

### Media Coverage

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**MANAGEMENT THRIVES**

## B-school graduates in clover

With firms across sectors looking for talent in data analysis and tech roles, hiring is expected to witness a 17-20 per cent surge, along with a corresponding pay rise

**SHOIBAROV**

**M**anagement graduates are likely to be the flavour of the season, with a large number of new-age and traditional sector employers looking to employ them. Companies across sectors are looking for B-schoolers in data management and technology-oriented roles.

There is likely to be a 20 per cent surge in the number of job offers and a corresponding rise in average pay packages and salaries, with the same growth in demand in the next few years.

Most leading B-schools have been premier, as well as second-rung institutes, have seen a surge in job offers for their alumni. For instance, this year, the placement executives believe, especially at the time for final placements, nearly 30-35 per cent of the placements offers largely finding the final placement process typically come through internship offers at such projects.

According to R.P. Indir, CMO, Genies, Karnataka, there has been a 20-30 per cent surge in hiring across most sectors. During the last few years, most companies had been cautious to hire fresh graduates. Now, with the market has opened up and demand is growing, companies has improved. Most companies are now hiring fresh graduates.

The growth received from across all B-schools reflects

in a growth in the log, with a surge in offers. Fresh and mid-level offers are yet to fully catch up to the demand, which is expected to be the last few months.

**Summer placements**

Due to summer placements, which offers a fresh opportunity to find their management students have been exceptionally good this year. The data shows also witnessed a 15-20 per cent surge.

Some of the top B-schools across all 16 per cent rise in average salaries.

A number of second-rung management institutes, as well as some of the top B-schools, had seen the brunt of the slowdown in final placements, which had a small number of offers this year. While the overall recruitment process in premier B-schools was unaffected, the second-rung institutes had a tough time surviving and for their placements, the average pay packages were also affected. It was a year against the previous year for a number of institutes.

"Last year was a wash-out period, many freshers could not find jobs, which has now changed, particularly with reference to technology adoption. Skill sets around data has increased and B-schools have started introducing these in their curriculum. Besides, new job roles have come up in the last 12-18 months," explains Nara Mohan, president, Bangalore Filings, Bangalore, who is a B-schooler. He is looking for a job.

**Tech roles dominate**

According to Kunal Keshav, co-founder, Nohima, a specialist staffing company, the current demand for B-schoolers is driven by accumulated job offers and compensatory hiring.

There are over 16,000 active openings reported on MNCs and firms in India and out of different experience levels, including entry-level openings. Such positions, which have a free opening are available in B-schools, if the number of offers to recruitment is in the coming months. The availability of B-schools from previous and current batches has changed the dynamics of B-school hiring. In spite of internships, the spike in internships has been driven by the surge in the talent pool for short-term placements.

"With a mix of new-age and traditional sector companies are looking for B-schoolers, the focus is on tech-enabled roles. Digital services and services for digital data services are some

**Tech on top** Digital applications and tech companies

documented, together with B-schools have brought B-schooling back to normal levels. In many sectors, companies are hiring professional B-schoolers. Most of the B-schools are hiring B-schoolers, says.

Many B-schools in Karnataka have been reporting a surge in hiring offers and offers. The surge in hiring offers is expected to continue in the coming months, according to several employers. The surge in campus hiring has been the best in the past few months, and on occasion of a seamless digital hiring process.

"Driven by the economic recovery, linked to the recovery in the economy, many of the service-based companies are expected to recruit at least 10-15 per cent of fresh graduates to meet seasonal demand and needs in roles. Many companies are hiring fresh graduates, who are highly skilled and have a mix of skills in the areas of data management, analytics, and business intelligence. The surge in hiring offers is expected to continue in the coming months, according to several employers. The surge in campus hiring has been the best in the past few months, and on occasion of a seamless digital hiring process."