



# JAIPURIA INSTITUTE OF MANAGEMENT

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Great  
Place  
To  
Work®

Certified  
JUN 2021-JUN 2022  
INDIA

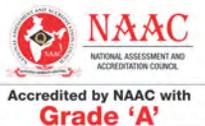
# CREATING RESPONSIBLE LEADERS



**MBA**  
BROCHURE  
2022-24



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



**NAAC**  
NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL  
Accredited by NAAC with  
**Grade 'A'**



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OF MANAGEMENT**

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## 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.



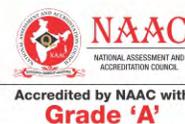
## Our Objectives

- 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.

Vision &  
Mission



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# AWARDS & RECOGNITIONS



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# 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 Indrapuram, Ghaziabad, a posh area on NH-24 within NCR. During this short span of 21 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 and MBA (Business Analytics) Program in the year 2020. Both these programs are duly approved by AICTE, and affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (UP). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage various reputed schools and colleges in the country.

Jaipuria Institute of Management, Indrapuram, 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.



### 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, Raebareilly
- Seth Anandram Jaipuria School Dibrugarh

### 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

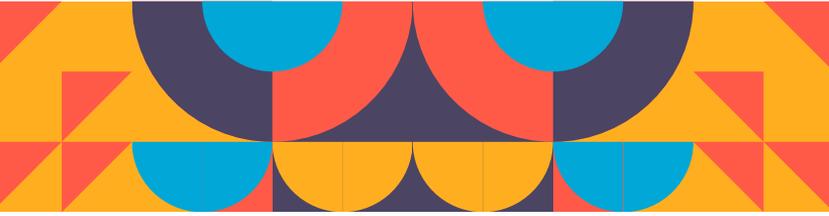
- Ginni Filaments Ltd., Noida, U.P.
- Ginni Filaments Ltd., Kosi Kalan, Mathura, U.P.
- Ginni Filaments Ltd., Panoli, Gujrat
- Jaipuria Publishing House (JPH), Ghaziabad

### Corporate Social Responsibility

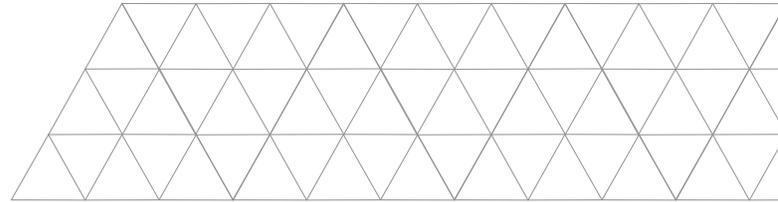
- Seth Anandram Jaipuria Eye Hospital Nawalgarh (Rajasthan)
- Seth Anandram Jaipuria Smriti Bhawan Vrindavan
- Seth Anandram Jaipuria Smriti Bhawan Ramghat, Haridwar
- Matushree Jaidevi Anandram Jaipuria Smriti Bhawan, Chitrakoot(Banda)
- Ram Darshan Mandir - Chitrakoot (M.P)



**THE HOUSE OF JAIPURIAS**



# DISTINGUISHED GOVERNING BOARD



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

**Mr. Sameer Kishore**

President and CEO  
Milestone Technologies

**Col Inderjeet Singh**

Director General  
Cyber Security Association of India,  
Data Science Specialists  
Blockchain & Cyber Security

**Prof. Debashis Chatterjee**

Director, IIM, Kozhikode  
Education

**Prof. Raj Singh**

Vice Chancellor,  
JAIN (Deemed-to-be University)  
Education

**Mr. Vinod Malhotra**

Advisor  
Jaipuria Group of Educational Institutions

**Mr. G D Dubey**

Country Head, Board of Directors  
Kimberly ClarkLeadership  
Bipin Preet Singh  
Founder, Mobikwik

**Mr. Pradyumna Pandey**

CHRO, Mothers dairy

**Mr. Ramesh Khaitan**

Senior Vice President & Global Tax Head  
Lupin Ltd.

**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

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 HT IDEAS QUALITY SMART RISKS  
 DO DO WE CHAMPION INNOVATION BE PREPARED SHARE INFORMATION  
 PRODUCTIVE DETAILS COLLABORATION  
 MARKET MATTER REQUIRE UN



## 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

Jaipuria 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

Management 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 imbining 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.

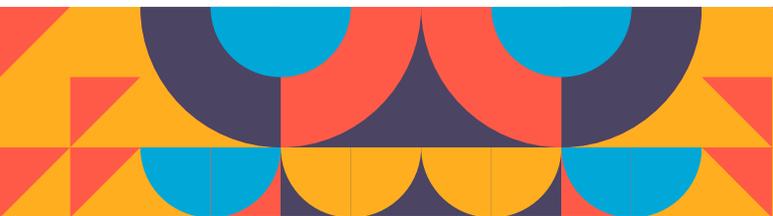
Jaipuria Institute of Management opens up doors to diverse career opportunities by making participants acquire knowledge, skills and confidence to launch a professional career.

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 TALKS

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.

**Upladhi**  
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 prepare students for the modern workplace by developing personal and professional growth. Faculty members ensure the student only ace academics but also concurs the real life challenges.



It been always a pleasure to be in touch!

**Shiv Sunder Barik**  
Associate Team Lead  
Insights Opinion



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 concept and the study methodology used in the program helped me to grow my professional skills. Plus wide variety of course options made it easy to choose my career aspiration and goals. It's been a pleasure to be a part of the Jaipuria family. Since day one in Jaipuria i have been through a lot of practical experiences which helped me to grab the best opportunity in the corporate sector.



**Ms. Rashika Shukla**  
Academician

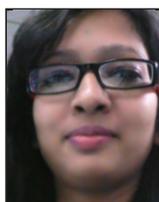
I have always felt proud to be a Jaipurian, It is important to work hard but equally important to do it smartly and collectively. I learnt this at JIM.



**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

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 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



The journey at JIM so far has been exceptionally good. The institute provides wide exposure to the industry through various industrial visits and guest lectures who come from an accomplished background. The faculty is extremely helpful and provides guidance which is fruitful for not only now but also for the future. It's been great for me to be a part of this Institute in my journey of life.



**Shivani Gaur**  
Career Manager



"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



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.

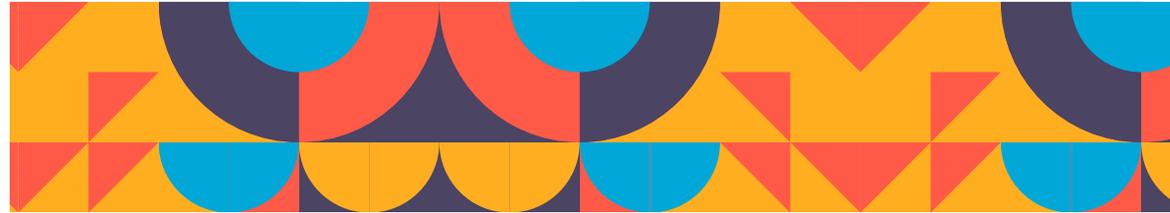


**Sanchit Srivastava**  
MD  
Horizon India Pvt. Ltd

**CREATING RESPONSIBLE LEADERS**







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



Management Development Programmes for Govt. Organisations like EIL, GAIL and SJVN Ltd.

01

Experiential Learning Teaching Pedagogy based on IIMs Case Bank

02

Ranked among Top B-Schools of Excellence by reputed Ranking Institutions like CSR, Business World, The Week, etc.

03

Get a DEGREE from State Government University Dr. A.P.J. Abdul Kalam Technical University, Lucknow, UP & approved by AICTE, New Delhi.

04

Extensive Industry Student Interaction with CEO's and CFO's

05

Best Placements Best RoI in TOP NOTCH Companies

06

Be a part of a NETWORK of 15000+ ALUMNI across the nation and the globe

07

Industry Certification and Professional Communication Proficiency Lab for building effective communication skills

08



# 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

## BHAVANA/SOCIO EMOTIONAL LEARNING

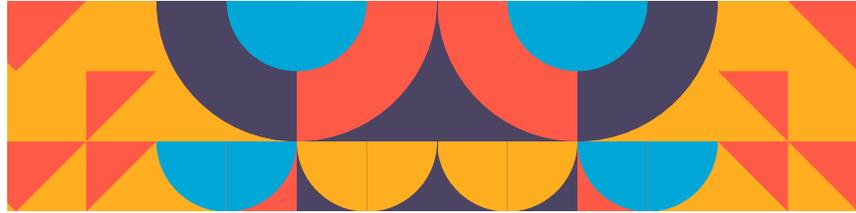
- Conduct regular attitude and behavioral building session
- Psychometric test, Johari window, MBTIs
- Developing strengths in weak areas and acknowledging weak areas
- Self control and response to a situation

## 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.



# PROGRAMMES OFFERED



## 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.

## MBA (Business Analytics)

(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

## (Business Analytics)

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 (Dual Specialization)

Semester I		Semester II		Semester III	
KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	KMBN301	STRATEGIC MANAGEMENT
KMBN102	MANAGERIAL ECONOMICS	KMBN202	HUMAN RESOURCE MANAGEMENT	KMBN302	INNOVATION AND ENTREPRENEURSHIP
KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	KMBN203	BUSINESS RESEARCH METHODS	KVE301	HUMAN VALUES AND ETHICS
KMBN104	BUSINESS STATISTICS & ANALYTICS	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	KMBNHR01	TALENT MANAGEMENT
KMBN105	MARKETING MANAGEMENT	KMBN205	OPERATIONS MANAGEMENT	KMBNHR02	EMPLOYEE RELATIONS AND LABOUR LAWS
KMBN106	DESIGN THINKING	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	KMBNMK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION
KMBN107	BUSINESS COMMUNICATION	KMBN207	DIGITAL MARKETING & E COMMERCE	KMBNMK02	MARKETING ANALYTICS
KMBN151	IT SKILLS LAB-1	KMBN208	MANAGEMENT INFORMATION SYSTEMS	KMBNFM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
KMBN152	MINI PROJECT -1	KMBN251	IT SKILLS LAB-2	KMBNFM02	FINANCIAL PLANNING AND TAX MANAGEMENT
		KMBN252	MINI PROJECT -2	KMBNIB01	INTERNATIONAL BUSINESS MANAGEMENT
				KMBNIB02	EXPORT IMPORT DOCUMENTATION
				KMBNIT01	DATA ANALYTICS FOR BUSINESS DECISIONS
				KMBNIT02	AI AND ML FOR BUSINESS
				KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT
				KMBN OM 02	OPERATIONS PLANNING & CONTROL
				KMBN308	SUMMER TRAINING PROJECT REPORT & VIVA VOCE

Semester IV	
KMBN401	EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT
KMBN HR03	HR ANALYTICS
KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT
KMBNHR05	INTERNATIONAL HRM
KMBN MK03	B2B AND SERVICES MARKETING
KMBNMK04	SALES AND RETAIL MANAGEMENT
KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS
KMBN FM03	FINANCIAL DERIVATIVES
KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT
KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS
KMBN IB03	INTERNATIONAL LOGISTICS
KMBN IB04	CROSS CULTURAL MANAGEMENT
KMBN IB05	INTERNATIONAL TRADE LAWS
KMBN IT03	DATA BASE MANAGEMENT SYSTEM
KMBN IT04	CLOUD COMPUTING FOR BUSINESS
KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING
KMBN OM03	QUALITY MANAGEMENT
KMBN OM04	PROJECT & SOURCING MANAGEMENT
KMBN OM05	MANAGEMENT OF MANUFACTURING SYSTEM
KMBN408	RESEARCH PROJECT REPORT & VIV VOCE



### Semester III (Specialization Group)

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

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

### Semester IV (Specialization Group)

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

Marketing	
KMBMK04	Marketing of Services
KMBMK05	Marketing Analytics

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

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

Finance	
KMBFM04	Working Capital Management
KMBFM05	Financial Derivatives

International Business	
KMBIB04	International Trade Laws
KMBIB05	Cross Cultural Management

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

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

Information Technology	
KMBIT04	Database Management System
KMBIT05	System Analysis & Design

Operations	
KMBOM04	Sourcing Management
KMBOM05	Management of Manufacturing System



## MBA (Business Analytics)

Semester I		Semester II		Semester III	
KMBA101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	KMBA201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	KMBA301	STRATEGIC MANAGEMENT
KMBA102	MANAGERIAL ECONOMICS	KMBA202	DATA MINING TECHNIQUES- PREDICTIVE MODELING & PATTERN DISCOVERY-USING R	KMBA302	ARTIFICIAL INTELLIGENCE & MACHINE LEARNING
KMBA103	FINANCIAL ACCOUNTING FOR MANAGERS	KMBA203	BUSINESS RESEARCH METHODS	KMBA303	HUMAN VALUE AND PROFESSIONAL ETHICS
KMBA104	BUSINESS STATISTICS AND ANALYTICS	KMBA204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	KMBA304	SUPPLY CHAIN ANALYTICS
KMBA105	MARKETING MANAGEMENT	KMBA205	OPERATIONS MANAGEMENT	KMBA305	MARKETING ANALYTICS
KMBA106	INTRODUCTION TO BUSINESS ANALYTICS & DATA SCIENCE	KMBA206	QUANTITATIVE TECHNIQUES FOR MANAGERS (QTM)	KMBA306	SUMMER TRAINING PROJECT REPORT & VIVA VOCE
KMBA107	DESIGN THINKING	KMBA251	INTRODUCTION TO PYTHON	KMBA351	BUSINESS MODELING WITH SPREADSHEETS
KMBA151	IT SKILLS LAB -1	KMBA252	DATA VISUALIZATION & DESCRIPTIVE ANALYTICS USING R	KMBA352	MACHINE LEARNING USING "PYTHON"
KMBA152	BASICS OF DATA MANAGEMENT WITH "R"	KMBA253	IT SKILLS LAB-2		
		KMBA254	MINI PROJECT -2		
Semester IV					
KMBA401	EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT				
KMBA402	HR ANALYTICS				
KMBA403	SOCIAL MEDIA & WEB ANALYTICS				
KMBA404	HEALTHCARE ANALYTICS				
KMBA405	BUSINESS APPLICATION OF BLOCK CHAIN TECHNOLOGIES				
KMBA406	DATA BASE MANAGEMENT SYSTEM				
KMBA407	FINANCIAL AND CREDIT RISK ANALYTICS				
KMBA408	RESEARCH PROJECT REPORT & VIVA VOCE				
KMBA IB03	INTERNATIONAL LOGISTICS				
KMBA IB04	CROSS CULTURAL MANAGEMENT				
KMBA IB05	INTERNATIONAL TRADE LAWS				
KMBA IT03	DATA BASE MANAGEMENT SYSTEM				
KMBA IT04	CLOUD COMPUTING FOR BUSINESS				
KMBA IT05	BUSINESS DATA WAREHOUSING & DATA MINING				
KMBA OM03	QUALITY MANAGEMENT				
KMBA OM04	PROJECT & SOURCING MANAGEMENT				
KMBA OM05	MANAGEMENT OF MANUFACTURING SYSTEM				
KMBA408	RESEARCH PROJECT REPORT & VIVA VOCE				



# 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.





PAPER PRESENTATIONS  
MODEL PRESENTATIONS

CLASS ROOM SESSIONS  
SITUATIONAL EXERCISES  
CASE ANALYSIS

ROLE PLAYS

SIMULATION EXERCISES

MANAGEMENT GAMES

GROUP DISCUSSIONS

WORKSHOPS & GUEST LECTURES

GET  
LEARNING

RESEARCH PROJECTS

SEMINARS AND CONFERENCES

LIVE PROJECTS

PANEL DISCUSSIONS

MARKET SURVEYS

#### 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

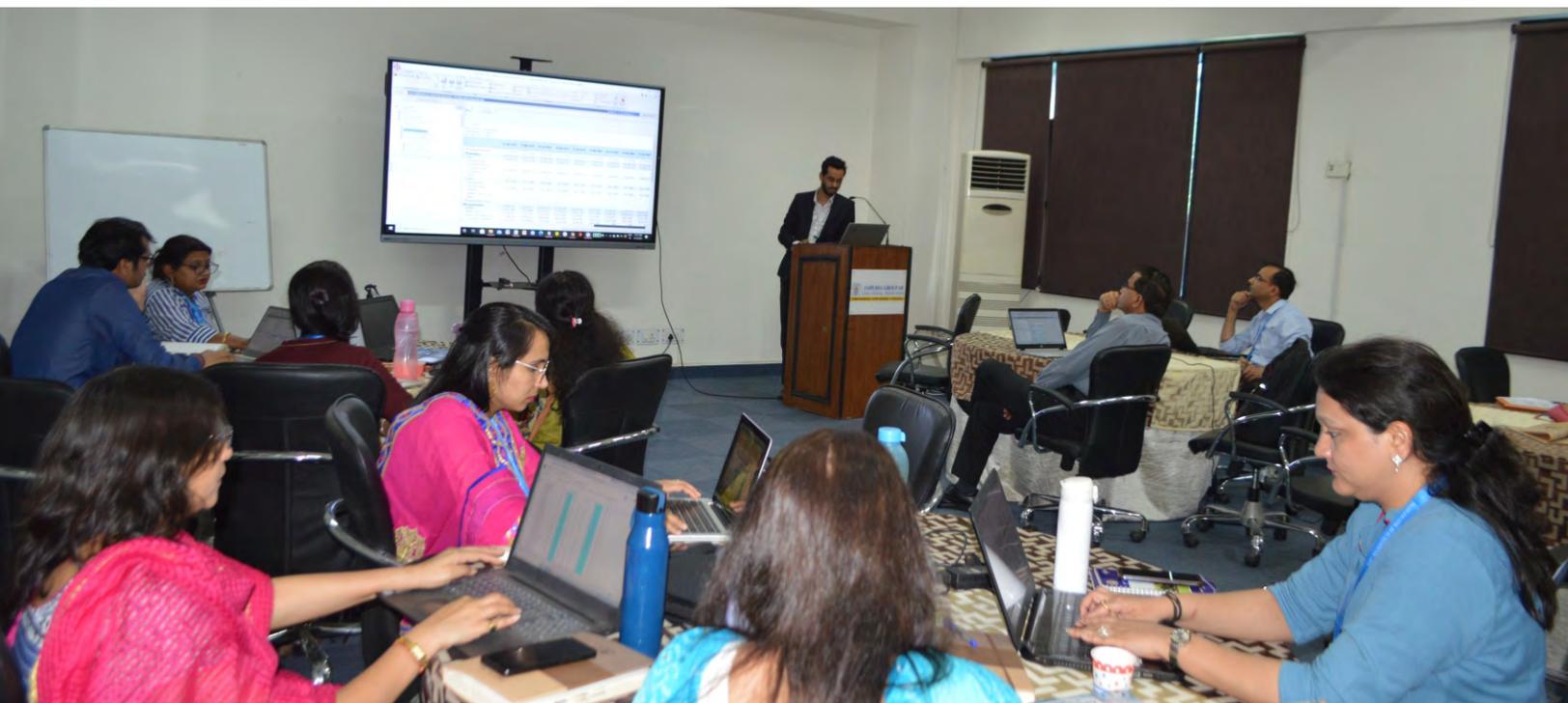
#### Coverage

- 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
- Panel Discussions and Debates
- Aptitude Training
- Group Discussion and Interview skills
- Functional English Course
- Guest Lecture
- Industry Specific Courses
- Panel Discussion

**TEACHING  
PEDAGOGY**



# SKILL DEVELOPMENT CENTER

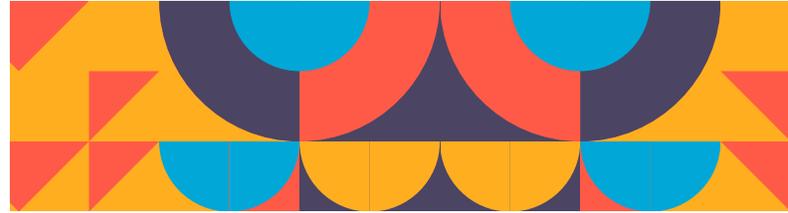


**Jaipuria Institute of Management, Indirapuram, Ghaziabad ranked among the top management institutes in Delhi NCR, has always been at the forefront of management education in Delhi NCR. The two years full-time MBA program is widely recognized by both the academicians and industry. The Institute imparts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





## CENTRE OF EXCELLENCE FOR UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS

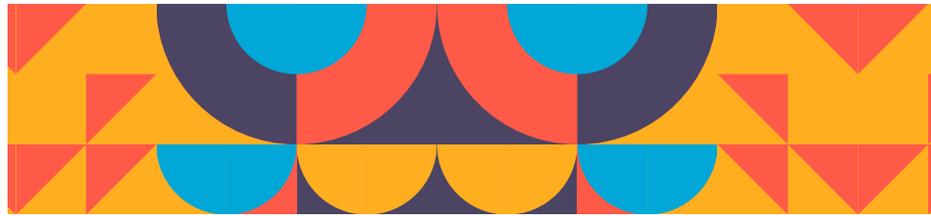
The Centre of Excellence for Universal Human Values & Professional Ethics was started at Jaipuria Institute of Management (JIM), Indirapuram, Ghaziabad with a mission to impart knowledge about professional ethics, universal human values and principles in a modern idiom to the youth by employing a scientific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

The centre 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



# RESEARCH DEVELOPMENT CENTRE



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.

## 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) &  
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. Nidhi Mathur

Associate Professor

She is a Ph.D. from Barkatulla Vishvavidyalay, 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. Ajay Tripathi

Associate Professor

He is MCA, M Phil (CS) and Ph. D. He has approximate. 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 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. Devi Archana Mohanty**  
Assistant Professor

She is a seasoned professional with rich, in-depth experience of over 14 years in teaching and research in the field of English for Communication, Business Communication, and ELT. Formerly associated as an Institute Research Scholar and Teaching Assistant in the Department of Humanities and Social Sciences at Indian Institute of Technology, Kharagpur, she has published and presented several research papers in Scopus indexed, peer reviewed journals, symposia, seminars (National, International).



**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.



**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. 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. 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. Himanshu Sharma**  
Assistant Professor

Himanshu Sharma is working as an Assistant Professor of Management in Jaipuria Institute of Management, Ghaziabad. His primary teaching areas are business statistics and quantitative techniques. He is also pursuing his Ph.D. from the Department of Operational Research, University of Delhi. He has done his M.Phil. and Masters in Operational Research from University of Delhi. His research interest lies in online marketing, multi-criteria decision making, path analysis modeling. He has published research papers in international journals of repute such as Springer and Emerald.



**Mr. Jayendra Malhotra**  
Assistant Professor

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 has published many scholarly articles in journals of repute and has presented research papers in International/National conferences.



**Ms. Shilpa Wadhwa**  
Assistant Professor

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. Maani**  
Assistant Professor

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.



**Dr. Ajay Pandit**  
Professor

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. Govind Nath Srivastava**

Assistant Professor

Dr. Govind Nath Srivastava has more than 16 years of experience in corporate and academics. Dr. Srivastava started his academic career with Institute of Chartered Financial Analyst of India and served various reputed organizations with different capacity. His project is acknowledged and appreciated by Delhi Metro Rail Corporation to improve the quality of public transportation. He is extensively engaged in research and consultancy and published more than 20 research papers in various reputed conferences, national and International journals including numerous Scopus indexed journals listed in ABDC.


**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. Her areas of interest are International Business, Strategic Management and Agricultural Economics.


**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 communications.


**Dr. Veena Tripathi**

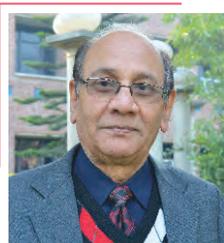
Assistant Professor

Dr. Veena Tripathi is an Assistant Professor of Marketing. Dr. Tripathi has worked in different reputed business organizations notably Bosch Ltd., ICICI Bank and Sony Pictures Entertainment. She has also been recognized as an Adjunct Professor under Panel of Foreign Faculty by Urgench State University, Uzbekistan. Her corporate experience encompasses diverse areas as Vendor Development, Product Management and Advertising Management.


**Dr. Ajay Kumar Chauhan**

Assistant Professor

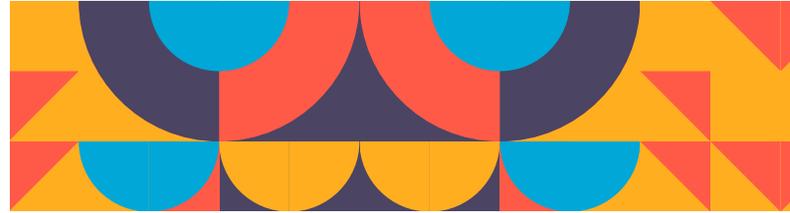
Dr Ajay Kumar Chauhan is working as Director FPM, at UBS, Mumbai. He is the international consultant of quantitative methods. He is a visiting faculty with MDI, IMT, NMIMS, IIFT, NIT etc. He is M.Sc. Mathematics, MBA Finance, UGC NET and has also done a PhD in Finance. He has published 25 international research papers (including ABDC A category and B category) and three books. He is a well-known trainer of data science and analysis and has conducted more than 1000 national and international training workshops on topics such as 'Financial Econometrics.


**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.

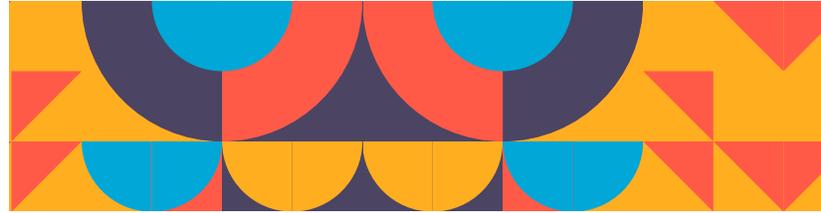




# INFRASTRUCTURE AND RESOURCES



# INFRASTRUCTURE AND RESOURCES



## Campus

- One of the Finest Management Education Infrastructures in Delhi-NCR
- Situated in the heart of Delhi-NCR, with good connectivity to all places of Delhi-NCR
- Ultra modern facilities in-house Hostel, Class rooms, Conference rooms and Syndicate rooms 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 Prowess IQ, J-Gate, ProQuest, NDLI, MyLoft and Delnet

### Computer Labs

- Ultra modern computer labs with state of the art technologies
- 200 Advanced Computer Systems
- 100 Mbps Internet connectivity
- Windows 2019 server
- Smart Classroom
- 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 on the software WordsWorth to increase the students' communication proficiency

### Sports Facility

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

### Cafeteria

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

### Gym & Fitness Centre

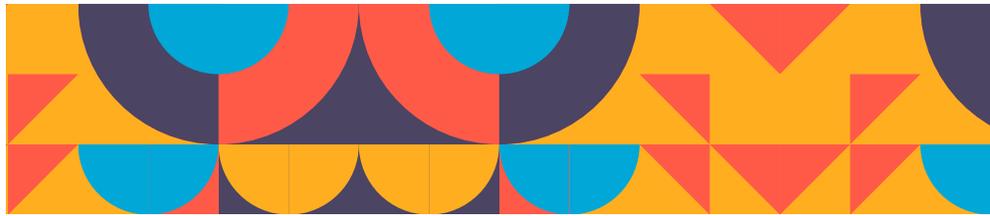
- Multi-utility Gym and fitness centre
- Ultra modern equipments for healthy state of mind & body.
- Yoga, Meditation and Aerobics centre.

### Hostel

- Ultra modern in-house girls hostel with fully air conditioned and unlimited Internet access.
- Boys hostel is available out of campus equipped with all modern facilities including unlimited Internet access.



# LIFE AT JAIPURIA







6<sup>th</sup> Annual  
Corporate Summit on  
**HR TRANSFORMATION IN  
DIGITAL ERA**

BFSI, FMCG, IT/ITES

Saturday, 30th November 2019



**CORPORATE**







# EMPLOYABILITY ENHANCEMENT PROGRAM

Certificate programme on E-Commerce & Digital Marketing



Certificate programme on Derivatives & Financial Risk Management



Certificate programme on HR Analytics



Certificate programme on Business Analytics



Certificate programme on Corporate Communication



# 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

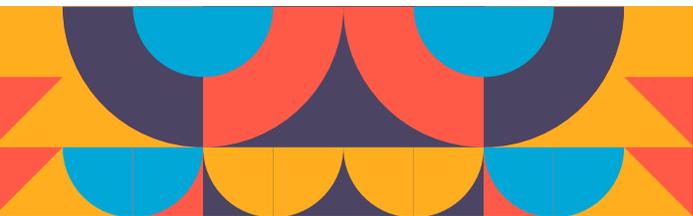
- Progress with respect to the action plan.
- Feedback and inputs on way ahead.
- Collecting the feedback & performance of the student from the company guide.

### 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.



# 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 Globain, 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.



# VIRTUAL 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.

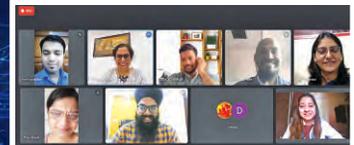
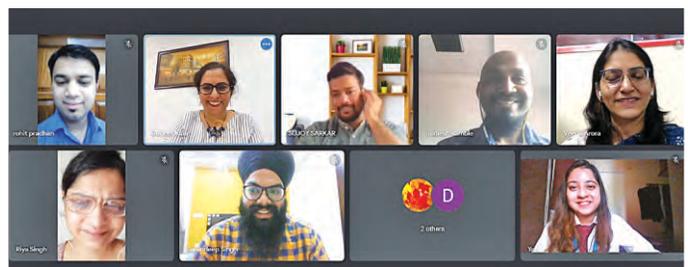
## Team Building and Interpersonal Relationship

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.

## Virtual MDP



## 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.

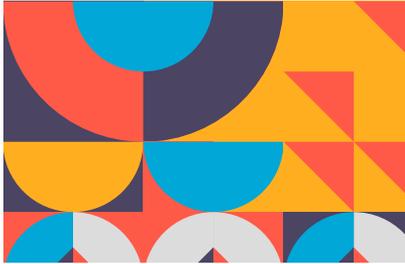
## Self Development

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.

# INDUSTRY INTERACTION



**Aashish Verma**  
AVP, RBL Bank



**Mr. Jitendra Jain**  
President Finance, Welspun Enterprises Ltd.

First-hand experience is not the only way how a person can accumulate knowledge about the know-how of the world, the same can be gathered by interacting with people with who possess it already, the knowledge that they have gathered over the years due the time they spent in the industry. This is what precisely Industry Interaction tries to do, when they arrange for the speakers, enriched with the experience of corporate corridors, coming down to interact with students. This acts as an opportunity for students as it imparts the knowledge in them about what lies ahead of the degree they are pursuing, what role they may resume in future, and precisely what may be expected out of them on the job as a manager. In a way such interactions give a glimpse of what lies ahead on the road of management studies, and becoming prospective managers. The same has been continued amid the pandemic too. Thanks to the digital platforms.



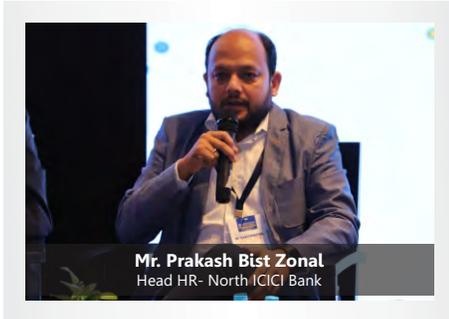
**Mr. Vinay Kumar Pathak**  
VC, AKTU



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



**Mr. Amit Arora**  
Head-Corporate Communication & OR, REA India



**Mr. Prakash Bist Zonal**  
Head HR- North ICICI Bank



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



**Mr. Unni Krishnan**  
Global Marketing Head, Capgemini Invent



**Mr. Debargha Deb**  
Head HR-North Zone, Dabur India



**Mr. Pradyumna Pandey**  
CHRO, Mother Dairy



# OUR MAJOR RECRUITERS

## BFSI

- HDFC Bank
- ICICI Bank
- Axis Bank
- ICICI Pru Life
- BAJAJ Allianz
- TATA AIG
- Kotak Life
- PNB Housing Finance
- MAX Life
- HDFC Life
- AU Small Finance
- IDFC First Bank

## Edtech

- Byjus
- Vedantu
- Collegedunia
- Learning routes
- Simplilearn
- Extramarks
- Coursera
- Lido Learning
- UpGrad
- Jaro Education

## Fintech

- Paytm
- PhonePe
- Mswipe
- Zerodha
- PineLabs
- BankIT
- CRED

## E-Commerce

- Flipkart
- Amazon
- Urban Company
- Paytm (ecommerce vertical)
- Moglix
- Naukri.com
- 1mg

## Retail

- Reliance Retail
- TATA Croma
- Duty Free Retail
- Aditya Birla Retail
- Shoppers Stop
- Vishal Megamart
- Sargam Electronics
- Future Group
- V Mart
- LandMark Group
- VGL

## NBFC

- Muthoot Finance
- Godrej Housing
- BAJAJ Capital
- Shriram Transport Finance
- L&T Finance
- Bajaj Finserv
- Aditya Birla Finance
- Spandana Spoorthy

## IT

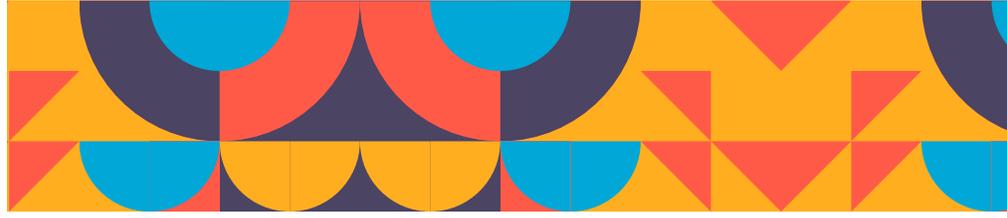
- Wipro
- WNS
- Redington
- L&T
- Coforge (Formerly NIIT)
- VVDN
- To The New

## Research and Consulting

- High Beam Global Research
- Protiviti Research
- 6W Research
- Mindforce Research
- Techsci Research
- Value Research
- Unimarket Research
- Consulting
- Tecnova Consulting
- Cap IQ
- Indus Valley Partners
- Manpower Group (HR)
- Kelly Services (HR)
- Archer and Bull
- Ameriprise Financial (Finance)



# STAR PLACEMENTS



**Dhruv Tyagi**  
Management Trainee



**Tushar Saxena**  
Management Trainee



**Aishwariya Bidawakta**  
Associate



**Simmi Juyal**  
Associate



**Yashika Khandelwal**  
Asst Sales Manager



**Akanksha Chamoli**  
Business Development



**Vanshika Aggarwal**  
Management Trainee



**Himanshi Thakral**  
Team Leader



**Mahima Kumari**  
Career Development Manager



**Satya Prakash**  
Customer Development Supervisor



**Varsha**  
Marketing - Career Development



**Ashutosh Mishra**  
Executive Client Acquisition



**Himanshu Sharma**  
Territory Sales Executive (TSE)



**Divey Mehra**  
Senior Sales Incharge



**Aman Garg**  
Sales trainee



**Vaishali Jaiswal**  
Sales trainee



**Shubhi Singhal**  
Insurance & Annuities Process Trainee



**Anjila Gupta**  
Insurance & Annuities Process Trainee



**Madhavi Singh**  
HR Consultant



**Ritik Varshney**  
VAM



**Romika Singh**  
Management Trainee



**Brijesh Singh Adhikari**  
Sports Leader



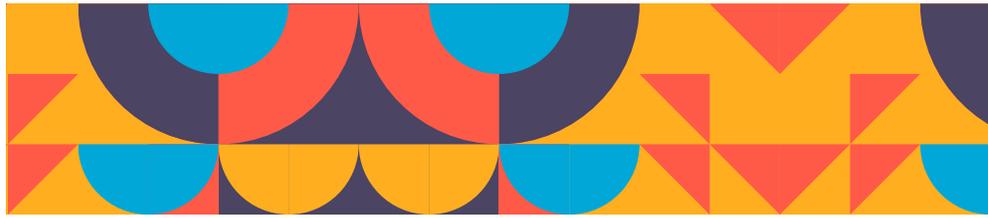
**Yukti Saxena**  
Recruitment Delivery Executive



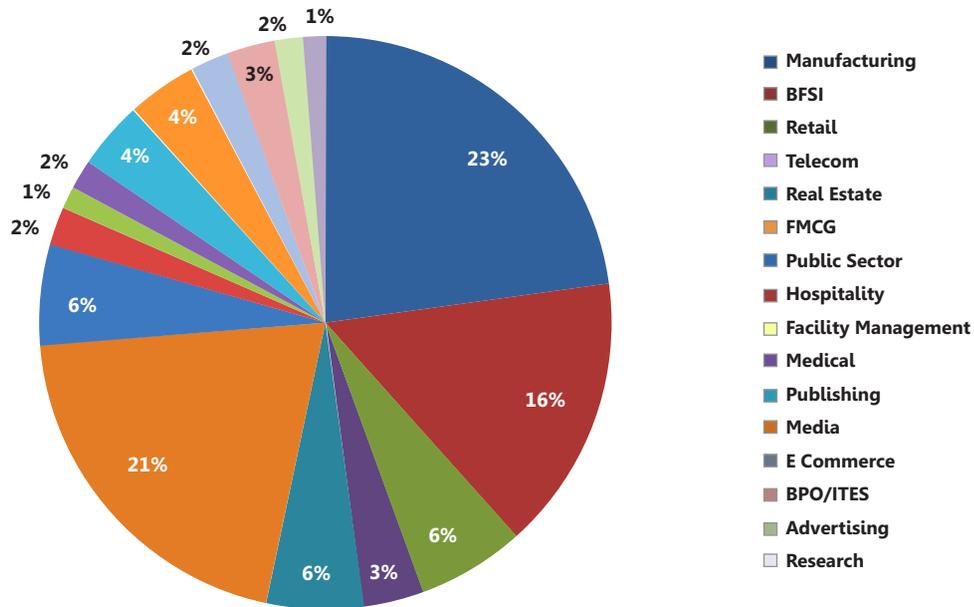
**Himanshi Sirohi**  
VAM



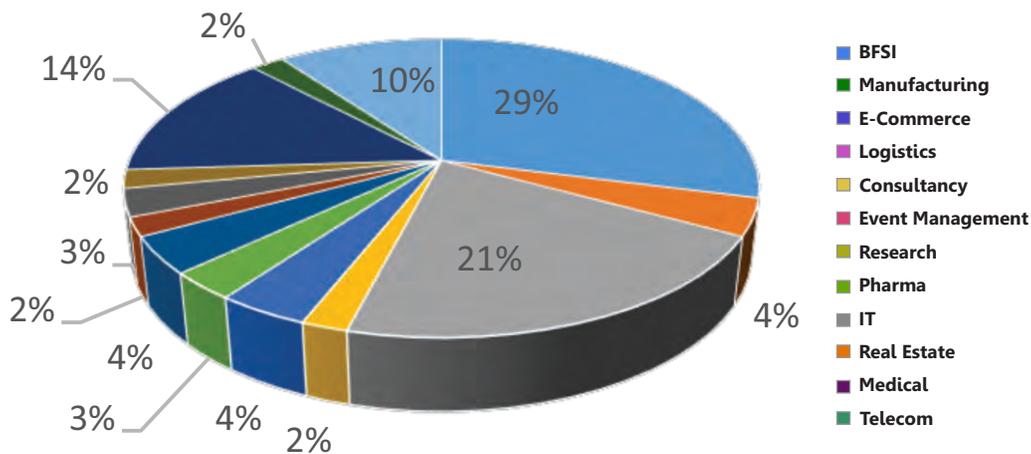
# SNAPSHOT OF PLACEMENT



**SECTOR WISE SUMMER PLACEMENTS BATCH 2019-21**



**SECTOR WISE FINAL PLACEMENTS BATCH 2019-21**

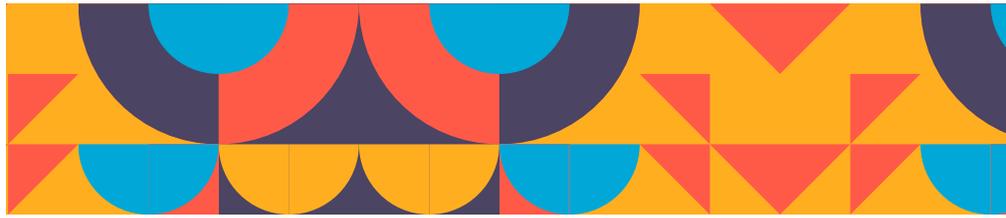


**Final Placements Batch 2019-21 at a Glance**

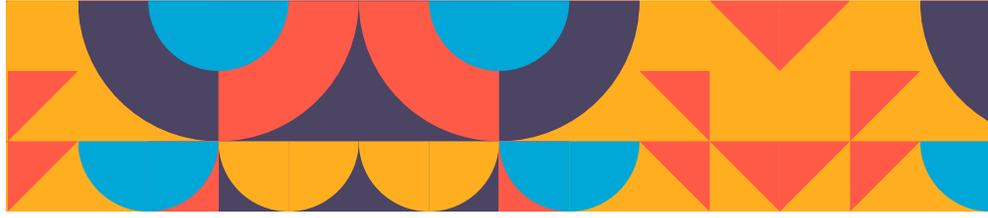
- No of Participating Companies : 98
- Highest Recruiting Sector : BFSI
- Highest Recruiting Job Role : BDE, Jr. Management Grade-1, Management Trainee
- Company Offered Highest Salary : Extramarks, Spandaba Spoorthy
- Top Recruiting Companies : Byju's, Pinkerton, HDFC, Naukri.com, Reliance Axis Bank, Kotak Mahindra Bank, Deloitte, Finedge, Jaro, Property Pistol, IVP, XK Dynamics, Haldiram Education, Aditya Birla, Extramarks, Toppr, Federal Bank



# INDUSTRIAL VISITS



# ADMISSION PROCEDURE



**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*
MBA (Business Analytics)	60	Graduation (Min. 10+2+3) with at least 50% marks. Valid UPSEE/ CAT/ MAT/ CMAT score
MBA (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 APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow

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

Ph.: 0120-4550100

Mob: 9958222099, 9958077088

Toll Free No.: 1800-102-3488

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