



Cygnus

Business Consulting & Research Pvt. Ltd.

Knowledge Partner for Profitable Growth

भारतीय रिज़र्व बैंक
RESERVE BANK
OF INDIA

Cygnus Internship on Business Strategy & Performance Analysis (BSPA)

HIGHLIGHTS

Cygnum Business Consulting & Research, is a world class knowledge products and services organization, focusing on analysis and research of Economies, Industries and Companies. Solutions and services offered by us span the entire value chain of information, analysis and research. The coverage of our products includes markets and business trends at global, regional and country levels. Cygnus takes up custom projects in areas like Market Surveys, Growth Strategies, Credit Appraisals & Equity Valuation from customer in India & abroad.

- Practical Exposure to Corporate Work Environment
- Macro Economic and Industry Analysis Skills
- Business Strategy and Performance Analysis using E-I-C Framework
- Skills to prepare Professional Reports using Minto Pyramidal Principle
- Five Live Projects under the Guidance of Cygnus Managers
- Professional Skills to present Project Reports to Corporate Managers
- Bridge the gap between Academics and Industry requirements.

Eligibility: MBA (Group D), MS (Fin) and MFA (Group C)

Duration: Four weeks

Guidance & Feedback

Guidance and feedback shall be given to students under:

- Scope, coverage and assignment
- Methodology
- Data sources
- Report writing (templates etc)
- E-mail, telephonic support and face-to-face meetings

Scope of the Assignment

Each student will be assigned five projects, covering all the above areas: one each in Economy Analysis, Industry Analysis, Company Analysis and Product and inter-firm comparison.

Project I

Economy Analysis

Understanding economy on following points

- Overview
- Current scenario
- GDP growth and its composition
- IIP and its composition
- Interest rates, Inflation, Foreign trade
- E-I-C Framework
- Monetary & Fiscal policy
- Economy-Capital Market linkage
- International Economics
- Outlook

Project II

Industry Analysis

Understanding Industry on following points

- Overview
- Current scenario
- Industry Value Chain
- Industry structure
- Major players
- Regulation
- Technology
- Exports and Imports
- Competition
 - Michael Porter Analysis
 - Herfindahl Index
- Critical success factors
- Growth drivers
- Issues & challenges
- Outlook

Project III

Company Analysis

- Preamble
- Company Background
- Business Analysis
 - Business Model & Strategy
 - Segment Analysis
- Operational Performance / Operational Metrics
- Financial Performance
- Stock Market Performance
- Outlook

Projects IV & V

Projects on Functional Domain

- Marketing and International Business
 - Product Analysis (P IV)
 - Competition Analysis (P V)
- Finance
 - Technical Analysis (P IV)
 - Inter-firm Comparison (P V)
- Human Resource Management
 - Leadership Style (P IV)
 - Organization Culture / HR Policies (P V)
- Operations and Systems
 - Project Management (P IV)
 - Technology Management (P V)

What Interns say.....



The basic thing which impressed me about BSPA Program is the overall training i.e., about Economy, Industry, Products and moreover is the personality development. Cygnus showed us the way to stay ahead...

-Varun Ahuja
International Business-2009



The Internship Program has changed my thinking process and helped me in better understanding of financial analysis. Now I understand to differentiate between theoretical knowledge and practical knowledge.

-Priyanka Chourasia
Finance-2009



The Cygnus internship on Business Strategy & Performance Analysis has benefitted me in all areas of knowledge and education. Now I have much confidence and can think and understand better than before.

-Deepak Thaper
Marketing-2009



The BSPA internship has helped me a lot and made me more competitive in the market. It also helped me in developing research skills.

-Vidhi Shah
HR-2009

A PARTIAL LIST OF OUR EDUCATION CUSTOMERS

- Adarsh Business School
- Amity
- Ansal Institute of Technology
- Assam University
- Atharva School of Management Studies
- Bharati Vidyapeeth
- B. K. School of Management
- GIFT
- G.R.G. School of Management Studies
- Haldia Institute of Technology
- Heritage Institute of Technology
- IBMR
- IBMT
- IBS
- IDRBT
- IIIT
- IIIT-Bangalore
- IIM, Kozhikode
- Indira Gandhi Memorial Library
- IISWBM
- IIM Ahmedabad
- IIM Kolkata
- IIT Madras
- IIT Bombay
- IMI Indore
- IIRM Jaipur
- ISB
- Indian Institute of Rural Management
- Jadavpur University
- J.D. Birla Institute
- Joseph Sirisha & Mary Indira Educational Society
- Loyola Institute of Business Administration (LIBA)
- N.L. Dalmia Institute
- NIT, Kurukshetra
- NITIE
- NIFT
- PSG College of Management
- Presidency College
- Rai Business School
- Siva Sivani Institute of Management
- St. Francis Institute of Management & Research.

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