



**INTERNATIONAL SCHOOL OF BUSINESS & MEDIA, KOLKATA**  
**FINAL PLACEMENTS PROGRAMME (2019-2021)**

**Post Graduate Programme Diploma in Management**

*Specialisation: 1. Finance 2. Marketing*

**Name** : Ekta Agarwal  
**Permanent Address** : 34, Main Road, Uliyan Kadma, JSR- 831005  
**Phone** : 8340484213  
**E- Mail** : ektaagarwal308@gmail.com



**EDUCATION**

International School of Business & Media, Kolkata PGDM	<b>2019-21</b> 6.8 / 8
Shri Shikshayatan College B.Com (Honours)	<b>2016-19</b> 58%
Kerala Public School Kadma CISCE	<b>2016</b> 68.66%
Kerala Public School Kadma The Indian Certificate of Secondary Education	<b>2014</b> 70.33%

**WORK EXPERIENCE**

**FRESHER**

**INTERNSHIP**

**5 MONTHS**

<b>COMPANY (I)</b>	:	<b>Affinity Global Services Private Limited</b>
<b>PROJECT TITLE</b>	:	Preference of Banks in applying CMA Method or Cash Flow Method for appraisal of working capital requirements of borrowers.
<b>OBJECTIVES</b>	:	<ul style="list-style-type: none"><li>➤ To assess the effectiveness of the method used by banks for working capital assessment.</li><li>➤ To assess the company financial asset.</li></ul>
<b>SCOPE</b>	:	Limited number of responses received during the pandemic
<b>PROCESS</b>	:	<ul style="list-style-type: none"><li>➤ Collection of primary data and secondary data from 27 banks</li><li>➤ Analyses of data done by using Chi-squared test and Fishers Exact Test</li></ul>
<b>METHODOLOGY</b>	:	Descriptive Study, Statistical Study.
<b>LEARNING OUTCOMES</b>	:	<ul style="list-style-type: none"><li>➤ All the banks follow Credit Monitoring Arrangement (CMA) Statement and Cash Flow Method for working capital assessment.</li></ul>

- Preparation and Compilation of the following documents:
  - Short Profile Preparation
  - Detailed Project Report Preparation
  - CMA Preparation
- Analyzing Financial Statements
- Ratio Analysis
- Successfully adjusted in new normal

**COMPANY (II)** : **Unschool - Educational Consultants**

**PERIOD OF INTERSHIP** : 4 Weeks

**OBJECTIVES** : Marketing of various online platform courses to customer in the field of various specializations.

**LEARNING OUTCOMES** :

- Develop proficiency in Digital marketing
- Understood the method of communicating using social media platform
- Providing the correct product to a customer

#### PROJECTS & LIVE ASSIGNMENTS

- **FINANCE:**
  - **JK Tyre vs. MRF Tyre:** Analysis of financial statement using Ratio
  - **Maruti Suzuki:** Working Capital Management
- **MARKETING MANAGEMENT:**
  - Product Mix of **HUL Private Limited**
  - Service Marketing on **Starbucks**
  - **Red Ocean** and **Blue Ocean** Strategy of **Facebook**
  - Study of Consumer Behavior on **UBER**
- **MANAGEMENT COMMUNICATION:**
  - Business Plan on **Balaji Construction**
- **PRODUCTION AND OPERATION MANAGEMENT:**
  - Project on a Study on inventory management practice in Indian Industries

#### EXTRA CURRICULAR ACTIVITIES

- Member of Alumni Cell
- Active Member of Student Counsel in school
- Active Member of Interact Club in school

#### COMPUTER PROFICIENCY

- MS Office

Date of Birth: 21.02.1998

Signature: EKTA AGARWAL

