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**MBA Admissions Policy 2020-22**

**Objective**

The objective of this MBA admission policy is to give the Management an accurate and well researched snapshot of the current MBA market area. This plan defines the strategy and is meant to provide a guideline to create a new JIM MBA marketing mix, position, and media plan for the batch 2020-2022.

**Goals**

The goals of this marketing plan is to promote the MBA program and its main selling points to a defined target market and to prospective MBA students, branding our MBA program, and increase the number of qualified applicants to the program. The goals will be accomplished through the strategic positioning of the MBA programme in the market and through existing program refinements.

**Admission committee**

The admission committee includes the following members –

|  |  |
| --- | --- |
| **Members** | **Roles** |
| Prof.(Dr) Daviender Narang | Chairperson |
| Dr Ashwani Varshney | Project Head –Admissions |
| Dr Ajay Tripathi | Team Member |
| Dr Nidhi Mathur | Team Member |
| Dr Anil Gupta | Team Member |
| Dr Saurabh Gupta | Team Member |
| Admissions Manager | To be recruited  |

**Fee Structure**

The Fee Structure for MBA Batch 2020-22 is as follows-

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Particular** | **First Semester Fee** **(₹)** | **Second Semester****Fee** **(₹)** | **Third Semester****Fee** **(₹)** | **Four Semester****Fee** **(₹)** |
| **Tuition Fee** | 46500 | 46500 | 46500 | 46500 |
| **Examination Fee** | 3750 | 3750 | 3750 | 3750 |
| **Professional Development Fee** | 41500 | 41500 | 41500 | 41500 |
| **Study Material Fee** | 4500 | 4500 | 4500 | 4500 |
| **Total Fee** | 96250 | 96250 | 96250 | 96250 |
| **Date of payment**  | **On or before 31st August 2020** | **On or before** **31st December 2020** | **On or before** **31st August 2021** | **On or before** **31st December 2021** |

**Note: Seat Confirmation Amount Rs. 51,000/- which will be adjusted in First Semester Fee.**

**One Time Fee on or before 31st August 2020:**

1. **Uniform :** 4500.00
2. **Alumni :** 2000.00
3. **Security (Refundable) :** 5000.00
4. **University Registration :** 2500.00
5. **Admission Process :** 1000.00

 **Total ₹ 15000.00**

**Hostel Fees Structure**

|  |  |  |
| --- | --- | --- |
| **Year** | **I year** | **II year** |
| **Non-AC Hostel** |
| **Hostel Fee** | 45000 | 45000 |
| **Mess Fees** | 40000 | 40000 |
| **Security (Refundable)** | 7,500 |  |
| **AC Hostel** |
| **Hostel Fee** | 62000 | 62000 |
| **Mess Fees** | 40000 | 40000 |
| **Security (Refundable)**  | 7,500 |  |
| **Date of payment #** | On or Before 31st August 2020 | On or Before 31st August 2021 |

 # Hostel and Mess fee will be paid in two parts semester wise

**Admission strategy**

In order to maximize enrollment in the MBA program, we recommend a two-fold strategy;

The media plan/online campaigning that highlights JIM MBA’s points of differentiation, these include: Certifications in E-commerce and Digital Marketing, Financial Derivatives and Risk Management, Certification in HR Analytics, Business Analytics, Communication Classes, Employment Enhancement Programme (EEP), Club activities, Innovative Teaching pedagogy, Brand image (legacy) and Events at JIM. We will share these points with prospective MBA students through print media, online media, and through our internal and external events.

Detailed plan also explained in subsequent pages.

To encourage the MBA program, **Gold medal, Silver medal and Bronze medal to 3 best students on their academic performance will be awarded in the name of the Chairman Shishir Jaipuria.** The prize money will be as follows-

|  |  |
| --- | --- |
| 1st Prize | Gold Medal of the worth of ₹ 1,00,000 |
| 2nd Prize | Silver Medal of the worth of ₹ 51,000/- |
| 3rd Prize | Bronze medal of the worth of ₹ 31,000/- |

1. **Admission Process**
2. **Selection Criteria**

The candidate will be selected on the basis of the following criteria though the minimum eligibility criteria prescribed by the university will be strictly followed.

|  |  |  |  |
| --- | --- | --- | --- |
| SN | Criteria | Weight | Result |
| 1. | 10th Marks | 15 | The LOI will be issued to the candidate who will score at least 50 as per the criteria and its weight |
| 2. | 12th Marks | 15 |
| 3. | Graduation | 20 |
| 4. | Aptitude Test | 20 |
| 5. | Group Discussion | 15 |
| 6. | Personal Interview | 15 |
|  | Total | 100 |

1. **Purchase of Data**

The Institute will purchase the data of CMAT, SEP MAT, DEC MAT, FEB MAT, MAY MAT, CAT and undergraduate data from various sources like AIMA or other agencies/persons.

1. **Calling to MBA Aspirants**

A team of at least 4 female tele callers will call MBA aspirants for admissions. Call is to be made on available data of **CMAT, SEP MAT, DEC MAT, FEB MAT, MAY MAT, CAT** and other local data of students who are pursuing BA/BBA/BSc/BTech etc. Incentive of ₹ 1,000/- per confirmed admissions will be given to the admission counselors (Tele Callers).

1. **SMS/Email**

Bulk SMS/Emails will be sent to all the MBA aspirants i.e. on the data of CMAT, SEP MAT, DEC MAT, FEB MAT, MAY MAT etc. For this transactional SMS/Email is required to purchase.

1. **GD/PI**

GD/PI will be scheduled in every month starting from the month of December 2019. The following places have been identified for the GD/PI-

|  |  |
| --- | --- |
| **Month** | **Places** |
| December | Agra,Dehradun,Campus |
| January | Allahabad, Varanasi, Agra, Patna, Ranchi,Dehradun, Gorakhpur, Kanpur, Lucknow, Kolkata,Campus |
| February  | Allahabad, Varanasi, Agra, Patna, Ranchi, Aligarh, Dehradun, Gorakhpur, Kanpur, Lucknow, Durgapur,Campus |
| March | Allahabad, Varanasi, Agra, Patna, Ranchi, Aligarh, Dehradun, Gorakhpur, Kanpur, Lucknow, Durgapur, Campus |
| April | Allahabad, Varanasi, Agra, Patna, Ranchi, Aligarh, Dehradun, Gorakhpur, Kanpur, Lucknow, Durgapur, Meerut, Campus |
| May | Allahabad, Varanasi, Agra, Patna, Ranchi, Aligarh, Dehradun, Gorakhpur, Kanpur, Lucknow, Durgapur, Meerut, Campus |
| June | Allahabad, Varanasi, Agra, Patna, Ranchi, Aligarh, Dehradun, Gorakhpur, Kanpur, Lucknow, Durgapur, Meerut, Campus |
| July | Allahabad, Varanasi, Agra, Patna, Ranchi, Dehradun, Gorakhpur, Kanpur, Lucknow, Campus |
| August | Focus on Campus GD/PIs |

*NOTE: Locations for GD/PI will be finalized as per the availability of data.*

1. **Social Media**

Social media like Facebook, WhatsApp, etc. will be used as a major tool to interact the students for admissions. Digital campaign for Google Display Ads and Google AdWords will be extensively used for MBA aspirants. The budget for the campaign will be decided as per the previous year experience and will be reviewed time to time after evaluation of the impact of campaign.

1. **Alumni Association**

Reference of existing batch students and alumni of MBA will be considered for counselling & admission of prospective students for which incentive (₹ 5,000) will be paid in cash/cheque.

1. **Association with Degree Colleges and Universities and their Professors**

The institute will identify the Graduate college/Professional Institutes and will organize the Career Counseling sessions for them. The institute will contact the Professors in different universities to promote admissions in JIM. If required consultancy charges will be paid to them.

1. **Participation in Education Fair**

The institute will participate in the Education Fairs in the different regions of the U.P./Bihar/Kolkata/Assam and other untouched area to increase the presence of JIM among MBA aspirants.

1. **Print Materials to influence MBA aspirants**

Admission Brochures/Posters/calendars/flyers will be used to influence the MBA aspirants.

1. **Scholarship**

We may announce the following scholarship to attract good students through UPSEE counseling as well as direct admission-

|  |  |
| --- | --- |
| UPSEE Rank | Scholarship |
| 1-200 | (₹ 46500/-) 25% of Tuition Fee |
| 201-500 | (₹ 37200/-) 20% of Tuition Fee |
| 501-1000 | (₹ 27900/-) 15% of Tuition Fee |

|  |  |  |
| --- | --- | --- |
| **SN** | **Criterion** | **Scholarship** |
| 1 | 70% in 10th, 12th and Graduation | ₹ 36,000/- |
| 2 | CAT/MAT/XAT percentile greater than or equals to 90 And Percentage in Graduation greater than or equals to 70% | ₹ 36,000/- |
| 3 | For Jaipuria Family (Ginni Filaments and Seth Anandram Jaipuria Schools) 60% in 10th, 12th and Graduation  | ₹ 36,000/- |

**Note: Only one Scholarship condition will be applicable for any candidate who will qualify more than one scholarship criterion (whichever is higher in amount).**

1. **Consultants**

The Institute will identify and make relationship with the consultants in different regions of U.P, Bihar and other states. Consultancy charges per student will be applicable as per detail below:

The payment to consultants should be provided on the basis of the following criteria-

**All Graduation Streams except B. Tech.**

|  |  |  |
| --- | --- | --- |
| SN | Criteria | Amount to Pay (in Rs.) |
| 1 | % in Graduation >=70 | ₹ 40,000/- |
| 2 | % in Graduation in between 60-69 | ₹ 35,000/- |
| 3 | % in Graduation in between 50-59 | ₹ 30,000/- |

**For B. Tech. Stream**

|  |  |  |
| --- | --- | --- |
| SN | Criteria | Amount to Pay (in Rs.) |
| 1 | % in BTech >= 60 | ₹ 40,000/- |
| 2 | % in BTech < 60 | ₹ 35,000/- |

**Note: Scholarship criterion mentioned in point number 12 will not be applicable to students who are taking admissions through consultants.**

1. **Interpretations and Change of Admission Rules**

In the matter of interpretation of Admission Policy and Procedure, the decision of Admission Committee shall be final and binding on the candidates. In the matter of such issues as are not covered in the Admission Policy and Procedure mentioned above, the Admission Committee is authorized to resolve these special issues on the merit of the case and implement the same. All Decisions are made by consensus of the MBA Admission Committee.

**Roadmap to fill 240 proposed seats from existing 180 seats**

1. **Admission staff:** Recruitment of 1 Admission Manager and 3-4 tele callers
2. **Engagement with Local coaching Centers:** Admission Manager will make connects with the local coaching Institutes in different targeted cities. It will help in promoting the Jaipuria brand for MBA admissions
3. **Engagement with Local Consultants:** Educational consultant of new cities will be targeted to increase the enrollment of students i.e. Gwalior, Jhansi, Indore, Shillong, Kolkata, Guwahati, Bareilly, Dehradun etc.
4. **Engagement with Career Launcher/ PTI/ TIMES/ IMS:**

MBA coaching classes like Career Launcher/ PTI/ TIMES/ IMS are engaged in small towns of Uttar Pradesh to promote JAIPURIA brand. It will help in directly engaging the target students.

1. **Launching JAIPURIA Telegram channel:**

The institute will create and launch the JAIPURIA telegram Channel for effective communication with the students. All activities will be shared on the channel with students.

1. **Focus on Video marketing:**

The youth of today prefers video content over written content. Dedicating your energy and intellect towards video marketing, you can easily exploit the potential of video marketing. Interactive videos, informative videos and other innovative videos are the key to attract the attention of your target audience, the students. As we have been talking more about the digital era, where we know content is the king, [video content](https://www.blog.epravesh.com/education-institutes-can-use-videos-marketing-courses/) ranks itself above the others, being self-sufficient. People tend to interact with and share this type of content over the other types of content. [Video Content](https://www.blog.epravesh.com/education-institutes-can-use-videos-marketing-courses/) is ruling the marketing segment from a year and so and will continue to rule till the next few years. It is essential to take up the advantage of the same and utilize for the better reach of your educational institute, in order to seek more number of admissions.

Being an educational institute, there is immense scope to produce content that will talk about Infrastructure & Amenities,

Courses & Curriculum,

Value addition courses

USPs of the Programme

Placements

Academic rigour

Events & Happenings

Alumni & Students

1. **Focus on Influential marketing:**

It's all about pulling customers (students) toward your business (school) through helpful content that aligns with their interests, answers their questions and needs, and addresses their pain points. Social Media Marketing Team will be advised to start Influential marketing on Facebook and Instagram.

1. **Organizing Personality Development Workshops:**

Indirect marketing through PDP workshops will help in promoting JAIPURIA brand at local level. Workshops for Degree college students will be organized every month.

1. **Hoarding Sites:**

The hoarding sites at different prominent places will be booked for six months commencing from January 2020 in the NCR region.

1. **Workshop on Data Analytics for B. Tech Students with IBM:**

The Jaipuria Brand will be promoted among B.Tech students through data Analytics workshop in association with IBM. One day workshop in the month of April will be organized for B.Tech students .Online workshop registration process will be commenced in February month.

1. **Inter College Competition:**

The institute will organize the Inter College Competition in the month of April with the prizes of Rs. 1,00,000. The institute will target the event among MBA aspirants.

1. **Workshop/ Guest Talk on Food and Nutrition:**

The Institute will organize the workshop on Food and Nutrition exclusively for the students of Hotel management courses in the month of March. The initial idea is to organize it with any renowned chef having Public visibility.

1. **Advertisement in Print Media:**

Advertisements in the local newspapers in the month of January, March and June.