

### 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 seen 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 per cent of the placements offers largely finding the final placement process typically come through internship offers at such projects.

According to R.P. Indirani, GM, Genies Career Centre, there has been a 20 to 30 per cent surge in hiring across most sectors. During the last few years, most companies had been cautious to hire fresh graduates. Now, the market has opened up and demand is growing, and that has improved. Most companies are now looking for fresh graduates.

The growth received has also been reflected in the offer

**Tech on top** Digital upskilling and quality tech companies

document, together with IITs have brought B-schools to a higher level. In many sectors, companies are hiring professional search firms, Shrivastava says.

Many alumni of IITs with the clearly growing credibility of search firms, including multinational and Indian companies have encouraged the graduates to enter the workforce according to several employer brands. He says in August 2020, he noticed the spike in campus hiring because he had been impressed by the quality of students and their decision to pursue a digital learning process.

"Backed by the economic recovery, linked to digital skills, digital upskilling and service-based companies are expected to recruit at least 100,000 fresh graduates as opposed to mere 50,000 fresh graduates in 2019. Many companies are also hiring freshly skilled new talent who are closely related to digital skills graduates and those young workforce," says Shrivastava.

**Tech roles dominate**

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

There are over 16,000 active openings reported on MBAJobs, the firm's database, and of different experience levels, including entry-level openings. Such positions, which are free openings are available to freshers, and the number is set to grow further in the coming months. The availability of B-schoolers, previous and current batches has changed the dynamics of MBA hiring differently. The spike in internships has been driven by direct access to the talent pool for short-term placements.

"With a mix of new-age and traditional sector companies are vying for MBA talent, the focus is beyond on tech-related roles. Digital services and solutions for digital data services are some

in addition to logging, risk, starter offers. Risk and under-sectors are yet to fully catch up to the demand, which is expected to be the last but not the least.

**Summer placements**

In summer placements, which offer a fresh opportunity to first-year management students have been exceptionally good this year. The data has also witnessed a 10 per cent surge.

Some of the top B-schools witnessed 100 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 at a low level, and rise against the previous year for a majority of institutes.

"Last year was a wash-out year and many freshers could not find jobs because the market has changed, particularly with reference to technology adoption. Skill sets, demand, has increased and B-schools have started introducing these in their curriculum. Besides, new job roles have come up in the last 12 to 18 months," explains Nishu Sharma, president, Leverage Edu. "I would not say B-schoolers are not looking for a job."