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Press Release

CYGNUS LAUNCHES PLACEMENTS MONITOR FOR BUSINESS SCHOOLS

In the current economic scenario, placements is the biggest concern for both the students and the B-schools. Even the established Business Schools are finding it difficult to get good placements for their students. The questions in everybody's mind are: Which sectors and which companies are hiring and what type of jobs?

Cygnus Business Consulting and Research (Cygnus) launched a new knowledge product – Cygnus Placements Monitor, which answers these questions and many more. Placements Monitor provides a monthly update and analysis on international placements, Campus placements as well as Summer Internship Placements in India. It gives an update on key developments in job markets in major sectors as well as hiring plans of major companies. Besides, it also provides useful contacts in those companies. It also gives updates on Summer Internships in major Business School campuses in India.

Launching the Placement Monitor, Mr O.R.S. Rao, Director of Cygnus, explained that the objective of this product is to provide the Business Schools and the MBA students periodical inputs on the dynamic placement markets so that they can plan their strategies for quality placements. “These are invaluable inputs to the students to plan for their careers”, added Mr Rao.

Cygnus offers a range of other Knowledge Products to Business Schools. They include Industry Insight on Higher Education in India and a monthly monitor on Higher Education, which provides an update and analysis of developments in higher education in India. Pre-Feasibility Report on Business Schools offers an analysis of the B School market, an analysis of cost economics for a business school and steps to set up a business school.

Cygnus Knowledge Portal (CKP) is a comprehensive online portal, providing updates and analysis of developments in Economies, Industries and Companies – both globally and in India. Besides, it has an in-built comprehensive database of top 2500 Indian companies which is updated on a daily basis and which can be searched and queried. A unique feature of this product is – a monthly online current affairs quiz, which can be used by the students for self-evaluation. CKP helps the students to do assignments, live projects and Summer Internships. It also helps them to prepare for placement interviews.

Cygnus Business Consulting and Research (www.cygnusindia.com) is a global knowledge services organisation with its country headquarters in Hyderabad and branch/regional offices in all major metros in India. Cygnus publishes a range of reports on economies, industries and companies in India and overseas. Besides, Cygnus takes up projects in areas of business consulting and research, credit appraisals, equity research and economy studies.

Cygnus has over 600 customers from India and overseas, in all major sectors like Business Schools, Banking, Financial Services and Insurance (BFSI), Engineering, Pharmaceutical, IT and ITES and Logistics. Its major Business School customers include Amity, GIFT, GRG School of Management, IBS, IIMs, IMI, ISB, LIBA, NL Dalmia Institute, NITIE, PSG College of Management, St Francis, XLRI and XISS.



(O.R.S. Rao)
Director