



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**

**INDIRAPURAM, GHAZIABAD**

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



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9818817739

E-Mail: admissions@jaipuria.edu.in  
mba@jaipuria.edu.in

# MASTER YOUR FUTURE



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

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**CREATING  
RESPONSIBLE  
LEADERS**



# A LEGACY OF EXCELLENCE FOR 112 YEARS



**Padmabhushan**  
Seth Mungturam Jaipuria Ji  
1901-1978

### JAIPURIAS IN INDIAN INDUSTRY

The house of Jaipurias headed by Shishir 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 endeavour to evolve and adopt latest technological and managerial innovations.

### JAIPURIAS IN EDUCATION

Seth Anandram Jaipuria Education Society runs 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, Ghaziabad (Formerly located at Vasundhara, Ghaziabad) (2001), Seth Anandram Jaipuria School, Vasundhara, Ghaziabad (2004), Jaipuria Institute, Indirapuram, Ghaziabad (2004), and Jaipuria School of Business, Indirapuram, Ghaziabad (2008). It also promoted Seth Anandram Jaipuria School at Lucknow (1992).

### JAIPURIAS IN SOCIAL WELFARE

The Jaipuria Group is fully conscious of its Corporate Social Responsibility. The philanthropic spirit of Shishir Jaipuria is revealed by his belief in doing as much as possible 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, Chitrakoot, Seth Anandram Jaipuria Smriti Bhawan, Vrindaban, Ram Darshan, Chitrakoot, Seth Anandram Jaipuria Smriti Bhawan, Haridwar.

## A Tribute



**Dr. Rajaram Jaipuria**  
1934 - 2015

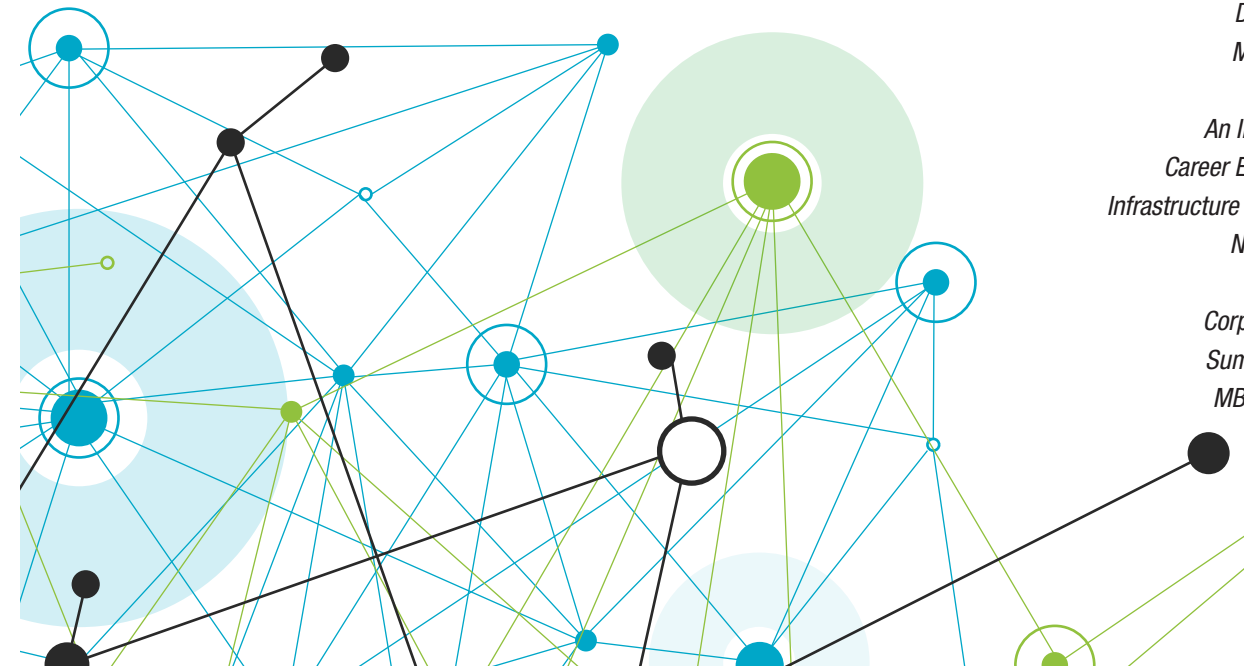
*"When one performs his prescribed duty only because it ought to be done, and renounces all material association and all attachment to the fruit, his renunciation is said to be in the mode of goodness" ....*  
"Bhagavad Gita".

# CREATING RESPONSIBLE LEADERS

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1904-2016





# AWARDS & RECOGNITIONS



Prof. (Dr) Daviender Narang, Director Jaipuria Institute of Management, Ghaziabad received award for Best Management Institute by Times Research



Adjudged Best Management College CSR Excellence Award-2015 Received by Dr. Daviender Narang

Ranked as **A** CATEGORY B-SCHOOL AIMA

Ranked **A+** in Go-Getter Education Survey

Accredited as **BEST** MANAGEMENT INSTITUTE in Ghaziabad by Times Research

Ranked as **A** CATEGORY B-SCHOOL Business Standard

## JAIPURIA INSTITUTE OF MANAGEMENT Ranked 8<sup>th</sup> among Top B-School of Excellence



Once again Jaipuria Institute of Management has maintained its position among the best Business School of India. According to the latest GHRDC - CSR B- SCHOOL Survey of the Top B-School of Excellence -2015, Our institute has been ranked-

- 8<sup>th</sup> Ranking in Top B-Schools of Excellence
- Ranked 69<sup>th</sup> in Top B Schools across India by "Business World"
- 105<sup>th</sup> Rank in Top B-Schools All India by "The WEEK"
- A+ in Go - Getter Education Survey
- Excellence in Education by CSR

### 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.

### 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.

### OBJECTIVES

- To develop managers, leaders and 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.





## BOARD OF GOVERNORS

### Chairman

**Mr. Shishir Jaipuria**  
Chairman, Ginni Filaments Ltd.

### Members

**Dr. V. C. Burman**  
Former Chairman, Dabur India Ltd.

**Mr. Ashok Goyal**  
Chairman & MD, Dhampur Sugar Mills Ltd

**Mr. J. P. Kundra**  
Former-MD, State Bank of India

**Dr. B. S. Bedi**  
Former DGP & Member  
UP Public Service Commission

**Mr. S. Singhvi**  
Director (Finance)  
Ginni Filaments Ltd.

**Mrs. Manju Rana**  
Principal, Seth Anandram Jaipuria School  
Vasundhara, Ghaziabad  
Regional Officer  
NRO, AICTE, Kanpur

Nominee of Regional Committee AICTE  
Director  
Technical Education,  
Govt. of Uttar Pradesh

Nominee of Govt. of Uttar Pradesh

**Prof. Vinay Shiel Gautam**  
Chair Professor IIT-Delhi  
& Founder Director IIM Kozhikode

**Dr. Ashwani Varshney**  
Associate Professor & Dean (Academics)  
Jaipuria Institute of Management, Ghaziabad  
Member Secretary

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

## ACADEMIC ADVISORY COUNCIL

### Chairman

**Prof. (Dr.) Ajay Pandit**  
Former Dean,  
Guru Gobind Singh Indraprastha University, Delhi  
FMS, Delhi University, Delhi

### Members

**Prof. Krishna Kumar**  
Former Director & Professor  
IIM Kozhikode & Former Dean (AA)  
& Professor in Strategic Management  
IIM, Lucknow

**Prof. Harish Choudhary**  
Deptt. of Business Management  
IIT, Delhi

**Prof. D. P. Goyal**  
Senior Professor, MDI,  
Gurgaon

**Dr. B. K. Punia**  
Professor  
Haryana School of Business Management  
Guru Jambheshwar University  
Hissar

**Prof. Manzoor Ahmad**  
Former Vice - Chancellor  
Agra University

**Prof. Raj Singh**  
Vice - Chancellor  
GD Goenka University  
Gurgaon

**Prof. Neera Verma**  
Department of Economics  
Kurukshetra University  
Kurukshetra

**Dr. I. B. Singh**  
Former Director DIAS and Professor  
Jaipuria Institute of Management

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

### Member Secretary

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



## MESSAGE FROM THE CHAIRMAN



The Jaipuria Institute of Management has been at the forefront of management education for almost a decade. Over the years our students has served the industry in various capacity and made the institute proud. We have been focusing on holistic education and in our endeavour to excel, we have introduced additional focus on communication and personality development, which will go to long way to prepare our students for industry.

It has been our endeavour to emphasize the importance of ethics and value education and to achieve this goal, we have tried to integrate values and ethics with various subjects and make it a way of life. I would like to thank the industry for accepting our students.

Our MBA program is committed to excellence. It is a passion shared equally by the institute's faculty, students, corporate sponsors and alumni who help us in nurturing future leaders who shape the fortune of the industry in the new millennium.

I extend my best wishes to you and look forward to welcoming you to join Jaipuria Institute of Management and contribute to our journey towards exploring new frontiers in business management.

Best of luck...

“  
IT HAS BEEN OUR ENDEAVOUR TO EMPHASIZE THE IMPORTANCE OF ETHICS AND VALUE EDUCATION AND TO ACHIEVE THIS GOAL, WE HAVE TRIED TO INTEGRATE VALUES AND ETHICS

## MESSAGE FROM THE DIRECTOR



Management education is undergoing a colossal restructuring to meet fast changing requirements of business and industry. The business has become global and more digital. At Jaipuria Institute of Management (JIM) it has been our endeavor to develop budding managers academically as well as strategically to meet the challenges of fast changing business environment.

Our most learned and dedicated faculty at JIM makes all out effort to groom the students to inculcate endurance, perseverance, right attitude and skill set required by corporate sector today. We at JIM are poignant towards imbining an ethical culture along with business traits amongst the students. Our curriculum along with that of Value Added Courses has been meticulously designed to cater the needs of the industry. Apart from regular academics, it includes personality development programmes, communication enrichment courses, foreign language proficiency course, technical skill development program, industry interactions and more.

The Jaipuria Institute of Management opens up doors to diverse career opportunities by making participants acquire knowledge, skills and confidence to launch a professional career.

Join us and start the journey...

“  
AT JAIPURIA INSTITUTE OF MANAGEMENT IT HAS BEEN OUR ENDEAVOR TO DEVELOP TODAY'S YOUTH ACADEMICALLY AS WELL AS STRATEGICALLY WITH HELP OF OUR ROBUST ACADEMIC TEAM AND INDUSTRY PATRONS TO PREPARE THEM TO FACE CORPORATE CHALLENGES”

# ALUMNI

## SPEAK



**AJAY SINGH**  
Executive Director  
Marketing  
Ruchira Group

"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 and for my career the applause should go to my college Jaipuria Institute of Management, for continuous support and guidance that led me through my way and today I can confidently stand up and throw challenges in corporate world. Brick by brick as they say has laid the foundation of my life and nurtured the blossom to flourish the vision of growth and sustainability. Thanks a lot JIM for the things you gave that will be engraved to my life forever."



**LAYAN BHARGAVA**  
Manager  
Banking Channel  
L&T Mutual Fund

"Jaipuria provides everything on the platter to students, be it best of the placements, job offers, faculties who inspire to prosper, sports facilities, and other paraphernalia needed for the development of an individual personality.

At Jaipuria I got an opportunity to learn management in the company of students hailing from different backgrounds and thoughts. Jaipuria provided us various opportunities to learn the things in our own way by providing ideal mix of academics and exposure in terms of corporate interfaces."



**PREETI SINGH**  
Assistant Manger  
Yes Bank

"College has played a major role in developing me as an individual professional by guiding the right pathway. Faculty is excellent, very supportive and is always ready to guide in the right direction. Events here such as cultural and sports help you to prepare physically and mentally strong, as well."



**BIBHA CHAUHAN**  
Manager  
The TJX Companies  
Inc.

"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 lots of valuable inputs from the faculty, Visiting staff, placement cell. Jaipuria institute gave a kick start to my career and 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."

# ALUMNI

## SPEAK



**AKANKSHA**  
Senior Analyst  
Copal Amba

"It gives me great pleasure to give back something to my institute in form of vote of thanks for making me to establish myself in the corporate world with 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."



**UTKARSH RASTOGI**  
Management Trainee  
HSIL

"The knowledge and skill I acquired at Jaipuria have greatly enhanced my social network, life and relationship with colleagues and family members. I gained more confidence in myself while studying at Jaipuria. Regardless of the subject matter, be it work, life or social, I now look at issue from a different perspective. My Work skill have improved and i resolve problems more quickly"



**RAHUL DUBEY**  
Branch Product Trainer  
LG Electronic  
India Pvt. Ltd

"Jaipuria Institute of Management provided me the platform & environment through wonderful faculty which motivated me to develop a vision. If I achieve success in my professional vision it will be only because of Jaipuria Institute of Management."



**SAUMYA SRIVASTAVA**  
Manager  
MANCER Consulting  
Services

"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."



Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has sprawling campus spread over 5 acres within NCR. During this short span of 15 years, 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. APJ Abdul Kalam University, Lucknow (U.P.). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society run various reputed schools and colleges in the country.

Jaipuria Institute of Management, Indirapuram, (formerly located at Vasundhara), 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, foster 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 the Northern India.



JAIPURIA INSTITUTE OF MANAGEMENT

**JIM**

Indirapuram, Ghaziabad



# Discover Why JAIPURIA MBA

is Ranked 1<sup>st</sup> Amongst B-School in Delhi/NCR

Crafted with **WORLD CLASS TEACHING**. The high standard of Jaipuria MBA is certified by highly experienced faculty members.



Be a part of **PRICELESS NETWORK** of **8000+ ALUMNI** across the nation and the globe fosters valuable connections between students and alumni, and provides useful benefits to study both on campus and beyond.



Get assured **100% placement** in TOP NOTCH Company by 160+recruiters.



Invest in **EDUCATION THAT STANDS WITH YOUR PROFESSION**. Jaipuria MBA provides industry certification on Employability Enhancement Program, Corporate Communication, Investment Banking and Logistics & Supply Chain Management with 2 years full time MBA course with dual specialization.



Get the best **Return on Investment (ROI)**. Jaipuria MBA provides 100% ROI with Rs. 9.6 Lacs highest package and Rs. 4.5 Lacs average package.



Learn in **Safe and Secure Environment** on campus secured girls hostel with the state of the art infrastructure.



Get **DEGREE from State Government University**.

Dr A.P.J. Abdul Kalam Technical University, Lucknow, UP (Formerly known as UPTU, Lucknow) & approved by AICTE, New Delhi.



Awarded as **Rashtriya Shiksha Gaurav Puraskar** 2015 by CEGR (Centre for Education Growth & Research) New Delhi, CSR, Excellence Award for the year 2013/14 and 2015, ranked as A+ in go-getter Education Survey and A Category by AIMA & Business Standard.



**111 years of Legacy** of transforming ability to excellence. The journey of Jaipuria started from the year 1904. Since then the group and associated organizations are acknowledged as leaders in their field.



Assistance for start up. The Jaipuria MBA provides **Entrepreneurial Environment** for students to start up their own ventures.





## PROGRAMME STRUCTURE

### SEMESTER I ▶

- Managing Organization
- Managerial Economics
- Business Accounting
- Business Environment
- Business Statistics
- Marketing Management
- Communication for Mgmt.
- Fundamentals of Computer & Information System

### SEMESTER II ▶

- Managing Human Resources
- Business Laws
- Customer Relationship Mgmt.
- Financial Management
- Operation Research
- Cost & Management Accounting
- Operations Management
- Research Methodology
- Comprehensive Viva (CV)

### SEMESTER III ▶

- Entrepreneurship Development
  - International Business Mgmt.
  - Rural Development
  - Project Management
- Specialization Group**
- Group 1 Elective 1\*
  - Group -1 Elective 2\*
  - Group -2 Elective 1\*
  - Group -2 Elective 2\*
  - Summer Training Project Report
  - Human Value & Professional Ethics/ Cyber Security

### SEMESTER IV ▶

- Strategic Management
  - Insurance & Risk Mgmt.
  - Hospitality & Tourism Mgmt.
  - Behavioral Finance
- Specialization Group**
- Group -1 Elective 3\*
  - Group -2 Elective 3\*
  - Research Project Report
  - Comprehensive Viva (CV)
  - Cyber Security / Human Value & Professional Ethics

### HUMAN RESOURCE ▶

- Leadership & Personality Development (III Semester)
- Industrial Relations & Labour Enactments (III Semester)
- Negotiation & Counseling (IV Semester)

### MARKETING ▶

- Consumer Behaviour & Customer Loyalty (III Semester)
- Integrated Marketing Communications (III Semester)
- Retailing & Distribution Management (IV Semester)

### FINANCE ▶

- Security Analysis & Investment Management (III Semester).
- Management of Financial Institutions & Services (III Semester).
- Tax Planning & Management (IV Semester)

### INFORMATION TECHNOLOGY ▶

- Database Management System (III Semester)
- System Analysis & Design (III Semester)
- Data Communication & Network (IV Semester)

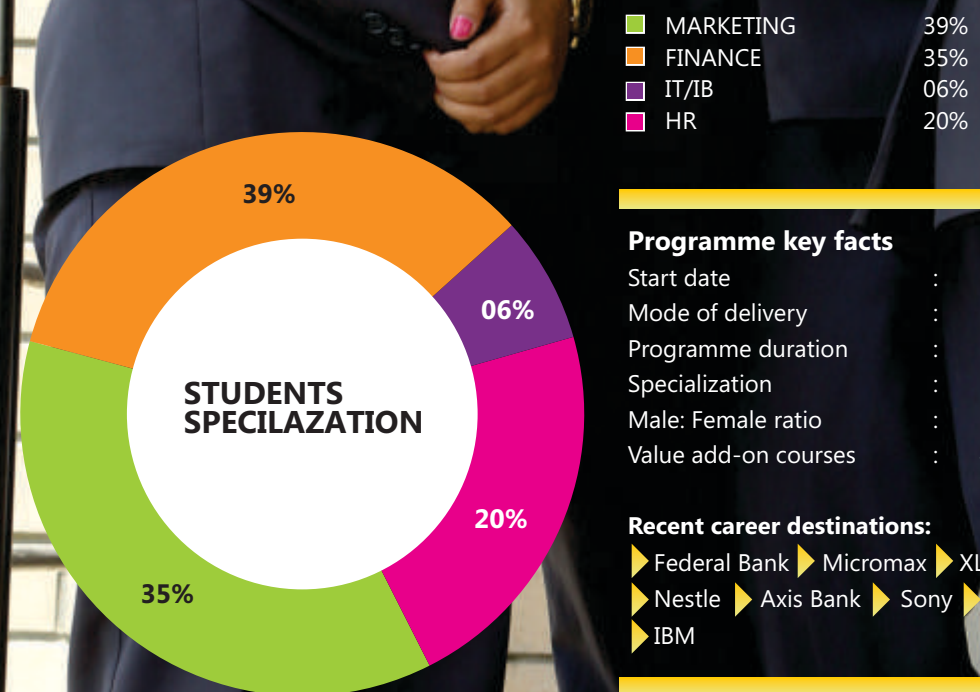
### ELECTIVE SUBJECTS

#### INTERNATIONAL BUSINESS ▶

- International Marketing Management (III Semester)
- International Logistics & Documentation (III Semester)
- International Financial Management (IV Semester)

#### RURAL DEVELOPMENT ▶

- Rural Marketing (III Semester)
- Micro Finance, Small Group Management, and Cooperatives (III Semester)
- Food Technology & Processing Management (IV Semester)



### Programme key facts

Start date	: July
Mode of delivery	: Full-time
Programme duration	: 24 months
Specialization	: Dual
Male: Female ratio	: 3:2
Value add-on courses	: 4

### Recent career destinations:

- ▶ Federal Bank ▶ Micromax ▶ XL Dynamics ▶ Hindware
- ▶ Nestle ▶ Axis Bank ▶ Sony ▶ KPMG
- ▶ IBM

### For more information visit

[www.japuria.edu.in/jim](http://www.japuria.edu.in/jim)



**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 21 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.

A blend of fine Academic and seasoned Administrator, he is known as an institution builder, an acclaimed teacher, a prolific speaker, an avid researcher, a consultant and a trainer.



**Dr. I.B. Singh**

Professor

He is B.Tech. (Elect. Engg.), PGDM and Ph.D. in the area of Marketing Management. He has over 32 years of managerial industry experience in reputed Public and Private Sector organizations in India and abroad. He also has over 12 years of rich teaching, administrative and research experience at management institutions including 3 years as Director in a reputed management institution.

**Dr. Ashwani Varshney**

Associate Professor

He is MBA, M.Com., UGC NET Qualified and Ph.D. in the area of Accounting and Finance. He has 12 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. Ajay Tripathi**

Associate Professor

He is MCA, M Phil (CS) and Ph. D. He has approx. 18 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 / International Journals and Magazines. He has attended 12 seminars and conferences.

**Dr. Neelu Tiwari**

Associate Professor

She is MBA, M.Sc. and Ph.D. She has more than 15 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 have been published 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 reputed.



**Dr. Mamta Kumari**

Associate Professor

She is a Ph.D. in Economics from C.C.S. University, Meerut and has over 10 years of teaching experience in reputed management institutes in the area of Managerial Economics, Business Environment, International Business Environment, Business Research Methods. She has also been involved in several administrative responsibilities. She has published many research papers and articles on various contemporary issues of economics. Her research interest includes macro economics and international trade.

**Dr. Nidhi Mathur**

Associate Professor

She is a Ph.D. from Barkatulla Vishwavidyalay, Bhopal. She is also a NET qualified faculty from CCS University Meerut. She is an MBA from Devi Ahilyabi University, Indore. She has over 15 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. Vijaylaxmi Tripathy**

Assistant Professor

She is a Ph.D. from Jamia Millia Islamia in the area of HR (Mentoring). She holds an MMS in Marketing from Mumbai University and a PGDBA-HR from Welingkar Institute. She is certified trainer in Voice and Accent and Soft skills and certified Train the Trainer from ISTD. Her areas of interest are OB, IMC, HRM, and Business Communication. She has designed curriculum for executive programs of various universities. She has 14 years of experience in Marketing, Training and Academics. She has published research papers in various national and international journals.





**Dr. Smriti Asthana**  
Assistant Professor

She is a PhD from Mohanlal Sukhadia University, Udaipur & PGDBA from Jaipuria Institute of Management, Lucknow. She has 13 years of experience in corporate and academics and has published and presented research papers in various National and International Journals and National and International Conferences. Her research and teaching interests are in the area of International Logistics, Supply Chain Management, International Business Operations. She is also a member of Editorial Advisory Board of Innovative Solutions for Implementing Global Supply Chains in Emerging Markets, IGI Global Journal.

**Dr. Neha Verma**  
Assistant Professor

She is a Ph.D. from IIT, Roorkee. She is M. Com. Business Administration (Rajasthan University) and an MBA (HRM and Marketing) from Seedling Academy, Rajasthan. She is UGC-NET qualified in HRM. She has 4 years of experience in teaching. Her areas of interest are OB, HRM and Research Methodology. She has received 'The Best Paper' award at four international and one national conference. She has published 12 research papers in reputed International / National Journals and 6 research papers as chapters and presented papers at renowned institute like IIMs and IITs. She is a regular reviewer for Emerald journal and has been the convener in an international conference.



**Dr. Charu Yadav**  
Assistant Professor

She is a Ph.D. in Management (MJP Rohilkhand University) and an MBA in HR & Marketing. She has 9 years of experience in corporate & academics and has presented and published papers in various journals and conferences. She has also attended QIP workshops at IIT Delhi & Roorkee.



**Dr. Arti Mahajan**  
Assistant Professor

She is a Ph.D from CCS University Meerut. She is also M.Com. & M.Phil from University of Jammu and Master in Marketing Management from Pondicherry University. She has over 8 years of experience in teaching and research. She has participated in various seminars, conferences and FDP programmes. She has worked on projects related to working of small scale industries-a case study of Udhampur district of J&K state. She has also worked on project pertaining to Financial Management of J&K bank.



**Dr. Monica Srivastava**  
Assistant Professor

She is an MBA (Gold Medalist), from Bundelkhand University, Jhansi she is also UP-SLET, UGC NET qualified. She is a Ph.D. from BHU, Varanasi on 'Women Entrepreneurship'. She has an experience of more than 5 years in academics and 4 Years in research. She has published 13 research papers in reputed National & International Journals and co-edited books.



**Ms. Sunita Chowdhury**  
Assistant Professor

She is an MBA & has a rich experience in the field of practical marketing and advertising in reputed corporate spanning over a period of 6 years and 5 years in teaching. She has participated in various seminars, conferences and in various FDPs and workshops. She is pursuing her Ph.D. from Dr. APJ Abdul Kalam Technical University, Lucknow.

**Ms. Sanandi Sachdeva**  
Assistant Professor

She is BA (English Hons.), MA (English Literature) from Panjab University. She 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 a paper at an International Conference. Her areas of interest are Business Communication and Soft Skill Development including public speaking skills. She is also a certified trainer for human values and professional ethics from Dr. APJ Abdul Kalam Technical University, Lucknow.



**Ms. Bhavna Malik**  
Assistant Professor

She is MBA & UGC-NET from Guru Jambheshwar University, Hissar. She has more than 10 years of experience in academics. She has presented/published various research papers in National and International Seminars/Conferences. She is also pursuing Ph.D. She is a certified trainer of "Human Values and Professional Ethics" from Dr. APJ Abdul Kalam Technical University, Lucknow.

**Ms. Ruby Bhatia**  
Assistant Professor

She is MBA, PGDM and B.Ed. She is pursuing her Ph.D from Aligarh Muslim University (AMU) in Marketing. She has over 14 years of experience in academics and reputed organizations in Corporate. She was responsible for direct marketing, corporate communication, budget controlling and monitoring, data analysis on business performance, campus recruitments, etc, at ICICI Prudential Life Insurance. She has participated in various seminars, conferences and Faculty Development Programmes.



**Ms. Monika Attri**  
Assistant Professor

She is PGDM, PGDITD, DISM, B.Sc. (H) Maths from Delhi University with over 16 years of rich experience in the marketing domain with both industry and academia. She has been certified as an Internal Auditor for ISO 9001 & ISO 14001 and a trainer on ACT Premium (CRM Software). She is also empanelled with the Ministry of Micro, Small & Medium Enterprises. She is currently pursuing her Ph.D. in marketing from Amity University.



## AN INTERACTION THAT INSPIRES

Our teaching pedagogy equips students to deliver results through intensive experiential learning.

### Experiential and Collaborative Learning

Experiential and collaborative learning focuses on the learning process for the students. These type of learning processes for the students creates knowledge through transformation of experience. Knowledge results from the combinations of grasping and transforming experience. Successful Jaipuria students learn how to share responsibilities with others and take advantage of each others experience and knowledge for mutual benefit - a skill directly required for their work.

### Case Study Method

The case study method is another practical approach to provide exposure of 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 student develops skills in managing time and working efficiently and effectively. This is what makes managers from Jaipuria a cut above the rest in challenging situations.

### Live projects

At Jaipuria, students are exposed to various situational and functional live projects from the corporate world. These projects provide an invaluable opportunity for the students to be exposed to organizations with complex management issues.

### Hands on experience on Decision Support Systems

It provides hands on experience over quantitative techniques used in managerial decision-making process. Students will learn from the structured educational experience developed by the faculty. It is intended for the 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 Internships

With the Institute's corporate partners stimulates professional action skills learning through the implementation of "real-world" tasks and exercises under guidance of corporate mentors and institute faculty.

### Industrial Visits

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



In our Programme, we have created a new course on Career Enrichment Programme in the Core Curriculum of both the 1st & 2nd years with a clear focus on developing the core 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.

## CAREER ENRICHMENT PROGRAMME

### Methods

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

### One on One Mapping

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

### 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
- Attitudinal Development Workshops
- Current Business Awareness
- Panel Discussions and Debates
- Club Activities Forum
- Aptitude Training
- Group Discussion and Interview skills
- Functional English Course



# INFRASTRUCTURE



**Campus**

- One of the Finest Management Education Infrastructures in the Delhi/NCR.
- Spread over 5.5 acres of land in the heart of Delhi/NCR, with good connectivity to all places of Delhi/NCR.
- Ultra modern facilities in House Hostel, Class rooms, Conference rooms and Syndicate rooms.
- 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.
- Online Journals ProQuest & J-Gate

**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 girl's hostel with fully air conditioned and unlimited Internet access.
- AC and Non-AC boy's hostel out of campus equipped with all modern facilities including unlimited Internet access.



**Language Lab**

- Ultra modern software based on CBT Methodology
- Learning sessions for foreign languages i.e. French, German, Spanish.
- Online practice sessions to increase the student caliber in different languages.



**Cafeteria**

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

**Computer Labs**

- Ultra modern computer labs with state of the art technologies.
- 200 Advanced Systems, connected to IBM server.
- 18 Mbps Internet connectivity.
- Windows 2008 server/Linux Platform

**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, carom and chess.







**Events**  
LIVE >> VIBRANT >> PERFORMANCE  
**@JAIPURIA**

Indirapuram, Ghaziabad







CREATING RESPONSIBLE LEADERS

# CORPORATE SUMMIT-2016







CREATING RESPONSIBLE LEADERS

EVENTS @

JAIPURIA



CREATING RESPONSIBLE LEADERS

## CORPORATE RESOURCE

# CENTRE

In the process of building relationship with corporate CRC creates a platform where industry and institute interface each other through Orientation Programmes, Guest Lectures, Industrial Visits, Seminars, Corporate Summits & Management Development Programmes. CRC nurtures the concept of entrepreneurship through its different employability programmes for students. It also does new alliances with research institutions for student exchange, research, and joint collaborations.

The CRC consists of professionals who have a very good length of experience in industry and academics. It arranges Summer Internship of 6 to 8 weeks. It provides complete support to our students for placement through specific training on soft skills, business/interview, etiquettes 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 Asian Paints, Axis Bank, Berger Paints, British Paints, Capital Via Global Research, Copal Amba, Edelweiss, Fedders Lloyd, Federal Bank, Future Generali, HCL Technologies, HDFC Bank, ICICI Bank, ICICI Securities, India Mart, Indusind Bank, ITC Ltd., Jeevansathi.com, Jubilant Life Sciences, Madura Fashions, Matrix Cellular, Micromax, Nestle, NIIT, PUMA, Reliance Communications, Reliance Retail, Religare, Siemens, Trade India, U-Flex, Wipro Technologies, Yes Bank & many more. The industry holds the intellectual wealth drawn from Jaipuria Institute of Management, Ghaziabad in high esteem which makes our students a preferred choice of many corporates.



# SUMMER INTERNSHIP PROJECT



### Reporting and Follow up Process 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 aid of the 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 against 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.

**Resume Submission to CRC**  
A) Students Submit their Resume  
B) Possible Internships are identified, Placement Team &/or Company may contact the students to discuss through CRC Team.

STEP 01



**SIP STARTS**  
Students move to the company & begin Summer Internship for a period of Six to Eight weeks.

STEP 02



**Acceptance of Internship**  
Students accept the internship opportunity according to their specializations and area of interest.

STEP 03



# SNAPSHOT



AT JAIPURIA, I HAVE ALWAYS FOUND TALENT WITH DIVERSE BACKGROUND DURING OUR VISITS. IT IS A PLEASURE TO BE CONNECTED WITH AN INSTITUTION WHICH IMPARTS KNOWLEDGE AND GENERATE EMPLOYABILITY AS PER THE EXPECTATION OF INDUSTRY.

**FEDERAL BANK**

**PARUL TRIPATHI**

Assistant Manager  
Federal Bank  
9.6 Lacs

**micromax**

**PUNEET SRIVASTAV**

Management Trainee  
Micromax  
7 Lacs

**ICICI Securities**

**SURBHI KHATRI**

Management Trainee  
ICICI Securities  
4.25 Lacs

**meritnation**

**NUZHAT KHAN**

Assistant Manager  
Merit Nation  
4 Lacs

**jaro education**

**DEBADRITA GANGULY**

Assistant Manager  
Jaro Education  
5.46 Lacs

**YES BANK**

**PREETI SINGH**

Assistant Manager  
YES BANK  
4.5 Lacs

**Capital Via**

**ABHISHEK SRIVASTAVA**

Executive - Trainee  
Capital via  
4.07 Lacs

**Copal Amba**

**AKANSHA**

Financial Analyst  
Copal Amba  
4 Lacs

**HDFC BANK**

**NEERAJ SINGH**

Assistant Manager  
HDFC BANK  
4 Lacs

**SHOPCLUES**

**RACHIT MONU**

Assistant Manager  
SHOPCLUES  
4 Lacs



# STAR PLACEMENTS



**PUNEET SRIVASTAV**  
Management Trainee  
Micromax



**VIDUR KOCHCHAR**  
Sales & Relationship Officer  
American Express



**SURBHI SINGH**  
Junior Business Development Associate  
Daffodil Software



**RACHIT MONU**  
Assistant Manager  
Shopclues



**DEBADRITA GANGULY**  
Assistant Manager  
Jaro Education



**PREETI SINGH**  
Assistant Manager  
Yes Bank



**NEHA BAJAJ**  
Management Trainee  
ICICI Securities



**RAJAT TIWARI**  
Research Associate  
Pinkerton



**VASUNDHARA**  
Business Analyst  
Capital Via



**NITISH TYAGI**  
Ambassador/  
Representative  
Just Dial Service



**APURVA KANT**  
Assistant Manager  
Axis Bank



**ABHIT R SRIVASTAVA**  
Business Development  
Matrix Cellular



**AMAN RASTOGI**  
Management Trainee  
Oppo Mobiles



**AKANSHA**  
Financial Analyst  
Copal Amba



**NEERAJ SINGH**  
Assistant Manager  
HDFC Bank



**VIKESH GUPTA**  
Assistant Manager  
IndusInd Bank



**ASHISH GARG**  
Analyst  
XL Dynamics



**UTKARSH RASTOGI**  
Management Trainee  
Hindware



**SIDDARTHA MISHRA**  
Import Co-ordinator  
Sony



**AMBREESH**  
Management Trainee  
TCIL



**DHARMESHWAR BORO**  
Management Trainee  
& Business Development  
Eli India



**RICHA BAKSHI**  
Management Trainee  
& Business Development  
Ceasefire



**PIYUSH KR. SINGH**  
Sales Officer Trainee  
Nestle



**RUPALI**  
Operation executive  
PayTm

# RECRUITERS



### BANKING SECTOR

- Axis Bank
- Citi Bank
- Corporation Bank
- Deutsche Bank
- Federal Bank
- HDFC Bank
- ICICI Bank
- IDBI Bank
- Indian Overseas Bank
- ING Vysya Bank
- Yes Bank

### RESEARCH, KPO & CONSULTANCY SECTOR

- Advait
- Analog HR
- APAC
- Archelon Consulting
- Blackrock
- Capital IQ
- Copal Partners
- Datawise Consultants
- Deloitte Consulting
- Ernst & Young
- Genpact
- Impact Research & Mgmt.
- Ikya Human Capital Solutions
- Mancer Consulting
- Manpower
- Mirus Solution
- Mountalent Consulting
- Onicra Credit Rating Agency
- Quest Career Solutions
- Rncos
- Sampling Research
- Sapient

### IT SECTOR

- Accenture
- Brickred Technologies Ltd.
- Axis Softech

### TELECOM SECTOR

- Airtel
- Micromax
- Nokia Siemens
- Tata Teleservices
- Vodafone

### FINANCIAL SERVICES & INSURANCE SECTOR

- AegonReligare Life Insurance
- Alankit
- Angel Broking Ltd.
- Aviva Life Insurance
- Bajaj Capital
- Bajaj Allianz
- Bharti AXA
- Edelweiss
- Elite Stock Mgmt Ltd.
- HDFC Life
- HDFC Home Loan
- HDB Financial Services
- ICICI Lombard
- ICICI Prudential
- ICICI Securites
- Indiabulls Securities
- India Bulls
- Investcare
- KarvyiTrust
- Kotak Securities
- Muthoot Finance
- MuthootFincorp
- Religare Corp. Services Ltd.
- SBI Life Insurance Ltd.
- SBI General Insurance
- Share India Securities
- Trustline Securities Pvt. Ltd
- Unicon Solutions Ltd.
- Way2wealth

### 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

### SERVICE INDUSTRY

- Matrix Cellular
- Trade India
- Club Mahindra
- Linxsmart
- Indiamart
- Infomedia
- Naukri.com
- Justdial.com
- HT Media

### FMCG & CONSUMER DURABLES SECTOR

- Blue Star Ltd.
- Berger Paints
- CCD
- Dabur India
- Greatwhite Technologies Ltd
- 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
- British Paints
- Cease FIRE Industries Ltd.
- Hero Corporate
- Eureka Forbes
- Everest
- Gold Glass Industry
- Greenply
- Kent RO
- Havells
- Haier Appliances Ltd.
- Hindware
- JBM
- JK Lakshmi Cement
- JK Tyre
- Kajaria Ceramics
- Kamdheni Steels
- Maruti Udyog Limited
- Merino Industries Ltd.
- Samsung India
- Siyarams
- TATA Motors
- TTK Prestige
- Usha International
- VIP Industries



# INDUSTRIAL VISIT



**STUDENTS ARE REQUIRED TO ABIDE BY THE FOLLOWING TERMS AND CONDITIONS UPON ADMISSION TO THE COURSE OFFERED BY THE JAIPURIA INSTITUTE OF MANAGEMENT, INDIRAPURAM, GHAZIABAD**



### TERMS & CONDITIONS

- The effort has been made to ensure the accuracy of the information contained in this prospectus and it is issued on condition that all matters are subject to change without prior notice.
- The course curriculum is subject to change based on the affiliated university guidelines.
- Fees payable for the course offered by the institute are subject to review periodically.
- It is the sole responsibility of the students to pay the fee before due date. Failure of which may result in cancellation of registration to the course/semester.
- The registration fee once paid will not be refunded by the Institute.
- The institute may terminate the admission, if it is found that either false or misleading information has been made by the student.

### ELIGIBILITY CRITERIA

Programme	No. of Seats	Eligibility
MBA*	180	Graduation (Min. 10+2+3) with at least 50% marks. Valid UPSEE/CAT/MAT/CMAT score

\* Subject to admission norms of concerned university (Dr. APJ Abdul Kalam University, Lucknow)

### LOAN FACILITY

Jaipuria Institute of Management, Indirapuram, Ghaziabad has Education Loan Tie Up with Canara Bank & Bank of Baroda across all branches in India.

