

WHAT STUDENTS WANT

EVERY YEAR, RESEARCH FIRM ACNIELSEN ORG-MARG ANSWERS just this question with its survey titled Campus Track, which is administered to the graduating batch of B-schools across India. Over the past two years,

management consulting has established itself as the most preferred discipline, and McKinsey & Co. as the most preferred company. The surprise: Fast Moving Consumer Goods sector is still popular.

Top 10 Industries Of Choice: Class Of 2002-05

Class of 2002	Class of 2003	Class of 2004	Class of 2005
Mgmt. Consulting	FMCG	Mgmt. Consulting	Mgmt. Consulting
FMCG	Mgmt. Consulting	FMCG	FMCG
Foreign Banks	Foreign Banks	Foreign Banks	Software/ IT Cons.
Financial Institutions	Software/ IT Cons.	Software/ IT Cons.	Foreign Banks
Software/ IT Cons.	Financial Institutions	Financial Institutions	Financial Institutions
Insurance	Retailing	Retailing	Telecom
Retailing	Insurance	Insurance	Automobile
Telecom	Telecom	Telecom	Consumer Durables
Entertainment/ Media	Entertainment/ Media	Entertainment/ Media	Retailing
Consumer Durables	Consumer Durables	Consumer Durables	Insurance
Automobile	Automobile	Automobile	Entertainment/ Media

Top 15 Recruiters Of Choice: Class Of 2002-05

Class of 2002	Class of 2003	Class of 2004	Class of 2005
HLL	HLL	McKinsey & Co.	McKinsey & Co.
Accenture	Infosys	HLL	HLL
McKinsey & Co.	McKinsey & Co.	Infosys	BCG
P&G	P&G	BCG	ITC
Arthur Andersen	Citibank	Citibank	Citibank
Lehman Brothers	ICICI Bank	P&G	HSBC
Infosys	HSBC	TAS	P&G
Citibank	Nestle	HSBC	Accenture
Goldman Sachs	Lehman Brothers	Accenture	Infosys
BCG	BCG	Lehman Brothers	Lehman Brothers
ICICI Bank	Accenture	IBM	Goldman Sachs
Nestle	Goldman Sachs	ITC	IBM
HSBC	PWC	GE Capital	Amex
A.T. Kearney	Coca Cola	Wipro	Microsoft
Duetsche Bank	Cadburys	Amex	ICICI Bank



Campus Recruiters Index: Leaders Over The Years (across segments)

Premier B-schools
Other B-schools
Students in the top 10 percentile
Students not in the top 10 percentile
Students with work experience
Students without work experience
Students with engg. background
Students with non-engg. background
Male students
Female students

Class of 2002	Class of 2003	Class of 2004	Class of 2005
McKinsey	HLL	McKinsey	McKinsey
HLL	Infosys	Infosys	McKinsey
McKinsey	McKinsey	McKinsey	McKinsey
HLL	HLL	McKinsey	McKinsey
Accenture	Infosys	McKinsey	McKinsey
HLL	HLL	McKinsey	HLL
HLL	Infosys	McKinsey	McKinsey
HLL	ICICI	McKinsey	ITC
HLL	HLL	McKinsey	McKinsey
HLL	P&G	McKinsey	ITC