



**SIGMA**  
The Business Club

# SIGMA

## Foreword from the Core of '20-'21



We at Sigma aim to recreate excellence by equipping students to realize their dreams in management, consulting, and analytics. We are elated by the fact that Covid-19 (Online Semesters) hasn't slowed us down, and we have conducted over 5 events, completed 4 projects, competed with prestigious institutions in more than 10 competitions, and published over 10 articles in the past year.

# INITIATIVES

## **The economic impact of COVID-19 on different sectors and markets.**

There's not one person you'll come across today (from a distance of course) who wouldn't claim that the Covid-19 pandemic has been a blow to the economy worldwide.

"But how much exactly, and how can we fix it?" is a question that has got us all wondering... We at SIGMA have delved a little deeper, hoping to uncover the unknown.

Check out the summary of our report at:

<https://bit.ly/COVID19ReportSummary>

or read the full report at

<https://bit.ly/COVID19EconomicReport>

## **COVID -19, An industry report**

We analyzed the Operational, Financial, and Market Implications of the global Pandemic on various Industries around the globe. To better understand how the pandemic hit various industries, we have categorized the Industries into Primary, Secondary, and Tertiary Sectors. We look at the implications sector-wise and also few companies as specific examples from each sector.

We also analyzed and defined the pandemic and its characteristic effect on various human machinery, quantified the Pandemic, and looked at governance strategies implemented to control the Pandemic. Then, based on the quantification, we drew inferences and analyzed them by drawing conclusions and localizing them. And finally, we attempt to mitigate the issues found and briefly look at how the pandemic could've been handled in a better way.. ( June 2020)

Read the full report at <http://bit.ly/Covid19IndustryReport>

## **Feasibility Analysis of E-Cycles in NITT**

We are analyzing the feasibility of deploying battery power-assisted e-cycles on the NITT campus. The study covers various aspects, namely, Operational feasibility, Financial feasibility, technical feasibility, etc. Finally, we propose the most cost-effective plan.

## **Demand forecasting in supply chain management**

Published an article explaining the various demand forecasting methods used in industry and a project report on the time series forecasting model built to forecast demands of department-wide sales across 45 retail stores.

# **EVENTS**

**Case Closed** - The third edition of the case closed workshop which was attended by 120 freshers gave a brief introduction to some popular frameworks used to solve case studies. In the first half of the workshop frameworks introduced were - porter's 5 forces, 4Ps of marketing, 3Cs, market-entry framework.

The second part of the workshop was focused on using these frameworks to solve case studies and also learning new concepts like Just in time, marketing techniques, market penetration strategies, and a lot more. Real business situations/problems from KFC China, Coca Cola, General Electric, Uber were discussed and the frameworks taught were used here.

## Guest Lecture on Consulting

by Pratik Ranjan, a Senior Associate at Boston Consulting Group for over 300+ participants. The lecture gave an insight into the type of work involved in Management Consulting and what such elite companies look for in a candidate.



**Taking Up Highers in Management** – Mr. Sanjay Dhingra, the former Admissions Officer of ISB’s YLP Program and an alumnus of the ISB PGP batch of 2012, gave a live webinar about the program and how candidates can shape their profile for the same.

# COMPETITIONS

- All India First in the P&G Case Study Competition
- First Place in The Ultimate Manager during Pragyan’21

# CAMPUS DEVELOPMENT

The club worked with the 2K market to improve their facility layout in order to make the best use of the space and ensure ease of access to the customers.