



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**  
INDIRAPURAM, GHAZIABAD



[www.jaipuria.edu.in/jim](http://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

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

**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.

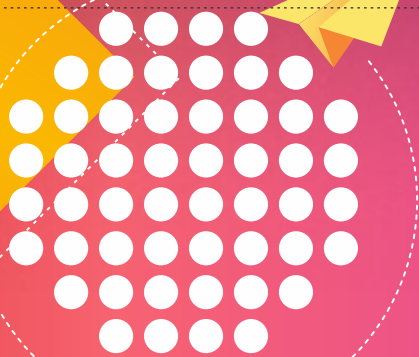
The Institute started a full time 2 years master degree program in Business Administration (MBA), in the year 2001. This program is duly approved by AICTE, Ministry of HRD (Govt. of India) and affiliated to Dr. A.P.J Abdul Kalam Technical University, Lucknow (U.P). Moreover, Seth Anandram Jaipuria Trust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



**Chairman**  
**Shri Shishir Jaipuria**  
Chairman

Jaipuria Group of Educational Institutions

## DISTINGUISHED GOVERNING BOARD

### Members

**Mr. Pradyumna Pandey**  
Vice President - HR  
Torrent Pharmaceuticals Ltd.

**Mr. Deepak Jain**  
Director Group HR  
Varuna Integrated Logistics Pvt. Ltd.

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

**Mr. Vinod Malhotra**  
Advisor  
Jaipuria Group of Educational Institutions

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

**Dr. Pawan Singh**  
MD, PTC Financial Services Ltd.

**Mrs. Manju Rana**  
Principal, Seth Anandram Jaipuria School,  
Vasundhara, Ghaziabad

**Nominee of Regional Committee AICTE**  
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**

**CREATING  
RESPONSIBLE  
LEADERS**

## ACADEMIC ADVISORY COUNCIL



**Chairman**  
**Prof.(Dr.) Ajay Pandit**  
Former Professor  
FMS Delhi University, Delhi

**Member**  
**Prof. Raj Kumar Mittal**  
Vice-Chancellor  
Ch.Bansi Lal University  
Bhiwani

**Prof. Neera Verma**  
Director Academic Staff college  
Kurukshetra University  
Kurukshetra

**Prof. Virendra Pathak**  
Director  
U.P. Institute of Design  
Noida

**Ms Gargi Pandey**  
Assistant Manager  
O2C-Nestle

**Prof. Arunaditya Sahay**  
Dean-Research  
BIMTECH, Greater Noida (U.P.)

**Prof. D.P. Goyal**  
Director  
IIM-Shillong

**Prof. Bindu Gupta**  
Professor  
IMT, Ghaziabad  
Delhi NCR

**Prof. Jamal A Farooque**  
Professor  
Aligarh Muslim University, Aligarh

**Prof. Chandan Sharma**  
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 7<sup>th</sup>**  
IN TOP LEADING B-SCHOOL SUPER EXCELLENCE RANKING BY MANAGEMENT REFRESHER 2019-20

**RANKED 9<sup>th</sup>**  
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 14<sup>th</sup>**  
IN B-SCHOOLS PRIVATE DELHI NCR BY THE WEEK (HANSA RESEARCH) 2019-20

**RANKED 16<sup>th</sup>**  
IN B-SCHOOLS DELHI NCR BY THE WEEK

**RANKED 22<sup>nd</sup>**  
B-SCHOOLS PRIVATE NORTH ZONE BY THE WEEK

**RANKED 27<sup>th</sup>**  
IN B-SCHOOL NORTH ZONE 2019 BY THE WEEK

**RANKED 29<sup>th</sup>**  
IN TOP PRIVATE B-SCHOOLS IN NORTH ZONE BY BUSINESS WORLD

**RANKED 42<sup>nd</sup>**  
PRIVATE BEST B-SCHOOL RANKING 2019 (NORTH) BY INDIA TODAY

**RANKED 70<sup>th</sup>**  
IN B-SCHOOL PRIVATE ALL INDIA 2019 BY THE WEEK

**RANKED 86<sup>th</sup>**  
TOP B-SCHOOLS PRIVATE BY BUSINESS WORLD

**RANKED 137**  
B-SCHOOL RANKING 2019 BY INDIA TODAY



# INFRASTRUCTURE AND RESOURCES



## 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.

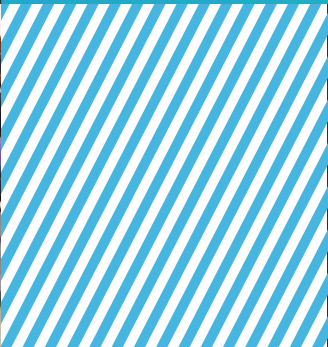


### Campus

- 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



### 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	KMB402	Entrepreneurship Development
	Specialization Group -1	RVE401	Universal Human Values and Professional Ethics
	Elective 1*		Specialization Group -1
	Elective 2*		Elective 4*
	Specialization Group -1		Specialization Group -1
	Elective 3*		Elective 5*
	Specialization Group -2		Specialization Group -2
	Elective 1*		Elective 3*
	Specialization Group -2	KMB405	Research Project Report and Viva Voce
	Elective 2*		
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.



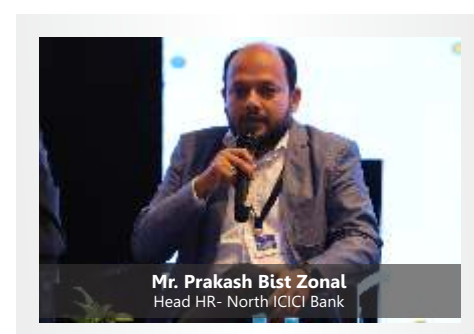
**International Conference 2020**



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

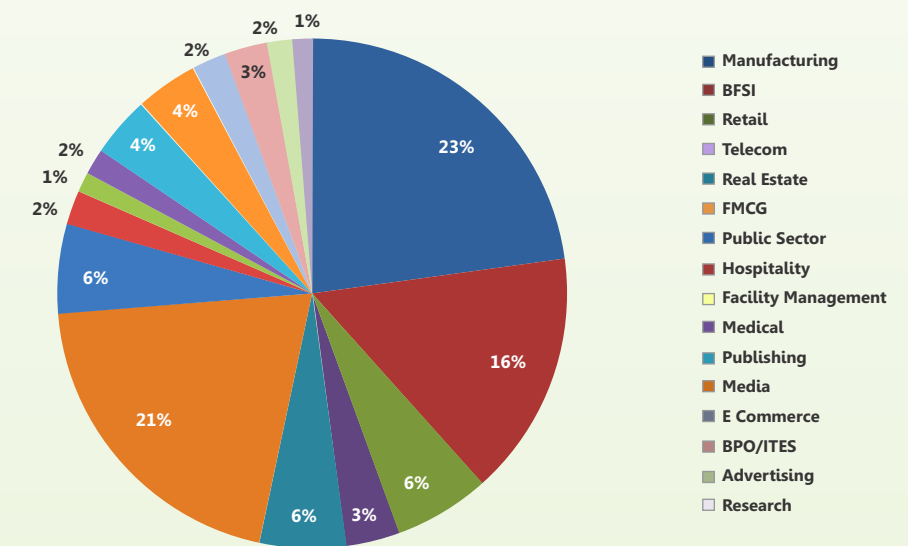
### Women Empowerment and Work Life Balance

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.

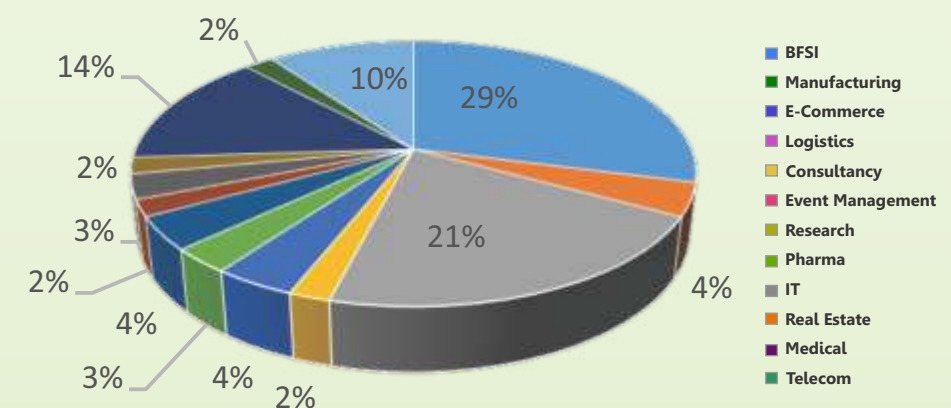
## SNAPSHOT OF PLACEMENTS

## 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", COURSERA- "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




**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."

**Abhimanyu Anand**




**Project Title**  
A study on Customer satisfaction towards Classmate

**Skill Sets**  
Adaptability to change, team worker

**Certifications**  
Advance MS excel, Tally

**Akarshan Srivastava**




**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.

**Akash Sinha**



**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"

**Anurag Kumar**




**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)"

**Deepak Kumar Jha**




**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

**Gaurav Sharma**




**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"

**Lovey Tyagi**




**Project Title**  
Analyzing customer satisfaction towards landline services provided by BSNL

**Skill Sets**  
Interpersonal skills, team player

**Manish Kumar**

### STUDENT PROFILES 2020

### MARKETING - HR




**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"

**Monika Bohral**




**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"

**Muskaan Bansal**




**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"

**Nidhi Yadav**




**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"

**Parul Singh**




**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"

**Prateek Pandey**




**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."

**Priyanka Yadav**




**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"

**Rashi Goswami**



**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"

**Satakshi Rastogi**



### 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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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.



### 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



### 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"

## STUDENT PROFILES 2020



### 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



**Dr. Ashwani Varshney**  
Dean Student Welfare  
ashwani@jaipuria.edu.in  
Mob: +91-9958077088  
Landline: +91-120-4550131



**Mr. Sarathi Gouda**  
GM Corporate Relations  
sarathi@jaipuria.edu.in  
Mobile : +91-9891554568  
Landline : +91-120- 4550100



**Mr. Ishminder Bahl**  
Placement Manager  
ishminder@jaipuria.edu.in  
Mob: +91-9911434784  
Landline: +91-120-4550104



**Ms. Sanandi Sachdeva**  
Placement Coordinator  
sanandi@jaipuria.edu.in  
Mob: +91-9650109730  
Landline: +91-120-4550102



**Ms. Perna Garg**  
Placement Coordinator  
perna@jaipuria.edu.in  
Mob: +91-7503558262  
Landline: +91-120-4550102

CREATING RESPONSIBLE LEADERS