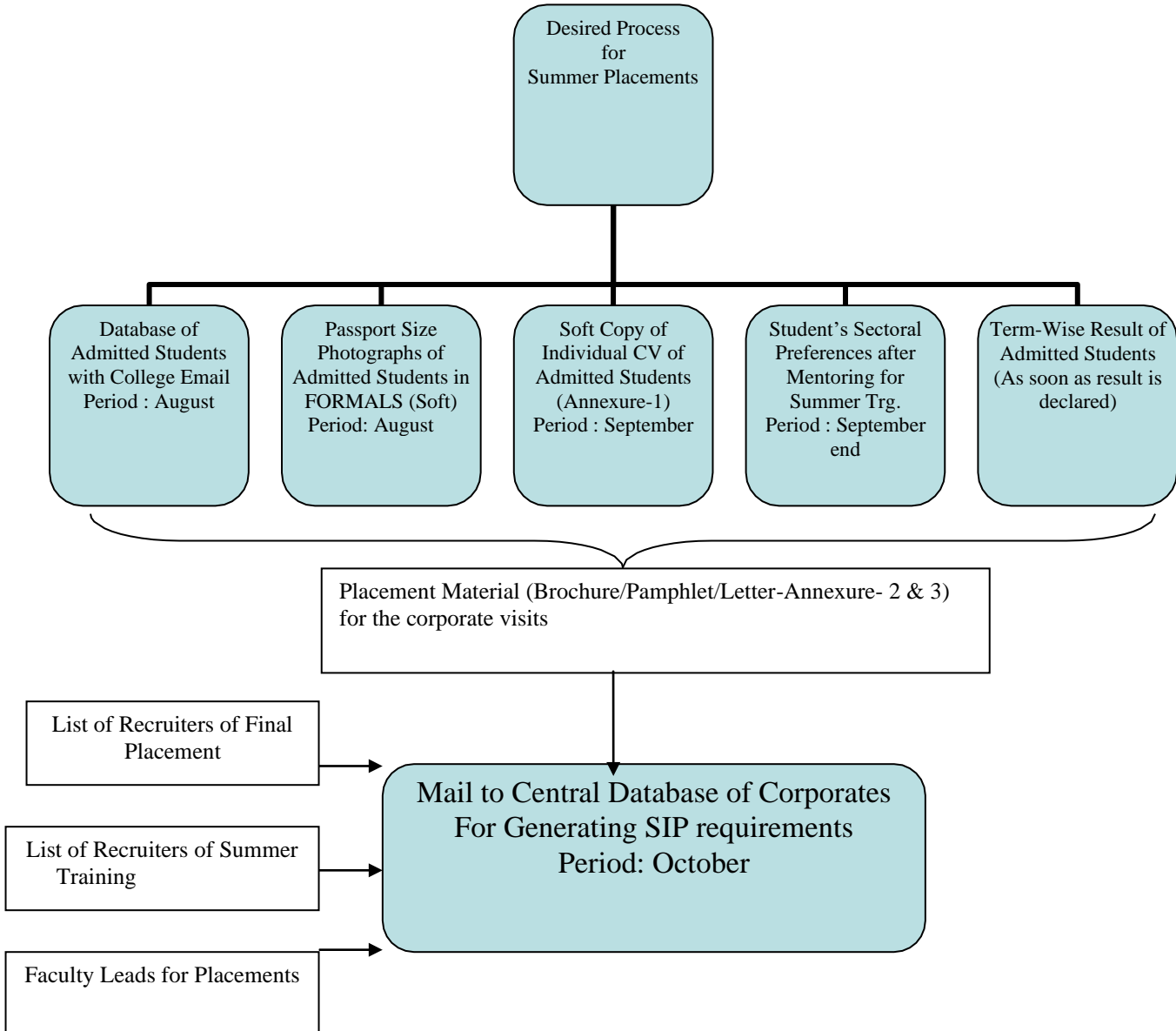
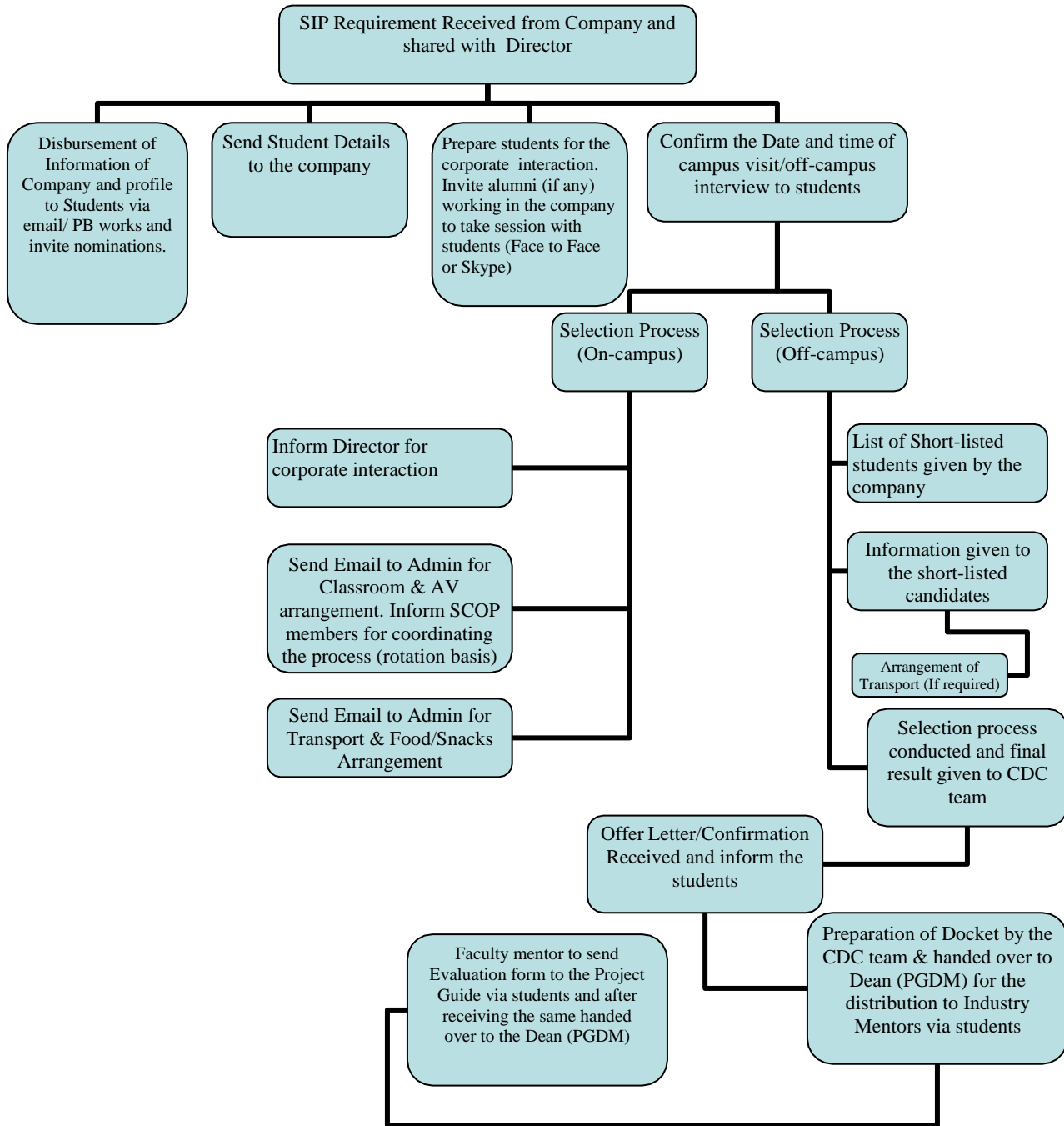


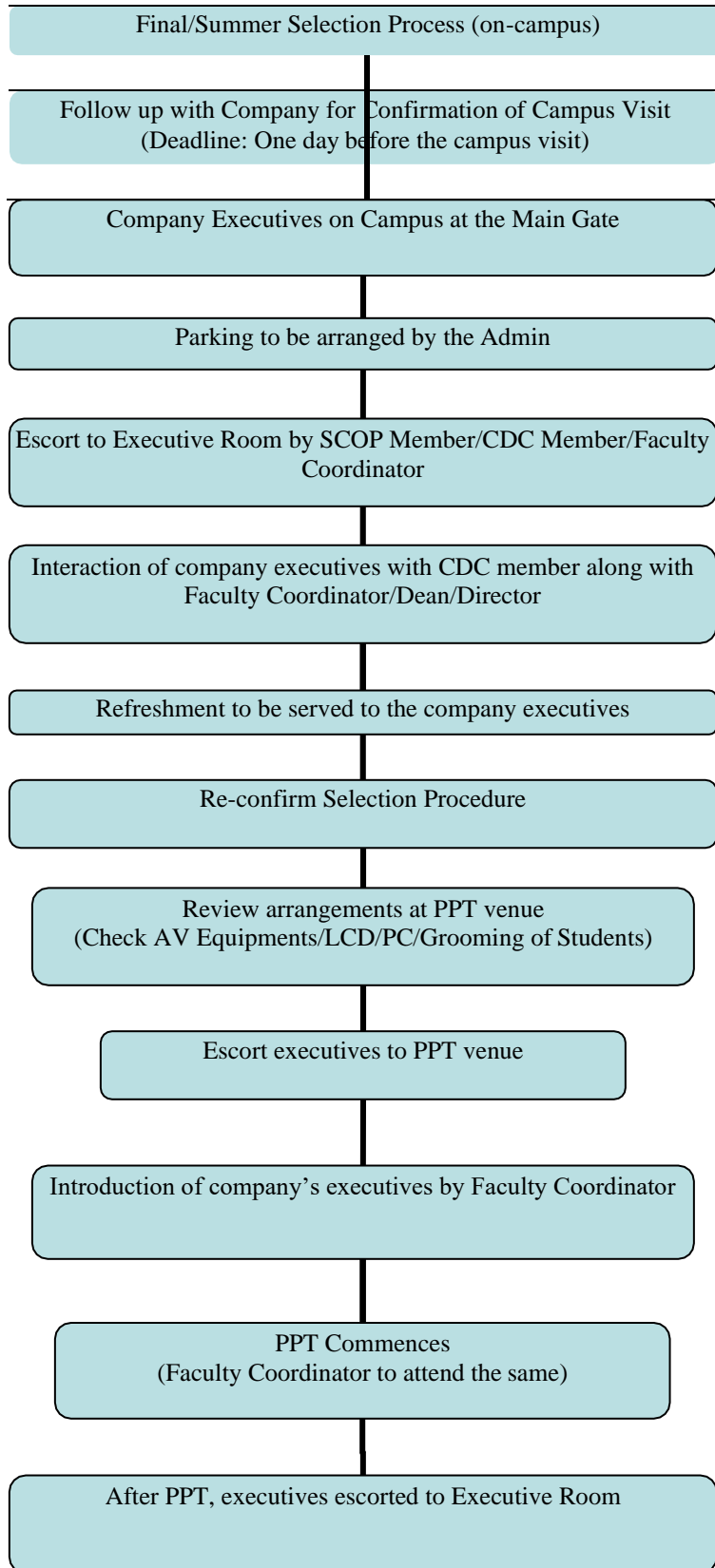
IILM – Standard Operating Procedures

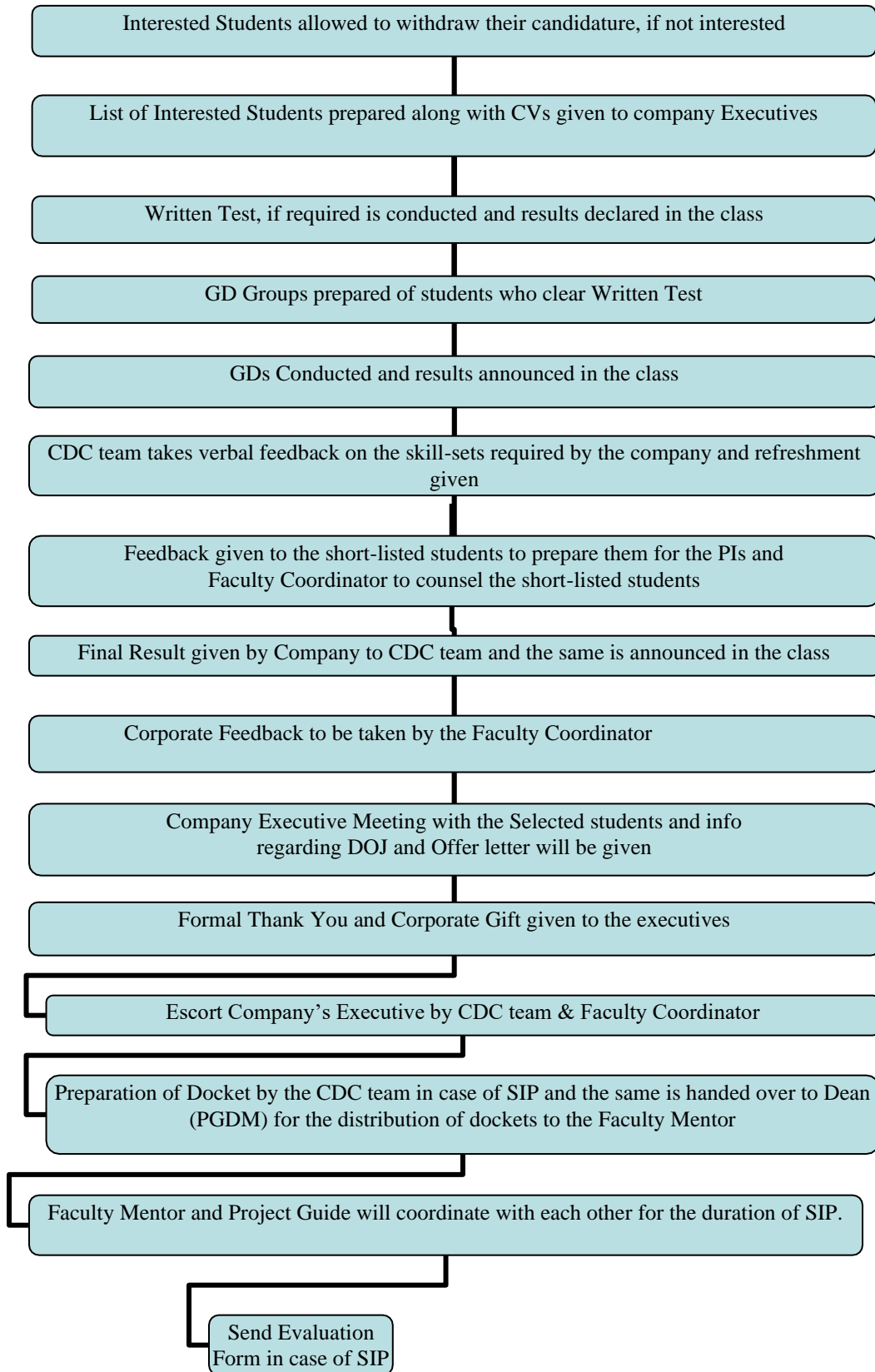
Placement Process

SOP for Summer Internship









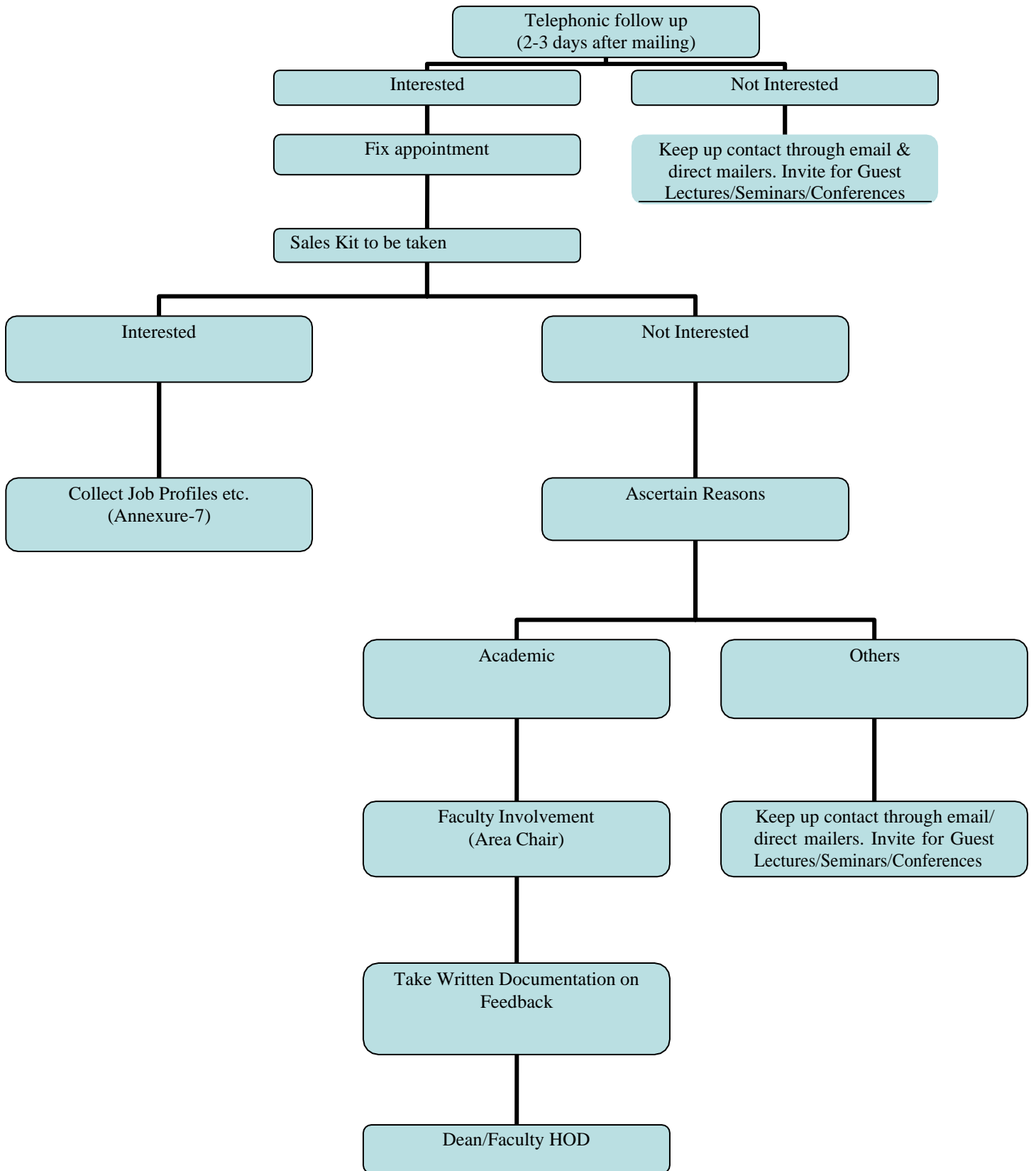
Desired Process
for
Final Placements

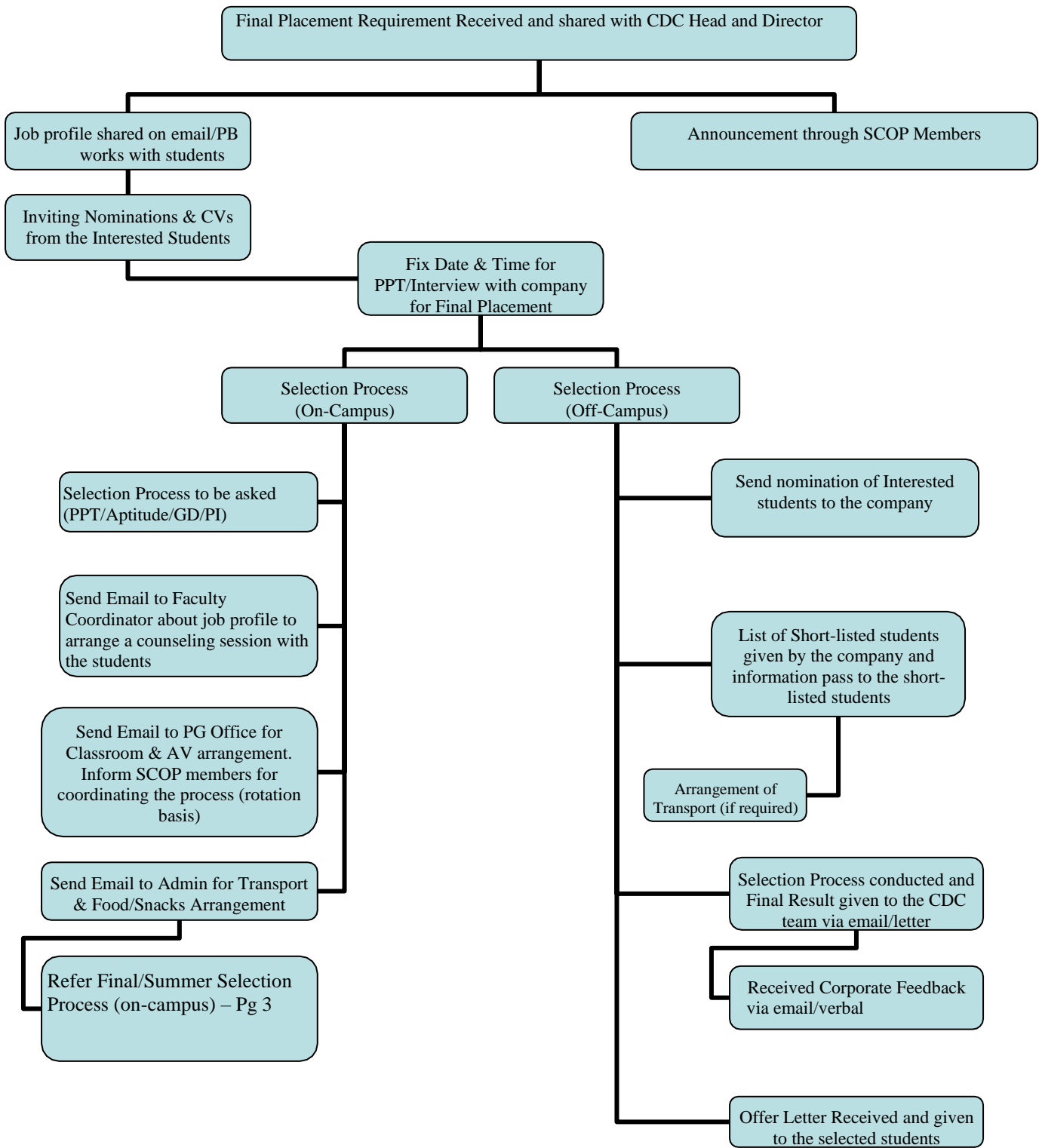
Updation of Database of Students details like
Major/Minor, Summer Training Project Details, Live
Project
Period : July

Term-Wise Result of
Admitted Students
(As soon as result is declared)

Placement Material (Brochure/Pamphlet/Letter-Annexure-3) for the
corporate visits
Period : August

Mail to Central Database of Corporates
For Generating Final Placement
requirements. Period : August





ANNEXURE 1 – RESUME FORMAT

• 521/11, Rattan Garden, Lucknow (226001)

• Cell: +91-9582091779

• Email: raveesh.tuteja.pgdm18@iilmgsm.ac.in • LinkedIn URL : <https://in.linkedin.com/raveeshTuteja>

EDUCATION

IILM Academy of Higher Learning, Lucknow

- Pursuing PGDM course – 5.92 CGPA (till Slot 6) 2015-2017

Delhi University, New Delhi

- **Ramjas College** – Bachelor of Commerce (Honors) 2009-2012
- **St. Stephens College** - Advance Diploma in Chinese Language 2012-2015

SCHOOL

- **Class XII - DAV Public School, Gurgaon** – Secured 94% (CBSE) 2008-2009
- **Class X - Lord Jesus Public School, Gurgaon** – Secured 84% (ICSE) 2006-2007

WORK EXPERIENCE

Shree Krishna Signages, Branding & Advertising , Gurgaon, Haryana

Aug 2012 – Mar 2014

Business Development & Customer Relations (Family Business)

- Planned the inception of Branding and Out of Home Advertising Firm from scratch to holding a major market share in the local market within 6 months.
- With good communication skills and understanding of customer needs, served prestigious clients DLF, Ranball, Havells, Hometown etc. with ontime deliveries and quality products.
- Led a team of 22 skilled and unskilled workers to remain strongly committed to our organisational goals and division of unit into small cross functional teams for optimum resource utilization and timely output.

INTERNSHIP/LIVE PROJECT

GO IBIBO Pvt Ltd, Gurgaon

Summer Trainee

June – July 2015

- Team leader for Content creation, Online and On ground media marketing for IBIBO RYDE Car pool app.
- Planning and executing the promotional events for the App
- Understanding competitor business model and strategising accordingly.

BERC Consulting, Gurgaon

Analyst

Dec – Jan 2015

- Detailed analysis of physical verification of stock of inventory of Federal Mogul Goetze India Ltd. in India.
- Preparation of Financial Report of Federal Mogul Goetze India Ltd. based on the stock audit undertaken.

ACADEMIC PROJECTS

Detailed study of Future Group's Retail Market

- Studied several lines of business and its form of operation with cost – benefit analysis
- Understanding company's orientation towards marketplace with respect to different lines of business in its retail segment and the supply chain of the process of Big Bazaar

Business Research Project of “Online versus Offline medical stores in future”.

- Detailed analysis of consumer behavior & consumer acceptance.

LEADERSHIP EXPERIENCE

Utsav College Cultural Society

- Facilitated fund raising to finance the expenditure on the college fest through sponsorship
- Designed brochures, banners and set as member of core creative team

SKILLS AND INTEREST

- Computer Skills : Proficient in MS Office, Corel Draw, Adobe Photoshop.
- Reading and writing Hindi Poetry

REFERENCES

- Faculty Mentor and Summer Internship Company Mentor/Industry Person

Annexure 2– Campus Invitation for Summer Internship

Dear Sir/Mam,

Warm Greetings from IILM Academy of Higher Learning!

I take the pleasure of introducing you to IILM Academy of Higher Learning and also invite you to engage with us in industry-academia partnership.

Briefly, IILM Academy of Higher Learning, since its inception in 2004, has been making sincere efforts towards producing management graduates, professionally competent, personally sensitive and socially responsible. You may also be aware that IILM is an established name in management education providing industry oriented learning through its campus at New Delhi, Gurgaon, Greater Noida, Lucknow and Jaipur.

We offer Govt./AICTE recognized, 2-year, full-time PGDM Programme and 2-year full time MBA Programme affiliated to Dr. APJ Abdul Kalam Technical University.

We provide dual (as well as major-minor) specialization in Marketing, Finance, HR and Operations. The curriculum incorporates rigorous classroom teaching and practical learning through on-the-job training, live projects and case studies. Besides this, many of our students are also undergoing various certification courses that will help them to build their career in corporate world.

Our curriculum offers a practical industrial training as a part of the module in the course work. Students are expected to complete Summer Internship Program (SIP) of three months to gain practical skills and learn to put theory into practice. These processes help our students to fulfil the dynamic needs of the market, as making our students a cut above the rest.

We would appreciate if you could visit IILM Campus and interact with our aspiring students, and look into the possibility for Summer Internship for our students with your organization in the concerned functional department.

You are requested to kindly enlighten us about the procedure for the same at your organization.

To know more about us, we invite you to visit our website, www.iilmko.ac.in

I do look forward to work closely with your organization towards a synergetic relationship.

Regards,

Annexure 3 – Campus Invitation for Final

Dear Sir/Mam,

Warm Greetings from IILM Academy of Higher Learning!

I take the pleasure of introducing you to IILM Academy of Higher Learning and also invite you to engage with us in industry-academia partnership.

Briefly, IILM Academy of Higher Learning, since its inception in 2004, has been making sincere efforts towards producing management graduates, professionally competent, personally sensitive and socially responsible. You may also be aware that IILM is an established name in management education providing industry oriented learning through its campus at New Delhi, Gurgaon, Greater Noida, Lucknow and Jaipur.

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Our curriculum offers a practical industrial training as a part of the module in the course work. Students are expected to complete Summer Internship Program (SIP) of three months to gain practical skills and learn to put theory into practice. These processes help our students to fulfil the dynamic needs of the market, as making our students a cut above the rest.

We would appreciate if you could visit IILM Campus and interact with our aspiring students, and look into the possibility for final on-campus placement for our students with your organization in the concerned functional department.

You are requested to kindly enlighten us about the procedure for the same at your organization.

To know more about us, we invite you to visit our website, www.iilmko.ac.in

I do look forward to work closely with your organization towards a synergetic relationship.

Regards,