

***Press Release***

**CYGNUS STUDY ON SKILL GAPS OF MBA STUDENTS**

**Hyderabad , June 23, 2010**

As Indian economy is fast recovering from the effects of global slow down, industry is scaling up recruitment ,which includes freshers . However a number of MBA students are unable to get “jobs of their choice”, due to gaps in skills requirements of the industry and what the students possess. The largest gap ,observed is ability of the students to apply their functional knowledge in practical situations application . Most of the students also lack awareness of contemporary developments in economy and industries and how to relate them to their company and job. The study conducted among 200 companies rates the importance given by companies to key factors of Attitude, Skills and knowledge while recruiting fresh MBAs .

In order to bridge the skill gap between Industry requirements and the skill levels of MBA students, Cygnus Business Consulting and Research (Cygnus ) launched a Career-oriented Managerial Skill Certification Programme. Objective of the programme is to make the students “industry-ready” by imparting “hands-on” functional skills and soft skills, needed by the industry. Mr O.R.S.Rao, Director of Cygnus explained that this programme was designed on the basis of the survey findings as well as experience of Cygnus in managing fresh MBAs.

The programme will commence on July 1, 2010 and will be for duration of four weeks. It targets to impart hands-on skills in areas like Finance, Marketing and HR. Every participant will be required to do four hands-on assignments under the guidance of experienced senior managers of Cygnus and present the same to the class. Besides, the students are also trained in systematic business analysis using Minto’s Pyramidal principle and presentation skills (both oral and written). All students are evaluated for the assignments and the qualified students are awarded certificates.

All students that have completed first year (or second semester) of MBA of any University (Campus Programmes or Distance Learning Programmes) are eligible to undergo this programme. Students that completed MBA and are awaiting suitable placements can attend the above programme, followed by Placement Facilitation module for additional four weeks, which covers Career Counselling, Interview Facing skills and Placement Assistance.

Interested students can contact Mr Natish Kumar at 040-23430210 or 9394705831 .Last date for enrolment is Jun 28, 2010.

Cygnus Business Consulting and Research ([www.cygnusindia.com](http://www.cygnusindia.com)) is a global knowledge services organisation with its 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 business consulting projects for corporates , credit appraisals for banks and equity research projects for Investment Banks and large brokers. Currently, Cygnus has over 800 customers from India, Canada, Germany, Singapore, the UK and the US, in a range of sectors like Business Schools, Consulting Companies, Consulates, Banking, Financial Services, Insurance, Pharmaceutical, Energy ,Logistics, IT and ITES/KPO. Renowned Universities and Business Schools like Hyderabad University, Gujarat University, Rajiv Gandhi University, Manipal University, IIMs, IITs, ISB, XLRI and NITIE subscribed to Cygnus products like Cygnus Knowledge Portal ,Industry Insights , Industry Management Reports and Placement Monitor.



(O.R.S. Rao)

Director