BCom hiring shifts to analytics, FinTech with average salaries looking up

HEIs are retooling courses, offering certification in AI, business analytics to increase employability of commerce grads

Divyansh.Kumar
@timesofindia.com

Once stereotyped as keepers of ledgers and balance sheets, BCom students are undergoing academic transformation. Top commerce colleges report a striking shift in recruitment, with sectors such as analytics, fintech and financial consulting being on the rise, overtaking traditional accounting and back-office positions. This transformation is driven by curricular updates, employer demand and the growth of startup hiring. The rise of new-age sectors, including e-commerce, digital marketing, and supply chain management, has created fresh opportunities for BCom students.

Lady Shri Ram College, DU, saw maximum hiring for consulting and management-based roles, while students at CHRIST (Deemed to be) University, Bengaluru and NMIMS were hired by BFSI (Banking, Financial Services, and Insurance) and FinTech companies. Recruiters like Bain & Company, McKinsey, and BCG are regularly visiting the DU colleges for hiring, while companies like Deloitte, EY, and KPMG are top recruiters across the board. "BCom (Hons) graduates at Shri Ram College of Commerce (SRCC) acquire three skills, which include data-driven analytical reasoning, advanced tech proficiency and cross-functional communication, which helps in invading the job market," says Prof Amanpreet Kaur, convenor, SRCC placement cell, adding, "We are preparing students for a future where AI automates routine tasks by focusing on strategic thinking, creative problem-solving and advanced interpersonal communication."

The SRCC's placement cell reported that BCom (Hons) students were recruited across finance, consulting, sales & marketing, FMCG, startups and audit. SRCC's 2024–25 placement season recorded 520+ offers, a gross placement value of over Rs 52 crore, an average package of Rs 9.9 LPA and a median of Rs 7.7 LPA. The placement cell also flagged growing hiring from early-stage startups and emerging consulting firms. "Students now build three-statement valuation models from scratch and use Power BI and Python in practical projects," Prof Kaur adds, pointing to a broader readiness for front-office and analytics roles that were once seen as PG territory.

Startup Boom

At Lady Shri Ram College (LSR), DU, the shift is visible with average CTCs rising to Rs 11.5 LPA, and the college reported top offers above Rs 40 LPA. LSR students favour consulting and investment banking roles, with high-profile recruiters visiting the campus. Hindu College, DU, has median packages of around Rs 10 LPA, reflecting steady demand from banks, investment management firms and e-commerce companies. "The startup boom in India has changed the aspirations. Some students with an entrepreneurial bent have successfully launched startups, with the number increasing every year," says Prof Anju Srivastava, principal, Hindu College. Institutions are retooling courses to match demand. From AI and business analytics electives to labs and professional certifications, the emphasis is on digital fluency plus business acumen. "We train students to work with AI, not to compete with it. Our focus is on developing higher order skills that AI cannot easily replace," says Akanksha Sethi, assistant professor, Department of Commerce, LSR College, DU.

Students' Playbook for Upskiling

- **Build digital skills:** Advanced Excel, Power BI/Tableau, Python, SQL and familiarity with Bloomberg/NSE terminals
- **Pursue domain certificates:** AIML modules, anti-financial-crime, business analytics and professional body certifications (ACCA/CIMA/CISI) where relevant
- **Get practical exposure:** internships, live projects, corporate competitions and incubation support
- **Cultivate soft skills:** communication, critical thinking and teamwork, the bridge between analysis and action

Publication Name: The Times of India

Edition: Mumbai, Delhi, Chandigarh & Kolkata