

Training & Placement Cell  
Dr. B. R. Ambedkar University Delhi  
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Delhi-110006  
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**Sub:- Internship opportunity for UG & PG students of Dr. B. R. Ambedkar University Delhi in the company “The Outlook Group”.**

Please find the below details of internship opportunity for UG & PG students of the University in the company “The Outlook Group” for your reference and circulation to students to apply on given link by 04.04.2023.

**Registration Link:-** <https://forms.gle/SUVmiLkr8XLqTXnB6>

**Name of the Company:-** The Outlook Group, <https://www.outlookindia.com/>

**About the Organization: -**

Outlook Group is a leading name in the print industry. They are publishers of renowned titles like Outlook English, Outlook Hindi, Outlook Business, Outlook Money and Outlook Traveller. They provide magazines in the printed form as well as digital version. Using the latest technologies, they help people get the latest news in printed form at their doorstep.

**About the Profile:-**

- Marketing Profile
- Operations Profile
- Business Analytics profile
- Human Resource Management Profile
- Finance Profile

**MARKETING PROFILE**

- Task 1:- Customer Relationship Management using Knowledge Jockey
- Task 2: Marketing and Sales Project
- Task 3:- Marketing Research and Strategy Making
- Task 4:- Marketing Analytics
- Task 5:- Marketing Supply Chain
- Task 6:- HR and Training and Development Project
- Task 7:- Digital Marketing
- Task 8:- Project Work

**OPERATIONS PROFILE**

- Task 1: Amalgamation of Operation with Marketing and Sales
- Task 2: Supply Chain Analytics
- Task 3: Operation Strategy and Decision Making
- Task 4: Operation of Services
- Task 5: Project Work

**BUSINESS ANALYTICS PROFILE**

- Task 1: Product Learning
- Task 2: Data Generation and Validation
- Task 3: Forecasting Analytics

Task 4: Data Interpretation and Decision Making

Task 5: Project Work

### **HUMAN RESOURCE MANAGEMENT PROFILE**

Task 1: Product Learning

Task 2: Consulting and Customer Negotiation

Task 3: Recruitment and Selection function

Task 4: Leadership Function

Task 5: Project Work

### **FINANCE PROFILE**

Task 1: Product Learning

Task 2: Cash Flow Analysis

Task 3: Investment Analysis

Task 4: Work under close association with Outlook Money

Task 5: Project Work

#### **Desired skills and expertise**

- Fresh candidates are welcome. Candidates with more experience can also be considered.
- Exposure to digital/online channel sales/event sales will be an added advantage.
- Ability to work under minimal guidance and must have Strong Analytical / Presentation skills with good command over Excel and PowerPoint.

#### **Perks of the Internship:**

- You will get valuable experience in one of the most sought-after fields of print media. You will get direct mentorship from company Experienced Employee
- You will get a good recommendation letter or certificate of completion
- Depending on your performance you will be getting a Completion Certificate and Appreciation Certificate.
- Model: This unique Internship model from Outlook Group is based on pay per performance for motivated and deserving students.
- Students will be earning up to Rs 25000 [Rs 15000 at least on successful Internship Completion] based on their performance which will be directly recorded in our panel.

#### **Educational Qualification:-**

- Graduation/ Post-Graduation

**ONLY ELIGIBLE AND INTERESTED STUDENTS OF DR. B. R. AMBEDKAR UNIVERSITY DELHI ARE ADVISED TO APPLY.**

**(Mr. Sachit Sharma)  
Assistant Registrar  
Training & Placement Cell**