

Internship Report (IIP)

(2022- 24)

Overview

Jagdish Sheth School of Management (JAGSoM) Bangalore is amongst the first 6 business schools in India to be awarded the AACSB accreditation. It is Globally Ranked in QS Masters Global Ranking 2022 in 101+ Band for PGDM Marketing, 101+ Band for PGDM Analytics & Digital Business and 151+ Band in PGDM Finance. JAGSoM was ranked at #11 amongst all private business schools of India by MBAUniverse.com Rankings 2024.

IIP strategically placed as a 'Capstone Initiative'

How is JAGSoM's IIP different? Actually, JAGSoM has turned the entire Internship Process on its head. Outlining the Internship philosophy, Dr Atish Chattopadhyay, Director, JAGSoM says, "JAGSoM believes that the internship should be post the substantial value-add by the B-School, hence we have changed the academic calendar itself to strategically place Internships when students are ready for it."

So, what is a typical 'Summer Internship' for most B-schools, and fall between the first and the second year, JAGSoM's IIP is held at the end of the program in the sixth term, after the student has done their core courses, elective courses required for their Major, and importantly have prepared for a 'specific career role' over the fourth and fifth term. Hence, JAGSoM IIP is a long 16 weeks initiative, held between November-February, just before the program ends.

"IIP at JAGSoM is a capstone intervention and not just a mid-term intervention," proclaims Dr Chattopadhyay.

Not just any Internship -- Getting ready for a 'Specific Role'

A critical factor that differentiates JAGSoM's internship program from others is the that it prepares students for specific roles, through 'Role-Defined Career Tracks'. "Role defined career tracks is an intervention that prepare a student to match their aspiration with opportunity. It prepares students for a 'Role' in terms of their career goals based on one's strength. This is different from traditional B-Schools which prepare students for 'function' (Marketing, Finance etc) and NOT 'roles'," explains Dr Atish Chattopadhyay.

JAGSoM follows a step-by-step process to prepare students for the target roles. These steps are:

- Step 1: Self Discovery: Outbound Leadership Lab (OLL) and Psychometric Assessments to enable a participant to discover her/his strengths.
- Step 2: Preparation of Individual Development Plan: This helps the participants to decide on their targeted roles and related Career Track based on strengths.
- Step 3: Mentoring: Mentorship by industry practitioners, who guide participants in preparing for targeted roles.
- Step 4: Learning by Solving: Participants work in groups to solve an industry-supported real-life business problem mentored by a faculty member.
- Step 5: Industry Internship (IIP) Program: A 16-week-long internship, as a capstone intervention, in a role aligned to one's career aspirations.

Seven Career Tracks

JAGSoM offers students the following seven career tracks:

1. Sales & Service

2. Martech,
3. Fintech
4. Banking
5. Capital Market
6. Business Analytics and
7. HRM.

At present the students of the Class of 2024 are in doing their IIP and all the students are placed for their IIP.

Key Roles and Prominent Recruiters for Each Track

The IIP of the JAGSoM's Class of 2022-24 has demonstrated the success of the Career Track driven approach, as students across tracks have received offers in their desired roles in companies of repute. When MBAUniverse.com asked JAGSoM to share the list IIPs for each of the Tracks, data revealed many interesting trends:

- Martech, Business Analytics, Capital Markets and Sales & Services are the most popular career tracks opted by JAGSoM Students.

Career Track	No of students/ No of students placed (250/250)	Select Roles	Prominent Recruiters
Martech	53/53	<ul style="list-style-type: none"> • Digital Marketing • Content Marketing • Brand Marketing • Digital Business & CX Projects 	Porter, Blueprint, MedianAnt, Sattva Consulting, Akshaykalpa, Harman International, Legrand
Business Analytics	53/53	<ul style="list-style-type: none"> • Market Research • Quantitative Research • Business Analyst 	Tata iQ, Kantar, DaveAI, Porter, Neostats
Sales & Service	48/48	<ul style="list-style-type: none"> • Growth Hacker • Sales Management • Customer Experience 	Wow Momo, Bluestone Jewellery, Aditya Birla Fashion, Acrannolife, Harman, Care Insurance
Capital Market	46/46	<ul style="list-style-type: none"> • Financial Analyst • Equity Research • Alternate Assets • Research Analyst 	Delta Partners, Aditya Birla Capital, Alphanext, Infomercials Ratings, Barjeel Geojit, Liquide
HRM	21/21	<ul style="list-style-type: none"> • HR Analyst • Culture Deck 	Swiggy, Tally, Toyota, Nobroker, Bosch

		<ul style="list-style-type: none"> • Team Manager and Coach 	
Banking	17/17	<ul style="list-style-type: none"> • Specialist – credit support • Credit Rating 	Infomerics Ratings, AU Small Finance Bank, KRG
Fintech	12/12	<ul style="list-style-type: none"> • Product Management • Financial Analysis 	Caelum, Alpha Services

- New Age Roles like ‘Growth Hackers’, ‘Content Marketing’, ‘Financial Analyst’ and ‘Business Analyst’ are some of the most popular roles for MBAs.
- Recruiters include blue chip names like Toyota and Aditya Birla, and new age digital companies like Swiggy and Porter.

Here is the breakdown of all 250 students by track, role and recruiters.

JAGSoM IIP 2024: Key Roles and Prominent Recruiters by Tracks

Encouraging Outcomes

For JAGSoM recruiters, the ‘Role Defined Career Track’ and the IIP addresses three major concerns: Time to Recruit, Time to Deploy and Time to Perform. No wonder, they are a happy lot and continue to visit JAGSoM year after year. For instance, start-ups like Bluestone Jewellery, Swiggy and Porter offered Internships to JAGSoM students in their founding years.

From students’ point of view, there are two ways measure the outcomes. First is the more immediate impact on stipends and salaries, and second is the more long-term career growth and satisfaction. On short term measures, JAGSoM students seem to be doing well. The median stipend recorded for the current batch (IIP 2024) is Rs 71,550 while the average stipend for the batch stood at Rs 89,350. The highest stipend of Rs 250,000 is an increase of 12 percent over the last year.