



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL
INDIRAPURAM, GHAZIABAD



www.jaipuria.edu.in/jim

CREATING RESPONSIBLE LEADERS



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL
INDIRAPURAM, GHAZIABAD

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, Uttar Pradesh
(Formerly Uttar Pradesh Technical University, Lucknow)

Block-A, Gate No. 2, Shakti Khand IV, Indirapuram, Ghaziabad-201014

Ph.: 0120-4550100, Toll Free No.: 1800-102-3488

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**MBA
PLACEMENT
BROCHURE-2021**

Vision & Mission

Our Vision

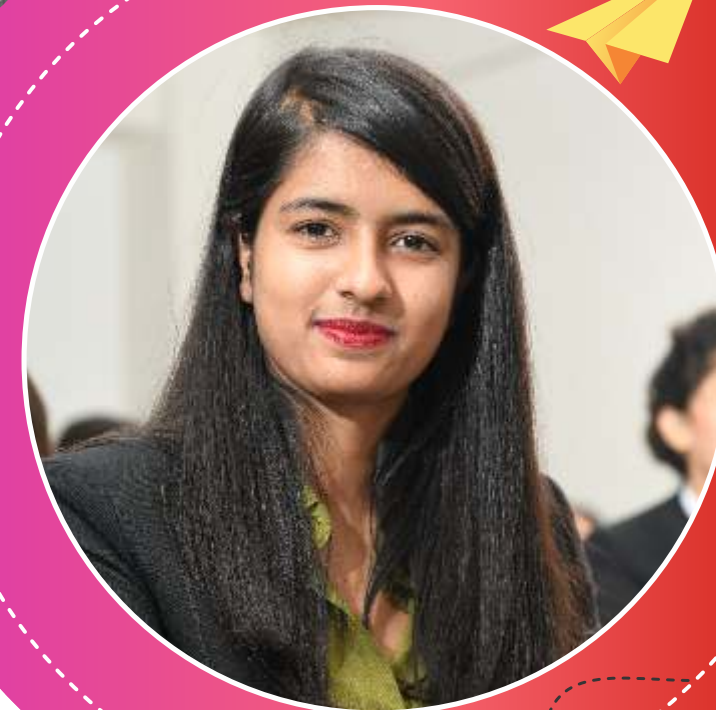
To become a Fully Integrated, Socially Responsible, Contextually Relevant, and Value-Based Management Institute of National Reckoning by meeting the growing and emerging needs of industry and business through contemporary innovative management Teaching, Training, Research and Consulting.

Our Mission

We intend to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, we provide training and development services, foster research and disseminate knowledge through publication of books, journals and magazines for the development of society at large.

Our Objectives

- To develop managers, leaders & entrepreneurs with a vision and values.
- To ensure relevance of curriculum for the industry.
- To continuously upgrade and develop intellectual capital.
- To coin interactive pedagogy.
- To achieve excellence through teamwork.
- To provide diversified corporate exposure in the form of corporate induction programmes, summer training, consultancy, innovative assignments, and live projects.
- To groom students as value-based business leaders through a structured Executive Leadership Programme and modules on inter-personal skills and personality development.



content



THE HOUSE OF JAIPURIAS

Jaipurias in Indian Industry

The house of Jaipurias, established by late Dr. Rajaram Jaipuria, a doyen of textile industry, is a recognized name in the Indian industrial arena. Their flagship establishment, Ginni Filaments and its associated organizations are the acknowledged leaders in the field of textile production and exports. Their success in this field is largely due to their endeavor to evolve and adopt latest technological and managerial innovations.

Jaipurias in Education

Seth Anandram Jaipuria Education Society manages various reputed schools and colleges in the country. These include Seth Anandram Jaipuria College, Kolkata (1945), Seth Anandram Jaipuria School, Kanpur (1974), Jaipuria Institute of Management, Indirapuram, formerly Vasundhara (2001), Seth Anandram Jaipuria School, Vasundhara (2004), Jaipuria Institute, Indirapuram (2004), and Jaipuria Institute of Management Studies, Indirapuram (2008). It also promoted Seth Anandram Jaipuria School at Lucknow (1992). Jaipuria Group also provides a premium business opportunity to manage own schools through franchise arrangement.

Jaipurias in Social Service

The Jaipuria Group is fully conscious of its Corporate Social Responsibility. The philanthropic spirit of late Dr. Rajaram Jaipuria is revealed by his belief in doing as much possible as for the poor and the needy. A chain of public guest houses, temples, charitable hospitals and institutions is a testimony to that. These include Seth Anandram Jaipuria Eye Hospital, Nawalgarh, Matushree Jaidevi Anandram Jaipuria Smriti Bhawan, Vrindaban, Ram Darshan, Chitrakoot, Seth Anandram Jaipuria Smriti Bhawan, Haridwar.

Schools & Institutions

- Seth Anandram Jaipuria College, Kolkata
- Seth Anandram Jaipuria School Kanpur
- Jaipuria Institute of Management, Indirapuram
- Seth Anandram Jaipuria School, Ghaziabad
- Jaipuria School of Business, Indirapuram
- The Jaipuria School, Farrukhabad
- Little One - The Jaipuria Preschool, Kakadeo

- Seth Anandram Jaipuria School, Unnao
- Seth Anandram Jaipuria School, Shaheed Path, Lucknow
- Seth Anandram Jaipuria School Alambagh, Lucknow
- Little One - The Jaipuria Preschool, Ghaziabad
- Little One - The Jaipuria Preschool, Vikas Nagar
- Little One - The Jaipuria Preschool, Jajmau
- Seth Anandram Jaipuria School-Sitarganj
- Seth Anandram Jaipuria School, Varanasi
- Seth Anandram Jaipuria School Satna
- Seth Anandram Jaipuria School Mirzapur
- Seth Anandram Jaipuria School, Raebareli
- Seth Anandram Jaipuria School Dibiypur

Upcoming Schools

- Little One - The Jaipuria Preschool, Swaroop Nagar
- Seth Anandram Jaipuria School, Mainawati Marg, Kanpur
- Seth Anandram Jaipuria School, Naini, Prayagraj
- Seth Anandram Jaipuria School, Nanpara
- Seth Anandram Jaipuria School, Kidwai Nagar, Kanpur
- Seth Anandram Jaipuria School, Jajmau, Kanpur
- Seth Anandram Jaipuria School, Greater Noida (West)

Associate Companies

- Ginni Filaments Ltd., Noida, U.P.
- Ginni Filaments Ltd., Kosi Kalan, Mathura, U.P.
- Ginni Filaments Ltd., Panoli, Gujrat
- Jaipuria Publishing House (JPH), Ghaziabad

Corporate Social Responsibility

- Seth Anandram Jaipuria Eye Hospital Nawalgarh (Rajasthan)
- Seth Anandram Jaipuria Smriti Bhawan Vrindavan
- Seth Anandram Jaipuria Smriti Bhawan Ramghat, Haridwar
- Matushree Jaidevi Anandram Jaipuria Smriti Bhawan, Chitrakoot(Banda)
- Ram Darshan Mandir - Chitrakoot (M.P)



ABOUT THE INSTITUTE

Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has a sprawling campus spread over 5 acres at Indirapuram, Ghaziabad, a posh area on NH-24 within NCR. During this short span of 19 years, under the able guidance of the Late Dr. Rajaram Jaipuria and Shri Shishir Jaipuria JIM, has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies.

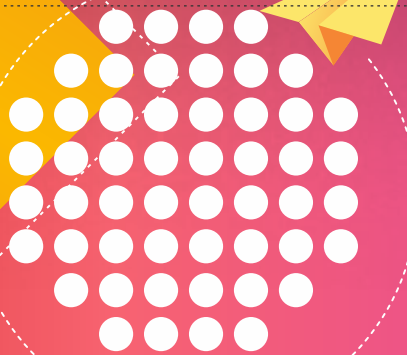
The Institute started a full time 2 years master degree program in Business Administration (MBA), in the year 2001. This program is duly approved by AICTE, Ministry of HRD (Govt. of India) and affiliated to Dr. A.P.J Abdul Kalam Technical University, Lucknow (U.P). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage various reputed schools and colleges in the country.

Jaipuria Institute of Management, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers & Entrepreneurs.

Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. Jaipuria Institute of Management has established itself as a leading management institute in Northern India.



BOARD OF GOVERNORS



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Shri Shishir Jaipuria
Chairman

Jaipuria Group of Educational Institutions

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Mr. Vinod Malhotra
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Director
Technical Education,
Govt. of Uttar Pradesh

Dr. Sadananda Prusty
Dean (Academics)
Jaipuria Institute of Management
Ghaziabad

Dr. Ashwani Varshney
Dean (Students Welfare) & Associate Professor
Jaipuria Institute of Management, Ghaziabad

Member Secretary
Prof. (Dr) Daviender Narang
Director,
Jaipuria Institute of Management, Ghaziabad

**CREATING
RESPONSIBLE
LEADERS**

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ACADEMIC ADVISORY COUNCIL



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FMS Delhi University, Delhi

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IIM-Shillong

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Professor
IMT, Ghaziabad
Delhi NCR

Prof. Jamal A Farooque
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Aligarh Muslim University, Aligarh

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Associate Professor
IIM-Lucknow

Mr Rohan Sudan
Deputy Manager-HR
Newgen Software

Ms. Ritu Garg
Country Manager
Tuple Technologies
Noida

Dr. Sadananda Prusty
Dean (Academics)
Jaipuria Institute of Management
Ghaziabad

Dr. Ashwani Varshney
Dean (Students' Welfare &
Associate Professor)
Jaipuria Institute of Management
Ghaziabad

Prof. (Dr.) Daviender Narang
Director
Jaipuria Institute of Management
Ghaziabad

Ms Shuchi Sharma
Logistics Analyst
Honeywell International India Pvt Ltd

FROM THE CHAIRMAN'S DESK



Shishir Jaipuria
Chairman
Seth Anandram Jaipuria Education Society

Over the years, Jaipuria Institute of Management has developed into a centre of excellence in management education. The students are developed with a focus on creating harmony between society and business.

We are proud of our century old heritage based on values and ethics that has endured the test of time. Our students have imbibed this spirit which will enhance quality of their work life. With an impressive and dedicated faculty, we have produced quality professionals in the field of management.

Our students, through their sincerity, dedication and profound knowledge have already made a place for themselves in the corporate world. I would like to thank industry and other stakeholders for accepting our students and look forward to their continued support to make our endeavor a success.

I look forward to another year of strong placements and support of the industry and business.

“
Our students have imbibed this spirit which will enhance quality of their work life. With an impressive and dedicated faculty, we have produced quality professionals in the field of management.
”

FROM THE DIRECTOR'S DESK

The world is changing at a very rapid pace. In the light of these changes, we are faced with the arduous task of creating and developing an employable workforce that is flexible and quick to adapt to the economic, technological and social changes. Keeping in mind the rapidly changing timescales, we have endeavored to develop skills and knowledge in our students that help them respond quickly and proactively to the changes in the business world. Our focus has always been on developing creative thinking, flexibility and communication in addition to imparting value based management education to our students. This has helped us to develop business managers of exceptional quality who are not only productive but also responsible global citizens.

Students learn through human contact. Hence, an educator becomes the most important component in learning. We, at JIM have strived to build a team of knowledgeable, dedicated and high performance faculty who ignite the young minds and inspire them to imbibe the Indian ethos. Continuous industry interactions have helped us to restructure and redesign our curriculum to meet the ever changing demands of the corporate world. Apart from regular academics, programs on personality development, communication enrichment, technical skill development and industry interactions are conducted regularly to help develop our students into superior corporate leaders.

Our commitment to provide quality education since the inception of our institute has helped us gain confidence of esteemed organizations like yours and has further uplifted our placements. We thank you for your tremendous support in our efforts to build and deliver an education system that makes intellectually sound and ethically rooted individuals.

Once again, we proudly present to you our current batch of 2019-21 fortified with the necessary abilities to be world class leaders. We cordially invite you to participate in our placement process 2020-21 and we look forward to a great placement experience.



Prof. (Dr.) Daviender Narang
Director
Jaipuria Institute of Management

“
Our commitment to provide quality education since the inception of our institute has helped us gain confidence of esteemed organizations like yours and has further uplifted our placements.
”

AWARDS & RECOGNITIONS



EXCELLENCE IN EDUCATION AWARD BY CSR 2019-20

RANKED A+++
IN BEST B-SCHOOLS BY BUSINESS INDIA 2019-20

RANKED A+
RANKED A+ IN DELHI/NCR BY THE CHRONICLE 2019-20

RANKED A8
BY BUSINESS STANDARD 2019

INDIA EDUCATION NETWORK EXCELLENCE IN INDUSTRY-ACADEMIA INTERFACE 2020

RANKED 7th
IN TOP LEADING B-SCHOOL SUPER EXCELLENCE RANKING BY MANAGEMENT REFRESHER 2019-20

RANKED 9th
OUTSTANDING B-SCHOOL OF EXCELLENCE BY GHRDC- CSR B-SCHOOL SURVEY 2019-20

RANKED IN TOP 5
among MBA Institutes affiliated with Dr. A.P.J. Abdul Kalam Technical University, Lucknow (U.R.)

RANKED 14th
IN B-SCHOOLS PRIVATE DELHI NCR BY THE WEEK (HANSA RESEARCH) 2019-20

RANKED 16th
IN B-SCHOOLS DELHI NCR BY THE WEEK

RANKED 22nd
B-SCHOOLS PRIVATE NORTH ZONE BY THE WEEK

RANKED 27th
IN B-SCHOOL NORTH ZONE 2019 BY THE WEEK

RANKED 29th
IN TOP PRIVATE B-SCHOOLS IN NORTH ZONE BY BUSINESS WORLD

RANKED 42nd
PRIVATE BEST B-SCHOOL RANKING 2019 (NORTH) BY INDIA TODAY

RANKED 70th
IN B-SCHOOL PRIVATE ALL INDIA 2019 BY THE WEEK

RANKED 86th
TOP B-SCHOOLS PRIVATE BY BUSINESS WORLD

RANKED 137
B-SCHOOL RANKING 2019 BY INDIA TODAY



INFRASTRUCTURE AND RESOURCES



Campus

- One of the Finest Management Education Infrastructures in NCR.
- Spread over 5 acres of land in the heart of NCR, with good connectivity to all places of NCR.
- Ultra modern facilities in-house Hostel, Class rooms, Conference rooms and Syndicate rooms and Skill Development Centre.
- Fully air conditioned auditorium with 400 seating capacity.
- Wi-Fi Campus.

Library & JIM Information Centre

- Over 17,000 books, 100 national & international journals.
- Seating capacity of over 200 students
- Peripheral Services of Re-prography, Bibliography Referencing, and Unlimited Internet Access.
- Internet access to Web Portal.
- Database Subscription of J-Gate, Proquest, NDLI, and Delnet



CREATING
RESPONSIBLE
LEADERS



MASTER IN BUSINESS ADMINISTRATION

Computer Labs

- Ultra modern computer labs with state of the art technologies.
- 200 Advanced Systems, connected to IBM server
- 22 Mbps internet connectivity.
- Windows 2008/2010 server/Linux Platform
- Smart Classroom
- 50 Mbps Internet Connectivity
- Windows 2019 Server
- License software like Statistical database software like SPSS, CMIE Prowess Corporate Database, MS Office, etc
- Dedicated Computer Lab has been set up for Business Analytics equipped with software like- R, Python, Tableau, etc.

Language Lab

- Ultra modern software based on CBT Methodology
- Online practice sessions to increase the students' proficiency in different languages.

Sports Facility

- Various sports facilities are provided to the students. Tournaments are conducted for games like football, cricket, table tennis, volley ball, basket ball and badminton.
- Students can also enjoy indoor games like pool, carrom and chess.

Cafeteria

- Our cafeteria setting puts forth a new method of knowledge-sharing called the "Cafeteria Approach". It is an innovative and informal method of learning where one can debate, discuss and deliberate over a cup of coffee thereby actively nurturing one's interpersonal skills.



Gym & Fitness Centre

- Multi-utility Gym and fitness centre
- Ultra modern equipments for healthy state of mind & body.
- Yoga, Meditation and Aerobics centre.

Hostel

- Ultra modern in-house girls hostel with fully air conditioned and unlimited Internet access.
- One AC and one Non AC out of campus boys hostel equipped with all modern facilities including unlimited Internet access.



TEACHING PEDAGOGY

EXPERIENTIAL AND COLLABORATIVE LEARNING FOCUSES ON THE LEARNING PROCESS OF THE STUDENTS AND CREATES KNOWLEDGE THROUGH TRANSFORMATION OF EXPERIENCE. SUCCESSFUL STUDENTS LEARN HOW TO SHARE RESPONSIBILITIES, EXPERIENCE AND KNOWLEDGE WITH OTHERS FOR MUTUAL BENEFITS.

Case Study Method

The case study method is another practical approach to provide exposure to managerial decision making and dealing with industrial nitty-gritty. Students are expected to interpret complex data and determine the best course of action to overcome an organizational issue. A case study method enables students to refine their analytical skills, decision making and strengthen their ability to work in a complex business environment.

Assignments, presentations, live and simulated projects, with periodic evaluations

It ensures that students develop skills in managing time by working efficiently and effectively. This is what makes managers from JIM a category above the rest in challenging situations.

Live projects

At Jaipuria, students are exposed to various situational and functional live projects from the corporate world providing them valuable opportunity.

Hands on experience on Decision Support Systems

It provides hands on experience on quantitative techniques used in managerial decision-making process. Students learn from the structured educational experience developed by the faculty. It is intended for students who want to use information technology or operations management as a decision making tool.

Speaker Series

Leading experts from industry, practitioners and researchers from varied fields are the knowledge partners of Jaipuria Institute of Management. They share information on current issues, best practices, challenges & opportunities of the business world on regular basis.



Summer Internship Projects (SIP)

During SIP, students are encouraged to take up time bound, multi-disciplinary and goal oriented projects. Corporate partners stimulate professional skills in the students through the implementation of "real-world" tasks and exercises under guidance of corporate mentors and institute's faculty.

Industrial Visits

At JIM the students are provided industrial exposure through regular industrial visits. These visits are organized regularly with the association of our industry patrons from different areas whereby students are able to understand the functioning and processes in a more coherent manner in real world scenario.

MOOCS / Swayam / NPTEL

It is the largest portal for online certification of all the specializations. Jaipuria Institute of Management is the local chapter for NPTEL. All the students undergo the certification program for skill enhancement.

Online Teaching

Amid the pandemic, the institute has taken steps for digital transformation of students as well as faculty, this will serve the faculty as well as students in the times to come.

IN OUR PROGRAMME, WE KEEP CLEAR FOCUS ON DEVELOPING REQUIRED SKILLS OF LEADERSHIP. "IT IS A PLANNED INTERVENTION AIMED AT DEVELOPING AND GROOMING THE STUDENTS AND MAKING THEM 'INDUSTRY READY'", THROUGH ACTION-LED INTELLECTUAL ENGAGEMENTS AND LEARNING EXPERIENCES WHILE WORKING IN SMALL TEAMS.

One on One Mapping

- Mentor Mentee Sessions
- Personality Test & Gap Analysis
- SWOT analysis & Areas for Development
- Career Prospects

Methods

- Videos/ Presentations
- Role Plays/ Group Exercises
- Communication classes - Extempore, Speeches, Debates, Story Telling
- Personal grooming classes

Coverage

- Workshops on career growth
- Involvement of Industry Experts in Curriculum Delivery
- Interactive Platform with Global and Indian Visionaries
- Leadership Series
- Academic Fests
- Life Skills Education
- Attitude Development Workshops
- Current Business Awareness
- Panel Discussions and Debates
- Club Activities Forum
- Aptitude Training
- Group Discussion and Interview skills
- Functional English Course
- Guest Lecture
- Industry Specific Courses
- Panel Discussion
- Domain Specific Discussion Forum



INTELLECTUAL CAPITAL



Dr. Daviender Narang
Director,
Jaipuria Institute of Management

A thorough management professional, Prof. (Dr) Daviender Narang is working as a Professor & Director. He has a rich experience of 25 years in the field of academics and management especially in best business and management Institutes of India and abroad. He has an experience of establishing and successfully managing a new business school. He has worked on a World Bank supported project on capacity building in Ethiopia for two years. He holds two post graduate degree in Business Economics and Finance & Control. He has a Ph.D in Economics and his contribution to research focuses on banking efficiency in India. His areas of expertise are security analysis, corporate finance, banking, research methodology and mutual funds. He is also associated with business firms as corporate trainer on various financial modules.



Dr. Sadananda Prusty
Dean (Academics)

Dr. Sadanand Prusty is MBA and Ph.D with over 22 years of experience. He has done a post doctoral research from faculty of economic sciences at university of Warsaw, Poland. He has authored several books. His recent edition is Dome, M. and Prusty, S. (2019) on "Critical analysis of factors impacting trust and opportunism in Agri-Food supply chains: the case of tomatoes in the Northern Tanzania", International Journal of Business Process Integration and Management, (forthcoming) (Scopus Indexed (Elsevier)).



Dr. I.B. Singh
Professor

He is B.Tech. (Elect. Engg.), PGDM and Ph.D. in the area of Marketing Management. He has over 36 years of managerial industry experience in reputed Public and Private Sector organizations in India and abroad. He also has over 14 years of rich teaching, administrative and research experience at management institutions including 4 years as Director in a reputed management institution.



Dr. Ajay Tripathi
Associate Professor

He is MCA, M Phil (CS) and Ph. D. He has approx. 15 years of teaching experience. He is a member of IACS IT, Singapore and CSTA, USA. He has co-edited 5 books, published 15 research papers in various National/Int. Journals and Magazines. He has attended 12 seminars and conferences.



Dr. Ashwani Varshney
Dean (Students Welfare) &
Associate Professor

He is MBA, M.Com., UGC NET Qualified and Ph.D. in the area of Accounting and Finance. He has 16 years of rich experience in the field of management education and industry. A good number of his research papers have been published in National and International Journals. He is associated with business firms as a corporate trainer on financial modeling and corporate restructuring.



Dr. Neelu Tiwari
Professor

She is MBA, M.Sc. and Ph.D. She has more than 17 years of teaching & research experience in the field of Applied Mathematics. Her areas of interest are Operation Research and Business Statistics. She has authored three books and 21 research papers and presented in both International / National Conferences & Journals on operations, management sciences, data management and impact of globalizations. She has mentored various student groups on Business quiz and Case Studies. She has attended various seminars and conferences organized by IIMs, IITs and other institutions of repute.



Dr. Anil Kumar Gupta
Associate Professor

A highly dynamic & effervescent professional with 27 years of rich & productive experience in corporate and academics. He is M.Com from Himachal Pradesh University, MBA from Sikkim Manipal University and Ph.D from Jiwaji University, Gwalior. He has attended and organised various workshop and conferences.



Dr. Anubha
Associate Professor

She is MBA(Marketing & Operations) from Jiwaji University Gwalior(Campus), MSc (Computer Science) from MDU, Rohtak, MPhil (Management) and Ph.D. (Marketing) from C.C.S. University, Meerut. She has completed a course "Business Analytics for Management Decisions" from IIT Kharagpur. She has also done one more course "Services Marketing" from IIT Kharagpur. She has total 20 years of teaching and research experience. She has presented and published various research papers in various journal & conferences like IIT, Delhi, XLRI, Jamshedpur & IIM Indore.



Dr. Saurabh Gupta
Assistant Professor

Dr. Saurabh Gupta has a Ph.D in Management from Institute of Management, B.H.U Varanasi and has 8years of research and teaching experience. He has published two books and published many research papers in national and international journals including book chapters. He has presented a number of papers in international and national conferences and seminars including IIMs, IITs and NITs. He has been awarded Senior Research Fellowship and Junior Research Fellowship in the discipline of Management as well as Human Resource Management by the University Grant Commission.



Ms. Sanandi Sachdeva
Assistant Professor

She is BA (English Hons.), MA (English Literature) from Panjab University and MBA from Amity University. She is pursuing Ph.D. from AKTU Lucknow, has got point one certificate in English. She has attended various workshops on development of communication skills, taken part in various training programs. She has presented papers on employability in international conferences. She is also a certified trainer for conducting words worth sessions. She has conducted various MDP's on enhancing personal effectiveness using Psychometric Techniques. Her areas of interests are Business Communication and Soft Skill Development including public speaking skills. She is also a certified trainer for human values and professionals ethics from Dr. APJ Abdul Kalam Technical University, Lucknow.



Ms. Abhilasha S Upadhyaya
Assistant Professor

Ms. Upadhyaya has over 14 years of total experience, 03 years in corporate with VSNL Services Ltd and 10 years in Academics. She is UGC-NET qualified and pursuing her PhD from AMU, Aligarh. She is also a certified Master Trainer with RASCI- Retail Operations, presently she is pursuing Post Graduate Diploma in Advance Statistics from IGNOU. She has vast International exposure and had taught in UK during her assignment with her previous employment. She had participated in many International and National Conferences and had authored many Research Papers for various Journals. She teaches Marketing and Operations.



Dr. Nidhi Mathur
Associate Professor

She is a Ph.D. from Barkatulla Vishwavidyalay, Bhopal. She is also a NET qualified in Management. She is MBA from Devi Ahilyabi University, Indore. She has over 17 years of experience in teaching MBA and B.Tech. students. She also has research experience. She has published research articles in National Journals of repute. She has participated in various seminars, conferences, FDP Programmes and Workshops. She has also organized FDPs, Seminars and Conferences.



Dr. Rashmi Maini
Assistant Professor
(Industrial Relations &HRM)

Dr. Rashmi Maini, a PhD in Human Resource Management and Industrial Relations from FMS University of Delhi, is presently working as an Assistant Professor in the area of HR and OB at Jaipuria Institute of Management, Indirapuram. She also did PGDBM with specialization in Human Resource Management and holds a degree of MLM (Masters in Labour Management) with specialization in IR. She is NET qualified in the field of Management and Labour Welfare for the award of JRF. Her research area includes Trade Unions, Women's Studies, Team building & IR, Flexible Timings and Training Methods. She also did consultancies and projects for PSUs and organized Organisational Behaviour labs for management students. She has published many research papers in the journals of repute. She is a member of BUIRA (British Universities of industrial Relations).



Ms Guneet Kaur
Assistant Professor

An IIM-Lucknow alumni with an MBA in Human Resource Management, she has a versatile experience of more than 15 years in corporate and academia. Presently, she is pursuing her PhD in the area of Emotional Intelligence. She has presented and published 9 research papers in conferences and journals. She has authored a book chapter on "Managing generation Y" from Bloomsbury publications. She is a certified psycho-metric assessor and counselled and conducted various trainings on Emotional Intelligence. She is also certified from British Council for IELTS training. She has participated in various Faculty Development Programmes and Short Term Courses from IIT-Roorkee and Delhi.



Mr Jayendra Malhotra

Mr Jayendra Malhotra is a Chartered Accountant (from ICAI) by profession and also has a Master degree from Manchester Business School, England. Presently he is associated as a visiting faculty at Faculty of Management Studies (FMS, Delhi), Delhi University, teaching Financial Accounting, and Corporate Tax Planning. He is a well-known faculty in renowned colleges in India including Shukhdev College of Business Studies (Delhi University), MDI Gurugram, Bharati Vidhyapeeth Institute of Research and Management, IMT Ghaziabad and International Management Institute.



Ms Prerna Garg
Assistant Professor

She holds her Master's degree in Business Administration from UP Technical University, Lucknow. She has qualified UGC NET (December 2010), UGC JRF (June 2011) and possess a rich experience of 11 years teaching specialization subjects of Marketing for MBA course. Her areas of interest are Consumer Behaviour, Services Marketing and Sales Management. She is currently pursuing Ph.D from BVDU, Pune and her research focuses on examining consumer behaviour in response to electronic word of mouth in Travel and Tourism. She has published many scholarly articles in journals of repute and has presented research papers in International/National conferences. She has actively participated in AICTE sponsored SDP, FDP, Seminars, QIP and has also been continuously involved in organizing Extra-curricular and Co-curricular events.



Prof. Ajay Pandit

He is B.Sc. Engineering (Electronics), MBA, LLB. He is a former professor FMS, North Campus, Delhi University has more than 37 years of teaching experience. He has written 8 books, 19 research papers and 7 cases studies. His research area is Marketing Management & Strategic Management.



Dr Sheetal
Assistant Professor

She is B.Com, Masters of International Business from Kurukshetra University Kurukshetra and Ph.D in Management from Guru Jambheshwar University of Science and Technology, Hisar, Haryana. She is UGC-NET JRF qualified with 2.5 years of experience in teaching and consultancy projects. She has guided students on capstone projects and career decisions. Scholarly articles authored by her have appeared in various international journals of repute. She has presented papers in national and international conferences pan India. Her areas of interest are International Business, Strategic Management and Agricultural Economics. She is a regular reviewer in Journals of Elsevier, Emerald Publications, Inderscience and Wiley Online Library. Besides that, she has worked as a consultant in NCERT, New Delhi and was a resource person in state programmes for training and capacity building in workshops for the conduct of the National Achievement Survey (NAS-2017).



Ms Jyoti Dwari
Assistant Professor

Digital Marketing Manager with 10+ experience in websites, brand building and campaign management. Seeking to leverage my professional expertise and experience into a managerial role and faculty in Digital Marketing. Delivered Guest Lectures in the field of Digital Marketing. She is working as Assistant Professor-Taking Digital Marketing lectures for MBA Students. Her articles are published in Higher Education Magazine.



Shilpa Wadhwa

She is a PGDIM in Operational Research from IGNOU and is currently pursuing MBA (IGNOU) in the same specialization. She has done her BA Arts (English Honors) from Delhi University and is a Certified Wordsworth English Language Lab Trainer, Advance Business Communications from British Council and AWARE (Microsoft Office Applications).



Dr Mani

Maani Dutt is B. Tech. (IT) and MBA and PhD (Marketing). She has over 7 years of experience in corporate and academia. To her credentials is a list of workshops attended at IIM-Ahmedabad and IIM-Indore. Paper Presentations at IIT-Delhi and IIM-Raipur; and publications in National, International and SCOPUS indexed journals. Her teaching interests include subjects like Marketing Management, Service Marketing, Consumer Behaviour and Business Research Methodology. She has also exposure to working with Australian Universities as an online facilitator for post graduate students in management domain.



Mr Deepak Jain
Assistant Professor

A dynamic professional with 10 Years of rich experience in Key Account Management, Franchise Sign-up, School Operations, Sales & Marketing, Business Development, Promotional Activities, Client Relationship Management and Team Management. An excellent planner and a dynamic strategist with proven abilities in accelerating growth. Proficient in overseeing product promotions for enhancing the brand image and visibility.



Dr Khushboo Pandey
Assistant Professor

Result-oriented marketing professional with over 11 years of experience in developing and implementing highly successful marketing plans, advertising initiatives, and public relations campaigns. Proven expertise in conducting consumer and market research, developing long-term business marketing strategies to achieve targeted sales growth and ensuring appropriate positioning of products, pricing, and marketing, while maintaining corporate and brand integrity. Delivers lectures to provide industry exposure to the students.

NEW STRATEGIC INITIATIVES

Entrepreneurship Cell
In order to promote entrepreneurship among students, JIM has established Entrepreneurship Cell which helps the students through innovative business ideas, mentoring, training, knowledge dissemination and research in new business domain.

Mentoring of Students
JIM has evolved a system of mentoring for its students. Each student has a faculty mentor who provides continuous guidance and support throughout the programme. Moreover, the faculty mentor along with guide/supervisor from the industry also help students during SIP in preparing summer project reports.

Special Emphasis on Ethics & Values
Apart from conducting a course on values and ethics within the curriculum, the institute also organizes a special series of guest lectures on Ethical Value System for students by eminent personalities. Faculty members also share live examples from the society related to ethical and moral values. Students are divided into different groups and assigned projects on moral values. We inculcate among students the importance of ethical and moral value system. It helps students to become responsible citizens and contribute positively to growing economy of our country.

Specialization Clubs
JIM has taken the initiative in the formation of student clubs in specialized areas (Finance/HR/Marketing/IB/Economics/IT). Student clubs are designed to encourage students to participate, lead and learn in their domain apart from regular curriculum. It helps them in building leadership, professional and personal skills that will serve them long after the completion of course.

Industry Associated Value Added Courses
Beyond University prescribed course curriculum, JIM has initiated the Value Added Courses in association with industry experts. Institute conducts value added courses in the field of Investment Banking, E-Commerce, Logistics & Supply Chain Management, etc.

Employment Enhancement Programme
An understanding of how individuals interact and work together and how they can best contribute to the development of new ideas is essential for progress and success. JIM conducts Business Quiz, Extempore, Debates, Management Games, Group Discussion on regular basis to enhance the employability of the budding managers.

Language Proficiency Program
With the growing need of corporate, JIM has started paying special focus on English speaking & training by introducing WORDSWORTH LANGUAGE LAB which will provide an efficient hold on English Language.

Online Training Programms
The institute has been conducting a lot of training programms in order to train the students to face the digital era.

COURSE CURRICULUM

INDUSTRY INTERACTION



Semester I		Semester II	
KMB101	Management Concept & Indian Ethos	KMB201	Business Environment
KMB102	Managerial Economics	KMB202	Human Resource Management
KMB103	Financial Accounting For Managers	KMB203	Business Research Methods
KMB104	Business Statistics and Analysis	KMB204	Financial Management & Corporate Finance
KMB105	Organisational Behaviour	KMB205	Operations Management
KMB106	Marketing Management - I	KMB206	Quantitative Techniques For Managers
KMB107	Business Communication	KMB207	Legal Aspects Of Business
KMB108	Computer Application in Management Non Credit Developing Soft Skills & Personality	KMB208	Marketing Management – II
		KMB209	Comprehensive Viva Non Credit Developing Soft Skills & Personality

Semester III		Semester IV	
KMB301	Strategic Management	KMB401	Project Management
KMB302	International Business Management Specialization Group -1 Elective 1*	KMB402	Entrepreneurship Development Universal Human Values and Professional Ethics
	Specialization Group -1 Elective 2*	RVE401	Specialization Group -1 Elective 4*
	Specialization Group -1 Elective 3*		Specialization Group -1 Elective 5*
	Specialization Group -2 Elective 1*		Specialization Group -2 Elective 3*
	Specialization Group -2 Elective 2*	KMB405	Research Project Report and Viva Voce
KMB303	Summer Training Project Report & Viva Voce		

Semester III (Dual Specialization)

Human Resource	Finance	Information Technology
KMBHR01 Talent Management	KMBFM01 Investment Analysis & Portfolio Mgt.	KMBIT01 Enterprise Resource Planning
KMBHR02 Performance and Reward Management	KMBFM02 Tax Planning and Management	KMBIT02 Web Technology & E- Commerce
KMBHR03 Employee Relations and Labour Laws	KMBFM03 Financial Market & Services	KMBIT03 Cloud Computing for Business
Marketing	International Business	Operations
KMBMK01 Sales & Retail Management	KMBIB01 International Marketing	KMBOM01 Supply Chain & Logistics Management
KMBMK02 Consumer Behaviour & Mkt. Comm.	KMBIB02 International Logistics	KMBOM02 Operations Planning and Control
KMBMK03 Digital & Social Media Marketing	KMBIB03 Export Import Documentation	KMBOM03 Quality Toolkit For Managers

Semester IV (Specialization Group)

Human Resource	Finance	Information Technology
KMBHR04 Strategic Human Resource Mgt.	KMBFM04 Working Capital Management	KMBIT04 Database Management System
KMBHR05 International Human Resource Mgt.	KMBFM05 Financial Derivatives	KMBIT05 System Analysis & Design
Marketing	International Business	Operations
KMBMK04 Marketing of Services	KMBIB04 International Trade Laws	KMBOM04 Sourcing Management
KMBMK05 Marketing Analytics	KMBIB05 Cross Cultural Management	KMBOM05 Management of Manufacturing System



Aashish Verma
AVP RBL Bank



International Conference 2020



Mr. Rajiv Kapoor
Executive Director Group HRM, Minda Industries Ltd



Mr. Jitendra Jain
President Finance, Welspun Enterprises Ltd.



International Conference 2020



Mr. Vinay Kumar Pathak
VC, AKTU



Ms. Indrani Ghosh
CHRO, Eli Research India



Mr. Prakash Bist Zonal
Head HR - North ICICI Bank



Mr. Saurabh Kapoor Zonal
Head-HR Reliance Smart Money



Mr. VK Saraswat
Former Director General, DRDO



SUMMER INTERNSHIP PROJECT (SIP)

Process Followed During SIP :

Internal supervisor Assignment

- Every student is assigned an Internal SIP Supervisor by the Institute at the beginning of the SIP to provide the necessary academic guidance and to facilitate evaluation, with the help of company executives.

SIP Registration

- Students fill up the SIP Registration form provided by Internal SIP Supervisor before joining the SIP.

PIR & Projects Goal Setting

- Collecting the Project Information Report (PIR) from the students through mail/post during the SIP.
- Clarity on project deliverables.
- Clarity on Action Plan.

Weekly Review

- Progress with respect to the action plan.
- Feedback and inputs on way ahead.
- Collecting the feedback & performance of the student from the company guide.

Final Review

- Presentation to the panel of the faculty members.
- Rate the project according to the work.
- Feedback by Internal SIP Supervisor.
- Project Report submission.
- Best summer project awards.

Assessment

- Summer Internship Project Report evaluation by external examiner deputed by the university.



CREATING
RESPONSIBLE
LEADERS

CORPORATE RESOURCE CENTRE



The institute has established a Corporate Resource Centre (CRC) to build long term relationship with corporate. CRC creates a platform where industry and institute interface each other through Orientation Programmes, Guest Lectures, Industrial Visits, Seminars, HR-Summits & Management Development Programmes.

CRC also nurtures the concept of entrepreneurship through its different programmes for students.

The CRC consists of professionals who have valuable experience in industry and academics. It arranges Summer Internship of 8 to 10 weeks. It provides complete support to our students for placement through specific training on soft skills, English enhancement program business/interview etiquette and by conducting other personality development programs to hone their skills according to industry needs.

The legacy of JIM attributes students' placements in reputed brands like **Amazon, Asian paints, Axis Bank, Berger paints, Yes Bank, British paints, Copal Amba, American Express, HDFC Bank, Ceasefire Industries, Interocean Shipping Company, Future Group, Infoedge India, Mancor Consulting, Mirus Solutions, Evalueserve, Deloitte Consulting, Mazars LLP, Investeurs Consulting, Pinkerton, TCI, GATI,**

Indusind Bank, Safexpress, Café Coffee Day, Tommy Hil Figer, Asahi India Glass, Gold Plus Glass Industry, Mansukh Securities, Mahindra Finance, Tata Capital, Capital First, ICICI Securities, Nestle, Airtel, Spandana Spoorthy Financials, Indiabulls Home Loan, Cargill India Pvt Ltd, Federal bank, Kajaria Ceramics, Bikanerwala Foods Pvt Ltd, DS Group, Reliance Jio, Hettich India Pvt Ltd, Everest Industries, S&P Capital IQ, Grail Research, WNS Global Services, Saint Gobain, Tech Mahindra, Decathlon, Ameriprise Financials, Blackrock Services, F1F9 India Pvt Ltd, Institute of Creative Excellence, Finedge Advisory, ITC Limited, Microtek International, MDRA, Onicra, Gemini Solutions Pvt Ltd, Team Computers Pvt Ltd, V2 Retail Limited, Vishal megamart, To The new Digital, Sahasra Electronics, DCM Shriram, Kent RO, Saint Gobain, Kurlon, Lenskart, Kotak Bank, Kotak Life, Nucleus, IDFC First Bank many more.

The industry holds the intellectual wealth drawn from Jaipuria Ghaziabad in high esteem which makes our students a preferred choice of many corporates.

CRC will commence its Final Placement Process from the 3rd week of September, 2019. We welcome & invite esteemed organizations to participate in our placement process at the Institute.

INDUSTRIAL VISITS

MDRA
ONICRA

GEMINI SOLUTIONS

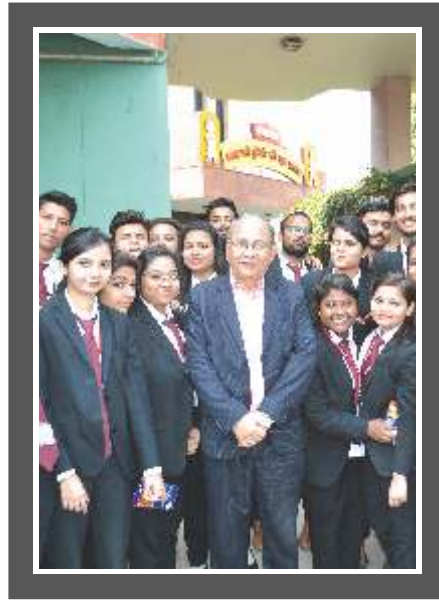
TEAM COMPUTERS

V2 RETAIL

VISHAL MEGAMART

KOTAK BANK

SAINT GLOBAIN



YAMAHA

MOTHER DAIRY

YAKULT

MARUTI SUZUKI

EVEREADY

COCA COLA

PARLE-G

EVENTS AT JAIPURIA



OUR MAJOR RECRUITERS

BANKING SECTOR

- Axis Bank
- American Express
- Citi Bank
- Corporation Bank
- Deutsche Bank
- DCB Bank
- Federal Bank
- HDFC Bank
- ICICI Bank
- ICICI Lombard
- ICICI Prudential
- ICICI Securities
- IDBI Bank
- Indian Overseas Bank
- Indusind Bank
- Kotak Bank
- IDFC First Bank
- Fincare Small Finance Bank
- Yes Bank

RESEARCH, KPO & CONSULTANCY SECTOR

- Advait
- Analeg HR
- APAC
- Archelon Consulting
- Blackrock
- Capital IQ
- Copal Partners
- Datawise Consultants
- Deloitte Consulting
- Ernst & Young
- Eli India
- Genpact
- Impact Research & Mgmt.
- Ikya Human Capital Sol.
- Mancer Consulting
- Manpower
- Mirus Solution
- Mountalent Consulting
- Onicra Credit Rating Agency
- Quest Career Solutions
- Rncos
- Sampling Research
- Sapient
- Nucleus
- Black Olive Ventures
- Ingenetus
- Successpact Consulting
- Artech Info
- Vinculum

IT SECTOR

- Accenture
- Brickred Technologies Ltd.
- Axis Softech
- Daffodil Software

TELECOM SECTOR

- Airtel
- Micromax
- Oppo Mobiles
- Tata Teleservices
- Vodafone

FINANCIAL SERVICES & INSURANCE SECTOR

- AegonReligare Life Insurance
- Alankit
- Angel Broking Ltd.
- Bajaj Capital
- Bajaj Allianz

Bharti AXA

- Capital Via
- Edelweiss
- Elite Stock Mgmt Ltd.
- Fourwealth Securities
- HDFC Life
- HDFC Home Loan
- HDB Financial Services
- ICICI Lombard
- ICICI Prudential
- ICICI Securities
- Indiabulls Securities
- India Bulls
- Investcare
- KarvyTrust
- Kotak Securities
- Muthoot Finance
- MuthootFincorp
- Religare Corp. Services
- SBI Life Insurance Ltd.
- SBI General Insurance
- Share India Securities
- Trustline Securities Pvt.
- Unicon Solutions Ltd.
- Way2wealth
- Aditya Birla Capital
- SMC Global
- Sharekhan
- EFL
- IVP
- Kotak Life
- HFFC

RETAIL & LOGISTICS SECTOR

- Committed Logistics
- DLF
- Future Group
- Gati
- ITC-Lifestyle
- Lilliput
- Max Retail
- Madura
- Om Logistics
- Pantaloon Retail
- Reliance Retail
- Safexpress
- VRL Logistics
- TCIL
- Cogoport

SERVICE INDUSTRY & E-COMMERCE

- Amazon
- Matrix Cellular
- Trade India
- Club Mahindra
- Crystal Hues
- Linxsmart
- Indiamart
- Infomedia
- Investors Clinic
- 99Acres.com
- Naukri.com
- Justdial.com
- HT Media
- Lemon Tree
- Bharat Matrimony
- Max Hospital
- Sodexo
- Hinduja Global Solutions

FMCG & CONSUMER DURABLES SECTOR

- Blue Star Ltd.
- Britannia
- Bikanerwala
- Coca Cola
- Berger Paints
- CCD
- Dabur India
- Greatwhite Technologies
- ITC
- MTR Foods
- Nestle
- Parle Products Ltd.
- Parle Agro
- Pepsico
- Samsung India
- Titan Watches
- TVS Electronics

MANUFACTURING & AUTOMOBILE SECTOR

- Asian Paints
- Ambuja Cement
- Berger Paints
- Bhushan Steel
- Control & Switch Gear
- Jindal Steel
- Larsen & Toubro
- Moserbaer
- British Paints
- Cease FIRE Industries
- Hero Corporate
- Eureka Forbes
- Everest
- Gold Glass Industry
- Greenply
- Kent RO
- Havells
- Haier Appliances Ltd.
- Hindware
- JBM
- JK Lakshmi Cement
- JK Tyre
- Kajaria Ceramics
- Kamdhenu Steels
- Logitech Ltd.
- MarutiUdyog Ltd.
- Merino Industries Ltd.
- Samsung India
- Siemens India
- Siyarams
- TATA Motors
- TTK Prestige
- Usha International
- VIP Industries
- VRS Foods

EDUCATION SECTOR

- Byjus
- Jaro Education
- Top Scholar
- Toppr Technologies
- Extramarks
- Meritnation

REAL ESTATE

- Square Yards
- Anarock

STAR PLACEMENT

<p>Package ₹ 12.40 LAKH</p> <p>ANTRIKSH TYAGI Business Development Executive</p>	<p>Package ₹ 12.40 LAKH</p> <p>SHIV SUNDER BARIK Business Development Executive</p>	<p>Package ₹ 10.0 LAKH</p> <p>MONIKA SHARMA Management Trainee</p>	<p>Package ₹ 10.20 LAKH</p> <p>YATSALA BHARDWAJ Junior Management Grade 1</p>	<p>Package ₹ 7.50 LAKH</p> <p>SRISHTI Trainee Career Development</p>
<p>Package ₹ 10 LAKH</p> <p>KASHISH PAPERJA Business Development Associate</p>	<p>Package ₹ 7.0 LAKH</p> <p>PRERNA TYAGI Tax Consultant</p>	<p>Package ₹ 5.9 LAKH</p> <p>SUMTI MODI Management Trainee</p>	<p>Package ₹ 5.5 LAKH</p> <p>MANSI SRIVASTAVA Relationship Manager</p>	<p>Package ₹ 5.5 LAKH</p> <p>KHUSHBOO SEHRAWAT Assistant Manager</p>
<p>Package ₹ 6 LAKH</p> <p>ARCHIT TRIVEDI Executive Trainee</p>	<p>Package ₹ 5.5 LAKH</p> <p>SHIVAM DUHOON Business Development</p>	<p>Package ₹ 5 LAKH</p> <p>SRI KRISHNA SHARMA Business Development Executive</p>	<p>Package ₹ 5 LAKH</p> <p>HIMANSHU NAUTIYAL Management Trainee</p>	<p>Package ₹ 5 LAKH</p> <p>DIKSHA KHARE Management Trainee</p>
<p>Package ₹ 4.6 LAKH</p> <p>GAURAV JAIN Assistant Manager</p>	<p>Package ₹ 5.5 LAKH</p> <p>SHWETA SINGH Management Trainee</p>	<p>Package ₹ 4.6 LAKH</p> <p>ASHISH GARG Analyst</p>	<p>Package ₹ 4.5 LAKH</p> <p>ABHAY KUNWAR SINGH Corporate Client Relationship Partner</p>	<p>Package ₹ 4.5 LAKH</p> <p>AISHWARYA PAHWA Personal Banker</p>
<p>Package ₹ 5.5 LAKH</p> <p>ABHIT R SRIVASTAVA Business Development</p>	<p>Package ₹ 4.5 LAKH</p> <p>TARUN GOSAIN Executive Co-ordinator-Shipping</p>	<p>Package ₹ 4.5 LAKH</p> <p>SIDDHARTHA MISHRA Import Co-ordinator</p>	<p>Package ₹ 4 LAKH</p> <p>ILMA SIQQUIA Executive Trainee</p>	<p>Package ₹ 6.15 LAKH</p> <p>SUSHANT SINGH RAJPUT Management Associate</p>

ALUMNI SPEAKS

JIM days were the best part of my life. I really enjoyed every bits and pieces from studies to Industrial visits and functions to classes. JIM has given me much apart from the knowledge I secured. I was shaped, molded and crafted in the journey of two years in JIM. I would attribute much of my success in Masters to the solid foundation. Special thanks to Faculty and friends of Jim who were a part of my journey and played a silent role in shaping my future.



I would like to appreciate the placement cell at Jim for the efforts they made for providing a fair and ample amount of chances to us students. The faculty members worked so hard on our overall development and conducted boot-camps and extra classes for us to enhance our managerial and interpersonal skills. I loved my time here at Jim. The students are trained with skills which makes them an expert rather than an average trained person. The curriculum is constantly updated to be in par with the trends of the industry. That's the prime source of energy that helped me to be what I'm today.

KUDOS.

Uplabdhii
Deputy Manager (Marketing)
NBCC (India) Ltd.



When it comes to saying a few words about Jaipuria Institute of Management, I always feel short of words. It has always been the best part of my life. Personally, it made me a better person and professionally it made me a better manager. What I am today is all because of my Institute!



Mradul Maheshwari
Jio Centre Manager
Reliance Jio Infocomm Ltd.



JIM is a place of knowledge & bliss. Jaipuria has provided me a wonderful environment and opportunity to learn and grow myself academically and professionally. It was full of learning with fun in Jaipuria and the credit goes to the entire staff. Kudos to the Faculties & Seniors. I cherish all the memories, the favorite past times I had in my life!
I look forward to keep in touch always!!



Nirupam Srivastava
Territory Manager
Aarti Steel and Power (Ghana) Ltd.

JIM and it's faculty has left a deep down impression on my mind. It has transformed my life completely. The institute has trained me in a manner that I have developed a lot and my career has grown to great heights and still it is growing at a great extent.



Rahul Vadya
Area Sales Manager
Philips India



The Institute has been a place where I found a unique blend of excellence & commitment. Great faculty, wonderful ambience to learn and excellent facilities that is how I would like to describe about this institute.



Anand Seth
Assistant Manager
KPMG



The two years I spent studying MBA at Jaipuria were the most fascinating, academically challenging and also the most enjoyable years of my life. In addition to strong domain knowledge, the learning at Jaipuria enhanced my communication and presentation skills.



Shuchi Sharma
International Logistics Executive
Micromax Informatics Ltd.



I have always felt proud to be a Jaipurian, It is important to work hard but equally important to do it smartly and collectively. I learnt this at JIM.



Saurabh Singh Rathore
Manager
Emaar MGF



The Knowledge and training that I gained here has made me skilled in the field of Marketing. Faculty at Jaipuria is commendable and played an important role in nurturing the academic career of students. Jaipuria grooms student's personality and prepare them to stand in global arena. I am proud to be alumni of Jaipuria.



Aparna Mall
Associate
Accenture Pvt. Ltd.



It gives me a great pleasure to say that I am a part of Jaipuria Institute of Management. I would like to thank all the Faculty members & Corporate Relations Cell who helped me in grooming my personality to work in Corporate.



Archana Verma
Asst. Manager HR
Momentum India

During my stay of two years in Jaipuria Institute of management, I came across various people of different state and culture. I had received a lot of opportunities to groom myself, thanks to my ever-inspiring mentors who helped me to discover the talented part of myself. Jim has got one of the best infrastructural facilities and brilliant faculty, a B-school can have. As far as the placements are concerned, enough opportunities are provided to every student and it is up to the individual how you take it. Moreover, having a placement policy in order makes thing even more transparent. I am really lucky and proud to have been a part of this institution not only because I got placed but because of the things I have learned over there.



Anupam Bhatnagar
Assistant Manager
Goibibo.com



It has been a matter of pride for me to be a part of Jaipuria Institute of Management. The training ecosystem at Jaipuria Institute is phenomenal that not only includes class-based learning but a great practical approach. Because of the wider exposure that I got from the institute I was able to grab a handsome job with an impressive package. I am very thankful to the mentors for helping me enhance every aspect of my personality at Jaipuria Institute. I am thankful to all my Teachers and my dean of Jim whose support were like parents in all the situation throughout my Jim. Taking admission in Jim was a perfect decision for me. Jim provides a great platform for learning.



Akshay Mittal
Sales Officer
Jaypee Cement



It has been a memorable and beneficial journey of two years for me at Jaipuria Institute of Management. I gained a lot of knowledge which proved helpful in choosing the right direction for my career path. The Faculty Members are truly amazing; they helped me in developing my skills to a great extent.



Madhav Maheshwari
Senior Associate
Paytm



It gives me great pleasure to give back something to my institute in form of vote of thanks for helping me to establish myself in the corporate world with an ease. JIM has been a place where I found a unique blend of excellence and commitment which gave me rich personal development experience. Thank you JIM for all support & guidance.



Akanksha
Senior Analyst
Copal Amba



"I really had an excellent time at JIM, it was second home to me. Our stay was stupendous. This institute really taught me how to live life and most important provided me a way to face the world."



Gunjan Srivastava
Business HR
Wedme Good



Jaipuria institute of Management provided the platform & environment through wonderful faculty which motivated me to develop a vision. The credit of my success in my career goes to the institute.



Shubham Boni
Business Development Officer
TCI Ltd.



It was a pleasing experience to be part of such a reputed institute where I was able to nurture my dreams and turn them into reality. My tenure at college was one of the most illuminative periods of my life. I got multiple inputs from the Faculty, Visiting staff and Placement cell. Jaipuria institute gave a kick start to my career thereof boosting it to a professional environment of Indian job market. The college and the faculty has equipped a full fledged support in whatever way it could and even to all initiatives taken by us. This is more than what we could have expected from a college for its student fraternity.



Sanchit Srivastava
MD
Horizon India Pvt. Ltd

"I can speak with confidence and immense happiness that my life is truly changed by the quality education and knowledge I gained from Jaipuria Institute of Management, It feels good to be on the other side of the table and looking forward for a better career ahead & for my career the applause should go to my institute Jaipuria Institute of Management, for its continuous support and guidance that led me through my way and today I can confidently stand up and throw challenges in corporate world."



Piyush Mishra
Head HR
Jubilant Generics, R&D



MDP @ JAIPURIA



Organisational Behaviour Lab

Behavioural lab for human processes was conducted to gain experiential learning. It was more of self-exploration and understanding feelings of self and others.

Effectiveness of Team Building and Interpersonal Relations

Most organizations realize that their success largely depends on their staff. High-achieving teams usually shine in attributes like communication, problem solving, focus, creativity, loyalty, and leadership. Morale and motivation are important, too. But those skills and strengths are not always natural; they have to be cultivated. Team-building experts have found that combining fun with learning is one of the most effective ways to improve performance, break down barriers, and tap into hidden potential.

Developing Managerial Effectiveness

Effectiveness is particularly important in case of managers as they not only improve the overall performance of the organization but also contribute towards the development of their subordinates. Managers across the world have the onus to develop the subordinates to make the organization work effectively and efficiently. Managerial Effectiveness determines the proactive approach of the managers to handle complex situations and conquer collective challenges with the team.

Team Building and Interpersonal Relationship

High-achieving teams usually shine in attributes like communication, problem solving, focus, creativity, loyalty, and leadership. Morale and motivation are important, too. But those skills and strengths are not always natural; they have to be cultivated.

Emotional Intelligence for Personal and Professional Effectiveness

Business environment in the present era has become more and more volatile and complex. In this situation of increased complexity, there has been a re-assessment of the elements contributing to personal and managerial effectiveness. Increasingly, the older notion of intelligence and technical competence being the sole predictors of effectiveness is being contested. Emotional Intelligence popularized by Daniel Goleman relates to - sensitivity to and management of self - in relationships. Empirical evidence has suggested that emotionally intelligent people are more adept at handling diverse situations. Moreover, emotional intelligence at the workplace has been found to have positive impact on success in interpersonal relationships and performance within the organisation.

Understanding Self Through Psychometric Analysis

In the world which is dynamic in nature personal stability is extremely important and it can be attained by understanding self. If "Self" is not known a person cannot understand the circumstances around him. Gone are the days when an intellectual mind was considered to be the assets for an organization, today the organizations need an emotionally sound individual who first understand 'Self' and then others.

Entrepreneurship Guidance and Market Survey Techniques

Faculties from different institutions and entrepreneurs participated in the program. Program was sponsored by EDI, Ahmadabad. Entrepreneurship is an emerging trend and responsibilities of faculty become more as they are the first mentor for any student. It's important for faculty to think as an entrepreneur in order to give right guidance. Purpose of the program was to sensitize the participants and helping them in mentoring their students. Need of developing faculty as per the changing trends in entrepreneurship world was realized and GAP has been identified.

Self Development

Self-Exploration is a subject which is a topic of discussion since long. A journey to understand "self" is considered to be one of the most tedious journeys. Once "self" is understood and worked upon the growth of an individual can become unstoppable. With the MDP on "Self Exploration: A Journey towards Self Development, the examination and analysis of one's own unrealized spiritual and intellectual capacity will take place and it will assist the individuals to move towards Self Development.

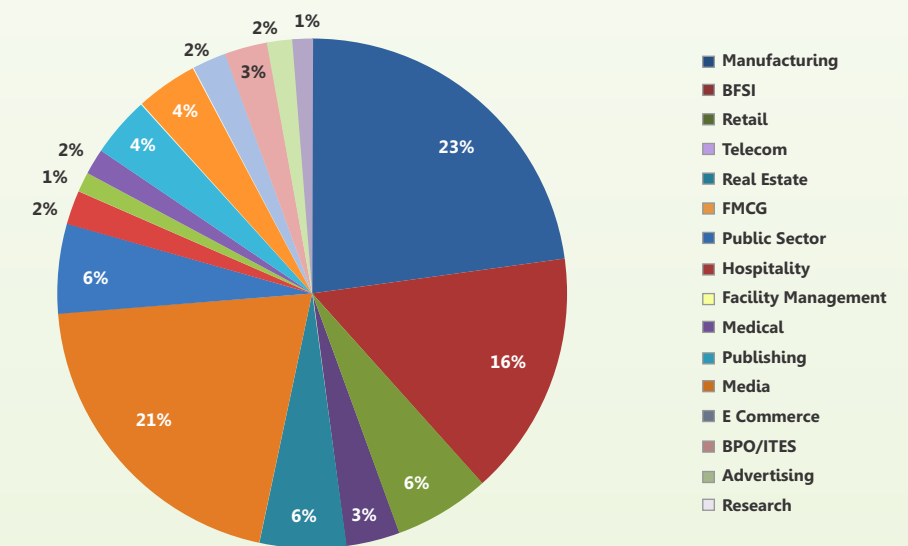
Women Empowerment and Work Life Balance

The MDP focused on Women Empowerment and Work Life Balance. It covered the different facets of work life balance and different types of empowerment such as psychological empowerment, social empowerment, spiritual empowerment and economic environment. All the participants explored their level of empowerment with the help of inventory.

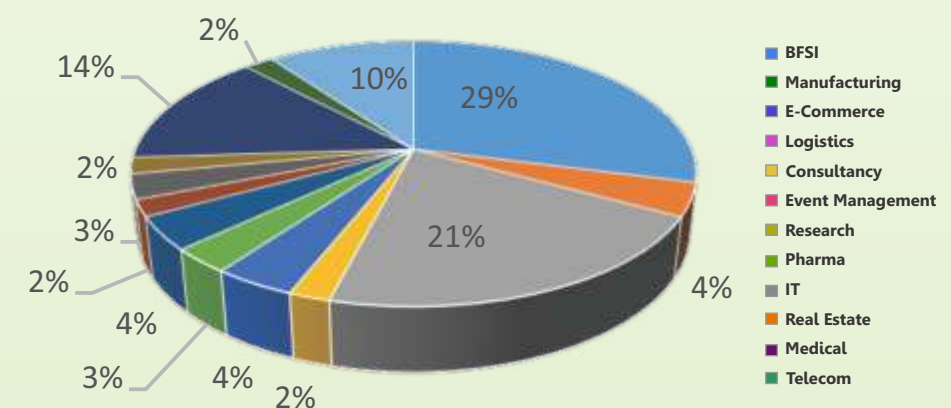
SNAPSHOT OF PLACEMENTS

CREATING RESPONSIBLE LEADERS

SECTOR WISE SUMMER PLACEMENTS BATCH 2018-20



SECTOR WISE FINAL PLACEMENTS BATCH 2018-20




Final Placements Batch 2018-20 at a Glance

No of Participating Companies	: 95
Highest Recruiting Sector	: BFSI
Highest Recruiting Job Role	: BDE, Jr. Management Grade-1
Company Offered Highest Salary	: Extramarks, Federal Bank,
Top Recruiting Companies	: Landmark Group, Byju's, J K Tyres, Pinkerton, HDFC, Naukri.com, Reliance Jio, American Express, Tommy Hilfiger, Axis Bank, Kotak Mahindra Bank, HFFC, Bajaj Finance, Saint Gobain, Protiviti, Deloitte, Finedge, Jaro Education, Aditya Birla, Extramarks, Toppr, Federal Bank



MARKETING - FINANCE




Project Title
Consumer satisfaction towards online courses at HENRY HARVIN.

Skill Sets
Interpersonal skills, leadership skills

Certifications
UDEMY "Marketing analytics: Forecasting Models with excel", NPTEL "Service Marketing", HubSpot Academy "Social Media Certificate"

Akash Singh




Project Title
A study of consumer buying behaviour towards telemarketing

Skill Sets
"Interpersonal skills, communication skills, technical skills"

Certifications
UDEMY "Supercharge your Facebook marketing and Facebook Ads in 2020", GOOGLE DIGITAL UNLOCKED "The Fundamentals of Digital Marketing", PMKVY "Trainee Associate"

Akshay Malik




Project Title
A study of investor's perception towards Online and Offline trading

Skill Sets
Team player, interpersonal skills

Certifications
Tally ERP

Ambuj Kumar




Project Title
A study on the customer satisfaction towards Havell's domestic appliances

Skill Sets
Strong problem solving, Analytical skills, technical skills

Certifications
UDEMY "Master in Global Digital Marketing", Certification of Skill Clout on Leadership Enhancement & Development

Ankit Singh




Project Title
Consumer Satisfaction towards Himalaya Products

Skill Sets
Interpersonal skills, communication skills

Certifications
UDEMY "Masters in Global Digital Marketing", Google Digital Garage "The Fundamentals of Digital Marketing"

Anku Kumari




Project Title
A study on students' perception towards online education

Skill Sets
Communication Skills, leadership skills, interpersonal skills

Certifications
UDEMY "Microsoft Office (Excel, Word and PowerPoint)", UDEMY "Power BI-Data analytics essentials with Power BI", GOOGLE DIGITAL UNLOCKED "The Fundamentals of Digital Marketing"

Anushka Singh




Project Title
A study on Marketing Strategies of ShareKhan

Skill Sets
Communication skills, creativity

Certifications
Digital Marketing Certification from Google.

Archika Gupta



Project Title
A study on Digital Marketing Strategy of Radiant Info Solutions Pvt. Ltd.


Skill Sets
Management Skills, leadership skill, Adaptability to change

Certifications
"NPTEL "Global marketing management", NPTEL "Google Digi unlocked-Digital marketing"

Himanshu Agrawal

STUDENT PROFILES 2020

MARKETING - FINANCE




Project Title
A study of customer preference towards Web Advertising and Marketing of consumer products

Skill Sets
Analytical ability, Interpersonal skills, Management skills

Certifications
Google "The fundamentals of digital marketing", UDEMY " Master in global digital marketing"

Karanpreet Singh




Project Title
A study on effectiveness of Campus to Corporate Training

Skill Sets
IT skills and analytical skills

Certifications
UDEMY- "Master in global digital marketing", COURSEARA- "Marketing in digital world", "Tools for data science"

Kawaljeet Singh



Project Title
A study on consumer learning and brand loyalty

Skill Sets
Strong problem solving, interpersonal skills, leadership skills

Certifications
NPTEL "Global marketing ", UDEMY "The complete digital marketing course".

Krishna Kumar Singh




Project Title
Comparative study of business development strategies

Skill Sets
Problem solving, leadership skills, Teamwork

Certifications
Google "The fundamentals of digital marketing", UDEMY "Digital marketing masterclass"

Paritosh Srivastava




Project Title
A study on Customer Satisfaction: Review

Skill Sets
Interpersonal skills and team player

Certifications
NPTEL

Piyush Mohan



Project Title
Consumer satisfaction in Automobile Industry

Skill Sets
Leadership, team work, problem solving

Certifications
UDEMY "Sales and Marketing for Online Business", NPTEL "Global Marketing Management", NPTEL "Service Marketing"

Rahul Kumar Singh



Project Title
A Study on Demat and online trading account.

Skill Sets
Management skills, analytical skills and communication skills

Certifications
NPTEL "Financial statement analysis and reporting"

Rajan Yadav



Project Title
Enhancing brand perception using Digital Marketing.


Skill Sets
IT skills, leadership and interpersonal skills

Certifications
UDEMY "Digital marketing masterclass", UDEMY " Beginners to pro in excel financial modeling and valuation", Google "The fundamental of digital marketing"

Rajeev Singh Choudhary




MARKETING - FINANCE



Project Title
Investment and Financial Planning in Mutual Funds

Skill Sets
Interpersonal skills, team player

Shafhad



Project Title
A comparative study on marketing strategies of Pizza Hut and Dominos

Skill Sets
Leadership skills, Self-motivated

Certifications
UDEMY "Internet marketing expert".

Shakshi Pandey




Project Title
A study on Customer satisfaction towards Fastrack

Skill Sets
Interpersonal skills, team player

Certifications
NPTEL "Service Marketing", UDEMY "Financial Analytics", GOOGLE DIGITAL UNLOCKED "The Fundamentals of Digital Marketing"

Shani Kumar Singh




Project Title
A study on growth of Tata and Mahindra Motors

Skill Sets
Leadership, team work, problem solving

Certifications
UDEMY "Master in global digital marketing", UDEMY "Financial planning & analysis; bulding of company budget".

Shashank Mishra




Project Title
Measuring the effectiveness of online education at Shine projects

Skill Sets
Interpersonal skills, analytical skills

Certifications
Tableau training "Master Tableau for Data Science", UDEMY "Complete SEO training 2020", UDEMY "Master in Digital marketing"

Shivam Verma




Project Title
Study on the perception of Indian students towards higher education in foreign universities

Skill Sets
IT skills, Problem-solving, Leadership, Time Management, Interpersonal Skills, Communication Skills

Certifications
Internshala "Digital Marketing", UDEMY "Masters in Global Digital Marketing", NPTEL "Service Marketing"

Shivansh Thakur




Project Title
Consumer behaviour towards online trading in stock market

Skill Sets
Analytical ability, Interpersonal skills Management skills

Certifications
UDEMY "Master's in global digital marketing"

Shweta Sharma



Project Title
A study on the role of digital marketing in the promotion of Ed-tech sector

Skill Sets
Interpersonal skills, Good communication skills and adaptable


Certifications
NPTEL "Global Marketing", NPTEL "Management of Commercial Banking", ALIGARH MUSLIM UNIVERSITY "Tally ERP 9 & MS Office"

Somya Chaturvedi

STUDENT PROFILES 2020



MARKETING - FINANCE




Project Title
Study on Role of COVID 19 in predicting consumer travel Decisions

Skill Sets
Communication Skills, analytical skills

Certifications
UDEMY "Masters global digital marketing", Google Unlock "fundamentals of Digital marketing and applied Digital skills"

Sovin Sunny




Project Title
A study on consumer behaviour towards email marketing campaign

Skill Sets
Analytical & Problem Solving, Leadership, Creativity, Communication Skill, leadership

Certifications
UDEMY "SEO training 2020", UDEMY "Master digital marketing", Coursera "Use mail chimp to build an email marketing campaign"

Tanya Jain



Project Title
A study on Business Development Strategies of S & S Consultants

Skill Sets
Leadership skills and Self-motivated

Certifications
NPTEL "Integrated marketing management", UDEMY "Master in global digital marketing", LinkedIn "Lead generation"

Varun Kant



MARKETING - HR



Abhimanyu Anand

Project Title: A study on Customer Attitude Towards Mobile Apps. Skill Sets: Interpersonal skills, team player. Certifications: UDEMY "Master in global digital marketing", UDEMY "Digital marketing the ultimate guide to strategic management", UDEMY "people analytics 101 :HR Analytics Fundamentals."



Akarshan Srivastava

Project Title: A study on Customer satisfaction towards Classmate. Skill Sets: Adaptability to change, team worker. Certifications: Advance MS excel, Tally



Akash Sinha

Project Title: Role of social media in promotion of consultancy services. Skill Sets: Good communication skills, IT skills, leadership and management skills. Certifications: UDEMY "Master in Global Digital Marketing", Google "The Fundamentals of Digital Marketing", Bangalore-Computer Analysis.



Anurag Kumar

Project Title: Comparative study of customer perception towards mobile apps and websites. Skill Sets: Communication Skills, Interpersonal skills. Certifications: UDEMY "The complete digital marketing course, NPTEL "GOGGLE-The fundamental of digital marketing certification"



Deepak Kumar Jha

Project Title: A study on student preference towards e-learning. Skill Sets: Leadership skills, management skills, Analytical skills. Certifications: UDEMY "A Complete course of master in global digital market", "Certificate in tally ERP 9 (with grade A)"



Gaurav Sharma

Project Title: A study on road safety and general awareness. Skill Sets: Analytical skills, communication skills, strategic thinking and planning abilities. Certifications: UDEMY "Digital Marketing Agency", "Google analytics for beginners", Amazon training and certification for EC2



Lovey Tyagi

Project Title: A study on influencer marketing with reference to SSPL. Skill Sets: Good interpersonal skills, communication skills, good listener, good influencer, self management. Certifications: UDEMY "Affiliated marketing for beginners", "Digital marketing for beginners"



Manish Kumar

Project Title: Analyzing customer satisfaction towards landline services provided by BSNL. Skill Sets: Interpersonal skills, team player

STUDENT PROFILES 2020

MARKETING - HR



Monika Bohral

Project Title: Measuring the effectiveness of Digital Marketing in branding. Skill Sets: Self management, strong problem solving skills. Certifications: UDEMY "The ultimate SEO, social media and digital marketing mastery, UDEMY "Hubspot digital marketing, UDEMY "Content marketing"



Muskaan Bansal

Project Title: Student attitude towards e-learning with reference to Ezee Classes. Skill Sets: "Interpersonal skills, Problem solving skills. Certifications: "UDEMY "The ultimate SEO, social media and digital marketing mastery, NPTEL "Service marketing: Integrating people ,Technology strategy ", LINKEDIN "Social media marketing foundation"



Nidhi Yadav

Project Title: A study on growth of online trade in Indian capital market. Skill Sets: Team player, continuous learner, quick decision making. Certifications: NPTEL "Global marketing", NPTEL "Managing change in the organization, UDEMY "The complete digital marketing course"



Parul Singh

Project Title: Effect of emotional marketing on brand awareness in FMCG sector. Skill Sets: Written communication skills, Interpersonal skills, adaptability, problem solving skills. Certifications: NPTEL (An IIT Initiative) "Managing Change in Organizations", UDEMY "The Complete Digital Marketing", UDEMY "The Ultimate SEO, Social Media & Digital Marketing Mastery"



Prateek Pandey

Project Title: Impact of service description on consumer decision making. Skill Sets: Analytical reasoning and Problem solving. Certifications: UDEMY- "The complete digital marketing course", COURSEERA-"Marketing in digital world", NPTEL-"Managing changes in organisation"



Priyanka Yadav

Project Title: A study on influence of promotional strategies on consumer engagement. Skill Sets: Teamwork, problem solving, ability to work under pressure, confidence. Certifications: "Google "The Fundamentals of Digital Marketing", Coursera "Marketing in Digital World" conferred by University of Illinois, USA, NPTEL - Managing change in organization."



Rashi Goswami

Project Title: A Study on Brand Engagement and User Acquisition at Digifuse. Skill Sets: Interpersonal skills, leadership, problem solving skills. Certifications: NPTEL "Managing Change in Organisation", NPTEL " Service Marketing", UDEMY " Digital Marketing and Data Analyst"




Satakshi Rastogi

Project Title: A study on Student's satisfaction towards online courses by Yardstick. Skill Sets: Analytical & Problem Solving, Leadership, Creativity, Communication Skill, leadership. Certifications: UDEMY "Microsoft Excel-Data analysis with Pivot Table", UDEMY "SEO Training 2020: SEO + Word Press: SEO Yoast", NPTEL "Service Marketing"



MARKETING - HR




Project Title
Impact of after sales services on customer retention.

Skill Sets
Analytical reasoning, Abstract thinking, Problem solving

Certifications
Coursera "Marketing in Digital World", UDEMY "The complete Digital Marketing Guide-18 Course in one", NPTEL "Managing Change in Organizations"

Saurabh Pandey




Project Title
A Study of Consumer Behaviour Towards Acelot Innovation Pvt Ltd

Skill Sets
Interpersonal Skills, Strategic Skills, Communication Skills and Leadership Skills

Certifications
CERTIFICATION COURSE ON KPMG "Data analytics virtual experience program from INSIDESHERPA", GOOGLE ANALYTICS ACADEMY "Beginners and Advanced Google Analytics", UDEMY "Digital Marketing Agency Social Media Marketing Business"

Saurabh Rai




Project Title
Adoption and implementation of digital marketing strategies with reference to Radiant info solutions

Skill Sets
Interpersonal skill, problem solving, team player, communication

Certifications
UDEMY "The Complete Digital Marketing Course", NPTEL "Global Marketing" NPTEL "Managing Change in Organisation"

Shaili Kushwaha




Project Title
Student motivation towards e-learning with reference to E-zee classes

Skill Sets
Adaptable and team player

Certifications
UDEMY "Master in Global Digital Marketing"

Shashiranjana Jha



Project Title
A Study on investors Behavior towards Mutual Funds

Skill Sets
Good interpersonal skill, problem solving , ability

Certifications
UDEMY "The complete financial analyst course"

Shreya Rajput




Project Title
A study on the Influence of Digital Marketing on customer engagement

Skill Sets
IT skills, Problem-solving, Leadership, Time Management, Interpersonal Skills, Communication Skills

Certifications
UDEMY "Internet marketing expert", NPTEL "Service Marketing", UDEMY "The Complete Digital Marketing Course 12 In 1"

Shubham Sharma




Project Title
A study of customer perception with special reference to LAKME

Skill Sets
Problem solving, team player

Certifications
UDEMY "The Ultimate SEO social media and digital marketing MASTERY", NPTEL "Managing Change in Organization"

Shweta Pal



Project Title
A study of Digital Marketing techniques used in Medical Tourism Sector.

Skill Sets
Creative thinking, communication, interpersonal skills


Certifications
COURSERA "Use Wordpress to create a blog for Your business ", HUBSPOT ACADEMY "Content Marketing", UDEMY "The Complete Digital Marketing Course 12 in 1"

Simran Saini

STUDENT PROFILES 2020



MARKETING - HR




Project Title
A Study on Consumer Perception towards Ola and Uber Taxi Services

Skill Sets
Adaptable, efficient , leadership skills, team player

Certifications
NPTEL "Service Marketing" ,UDEMY "The Complete Digital Marketing Course", UDEMY "Internet Marketing Expert"

Sri Chand Yadav




Project Title
A study on Customer Awareness towards Kajaria Tiles

Skill Sets
Adaptability, Creative thinking , Ability to work under pressure

Certifications
GOOGLE "Digital Marketing", UDEMY "The complete Digital Marketing course 12 in 1", VCSM "Diploma in Financial Accounting"

Subham




Project Title
Consumer choice towards online learning platforms with special reference to Ezee classes.

Skill Sets
Leadership, creative problem solving skills

Certifications
UDEMY " Mega Digital Marketing Course", NPTEL "Service Marketing and Managing Change"

Surabhi Rastogi




Project Title
A study on Consumer buying process with reference to Amul milk

Skill Sets
Team player, interpersonals skills

Certifications
UDEMY "Global Digital Marketing", UDEMY "SEO Training"

Surbhi Singh




Project Title
Impact of COVID-19 on recruitment industry

Skill Sets
Leadership, communication, flexible, strong problem solving and IT skills

Certifications
NPTEL " Managing Change in Organization" , NPTEL " Service Marketing, people and technology", UDEMY " People / HR Analytics", GOOGLE DIGITAL UNLOCKED "The Fundamental of Digital Marketing"

Sweta




Project Title
A study on customer perception towards Big Bazaar

Skill Sets
Interpersonal skills, analytical skills

Certifications
UDEMY "SEO Training 2020 + word press SEO course", GOOGLE DIGITAL GARAGE "The fundamental of digital marketing", NPTEL "Global marketing"

Vaibhav Srivastava



Project Title
An analysis and implementation of digital marketing tools for IT & networking products with reference to Radiant info solution pvt. Ltd.

Skill Sets
Communication skills, Quick learner, teamwork

Certifications
UDEMY "Internet marketing", COURSERA "Content writing", HUBSPOT ACADEMY "Social media marketing".

Vandna



MARKETING - IB

Aditi Verma profile: Project Title: Effectiveness of search engine marketing and social media marketing as a promotional tool. Skill Sets: Management skills, multitasking skills. Certifications: NPTEL "Global marketing management", NPTEL "Integrated marketing", UDEMY "The ultimate guide to Strategic marketing"

Anisha Gupta profile: Project Title: Effect of macro-economic variables on mutual funds performance. Skill Sets: Communication skills, Analytical skills. Certifications: CFI "Introduction to corporate finance & Excel crash course- spreadsheet formulas for finance", CAREER EDGE "Knockdown the Lockdown by TCS ION Digital Learning Hub", UDEMY "Financial analyst complete course"

Devesh Kapoor profile: Project Title: A study on effectiveness of online advertisement and its effect on consumer buying behaviour. Skill Sets: Leadership, good communication, technical skills. Certifications: ACCENTURE "Digital Marketing course", NPTEL "Global Marketing Management", MINDGRAD "Completed Personal Branding"

Diwaker Sethi profile: Project Title: A Study of Sales and Marketing Strategies of Caggemini. Skill Sets: Management skills, Strong problem solving skills, IT skills. Certifications: UDEMY "Mega Digital Marketing Courses A-Z. 12 Courses in 1+ Update", ACELOT "Campus to Corporate", GOOGLE DIGITAL UNLOCKED "The Fundamentals of Digital Marketing"

Kanishk Asthana profile: Project Title: A study on Consumer preference towards Nestle and Cadbury chocolates. Skill Sets: Interpersonal skill, initiative and problem solving. Certifications: NPTEL "Global Marketing", Amity Future Academy "Digital Marketing Strategies", "Product Management"

Misha Sharma profile: Project Title: A study on impact of promotional strategies on IT sectors with reference to Radiant Info Solutions Pvt. Ltd. Skill Sets: Technical skills, communication skills, analytical skills, adaptable skills, leadership skills. Certifications: UDEMY " Digital Marketing Agency/Social Media Marketing Business ", Marketing Analytics -Stand out by becoming an Analytical Pro", Marketing Analytics -Become a Data-Driven Marketing Expert

Prashant Bhatt profile: Project Title: Impact of CRM on Customer Retention. Skill Sets: Interpersonal skill, Leadership skill, Good communication. Certifications: UDEMY "Business Fundamental Marketing Strategy", LINKED IN " Social Media Marketing Strategy and Optimization"

Rahul Albert profile: Project Title: A study on organizational sales and promotion strategies with reference to Acelot Innovation pvt. ltd. Skill Sets: Technical skills, communication skills, analytical skills, adaptable skills, leadership skills. Certifications: UDEMY "Digital Marketing Agency Social Media Marketing Business", UDEMY "Marketing Analysis: Stand out by becoming an analytical pro", UDEMY "Marketing Analytics: Become A data driven marketing expert"

STUDENT PROFILES 2020

MARKETING - IB

Shikhar Goyal profile: Project Title: Role of digital Marketing in enhancing Customer Engagement with special reference to IT & Networking. Skill Sets: Communication skills, team player. Certifications: UDEMY "Digital marketing: the ultimate guide to strategic marketing", UDEMY "Social Media Mastery"

Shivam Choudhary profile: Project Title: Impact of Online marketing on brand visibility of IT & Networking products. Skill Sets: Leadership skills, Strong problem skills, adaptability. Certifications: NPTEL " Global Marketing Management", DIGITAL EDGE INSTITUTE "Digital Marketing", UDEMY "The ultimate SEO, Social Media & Digital Marketing Mastery"

Sumit Kumar profile: Project Title: A study on customers' perception towards online education offered by Yardstick. Skill Sets: Interpersonal skills, team player. Certifications: UDEMY "Digital Marketing", MIND GRAD.COM" Personal Branding Course", UDEMY " The Complete Digital Marketing Course 12 in 1

Tanya Gupta profile: Project Title: A study on consumer perception towards online shopping. Skill Sets: "Interpersonal skills and Problem solving skills". Certifications: UDEMY "Social media marketing", COURSERA "Marketing analytics", NPTEL "Global marketing".

Tushar Pandey profile: Project Title: A Study of Consumer Buying Behavior for Green Products. Skill Sets: IT skills and analytical skills. Certifications: UDEMY "The fundamental of digital marketing".

Udeshya K. Srivastava profile: Project Title: A study on Digital Marketing as a tool of Promotion Mix. Skill Sets: Creative thinking, problem-solving skills, Interpersonal Skills. Certifications: UDEMY "Excel from beginner to advanced", UDEMY "The complete digital marketing course", NPTEL "Integrated Marketing Management"

Varun Gupta profile: Project Title: Influence of social media on e-recruitment. Skill Sets: Leadership, Interpersonal Skills, Adaptable and problem solver. Certifications: UDEMY "The Complete Digital Marketing Course 12 in One

Vishal Jaitly profile: Project Title: A study on consumer behaviour with reference to Cable industry. Skill Sets: Teamwork, IT skills. Certifications: UDEMY "Digital marketing agency", UDEMY "Build a profitable drop shipping e-commerce business in day"



MARKETING - IT



Kritika Singh

Project Title
Study on Promotional Strategies of HUL and Colgate Palmolive

Skill Sets
IT skills, Good interpersonal skills, communication skills

Certifications
UDEMY "The complete digital marketing course", " Google Analytics", COURSERA "COVID19 contact tracing"



Prabhu Narain Saxena

Project Title
Customer perception towards online learning skills

Skill Sets
Leadership skills, Technical skills

Certifications
UDEMY "Network Marketer (Network Marketing & MLM Mastery)", MINDGRAD "Personal Branding", NPTEL "Global Marketing"



Sachin Sharma

Project Title
An Analytical comparison of traditional marketing and digital marketing

Skill Sets
Interpersonal skills and team player

Certifications
Certificate in Google Analytics for Beginners, LinkedIn - Social Media Marketing Foundation. LinkedIn - social media marketing: strategy and optimization



Shekhar

Project Title
Consumer behavior towards online trading

Skill Sets
Leadership skill, Creative, Problem solving

Certifications
Google Garage "Fundamentals of digital marketing", UDEMY "Digital marketing with live project"



Shivani Gaur

Project Title
Impact of social media techniques in e-commerce

Skill Sets
Analytical skills, Interpersonal skills and Communication skills

Certifications
NPTEL "Managing change in organization", UDEMY "Comptia Security+", GOOGLE UNLOCK "Fundamental of Digital Marketing"



Unnati Pandey

Project Title
Consumer attitude and satisfaction towards online shopping

Skill Sets
Communication skills, Interpersonal skills

Certifications
UDEMY "Digital marketing course ", UDEMY "Excel from beginner to advance"

STUDENT PROFILES 2020



MARKETING - OPERATION



Anjali Chauhan

Project Title
A study on customer perception towards medical tourism

Skill Sets
Interpersonal skills, team player

Certifications
DUCAT "Beginners Excel and SQL", COURSERA "Business Performance with Google Forms", COURSERA "Create Customer Support Data with Google Sheets"



Anshita Karki

Project Title
An analysis of digital marketing techniques to increase brand awareness for Radiant product and services.

Skill Sets
Time-management, self-management, communication skills

Certifications
UDEMY "Mega digital marketing course A-Z-12 Course in 1+updates, NPTEL "Service marketing integrating people, technology, strategy", NPTEL "Management of commercial banking".



Prince Tyagi

Project Title
Impact of COVID-19 on Maruti Suzuki India Pvt Ltd

Skill Sets
Team player, adaptability, Self-motivated, problem solving, analytical skills

Certifications
UDEMY "The complete digital marketing course", Autodesk "AutoCAD designing", NPTEL "Service Marketing"



Shekhar Singh

Project Title
Role of social media in influencing consumer buying process

Skill Sets
Adaptable, leadership skills, interpersonal skills

Certifications
Google Garage "Fundamentals of digital marketing", UDEMY " Digital marketing with live project"



Ujjwal Tyagi

Project Title
Adoption of Social media marketing strategies by online learning platforms

Skill Sets
Creative & analytical skills, Leadership, Good communication skills and Quick learner

Certifications
NPTEL "Management in commercial banking", NPTEL " Global marketing management", UDEMY "Mega digital marketing course"



Vaibhav Agrawal

Project Title
Role of digital marketing in brand promotion with special reference to S&S Consultant

Skill Sets
Communication Skills, negotiation skills

Certifications
UDEMY "Social media marketing agency ", UDEMY "A complete digital marketing ",GOOGLE DIGITAL GARAGE "The fundamental of digital marketing"



Veer Pratap

Project Title
Forecasting the impact of Covid 19 on Hyundai Motor India

Skill Sets
Analytical skills, communication skills, strategic thinking and planning abilities

Certifications
UDEMY "Digital marketing"

FINANCE - HR



Ekta Modi

Project Title

Analysis of investment options with special reference to Close-ended mutual funds

Skill Sets

Communication skill, analytical skill, initiator, coordinator, time management skills

Certifications

UDEMY "The complete financial analyst course 2020, Certification on "Financial Markets" from shine project



Rachit Saxena

Project Title

A study on the research tools adoption by investors for investment planning

Skill Sets

Communication skills, interpersonal skills, technical skill(coding, networking and Ms-office)

Certifications

UDEMY "The complete financial analyst course 2020", Certification on "FINANCIAL MARKETS" from shine project. .net and java certification from NATIONAL INFORMATIC CENTRE LUCKNOW, LUCKNOW.

STUDENT PROFILES 2020

LEARNING THROUGH PROCESSING

FINANCE - IB



Khushboo Chaurasia

Project Title

A study on financial health of Axis Bank

Skill Sets

Analytical skills, interpersonal skills, adaptability to change

Certifications

NPTEL "Beginner to pro in excel-financial marketing and evaluation, NPTEL "Service marketing integrating people, technology service".



Tanya Varshney

Project Title

A Study on Financial Performance using Ratio Analysis of BHEL.

Skill Sets

Analytical skills, communication skills

Certifications

UDEMY "Financial modeling and valuation", NPTEL "Financial statement analysis and reporting", NPTEL "Global marketing management"

FINANCE - IT



Km.Priya

Project Title

Working capital management of Hindustan Unilever limited

Skill Sets

Analytical skill, interpersonal skill, strategic thinking

Certifications

Certification course from NIELIT CCC (Course on Computer), UDEMY "The Complete Financial Analyst Course 2020"



Vishwas Chaudhary

Project Title

A study on investors' perception towards mutual funds

Skill Sets

Adaptable and team player

STUDENT PROFILES 2020

LEARNING THROUGH PROCESSING

FINANCE - OPERATION



Bhaskar Tiwari

Project Title

Consumer behavior towards online trading in stock market

Skill Sets

Good leadership skills, problem solving skills, Interpersonal skills

Certifications

UDEMY "Financial planning & analysis building a company's budget", UDEMY "Microsoft excel-excel from beginner to advance"



Parth Pande

Project Title

A study on investors's perception towards Mutual Funds

Skill Sets


Good Communication, Analytical skills

Certifications

UDEMY "Financial planning and analysis building a companies budget, UDEMY "Microsoft excel from beginners to advance", SHINE PROJECT "Financial market"



FINANCE - MARKETING




Project Title
A study of Investment pattern of investors in different financial products.

Skill Sets
Analytical skills, Interpersonal Skills, Self Management skills, Leadership Skills, Communication skills, IT skills

Certifications
UDEMY "The Complete Financial Analyst Course 2020", NPTEL "Financial Statement Analysis and Reporting", UDEMY "Beginner to pro in excel: Financial & valuation".

Abhinav Saxena




Project Title
A study on impact of COVID-19 on Indian stock market.

Skill Sets
IT skills, Good interpersonal, communication skills, Adaptive and flexible

Certifications
UDEMY "The Complete Financial Analyst Course 2020", NPTEL "Management of Commercial Banking", Passed the Foundation Programme Examination of Institute of Company Secretaries of India.

Aditi Sundriyal




Project Title
The study on Perception of investors towards online trading

Skill Sets
Problem solving skills, Creativity, Teamwork, Ability to work under pressure and IT skills

Certifications
TISCON "Career edge- knockdown with lockdown", E-LEARN MARKETS "Basis of financial markets", TATA "Advance Microsoft Excel

Anish Kumar




Project Title
A study of portfolio management services at SMC global securities

Skill Sets
Communication, interpersonal skill, Ability to work under pressure, IT skills

Certifications
UDEMY "The complete Financial Analyst Course", UDEMY "Financial modeling and valuation", UDEMY "Technical analysis master classes".

Ankita




Project Title
A comparative study on financial performance of HDFC and ICICI Bank

Skill Sets
Good Communication, Creative, Resilient and Persistent

Certifications
UDEMY "Beginners to pro in Excel-Financial Modeling and Evaluation", UDEMY "The Complete Financial Analyst Course 2020", NPTEL "Management in Commercial Banking"

Anshika Badal




Project Title
A study on Marketing of financial products

Skill Sets
Interpersonal skills and team player

Certifications
UDEMY "Business and corporate finance fundamentals- zero to pro", VARSITY ZERODHA "Fundamental Analysis of Stock Market", MF BYTES "Why Mutual Funds"

Arpit Gupta




Project Title
A study on Covid 19 impact on Trading patterns & platform like sharekhan

Skill Sets
Interpersonal, team player and handle mutiple tasks

Certifications
UDEMY "Financial planning & analysis building a companies budget", UDEMY "Master in global marketing", SHINE PROJECT "Financial market"

Chirag Rajpal



Project Title
Long term investment horizon-A study on mutual funds


Skill Sets
Analytical skills, communication skills, strategic thinking and planning abilities

Certifications
UDEMY " Financial Analysis course ", NPTEL " Management in Commercial Banking ", Certification on Advanced Diploma in computer application

Deepika Gupta

STUDENT PROFILES 2020

FINANCE - MARKETING




Project Title
Effect of social media marketing on Edtech sector

Skill Sets
Leadership skills, Self-motivated

Certifications
UDEMY "Mega Digital Marketing Course", NPTEL "Management in Commercial Banking", NPTEL "Global Marketing Management"

Diwakar Tyagi




Project Title
A critical analysis on the use of financial statements in assessing the performance of HDFC bank.

Skill Sets
Adaptable, efficient , leadership skills and team player

Certifications
UDEMY "Audit – Financial Statements", UDEMY "The complete Financial Analyst Course 2020", NPTEL "Management in Commercial Banking"

Gagandeep Singh




Project Title
A study on Investors perception toward mutual funds and other investment options

Skill Sets
Adaptable, efficient , leadership skills and team player

Certifications
UDEMY "Beginner to pro in excel: Financial Modelling and Valuation", CORPORATE FINANCE INSTITUTE "Introduction on Corporate Finance", NPTEL "Management of Commercial Banking"

Gaurav Singh




Project Title
A study on the customer satisfaction towards Demat account and mutual fund

Skill Sets
Analytical skills, communication skills

Certifications
UDEMY "Beginners to Pro in Excel-Financial Modeling and Valuation", UDEMY "Introduction to business analytics", TALLY

Harshwi Upadhyay




Project Title
A study on financial growth of medical tourism in India with respect to International medical tourism

Skill Sets
Time management skills, Interpersonal skills , Analytical skills, IT skills

Certifications
Certification course (Tally, Microsoft office), UDEMY "The complete financial analyst course 2020", NPTEL "Management in Commercial Banking"

Himanshi Thapliyal




Project Title
A study on role of financial institutions in India

Skill Sets
Analytical skills, communication skills

Certifications
NPTEL "Global Marketing, "Financial Statement Analysis and Reporting"

Honey Tyagi




Project Title
A study on accounting and taxation of KS-AGRO industries

Skill Sets
Adaptability, team player

Certifications
NPTEL "Financial statement analysis and reporting " UDEMY "The complete financial analysis course 2020", RAJASTHAN STATE CERTIFICATE "Information technology"

Kshitiz Khandelwal



Project Title
Consumer Perception towards health insurance services


Skill Sets
Analytical Skills, Leadership skills, Time management skills, Communication Skills

Certifications
NPTEL "Management in Commercial Banking", UDEMY "Beginners to pro in excel financial modelling and evaluation", Startup India Learning Program by Ministry of Commerce and Upgrad.

Mansi Jaiswal



FINANCE - MARKETING




Project Title
A comparative study on financial analysis with reference to banking sector

Skill Sets
Analytical skills, problem solving, decision making, Time and stress management

Certifications
Microsoft USA "Advance excel expert", NSE "Financial modelling", IB Institute "Financial modelling and company valuation using excel and macro "

Mayank Bansal




Project Title
Analysis on International currency market

Skill Sets
Analytical & Interpersonal skills

Certifications
NPTEL "Management of Commercial Banking", NPTEL "Services Marketing: Integrating People, Technology & Strategy", UDEMY "The complete Financial Analyst course 2020"

Mohit Ojha




Project Title
Impact of Covid-19 on financial markets with special reference to Indian stock market.

Skill Sets
Leadership, Problem solving, Initiative, Interpersonal, communication skills

Certifications
UDEMY "The complete Financial analyst course", ICAI "Information technology course", NPTEL "Management of Commercial banking"

Monal Tripathi




Project Title
Analysis of investment avenues in India

Skill Sets
Management skills, multitasking skills, IT skills

Certifications
COURSERA "Quantitative financial modelling", Varsity(Zeroda) "Technical Analysis", UDEMY "Data analysis through Pivot table"

Monika Rajpoot




Project Title
A study on Risk Perception and Investment Pattern

Skill Sets
Interpersonal skills, Time management skills, Creative Thinking, Team building skills

Certifications
UDEMY "Beginners to pro in Excel-Financial Modeling and Evaluation", NPTEL "Management In Commercial Banking", Shine "Financial Markets"

Nancy




Project Title
A study to assess the perception of mutual fund investors.

Skill Sets
Communication, interpersonal skills, ability to work under pressure

Certifications
UDEMY "A complete financial analyst course 2020", NPTEL "Financial statement analysis and reporting, Global Marketing"

Neeraj Painuly




Project Title
Impact on COVID-19 on E Wealth Account of NJ India Invest Pvt. Ltd.

Skill Sets
Analytical & Problem Solving, Leadership, Creativity, Communication Skill, Quick Learner.

Certifications
NPTEL "Management In Commercial Banking", NPTEL "Service Marketing", UDEMY "The Complete Financial Analyst Course"

Nitanishi Yadav



Project Title
Study on factors affecting investment decisions in banking sector


Skill Sets
Analytical skills, communication skills

Certifications
NPTEL "Financial Statement Analysis and Reporting", CFI "Excel course spreadsheet formulas for Finance", UDEMY "Complete Finance Analyst Course"

Prashant Singh

STUDENT PROFILES 2020

FINANCE - MARKETING




Project Title
A study on consumer perception towards HDFC banking services

Skill Sets
Leadership skills, Ability to handle pressure, team player

Certifications
Shine Project "Financial Market"

Pushkar Jaiswal




Project Title
A study on investors' perception towards mutual fund investments at NJ India Invests Pvt. Ltd.

Skill Sets
Analytical ability, time management ability, IT skills

Certifications
UDEMY "Beginners to pro in excel-Financial modeling and evaluation", UDEMY "The complete financial analyst training and investing", "Tally ERP9 with GST"

Raj Gupta




Project Title
Investors Perception towards investment in Derivative Market

Skill Sets
Problem solving skills, Ability to work under pressure, IT skills

Certifications
UDEMY "The Complete Financial Analyst Course 2020", GOOGLE DIGITAL UNLOCKED "The Fundamentals of Digital Marketing"

Rajat Jain




Project Title
An analysis of investors' preferences for mutual fund schemes offered by Ingenetus consultant

Skill Sets
Adaptability to change and a good team worker

Certifications
UDEMY "Beginners to pro excel: Financial modelling and evaluation", UDEMY "The complete Financial analyst course 2020", NPTEL "Financial statement Analysis and Reporting"

Robin Singh




Project Title
A study on online trading and demat account

Skill Sets
Communication Skills, Interpersonal skills

Certifications
UDEMY "Beginners to pro in excel-Financial modeling and evaluation", UDEMY "The complete financial analyst training and investing", "Tally ERP9 with GST"

Rohit Kumar




Project Title
Road safety measures towards accidental prone areas in NCR

Skill Sets
Communication skill, self management, learning, adaptability

Certifications
Google Analytics academy "Google analytics for beginners"

Rubi Sharma




Project Title
A study on social media effectiveness at Ezee classes

Skill Sets
Leadership, Creative skill, problem solving

Certifications
UDEMY "Beginner to pro in Excel", "Financial Modeling & Valuation", Coursera "Marketing in a Digital word", Coursera "Improve Business Performance with Google Forms"

Sakshi Tyagi



Project Title
A study on Non-Performing Assets of commercial Banks


Skill Sets
Analytical Skills, Information Technological skills

Certifications
UDEMY "The Complete Financial Analyst Course 2020", NPTEL "Financial Statement Analysis and Reporting", ITCE (Social welfare society of information tech)- ADIT (Advance Diploma in Information Technology)

Shailendar Singh



FINANCE - MARKETING




Project Title
Impact of COVID-19 on Revenue and profit of Hindustan Unilever

Skill Sets
Strong communication, management skills, problem solving, analytical skills

Certifications
UDEMY "The complete financial analyst course", UDEMY "Introduction to corporate finance", NPTEL "Management of commercial banking"

Shelly Tomar




Project Title
A detailed study on different aspects of financial planning available to Indian Investors.

Skill Sets
Time management skills, Interpersonal skills, Analytical skills, IT skills

Certifications
UDEMY "Beginner to pro in excel", NSE "Mutual Funds", NPTEL "Management of Commercial Banking"

Shivam Kumar




Project Title
An analysis of funding options and factors responsible for selection of funds

Skill Sets
Problem solving skills, Ability to work under pressure, analytical skills

Certifications
Internshala "Financial Modeling and Valuation"

Shivam Tyagi




Project Title
A study of merger and acquisition of zomato and uber eats

Skill Sets
Communication skills, Interpersonal skills and Problem solving skills

Certifications
INSIDESHERPA "Certification Course on KPMG Data Analytics Virtual Experience Program", Certification in "CFA Institute Investment Foundation Program", UDEMY "The Complete Financial Analyst Course 2020"

Shubhi Jain



Project Title
A study on consumer perception towards online banking services with reference to axis bank.

Skill Sets
Creativity, adaptability

Certifications
NPTEL "Commercial banking", NPTEL "Service marketing"

Somya Khandelwal




Project Title
A study of impact on promotional activities during pandemic

Skill Sets
Adaptable, leadership skills and interpersonal skills

Certifications
UDEMY "The complete financial analyst course"

Sudhir Tyagi




Project Title
A study on Ratio Analysis of Reliance Industry

Skill Sets
Analytical skills, self management and problem solving

Certifications
UDEMY "Financial modeling and valuation", ELEARN MARKET "Basic of Financial Market", NPTEL "Commercial Banking"

Surbhi Chaudhary



Project Title
Impact of Covid-19 on Stock market trading

Skill Sets
Influencing skills, Leadership, Multitasking skills and a good team player


Certifications
Google Unlock "Digital marketing", NPTEL "Marketing analyst", NPTEL "Global marketing"

Suryatarun Ghosh

STUDENT PROFILES 2020



FINANCE - MARKETING




Project Title
A study on growth of health care sector and its impact on medical tourism

Skill Sets
Time Management, Interpersonal Skills, Communication Skills

Certifications
INTERNSHALA "Financial modeling and valuation", UDEMY "The Complete Financial Analyst Course", NPTEL "Financial Statement Analysis and Reporting"

Tanya Goyal




Project Title
A study on financial impact of Apollo Hospitals Pvt Ltd and Fortis Healthcare Ltd, with special reference to COVID 19.

Skill Sets
Analytical, Communication, Critical Thinking, Problem Solving Ability, Good Interpersonal Skills and IT skills

Certifications
UDEMY "The complete financial analyst course", NPTEL "Management of commercial banking", NIELIT "O Level in IT"

Tanya Jaiswal




Project Title
A study on financial analysis of BSNL

Skill Sets
IT skills and analytical skills

Certifications
SHINE PROJECT "Financial market and gaining expertise".

Tushar Vaish




Project Title
A study on loans and advances of public and private sector banks

Skill Sets
Good Communication skills, Problem solving skills, Leadership skills, Analytical skills

Certifications
UDEMY "The complete financial analyst course", UDEMY "The complete investment banking course", NPTEL "Management of commercial banking"

Vaishali Rai




Project Title
A conceptual study of stock market for online trading

Skill Sets
Analytical Skills, leadership skills

Certifications
GREAT LEARNING "Financial business foundation", GREAT LEARNING "Financial risk analytics", GREAT LEARNING "Excel for beginners".

Vikram




Project Title
A study on loans and advances with special reference to Pavaratty Cooperative Bank

Skill Sets
Data analysis, Decision making and leadership

Certifications
UDEMY "Beginners to pro in excel financial modeling and evaluation", NPTEL "Management in commercial banking"

Vipin MV




Project Title
A study on consumer behaviour towards online personal development courses

Skill Sets
Communication skills, problem solving skills

Certifications
GOOGLE DIGITAL GARAGE "Fundamental of digital marketing", UDEMY "Digital marketing with live project".

Vishesh Patel



Project Title
A study on consumer perception towards health insurance services.

Skill Sets
Communication skill, analytical skill

Certifications
NPTEL "Fundamental of financial management"

Vivek Kumar Malik



FINANCE - MARKETING



Yatharth Mishra

Project Title

Analysis of derivatives market and impact of COVID on derivatives market

Skill Sets

Problem-solving, Leadership, Time Management, Interpersonal Skills and Communication

Certifications

CFI "Certification in Reading Financial Statement", TCSion "Certification in Career Edge", UDEMY "Financial Accounting & Excel-Comprehensive Accounting Course"



Vivek Raghav

Project Title

A conceptual study on working capital management

Skill Sets

IT skills and analytical skills

Certifications

UDEMY "Beginners to pro in excel financial modeling and evaluation".

STUDENT PROFILES 2020



HR - FINANCE



Akanksha Mishra

Project Title

A systematic study on Employee Engagement

Skill Sets

Organized, good communicator, effective leadership skills, dedicated, committed to work

Certifications

UDEMY "People Analytics-101: HR Analytics Fundamentals", UDEMY "Crash Course on HRM"



Deepika Singh

Project Title

Perception of customers towards Mobile payment apps

Skill Sets


Management skills, communication skills, good interpersonal skills and analytical skills

Certifications

UDEMY "People Analytics 101: HR Analytics Fundamentals", NPTEL "Managing change in organization", NPTEL "Management in Commercial Banking"



HR - MARKETING




Project Title
A study on Employee Satisfaction in Searches & Sourcing Consultants

Skill Sets
Analytical & Problem Solving, Leadership, Creativity, Communication Skill, Quick Learner.

Certifications
NPTEL "Managing change in the organization", UDEMY "People analytics 101, HR analytics fundamentals", NPTEL "Services marketing: Integrating people, technology, strategy."

A. Priyanka




Project Title
A Study of Employee Job Satisfaction at Bhartiyaam Healthcare.

Skill Sets
Interpersonal skills and analytical skills

Certifications
COURSERA "Digital Analytics for Marketing Professionals: Marketing Analytics in Practice", COURSESA "Digital Analytics for Marketing Professionals: Marketing Analytics in Theory", COURSESA "Marketing in Digital Word"

Ankit Pandey




Project Title
A Literature Review Study on Employee Engagement

Skill Sets
Communication Skills, Interpersonal skills

Certifications
NPTEL "Managing Change in Organizations", NPTEL "Global Marketing Management", AIICT "Tally ERP-9"

Anshu Chaudhry




Project Title
A systematic study on Employee Job Satisfaction

Skill Sets
Interpersonal skills, dedicated, committed, adaptable, good communication skills

Certifications
UDEMY "People Analytics-101: HR Analytics Fundamentals", SAP certificate – B1 module

Apurva Gupta




Project Title
The Impact of aftersale services on customer retention

Skill Sets
IT skills and analytical skills

Certifications
UDEMY "The complete digital marketing"

Deepam Pandey




Project Title
A Study on HR knowledge in SMEs

Skill Sets
Communication skills, Adaptability, Inter personal skills , Leadership, Teamwork

Certifications
NPTEL "Managing change in organization", UDEMY "HR analytics master course with excel , Python & R"

Deepanjana




Project Title
A Study on Job Satisfaction at MedTourEasy

Skill Sets
Good communication, interpersonal skills

Certifications
COURSERA "Hiring and On boarding Employees with ClickUp", COURSESA "Create Employee Management System with When I Work", COURSESA "Create a Resume and cover letter with Google docs"

Deepika Sharma



Project Title
A study on influence of social media marketing on consumers


Skill Sets
Interpersonal skills, team player

Certifications
UDEMY "People Analytics 101 : HR Analytics Fundamental", NPTEL "Managing Change in Organization", "Diploma in Computer Financial Accounting"

Ekta Sharma

STUDENT PROFILES 2020

HR - MARKETING




Project Title
A study on recruitment and selection process at MedTourEasy

Skill Sets
Interpersonal , communication, technical skills.

Certifications
NPTEL "Managing change in organization", COURSESA- "Hiring and on-boarding employees with clickup", "Create employee management system with when I work"

Janhavi Garg




Project Title
A study on factors affecting organisational culture in IT sector

Skill Sets
Leadership skills, effective communication, interpersonal skills, analytical thinking

Certifications
UDEMY "People Analytics 101 - HR Analytics fundamentals", NPTEL "Managing Change in Organization", NPTEL "Services Marketing: Integrating people, Technology, Strategy"

Mansi Bedhuri




Project Title
A study on customer satisfaction towards digital marketing to enhance promotional strategies for IT & Networking products

Skill Sets
Leadership skills, Innovative, Good interpersonal skills, Effective communication skills

Certifications
NPTEL "Managing Change in Organisation", UDEMY " Global Marketing Management", INTERVIEWING MADE EASY " Recruitment interviewing essentials"

Preeti Kashyap




Project Title
A study on customer satisfaction towards digital marketing with special reference to Radiant Info Solutions Limited

Skill Sets
Leadership skills, Interpersonal skills, Good communication skills and capabilities to build team

Certifications
NPTEL "Global Marketing Management", UDEMY " Building Your Team: How to Put Together the Perfect Team", INTERNSHALA " Web Development"

Rancy Kashyap




Project Title
A study on employee retention techniques with reference to Searches and sourcing consultants

Skill Sets
Creative writing skills, communication, ability to work with a sense of urgency and discipline

Certifications
UDEMY "People Analytics 101: HR Analytics Fundamentals", WORLD CLASS HR "21st Century Talent Management", GOOGLE DIGITAL UNLOCKED " The Fundamentals of Digital Marketing"

Roli Sharma




Project Title
A study on employee motivation at Litehires Global

Skill Sets
Leadership skills, effective communication, interpersonal skills, analytical thinking

Certifications
UDEMY "Start grow your staffing and recruiting business".

Sapna Singh




Project Title
Influence of social media on recruitment

Skill Sets
Communication skills, problem solving skills, interpersonal skills

Certifications
NPTEL "Managing change in organization", NPTEL "Service Marketing", UDEMY "HR Analytics course With Excel, Python And R"

Shruti Kumari



Project Title
Role of artificial intelligence in recruitment and selection process

Skill Sets
Interpersonal skills, leadership skills

Certifications
UDEMY "HR,HR analytics, HR course, Human Resource Management"

Silki Kumari



HR - MARKETING



Swati Tyagi

Project Title

A Study on HR policies & practices at HCL Technologies

Skill Sets

Self learner, Team player, Adaptable and communication skills

Certifications

UDEMY "People Analytics-101: HR Analytics Fundamentals", NPTEL "Managing change in organization", NPTEL "Global Marketing Management"



Tanya Goyal

Project Title

Impact of covid 19 on mental health of employees

Skill Sets

Leadership skills, communication skills, decision making skills

Certifications

UDEMY "HR Analytics", NPTEL "Managing change in Organization", GOOGLE DIGITAL UNLOCKED "The fundamental of Digital Marketing"



Vishwani Yadav

Project Title

A conceptual study on training and development

Skill Sets

Communication skills, leadership skills

Certifications

NPTEL "Global marketing", UDEMY "Digital marketing agency"

PLACEMENT TEAM



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CREATING RESPONSIBLE LEADERS