



**CREATING  
RESPONSIBLE  
LEADERS**



▶ **MBA**  
(Dual Specialization)

▶ **MBA** (Business Analytics)  
(Dual Specialization)

**BROCHURE**  
2021-23



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

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

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, Uttar Pradesh  
& Approved by AICTE, New Delhi





## 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.



CREATING RESPONSIBLE LEADERS

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**RANKED**  
**A<sup>+++</sup>**

**IN BEST B-SCHOOLS BY  
BUSINESS INDIA 2020**

**RANKED**  
**7<sup>th</sup>**

**OUTSTANDING B-SCHOOL OF  
EXCELLENCE BY GHRDC- CSR  
B-SCHOOL SURVEY 2020**

**RANKED**  
**5<sup>th</sup>**

**IN TOP PRIVATE LEADING B-SCHOOL  
IN UTTAR PRADESH  
BY EDUCATION WORLD 2020**

**EXCELLENCE IN  
EDUCATION AWARD  
BY CSR 2020**

**RANKED**  
**A<sup>+</sup>**

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

**RANKED**  
**14<sup>th</sup>**

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

**RANKED**  
**14<sup>th</sup>**

**IN TOP PRIVATE B-SCHOOLS  
IN NORTH ZONE BY  
BW EDUCATION 2019-20**

**RANKED**  
**17<sup>th</sup>**

**IN B-SCHOOLS  
DELHI NCR BY THE WEEK**

**RANKED**  
**13<sup>th</sup>**

**B-SCHOOLS PRIVATE  
NORTH ZONE BY THE WEEK**

**RANKED IN  
TOP 5**

**among MBA Institutes affiliated with  
Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow (U.P.)**

**RANKED**  
**27<sup>th</sup>**

**IN B-SCHOOL NORTH  
ZONE 2019 BY THE WEEK**

**RANKED**  
**A8**

**BY BUSINESS STANDARD 2019**

**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**  
**39<sup>th</sup>**

**PRIVATE B-SCHOOL  
RANKING 2020  
BY EDUCATION WORLD**





# AWARDS & RECOGNITION

**THE WEEK**  
THE WEEK HANSA RESEARCH SURVEY  
**BEST SCHOOLS**  
How we think managed to cope with the situation  
PLUS  
PROFESSORS AT IIM A AND IIM B ON NEW AGE MANAGERS

business today.in | SPECIAL ISSUE  
**Business Today**  
INDIA'S BEST SCHOOL  
THE LARGEST AND DEFINITIVE RANKING BY SE-MOFA OF THE BEST METROS AND REGIONS  
OF THE STATE: GOA

**Business India**  
THE MAGAZINE OF THE CORPORATE WORLD  
B-SCHOOL SPECIAL

Competition Success Review  
India's Best Schools 2020  
Mukesh Ambani's Winning Strategy  
India Hits New Milestones In Defence  
Hothrax Sharma & Way Ahead  
RUP OF INSTITUTIONS  
NERIM  
FRENCH OPEN 2020

HOW COVID-19 HAS MADE DIGITAL LEARNING GO MAINS  
**BW EDUCATION**  
**BEST ENGINEERING COLLEGES**  
The most definitive rankings of technical education institutions in the country

**EducationWorld**  
HUMAN DEVELOPMENT MAGAZINE  
May 2020 | Rs.100  
**EW INDIA HIGHER EDUCATION RANKINGS 2020-21**  
**TOP 300 UNIVERSITIES**  
PRIVATE, GOVERNMENT, PRIVATE B-SCHOOLS

Various trophies and medals, including one with 'MBA' and another with 'SCHOOL'.



# 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 School of Business, 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 Dibiyapur

## 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)



# CREATING RESPONSIBLE LEADERS

# BOARD OF GOVERNORS



**Chairman**  
**Shri Shishir Jaipuria**  
Chairman  
Jaipuria Group of Educational Institutions

**Members**  
**Mr. Pradyumna Pandey**  
Vice President & Head Human Resources  
JK Tyre & Industries Ltd.

**Mr. Deepak Jain**  
VP (HR), Mankind Pharma Ltd.  
New Delhi

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

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

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

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

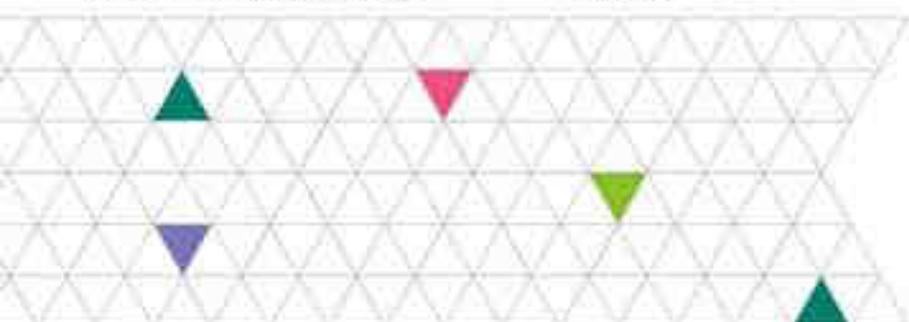
**Mrs. Manju Rana**  
Principal,  
Seth Anandram Jaipuria School,  
Vasundhara, Ghaziabad

**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





## 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

### Ms Shuchi Sharma

Logistics Analyst  
Honeywell International India Pvt Ltd

### 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

# From the Chairman's Desk



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



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

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

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

Best of luck...

**Shishir Jaipuria**  
Chairman  
Seth Anandram Jaipuria  
Education Society

“ We have been focusing on holistic education and in our endeavour to excel, we have introduced additional focus on communication and personality development. ”

# From the Director's Desk

**M**anagement education is undergoing a colossal restructuring to meet fast changing requirements of business and industry. Business has become global and digital. At Jaipuria Institute of Management (JIM) we strive to develop budding managers academically as well as strategically to meet the challenges of fast changing business environment. Our most learned and dedicated faculty at JIM makes continuous efforts to groom the students to inculcate endurance, perseverance, right attitude and skill set required by corporate sector today. We at JIM are dedicated towards imbibing an ethical culture along with business traits among the students. Our curriculum along with that of Value Added Courses has been meticulously designed to cater the needs of the industry.

Apart from regular academics, it includes personality development programmes, communication enrichment courses, technical skill development program, industry interactions and more.

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

Join us and start the journey...

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



“ Our most learned and dedicated faculty at JIM makes continuous efforts to groom the students to inculcate endurance, perseverance, right attitude and skill set required by corporate sector today ”

# ALUMNI SPEAK

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.

**Uplabdh**  
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 its 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**  
Int. Logistics Exe., 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 dean at JIM.

**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





## ABOUT JAIPURIA



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**

# JIM

Indirapuram, Ghaziabad

**J**aipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has sprawling campus within Delhi-NCR. During this short span of 20 years, JIM has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies.

The Institute offers full time 2 years MBA & MBA (Business Analytics) programme. Both the programmes are duly approved by AICTE, Ministry of HRD (Govt. of India) and affiliated to Dr. APJ Abdul Kalam University, Lucknow (U.P.). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society run various reputed schools and colleges in the country. Jaipuria Institute of Management, Indirapuram, 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 programme, foster research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. Jaipuria Institute of Management has established itself as a leading management institute in the Northern India.

# DISCOVER WHY JAIPURIA MBA is Best Amongst B-School in Delhi/NCR



# NEW INITIATIVES



## GYAN / KNOWLEDGE

- Enhancement in Knowledge Capital across institutions
- Creation of industry focused syllabus and curriculum
- Focus on experiential, project based learning
- Collaborative approach to share/exchange faculty, content, pedagogy
- Cross Institutional team for classroom delivery and academic
- Evaluation of Students and Faculty
- Combined classes to share best practices

## KAUSHAL / SKILL

- Enhance the employability quotient of the students.
- Provide best placement opportunities with the target package.
- Actively involve the alumni and enhancing relationship with them.
- Provide entrepreneurial opportunities for the students.
- To define the individual onus for each task given to the students.

## SHODH/RESEARCH

- Implementation of Research Development Plan
- Action Strategy Timelines/ Monitoring
- Development of cases and research papers publication by faculty in indexed journal

## BHAVNA/SOCIO EMOTIONAL LEARNING

- Conduct regular attitude and behavioral building session
- Psychometric test, Johari window, MBTIs
- Developing strengths in weak areas and acknowledging weak areas
- Self control and response to a situation

## GYAN KOSH / CONTENT REPOSITORY

- Data Centre for centralized content management
- Knowledge Management/Learning Management System to track and store lesson plans, question papers, assignments, case studies, research work etc.

## PROGRAMME OFFERED

# MBA (Business Analytics)

## (Dual Specialization)

(60 Seats)

The MBA (Business Analytics) program is full time two years program approved by AICTE, Ministry of HRD, and Government of INDIA, duly affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, UP. The discipline of business analysis is evolving to meet the requirements of organizations in our changing world. Globally, many CEOs believe the next 3 years will be more critical than the last 50 years in their industry and most of them expect to be running significantly transformed companies in 3 years' time. To accelerate this shift, organizations are looking at different models and skill sets to drive more value-driven analysis. The curriculum of MBA (Business Analytics) is designed in such a way that the MBA students can utilize statistics, information systems, computer science, and operations research to expand their understanding of complex data sets, and artificial intelligence, deep learning, and neural networks to micro-segment available data and identify patterns. This information can then be leveraged to accurately predict future events related to consumer action or market trends and to recommend steps that can drive consumers toward a desired goal.

# MBA

## (Dual Specialization)

(180 Seats)

MBA is full time two years program approved by AICTE, Ministry of HRD, and Government of INDIA, duly affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU). This program aims at providing young thinking minds the power to shape their thought and develop appropriate skill of Managerial decision making.

The curriculum of MBA is spread over four semesters in order to incorporate fundamental concept in the initial phase followed by the application of the same. During the first two Semesters, the subjects taught are common to all the students. However, in the second year the students are offered electives in the domain areas of Marketing/HR/Finance/IT/IB-Operations on credit based choices.



# MBA (Business Analytics)

## (Dual Specialization)

Business and technology trends are impacting the capabilities that organizations will need to generate better business outcomes and the discipline of business analysis is evolving to meet the requirements of organizations in our changing world. To accelerate this shift, organizations are looking at different models and skill sets to drive more value-driven analysis. As more organizations move towards data-driven decision making, they need trained professionals to help them not only gather data, but also to formulate strategies for acting upon that information in order to accomplish organization goals.

## 4 UNIQUE CERTIFICATIONS TO CHOOSE FROM



## Programme Highlights

- Workshops on AI ,Machine Learning and Block chain
- Hands on Experience on Industry Data for Problem Solving
- Video Assisted Lectures on course curriculum
- 14 Programming Tools & Languages
- 20+ Industry Projects
- One-on-One with Industry Mentors
- Job Assistance with Top Firms
- Interactive discussion boards, quizzes and case studies
- Earn Lifelong Executive Alumni Status & Networking Opportunities



### Advantages of Business Analytics

- Learn Advanced technology
- Better Decision Making
- Relevant Job Sector
- High Salaries

### Skills Imparted

- Data Analysis
- Programming Skills
- Problem Solver
- Critical thought process
- Communication Skills

### Placements Opportunities

The name of few organizations that hires business analysts :

- |                    |                      |                          |
|--------------------|----------------------|--------------------------|
| • JPMorgan         | • Deloitte           | • CSC                    |
| • IBM              | • HCL Technologies   | • ICICI Lombard          |
| • Accenture        | • HSBC               | • Ola                    |
| • Dell             | • Infosys            | • Newgen Software        |
| • Amazon           | • Capitalvia         | • Royal Bank of Scotland |
| • TCS              | • Tech Mahindra      | • KPMG                   |
| • Genpact          | • Flipkart           | • Shell                  |
| • Evaluserve       | • Barclays           | • Standard Chartered     |
| • Wipro            | • Oracle             | • Citi                   |
| • Cognizant        | • Capgemini          | • OYO                    |
| • Exl Service      | • McKinsey & Company | • Cisco                  |
| • American Express | • EY                 | • Axis Bank              |



# COURSE CURRICULUM

## MBA (Business Analytics) (Dual Specialization)

### Semester I

- KMBA 101 Management Concepts & Organisational Behaviour
- KMBA 102 Managerial Economics
- KMBA 103 Financial Accounting for Managers
- KMBA 104 Business Statistics and Analytics
- KMBA 105 Marketing Management
- KMBA 106 Introduction to Business Analytics & Data Science
- KMBA 107 Design Thinking

#### Lab Practical

- KMBA 151 IT Skill LAB-1
- KMBA 152 Basic of Data Management with "R"

### Semester II

- KMBA 201 Business Environment & Legal Aspect of Business
- KMBA 202 Data Mining Techniques-Predictive Modeling & Pattern Discovery-Using R
- KMBA 203 Business Research Methods
- KMBA 204 Financial Management & Corporate Finance
- KMBA 205 Operations Management
- KMBA 206 Quantitative Techniques for Managers (QTM)

#### Lab/Practical

- KMBA 251 Introduction to Python
- KMBA 252 Data Visualization & Descriptive Analytics Using R
- KMBA 253 IT Skills LAB-2
- KMBA 254 Mini Project-2





# COURSE CURRICULUM

## MBA

(Dual Specialization)

### Semester I

- KMB101 Management Concept & Indian Ethos
- KMB102 Managerial Economics
- KMB103 Financial Accounting For Managers
- KMB104 Business Statistics and Analysis
- KMB105 Organisational Behaviour
- KMB106 Marketing Management - I
- KMB107 Business Communication
- KMB108 Computer Application in Management Non Credit Developing Soft Skills & Personality

### Semester II

- KMB201 Business Environment
- KMB202 Human Resource Management
- KMB203 Business Research Methods
- KMB204 Financial Management & Corporate Finance
- KMB205 Operations Management
- KMB206 Quantitative Techniques For Managers
- KMB207 Legal Aspects Of Business
- KMB208 Marketing Management – II
- KMB209 Comprehensive Viva Non Credit Developing Soft Skills & Personality

### Semester III

- KMB301 Strategic Management
- KMB302 International Business Management
- Specialization Group -1
- Elective 1\*
- Specialization Group -1
- Elective 2\*
- Specialization Group -1
- Elective 3\*
- Specialization Group -2
- Elective 1\*
- Specialization Group -2
- Elective 2\*
- KMB303 Summer Training Project Report & Viva Voce

### Semester IV

- KMB401 Project Management
- KMB402 Entrepreneurship Development
- RVE401 Universal Human Values and Professional Ethics
- Specialization Group -1
- Elective 4\*
- Specialization Group -1
- Elective 5\*
- Specialization Group -2
- Elective 3\*
- KMB405 Research Project Report and Viva Voce

### Semester III (Dual Specialization)

#### Human Resource

- KMBHR01 Talent Management
- KMBHR02 Performance and Reward Management
- KMBHR03 Employee Relations and Labour Laws

#### Finance

- KMBFM01 Investment Analysis & Portfolio Mgt.
- KMBFM02 Tax Planning and Management
- KMBFM03 Financial Market & Services

#### Information Technology

- KMBIT01 Enterprise Resource Planning
- KMBIT02 Web Technology & E-Commerce
- KMBIT03 Cloud Computing for Business

#### Marketing

- KMBMK01 Sales & Retail Management
- KMBMK02 Consumer Behaviour & Mkt. Comm.
- KMBMK03 Digital & Social Media Marketing

#### International Business

- KMBIB01 International Marketing
- KMBIB02 International Logistics
- KMBIB03 Export Import Documentation

#### Operations

- KMBOM01 Supply Chain & Logistics Management
- KMBOM02 Operations Planning and Control
- KMBOM03 Quality Toolkit For Managers

### Semester IV (Specialization Group)

#### Human Resource

- KMBHR04 Strategic Human Resource Mgt.
- KMBHR05 International Human Resource Mgt.

#### Finance

- KMBFM04 Working Capital Management
- KMBFM05 Financial Derivatives

#### Information Technology

- KMBIT04 Database Management System
- KMBIT05 System Analysis & Design

#### Marketing

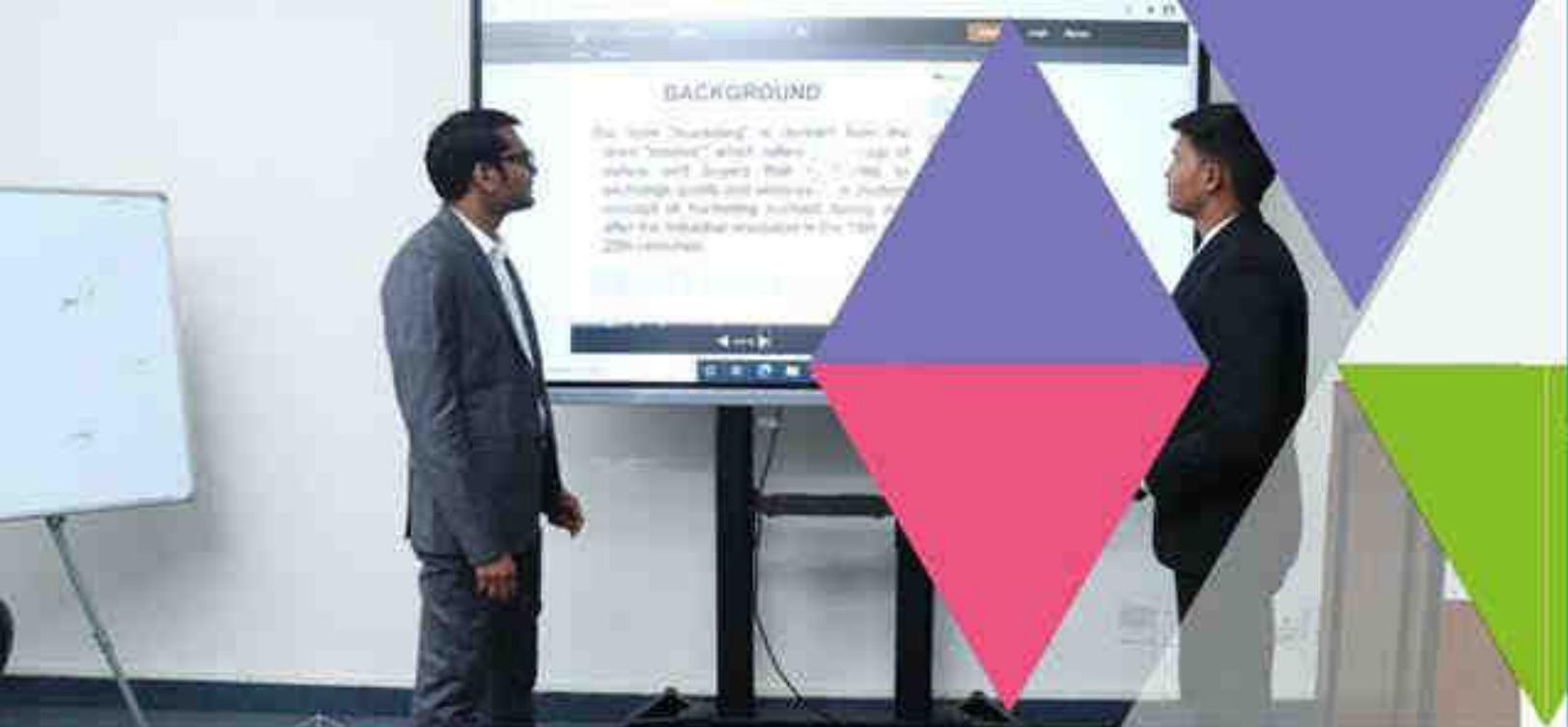
- KMBMK04 Marketing of Services
- KMBMK05 Marketing Analytics

#### International Business

- KMBIB04 International Trade Laws
- KMBIB05 Cross Cultural Management

#### Operations

- KMBOM04 Sourcing Management
- KMBOM05 Management of Manufacturing System



## SKILL DEVELOPMENT CENTER

Jaipuria Institute of Management, Indirapuram, Ghaziabad ranked among the top management institutes in Delhi NCR, has always been at the forefront of management education in Delhi NCR. The two years full-time MBA program is widely recognized by both the academicians and industry. The Institute imparts the essential skills among the students in following areas:

### Details of Activity

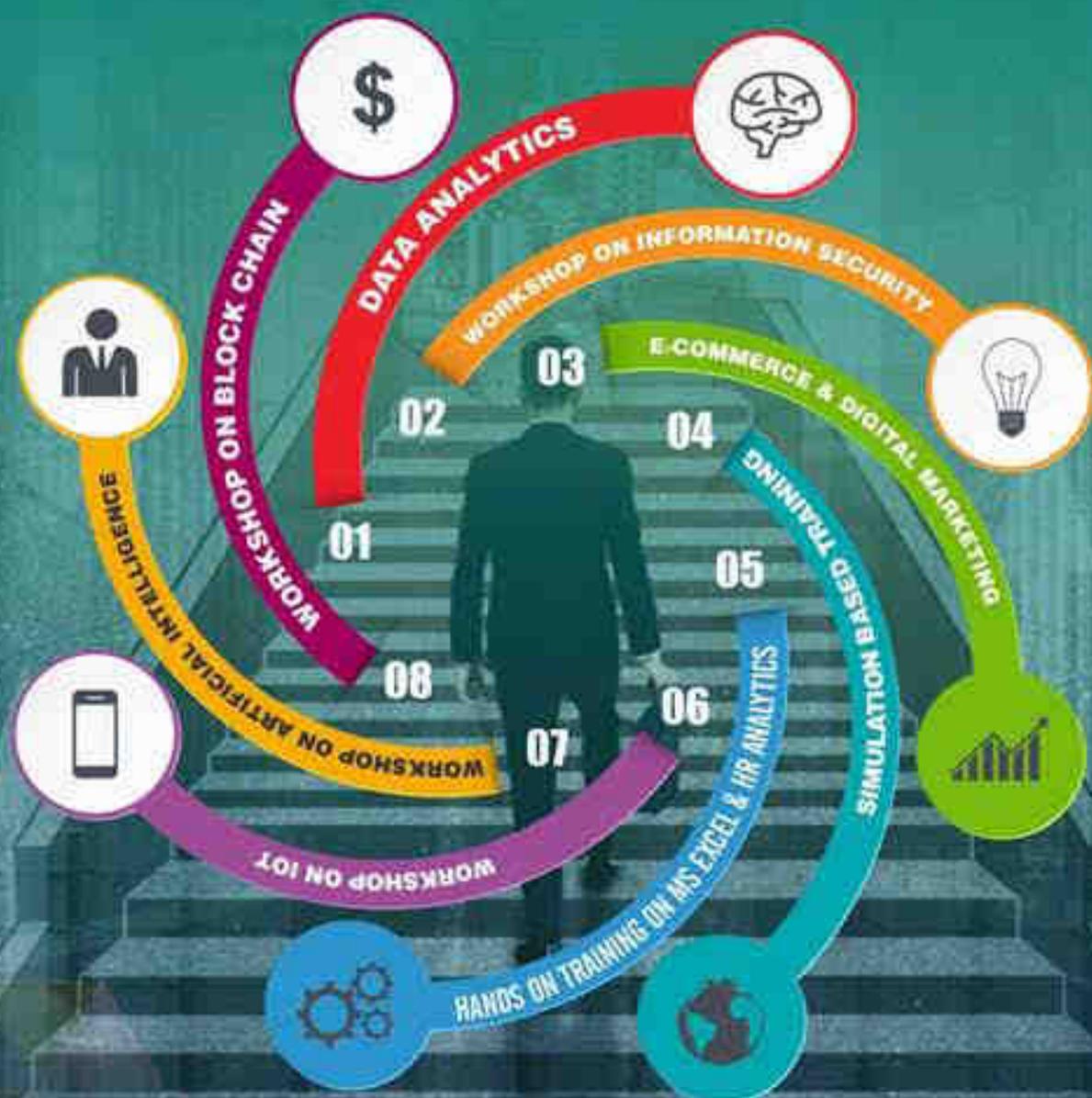
- Enrichment of Body and Soul
- Club Events
- Student Grooming Activities
- Mentor Mentee Program
- Entrepreneurial Development
- Domain-specific i.e. Finance, Marketing, HR Curriculum enrichment sessions by inviting external experts
- IIMs/ICFAI Case study in Every subject
- Quizzes in every subject
- Tutorials in Every subject
- Industry based assignments in every subject during the semester
- Ted Talk in every semester
- News analysis - Weekly Activity
- Group Discussions - Regular sessions in Time table
- Value Addition Courses on Data Analytics, HR Analytics, Supply Chain Management, E-Commerce & Digital Marketing, Financial Derivatives & Risk Analysis, Import & Export
- Online Self Learning Courses like NPTEL, MOOCs
- One session on Ethics in every subject
- Summer Internship Project
- Research Project Report
- Mid Semester Review
- End Semester Review
- Classroom Observation by External Expert, Director and Dean
- Workshop on Human Values and Professional Ethics



## MASTERING ANALYTICAL SKILLS

Recruiters are looking for people who can integrate knowledge of technology with knowledge of business. Technology no longer just supports business but it drives the business. Jaipuria Institute of Management, Indrapuram, Ghaziabad focuses on imparting IT skills in areas like MS Office, Computer & Digital Literacy, emerging Information Technology, Data Management and Data Analytics.

The practical knowledge of the student is enhanced, increasing the employability and helping them to get best career opportunity.





## CENTER OF EXCELLENCE

## Center of Excellence for Universal Human Values & Professional Ethics

The Center of Excellence for Universal Human Values & Professional Ethics was started at Jaipuria Institute of Management (JIM), Indirapuram, Ghaziabad with a mission to impart knowledge about professional ethics, universal human values and principles in a modern idiom to the youth by employing a scientific and rational approach. It helps the youth to unfold their hidden potentialities and achieve excellence in every field of life.

The center organizes effective human resource development programs which can lead to total human fulfilment. Human excellence is indeed the right prescription for the Indian youth today who wish to succeed in a modern, competitive and global environment without losing inner calm and the intrinsic joy of life. The center offers number of programs on the following values to MBA Students during the two years of study at JIM:

- Personal Values
- Family Values
- Professional Values
- Social Values
- Global Values



**JAIPURIA INSTITUTE OF MANAGEMENT**

INDIRAPURAM, GHAZIABAD

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

**7 DAYS FACULTY DEVELOPMENT PROGRAMME**

In association with

Dr. A.P.J. Abdul Kalam Technical University,

Lucknow, Uttar Pradesh



**Dr. RAJARAM JAIPURIA SKILL DEVELOPMENT CENTRE**  
Conferred as the Research Development Centre under the aegis of  
Dr. A.P.J Abdul Kalam Technical University, Lucknow.  
The Research Center is the Only Approved Centre in Uttar Pradesh  
which provides Ph.D programme in the area of Management.



**CREATING  
RESPONSIBLE  
LEADERS**

**Features of Research Development Centre**

- Ph.D. Program in different domains of Management.
- Faculty Development Programme.
- Skill Development Workshops.
- Certification in Research Aptitude and Analytical Technique programme.
- Publications of Books and Journal.
- National /International Conference.
- Case study Development.
- Live Projects.
- Online research database like PROQUEST and JGATE.
- Engagement with Business communities at the local, regional, national and global levels.
- Research Projects.
- Summer Training Projects.

## 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. Ashwani Varshney**  
Dean (Students Welfare)

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. Devesh Sharma**  
Professor

PhD in Information Systems from Thapar Institute of Engineering and Technology. Having more than 20 years of experience in academics and industry. Published several research papers in the area of cloud computing, innovation diffusion, e-learning and information systems.

Presented papers in many conferences in India and abroad. Teaching interests include Business Analytics, Predictive Modeling, Machine Learning and Information Systems.



**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. 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. 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 Sikim Manipal University and Ph.D from Jiwaji University, Gwalior. He has attended

and organized 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 journals & 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, BHU Varanasi and has 8 years 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 world's worth sessions. She has conducted various MDPs 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 professional ethics from Dr. APJ Abdul Kalam Technical University, Lucknow.



**Ms. Abhilasha S Upadhyaya**  
Assistant Professor

Ms. Upadhyaya has over 14 years of total experience, 13 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 Ahilya 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, Indrapuram. 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 IRS. 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 Vidyapeeth Institute of Research and Management, IMT Ghazabad 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 BVPU, 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-FDR 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 case 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 23 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

A faculty of Digital Marketing with 10+ experience in digital brand-building and campaign management. Delivered Guest Lectures in the field of Digital Marketing. She focuses on building leading brands digitally. She has published various articles in Higher

Education Magazine. Her teaching and research focus on strategy with a focus on digital marketing, business-to-business commercial management, sales management, and distribution channels.



**Ms. 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. Manni**

Mani 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 Sales and Marketing. His major research interests are in customer-focused marketing strategy, service innovation, and pricing. An excellent teacher, motivator, and a dynamic strategist. He is proficient in

consulting product promotions for enhancing the brand image and visibility. He has rich experience with companies in various industries supporting them through digital transformation.



**Ms. Khushboo Pandey**  
Assistant Professor

She is an excellent academic record with a great attitude towards teaching and research. She has over 11 years of experience in teaching marketing, brand management, advertising, and marketing communication.



**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.



## JIM ROAD MAP FOR EDUCATION 4.0

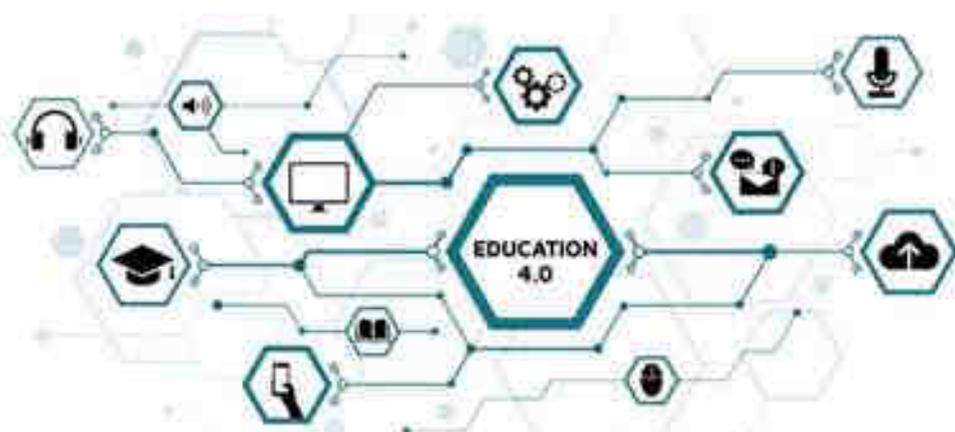
### Education 4.0 is the future of education, which

- Responds to the needs of "Industry 4.0" or the fourth industrial revolution, where man and machine align to enable new possibilities
- Harnesses the potential of digital technologies, personalized data, open sourced content, and the new humanity of this globally-connected, technology-fueled world
- Establishes a blueprint for the future of learning – lifelong learning – from childhood schooling, to continuous learning in the workplace, to learning to play a better role in society.

### JIM Road Map for Education 4.0

Jaipuria Institute of Management, Indirapuram, Ghaziabad is conducting the following activities to prepare its students for Education 4.0 -

- Domain specific Curriculum enrichment sessions by inviting external experts.
- IIMs Case study in Every subject.
- Quizzes, Tutorials and Industry based assignments in every subject during the semester.
- Ted Talk, News-Analysis, and Group Discussion in each semester.
- Value Addition courses on Ecommerce and Digital marketing, HR Analytics, Financial modeling Course, Business Analytics.
- Online Self Learning Courses like NPTEL, NCFM Certification, Excel Certifications in Mkt/Finance/HR from Udemy/Coursera.
- Inclusion of contents on Values and Professional Ethics in each subject.
- Students Assessment Based on External committee.
- Summer Internship Project Competition.
- Research Project Report.
- Classroom Observation by External Expert.
- Professional Development of Faculty leading to the professional development of the students.





## INFRASTRUCTURE AND RESOURCES

### Campus

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

### Library & JIM Information Centre

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





## INFRASTRUCTURE AND RESOURCES

### Computer Labs

- Ultra modern computer labs with state of the art technologies.
- More than 100 Advanced Computer Systems
- 50 Mbps Internet connectivity.
- Smart Classroom
- 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 (Words Worth) 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.



# Life @JAIPURIA





6<sup>th</sup> Annual  
Corporate Summit on

# HR TRANSFORMATION IN DIGITAL ERA

BFSI, FMCG, IT/ITES

Saturday, 30th November 2019





INTERNATIONAL CONFERENCE ON

# INDUSTRY 4.0: GLOBAL TRANSFORMATIONAL CHANGES IN BUSINESS & MANAGEMENT






# EMPLOYABILITY ENHANCEMENT PROGRAM

Certificate programme on E-Commerce & Digital Marketing



Certificate programme on Corporate Communication



Certificate programme on Derivatives & Financial Risk Management



Certificate programme on Business Analytics



Certificate programme on HR Analytics



## CORPORATE RESOURCE CENTER

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, Jaro, Spandana Spoorthy, Medtrail, Indus Valley Partners, Infoedge, Saint Gobain, Smollan Group, Squareyards, Kotak Life, Regalo, Federal Bank, Berger paints, Extramarks, Yes Bank, British paints, Copal Amba, American Express, HDFC Bank, Ceasefire Industries, Interocean Shipping Company, Future Group, 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, 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, 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, Kurlon, Lenskart and 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.

We welcome the new batch & hope that they are benefitted by the CRC cell which will shape their career & future ahead.





## SUMMER INTERNSHIP PROJECT

### 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.



## INDUSTRY INTERACTION



**Ms. Indrani Ghosh**  
CHRO, GIL Research India



**Mr. VK Saraswat**  
Former Director General, DRDO



**Mr. Prakash Bhat Zonal**  
Head HR- North, ICICI Bank



**Mr. Saurabh Kapoor Zonal**  
Head HR, Reliance Smart Money



International Conference 2020



**Mr. Vinay Kumar Pathak**  
ACTU



**Mr. Aashish Verma**  
AICTE, India



**Mr. Jitendra Jain**  
President, Finance, Whiplash Education, IAS



International Conference 2020



**Mr. Rajiv Kapoor**  
Senior Director, StrategyHRM, Mphasis India Pvt. Ltd.

**Mr. Sanjeev Nikora**  
President (Global Strategy)  
Tech Mahindra

**Mr. Abhijit Kotnis**  
President and COO  
Dixon Technologies

**Mr. Harit Nagpal**  
MD & CEO  
TATA SKY LTD

**Mr. Apurva Chamaria**  
Chief Revenue Officer  
RateGain

**Mr. Pallav Sinha**  
Founder  
Mera Job India Pvt Ltd

**Mr. Prashant Sharma**  
Sr. VP & Regional Head North  
Kotak Securities

**Mr. Sanyam Priya**  
Sr. VP  
JM Financials

**Ms. Nupur Jain**  
HR Manager (Training),  
GAIL India Limited

**Ms. Madhavi Singh Sengar**  
Senior Manager  
Success Pact Consulting Pvt. Ltd.

**Dr. Aparna Sethi**  
Founder  
Pro touch

**Ms. Megha Gupta**  
Director HR  
Fiserv

# OUR MAJOR RECRUITERS

## BANKING SECTOR

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

## RESEARCH, KPO & CONSULTANCY SECTOR

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

## IT SECTOR

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

## TELECOM SECTOR

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

## FINANCIAL SERVICES & INSURANCE SECTOR

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

- Bharti AXA
- Capital Via
- Edelweiss
- Elite Stock Mgmt Ltd.
- Fourwealth Securities
- HDFC Life
- HDFC Home Loan
- HDB Financial Services
- ICICI Lombard
- ICICI Prudential
- ICICI Securities
- Indiabulls Securities
- India Bulls
- Investcare
- 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 PLACEMENTS

Package ₹ 12.40 LAKH



**ANTRIKSH TYAGI**  
Business Development Executive



Package ₹ 10.20 LAKH



**VATSALA BHARDWAJ**  
Junior Management Grade 1



Package ₹ 10.0 LAKH



**MONIKA SHARMA**  
Management Trainee



Package ₹ 10 LAKH



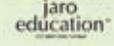
**KASHISH PAPREJA**  
Business Development Associate



Package ₹ 7.50 LAKH



**SRISHTI**  
Trainee Career Development



Package ₹ 7.0 LAKH



**PRERNA TYAGI**  
Tax Consultant



Package ₹ 6 LAKH



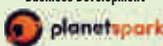
**ARCHIT TRIVEDI**  
Executive Trainee



Package ₹ 6 LAKH



**SHREYA RAJPUT**  
Business Development



Package ₹ 6.15 LAKH



**SUSHANT SINGH RAJPUT**  
Management Associate



Package ₹ 5.9 LAKH



**SUMITI MODI**  
Management Trainee



Package ₹ 5.61 LAKH



**ANUSHKA SINGH**  
Sales Associate



Package ₹ 5.5 LAKH



**SHIVAM DUHOON**  
Business Development



Package ₹ 5.3 LAKH



**NITANSHI YADAV**  
Financial Planning Manager



Package ₹ 5.16 LAKH



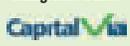
**PRABHU SAXENA**  
Property Advisor



Package ₹ 5.03 LAKH



**VIPIN M.V.**  
Management Trainee



Package ₹ 5 LAKH



**SRI KRISHNA SHARMA**  
Business Development Executive



Package ₹ 5 LAKH



**HIMANSHU NAUTIYAL**  
Management Trainee



Package ₹ 5 LAKH



**DIKSHA KHARE**  
Management Trainee



Package ₹ 5 LAKH



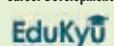
**DEEPAJANA**  
Executive Trainee Shipping



Package ₹ 5 LAKH



**SAKSHI PANDEY**  
Career Development



Package ₹ 4.75 LAKH



**PARUL SINGH**  
Executive Trainee



Package ₹ 4.5 LAKH



**ABHAY KUNWAR SINGH**  
Corporate Client Relationship Partner



Package ₹ 4.5 LAKH



**AISHWARYA PAHWA**  
Personal Banker



Package ₹ 4.5 LAKH



**SAUMYA CHATURVEDI**  
MT Market Place

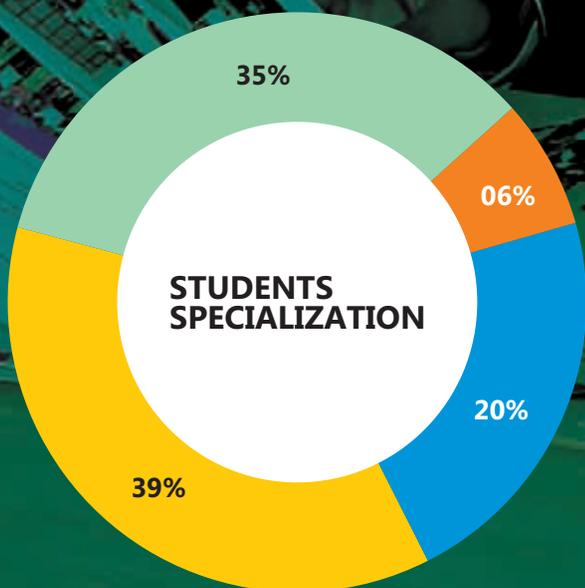
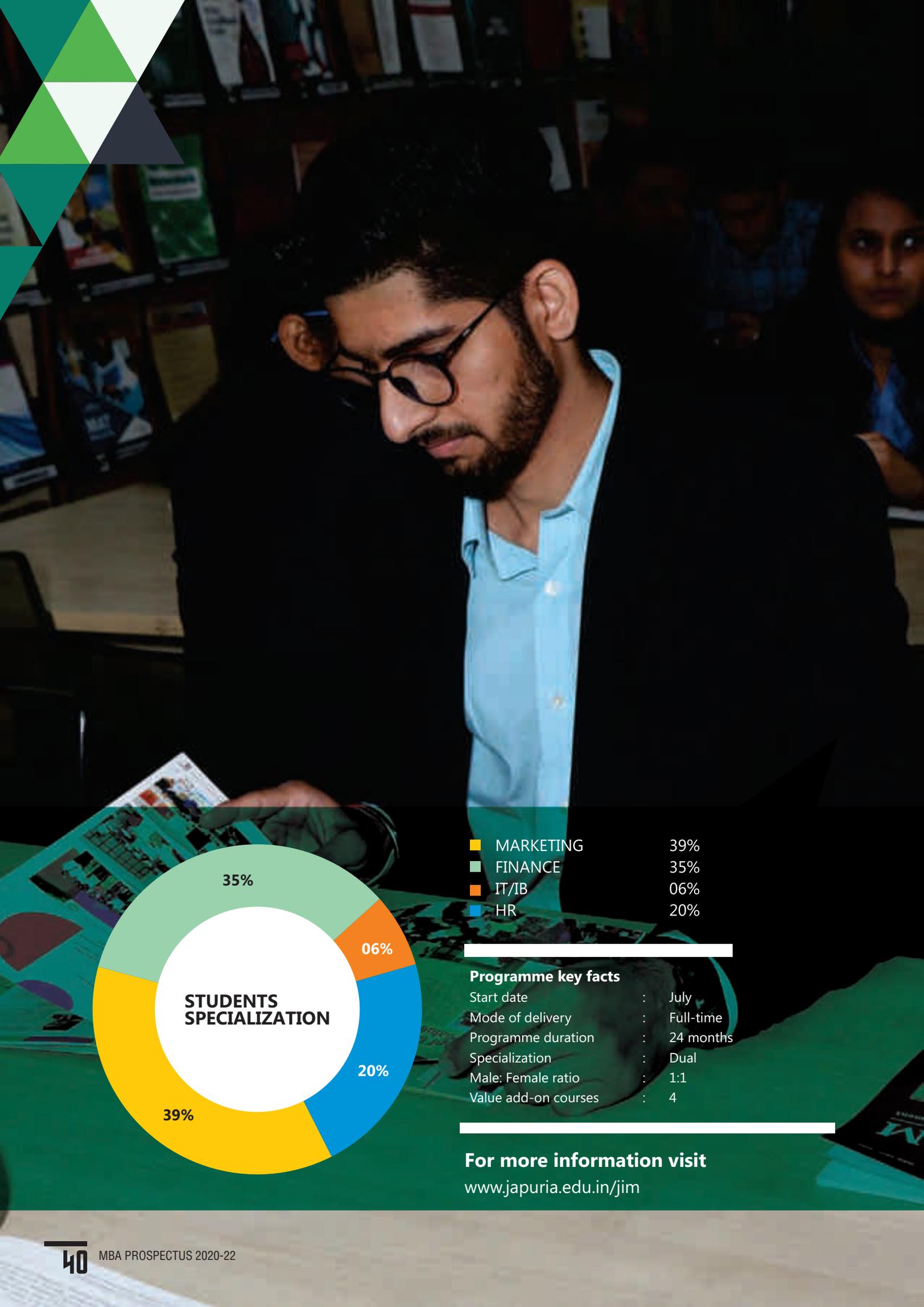


Package ₹ 4 LAKH



**ILMA SIQVIA**  
Executive Trainee





MARKETING	39%
FINANCE	35%
IT/IB	06%
HR	20%

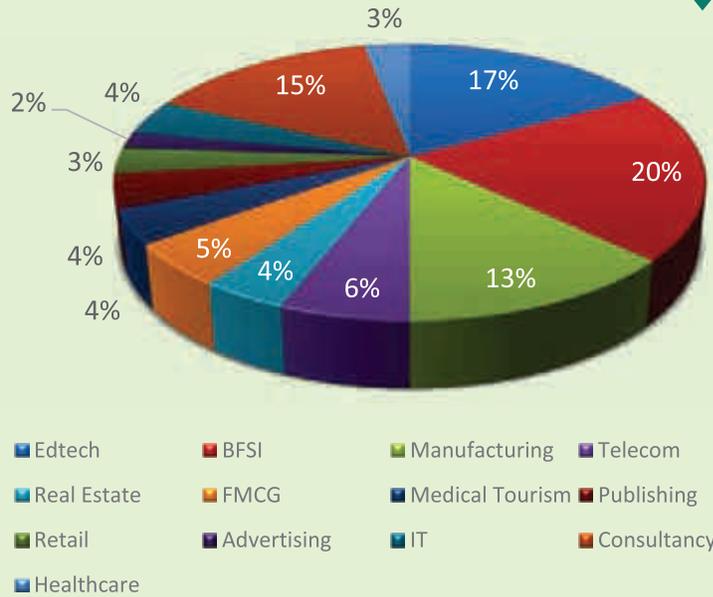
#### Programme key facts

Start date	: July
Mode of delivery	: Full-time
Programme duration	: 24 months
Specialization	: Dual
Male: Female ratio	: 1:1
Value add-on courses	: 4

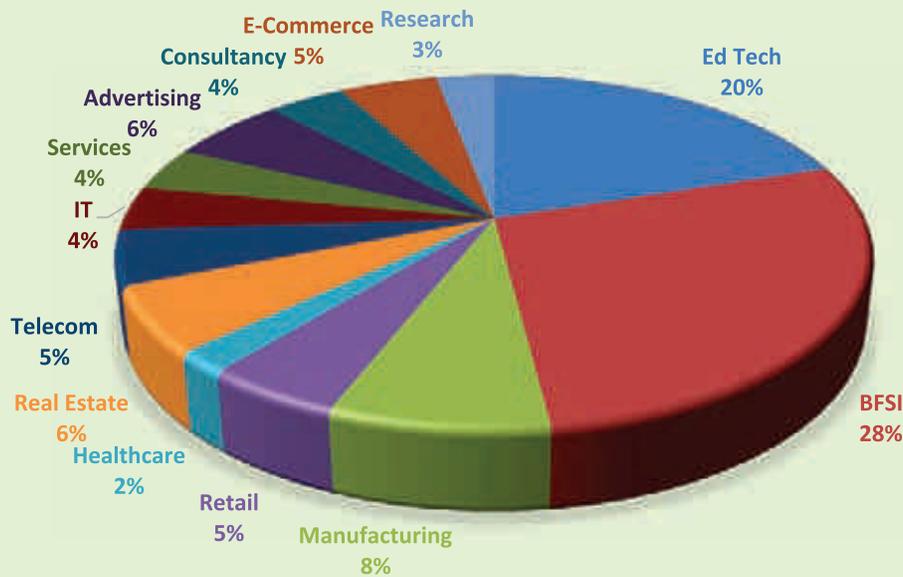
**For more information visit**  
[www.japuria.edu.in/jim](http://www.japuria.edu.in/jim)

# SNAPSHOT OF PLACEMENTS

## SECTOR WISE SUMMER PLACEMENTS BATCH 2019-21



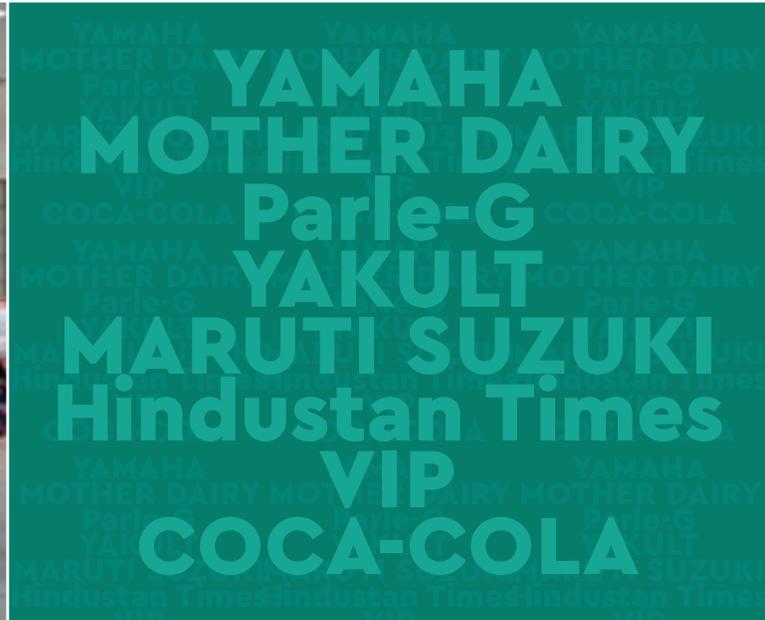
## SECTOR WISE FINAL PLACEMENTS BATCH 2019-21



### Final Placements Batch 2019-21 at a Glance

No of Participating Companies	: 95
Highest Recruiting Sector	: Ed-tech & BFSI
Highest Recruiting Job Role	: Business Development Executive, Business Analyst
Company Offered Highest Salary	: Extramarks Education, Jaro Education, Federal Bank, Deloitte, Lido Learning
Top Recruiting Companies	: Extramarks Education, Lido Learning, HDFC Life, Federal Bank, Deloitte, Nagarro, Ferrero, Interoccean, HFFC, XL Dynamics, Vaibhav Global Limited, Jaro Education, Planet Spark, Learning Routes, Finedge, Saint Gobain, Fab hotels, Squareyards, Kotak Bank, Indus Valley Partners, Toppr Technologies, Smollan Group, Regalo and many more.

# INDUSTRIAL VISITS



# INDUSTRIAL VISITS





# CREATING RESPONSIBLE LEADERS

Students Are Required To Abide By The Following Terms And Conditions Upon Admission in The Course Offered By The Jaipuria Institute Of Management, Indirapuram, Ghaziabad

## TERMS & CONDITIONS

- The effort has been made to ensure the accuracy of the information contained in this prospectus and it is issued on condition that all matters are subject to change without prior notice.
- The course curriculum is subject to change based on the affiliated university guidelines.
- Fees payable for the course offered by the institute is subject to review periodically.
- It is the sole responsibility of the students to pay the fee before due date. Failure of which may result in cancellation of registration to the course/semester.
- The institute may terminate the admission, if it is found that either false or misleading information has been made by the student.

## ELIGIBILITY CRITERIA

Programme	No. of Seats	Eligibility*
<b>MBA (Business Analytics)</b> (Dual Specialization)	60	Graduation (Min. 10+2+3) with at least 50% marks. Valid UPSEE/ CAT/ MAT/ CMAT score
<b>MBA</b> (Dual Specialization)	180	Graduation (Min. 10+2+3) with at least 50% marks. Valid UPSEE/ CAT/ MAT/ CMAT score

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

## LOAN FACILITY

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





## LOCATION MAP



## ADMISSIONS HELPLINE

Ph.: 0120-4550100

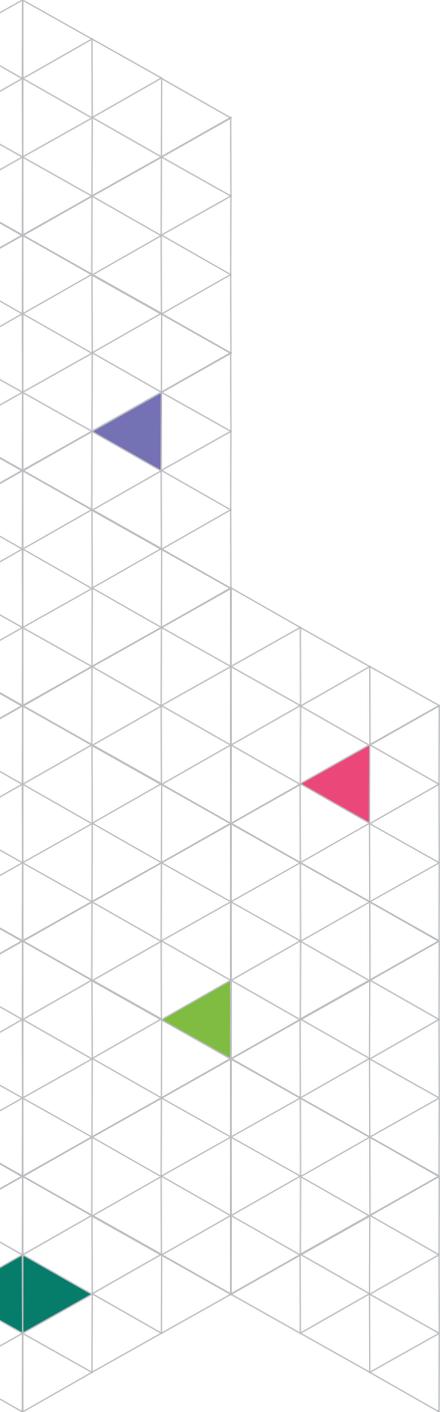
Mob: 9958222099, 9958077088

Toll Free No.: 1800-102-3488

E-mail: [admissions@jaipuria.edu.in](mailto:admissions@jaipuria.edu.in)

[mba@jaipuria.edu.in](mailto:mba@jaipuria.edu.in)

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



# JAIPURIA INSTITUTE OF MANAGEMENT

**EMPOWER • ENTHUSE • EXCEL**

**INDIRAPURAM, GHAZIABAD**

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, Uttar Pradesh  
& Approved by AICTE, New Delhi

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

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