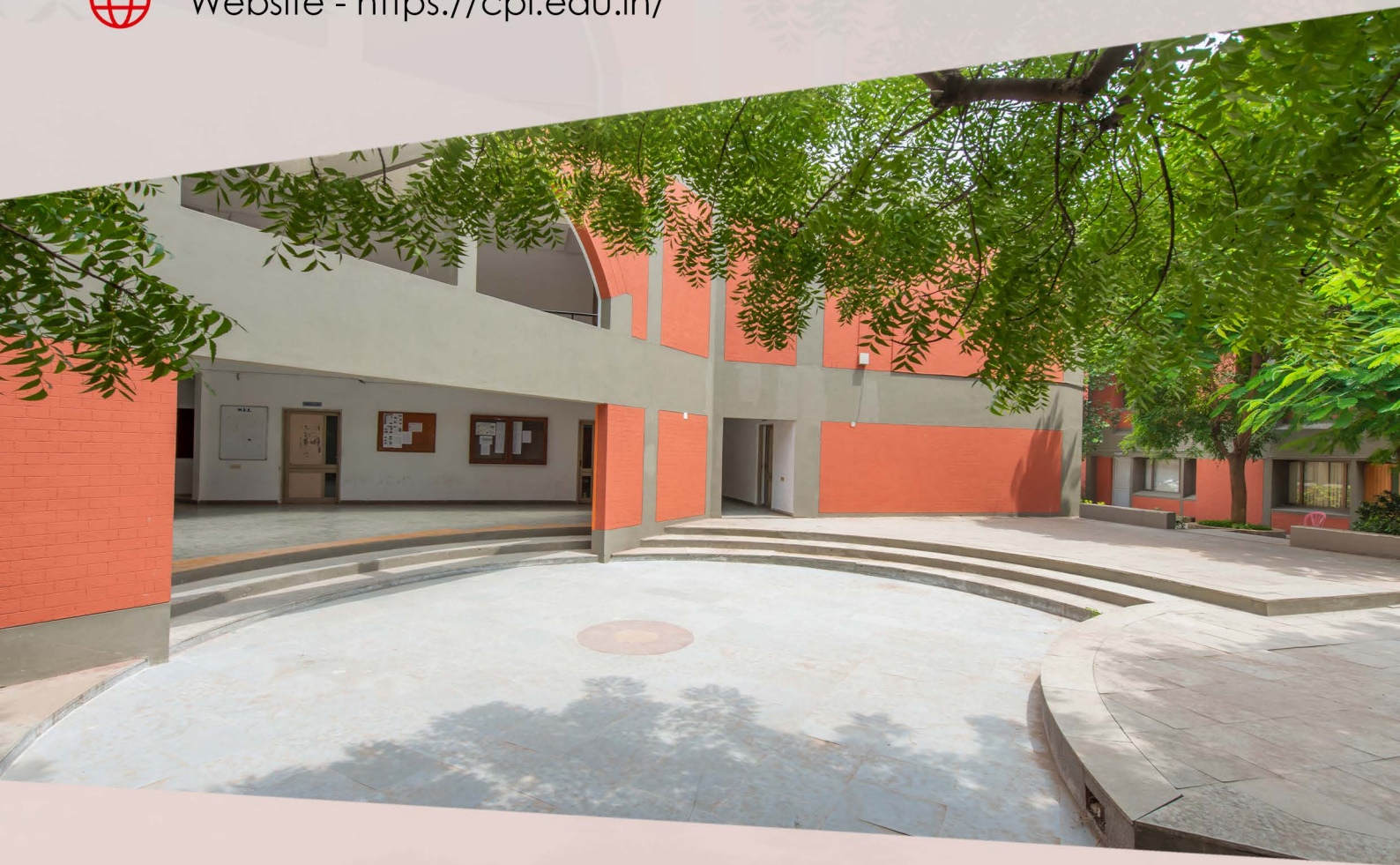
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