



## Cygnus Internship

Currently, there is a huge demand for MBA's that have functional skills that can be applied in practical situations. In order to fill up this gap, Cygnus Business Consulting and Research has designed Internship on Equity Valuation, which are focused on imparting skills to MBA students in critical areas like Business Research, Financial Analytics, Financial Modeling, Equity Valuation, Sales and Marketing Management. The Internship also hones business communication skills (like information search, business writing and presentation skills), which are essential for the success of managers.

Cygnus Conducts Internships in the following areas:

- ☞ Business Strategy & Equity valuation
- ☞ Marketing Strategy & Sales Management
- ☞ Business information Search & Professional Presentations
- ☞ Business Strategy and Performance Analysis

## Business Strategy & Equity Valuation (BSEV)

Objective of this Workshop is to equip the students with hands-on experience in areas, which include:

- ☞ Economy Analysis
- ☞ Industry Research
- ☞ Business strategy analysis
- ☞ Financial Research & Analysis
- ☞ Financial Modelling and Performance Projections
- ☞ Valuation of companies
- ☞ Exposure to a range of knowledge Databases
- ☞ Use of Business Communication Tools and Research Methodologies
- ☞ Working on Live Projects

## Course Structure -

Includes 5 modules-Business Information Search and Professional Presentation, Economy analysis, Industry analysis, Company analysis, Company projection and valuation.

### Module I - Business Information Search and Professional Presentation

#### Business Information Search

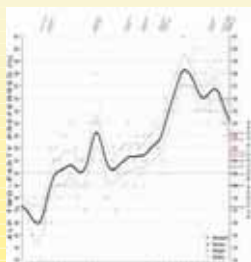
- Searching on Web
- Searching on Knowledge Data Bases

#### Professional Presentation

- Thumb Rules of writing & Style Guide
- Effective Presentation using charts
- Report writing using Minto Pyramidal Principle

### Module II - Economy analysis

- Scanning Macro Economic indicators
- GDP growth and its composition
- IIP and its composition
- Interest, inflation, foreign trade
- Fast growing Industries
- E-I-C Frame Work
- Economy Industry Linkages
- Economy-Capital Market relationship
- Future Outlook



### Module III - Industry Analysis

- Industry Value Chain
- Industry Structure
- Major Players
- Regulations
- Demand – Supply Analysis
- Technology
- Competition(Michael Porter Analysis)
- Critical success factors
- Growth drivers
- Issues & Challenges
- Future Outlook

### Module IV - Company Analysis

- Company Background
- Business Analysis
- Business Model & Strategy
- Segmental Analysis
- Operational Performance
- Financial Performance
- Stock Market Performance
- Operational Metrics
- Interfirm Comparison
- Future Outlook

### Module V - Company Projection & Valuation

#### Company Equity valuation:

- Making Performance Projection
  - Segment level revenue projection
  - Expenses projection
  - P&L account Projection inputs
  - Balance Sheet Projection
  - Cash flow projections
- Financial Modeling using Excel
- Financial ratios
- Valuation using
  - Free cash flow, DCF and Valuation , Cost of capital, WACC
  - Relative Valuation, Valuation report
  - Perspective of valuation for different industries
- Implied earnings growth model; Report Evaluation
- Inputs from McKinsey; Evaluation
- Report Evaluation & Feedback

#### Duration

10 days, as per the convenience of the Business School

#### Venue

Cygnus Corporate Office Premises, Hyderabad

### Methodology -

The programme is conducted in a workshop mode and is highly interactive and participative. It includes case studies, mock presentations and live projects. Students are also exposed to various methodologies and techniques of economy analysis, industry analysis, business & financial analysis, company valuation. The participants are provided with access to rich knowledge resources like industry and company databases and reports on economy / industries / companies. Each Student will work on live projects under the guidance of experienced managers of Cygnus

### Programme Facilitation -

The Programme Co-ordinator is a Chief. Manager, a B.Tech. from IIT Delhi & MBA, with over 20 years experience in industry. The teams of consultants and facilitators have rich experience in Business and Financial Research, Bench Marking studies, Enterprise Evaluation, Credit Research for a range of manufacturing and services companies in India and abroad.

### Who will benefit?

Students of finance and accounts, MBA, CA, ICWA, CFA, Financial executives with work experience etc who are desirous to join banks, financial services, Business and Financial Consulting, Investment Banking, and individual equity research companies.

### Partial List of Institutions Benefited

In Last two years, over 1200 students of MBA, CFA, MS (Finance) Students of Top Management Institutes of India and Distance learning Students of ICAI university has undergone this Internship.

### What Interns say.....



It has broadened the thinking level regarding Economy & Corporate World. It was really a learning Experience.

- Maninder Singh  
CFA-045914

It has built up my confidence. I had never given presentation in my life, but now I can give presentation any where. It has changed my thinking process & helped me in better understanding of economic indicators & their analysis.

-Shilpi Agarwal  
MBA-2064811

