

SUMMER INTERNSHIP REPORT 2015 Post Graduate Program in Business

MISB Bocconi has completed its Summer Internship process; 8 new companies have taken part in it, such as Benetton, Hindustan Coca-Cola, Future Group, Amplifi, Purple Squirrel Eduventures, Mahindra M&A, Quikwallet and Adidas as first time recruiters.

Marketing profiles are highest in number at companies such as ICICI Bank, Hindustan Coca-Cola, Luxottica, Vodafone, L'Oréal, Ferrero, Purple Squirrel Eduventures and Future Group.

Finance job roles have been secured at SBI Mutual Fund and the M&A division of Mahindra. Companies that offered **operations** oriented roles were Benetton and Future Group, while few students secured **HRM** roles with Piaggio and Quikwallet. A **Strategic Management** profile was offered at Amplifi.



INDUSTRIAL SECTOR

- 35% Consumer Goods
- 26% Retail & Fashion
- 13% Banking & Finance
- 9% Telecommunications
- 9% IT & E-Commerce
- 8% Other



FUNCTIONAL AREAS

- 69% Marketing
- 9% Finance
- 9% HRM
- 9% Operations
- 4% General Management

RECRUITERS

