



**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**  
MAY-2022-MAY-2023  
INDIA



# CREATING RESPONSIBLE LEADERS



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)



**NAAC**  
NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL

Accredited by NAAC with  
**Grade 'A'**

**MBA BROCHURE  
2023-25**

## *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*

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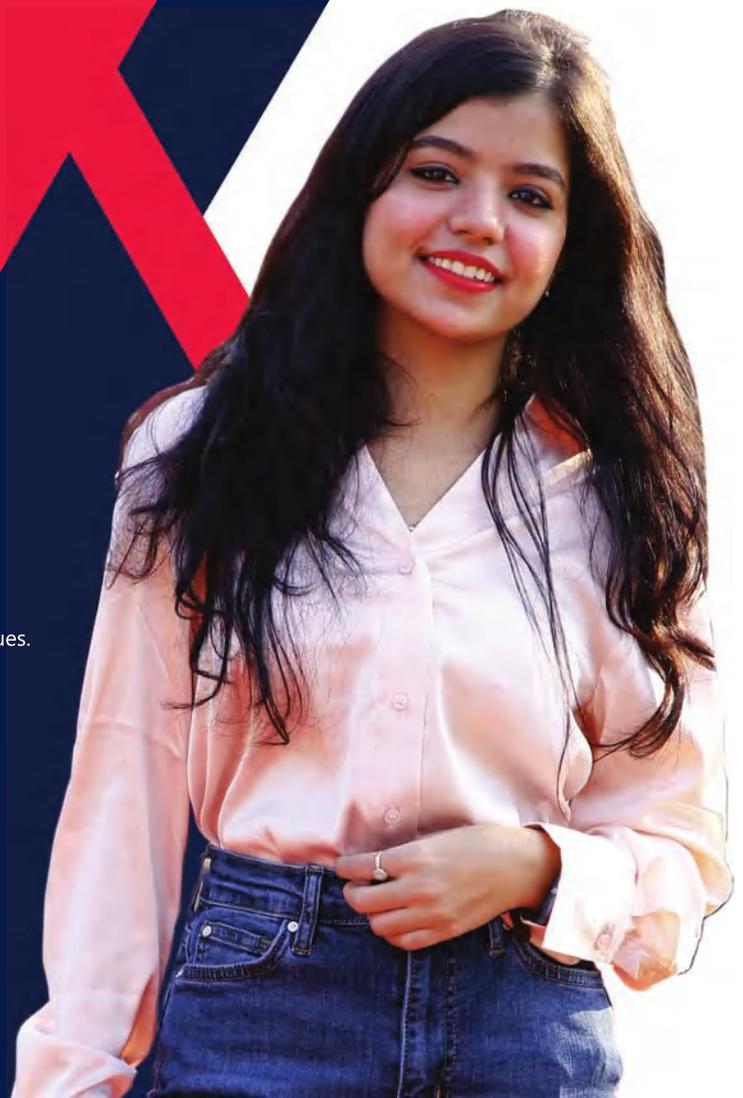
We intend to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, we provide training and development services, foster research and disseminate knowledge through publication of books, journals and magazines for the development of society at large.

**CREATING  
RESPONSIBLE  
LEADERS**

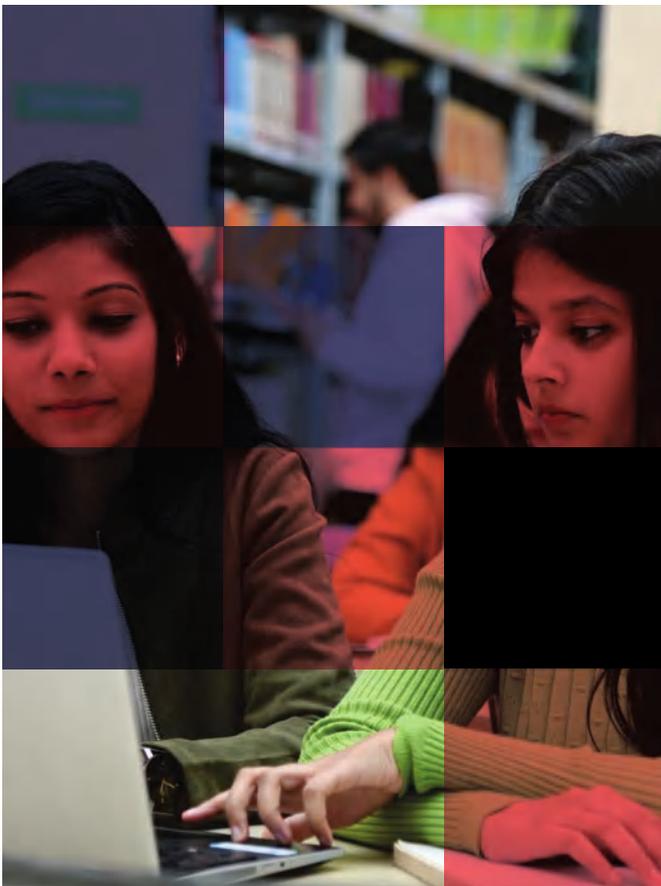
## *Our Objectives*

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- 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.

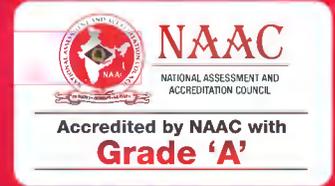


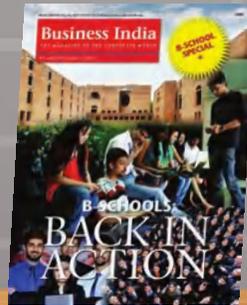
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# Awards & Recognitions





# Awards & Recognitions

# ABOUT THE INSTITUTE

Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has a sprawling campus spread over 5 acres at Indirapuram, Ghaziabad, a posh area on NH-24 within NCR. During this short span of 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, MBA (Business Analytics) Program in the year 2020, and MBA in BFSI, in the year 2022. All 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, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers & Entrepreneurs. Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. The institute started MBA in Business Analytics in the year 2020. The institute has become among the pioneer institutes in the area of Business Analytics in Uttar Pradesh. The institute has also initiated MBA in BFSI in the year 2022. 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 Inter-College, Maharajganj
- 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, 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, Dibiyaipur
- Saamarthya Teachers Training Academy of Research
- Little One - The Jaipuria Preschool, Swaroop Nagar
- Seth Anandram Jaipuria School, Naini, Prayagraj
- Seth Anandram Jaipuria School, Nanpara
- Seth Anandram Jaipuria School, Greater Noida (West)
- Seth Anandram Jaipuria School, Gauriganj, Amethi

## Upcoming Schools

- Seth Anandram Jaipuria School, Raebareli Road, Lucknow
- Seth Anandram Jaipuria School, Sidhauri
- Seth Anandram Jaipuria School, Haldwani
- Seth Anandram Jaipuria School, Mainawati Marg, Kanpur
- Seth Anandram Jaipuria School, Jajmau, Kanpur
- Seth Anandram Jaipuria School, Jhansi
- Seth Anandram Jaipuria School, Siddarthnagar
- Seth Anandram Jaipuria School, Deva Road, Lucknow
- Seth Anandram Jaipuria School, Kidwai Nagar, Kanpur
- Seth Anandram Jaipuria School, Gomti Nagar
- Seth Anandram Jaipuria School, Pratapgarh
- Seth Anandram Jaipuria School, Deoria
- Seth Anandram Jaipuria School, Burra, Kanpur
- Seth Anandram Jaipuria School, Barabanki

## 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)



# **DISTINGUISHED** **GOVERNING BOARD**

**Shri Shishir Jaipuria**

Chairman  
Jaipuria Group of Educational Institutions

**Pulkit Trivedi**

Director  
Google Pay – India

**Dr. Y V Verma**

Formerly CEO Onida & COO/  
Director, LG India  
Noida, U.P.

**Sanjeev Shriya**

Founder Owner  
Smart Chip – India

**Suresh Singhvi**

Director, Ginni Filaments Ltd

**Dr. D.P Goel**

Director, IIM Shillong

**Rupa Manjari Ghosh**

(Ex-Vice Chancellor)  
Shiv Nadar University

**Vinod Malhotra**

Advisor  
Jaipuria Group of Educational Institution



# ACADEMIC ADVISORY COUNCIL

## **Prof. Ajay Pandit**

Former Dean & Professor  
Faculty of Management Studies,  
I P University, New Delhi

## **Prof. D.P. Goyal**

Director  
Indian Institute of Management  
Shillong

## **Prof. Arunaditya Sahay**

Dean - Research  
BIMTECH, Gr. Noida

## **Prof. Neera Verma**

Professor  
Gurugram University  
Gurugram

## **Prof. Virendra Pathak**

Professor  
IET, Lucknow

## **Prof. Bindu Gupta**

Professor  
IMT, Ghaziabad

## **Dr. Chandan Sharma**

Professor  
Indian Institute of Management  
Lucknow

## **Prof. Jamal A Farooque**

Professor  
Aligarh Muslim University

## **Prof. Raj Kumar Mittal**

Vice - Chancellor  
Ch. Bansi Lal University

## **Prof. Ramesh Anbanandam**

Professor  
Indian Institute of Technology  
Roorkee

## **Ms. Reetu Garg**

Country Manager HR  
Tuplex Technologies

## **Mr. Vinod Malhotra**

Advisor  
Jaipuria Education Society

## **Mr. Ashish Kapoor**

Head HR  
EY

## **Ms. Shruti Nair**

Human Resource  
Business Partner, IQVIA

## 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.

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

“

We also have been focusing on holistic education and in our endeavour to excel we are successfully inculcating future skills among our students.

”



## 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 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



We are not just aiding the students in procuring a job but we are also making them learn about how to sustain and progress in the job and that is real employability.



# ALUMNI TALKS

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



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



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

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.



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



**J**IM 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!

**Devesh Chaudhary**  
Manager - Transitions and Delivery  
PeopleStrong

**T**he concept & 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.



**Srishti Girhotra**  
Assistant Vice President - Human Resources  
Stanza Living

**J**IM 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.

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.



**Pragya Chaturvedi**  
RCM Lead - Talent Supply Chain  
Kyndryl

**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.



**Durgesh Kumar**  
Sr. Manager  
Dr Reddys Laboratories Ltd

**I**t 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.



**Layan Bhargava**  
Regional Head - North  
Tata Capital Financial Services Ltd.

**CREATING  
RESPONSIBLE  
LEADERS**

# WHY JAIPURIA MBA



# 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.



# 4 UNIQUE CERTIFICATIONS TO CHOOSE FROM



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.

## 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



# COURSE CURRICULUM

## MBA (Dual Specialization)

### Semester I

|          |  |
|----------|--|
| KMBN 101 | Management Concepts & Organisational Behaviour |
| KMBN 102 | Managerial Economics                           |
| KMBN 103 | Financial Accounting & Analysis                |
| KMBN 104 | Business Statistics & Analytics                |
| KMBN 105 | Marketing Management                           |
| KMBN 106 | Design Thinking                                |
| KMBN 107 | Business Communication                         |
| KMBN 151 | It Skills Lab-1                                |
| KMBN 152 | Mini Project -1                                |

### Semester II

|          |   |
|----------|---|
| KMBN 201 | Business Environment & Legal Aspect Of Business |
| KMBN 202 | Human Resource Management                       |
| KMBN 203 | Business Research Methods                       |
| KMBN 204 | Financial Management & Corporate Finance        |
| KMBN 205 | Operations Management                           |
| KMBN 206 | Quantitative Techniques for Managers            |
| KMBN 207 | Digital Marketing & E Commerce                  |
| KMBN 208 | Management Information Systems                  |
| KMBN 251 | IT Skills Lab-2                                 |
| KMBN 252 | Mini Project -2                                 |

### Semester III

|          |                                 |
|----------|---------------------------------|
| KMBN 301 | Strategic Management            |
| KMBN 302 | Innovation And Entrepreneurship |
| KVE 301  | Human Values And Ethics         |

### Semester IV

|         |  |
|---------|--|
| KMBN401 | Emerging Technologies in Global Business Environment |
|---------|--|

### Semester III (Specialization Group)

#### 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 & Control       |
| KMBOM03 | Quality Toolkit For Managers        |

### Semester IV (Specialization Group)

#### Human Resource

|         |                       |
|---------|-----------------------|
| KMBHR04 | Strategic HR Mgt.     |
| KMBHR05 | International HR Mgt. |

#### Finance

|         |                       |
|---------|-----------------------|
| KMBFM04 | Working Capital Mgmt. |
| KMBFM05 | Financial Derivatives |

#### Information Technology

|         |                          |
|---------|--------------------------|
| KMBIT04 | Database Mgmt. 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 |

**'IF YOU WANT TO WALK FAST,  
WALK ALONE.  
BUT IF YOU WANT TO WALK FA  
WALK TOGETHER.'**

Ratan

Ratan Naval Tata, born on 26 December 1927, is an Indian industrialist, investor, philanthropist. He is the recipient of two of the highest awards in India - Padma Bhushan (1991) and Padma Vibhushan (2008). With a strong belief in giving wealth back to the people, he has created from his companies by the form of education, medicine and other services of a number of philanthropic organizations.

## MBA (Business Analytics)



### Semester I

|         |   |
|---------|---|
| KMBA101 | MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR    |
| KMBA102 | MANAGERIAL ECONOMICS                              |
| KMBA103 | FINANCIAL ACCOUNTING FOR MANAGERS                 |
| KMBA104 | BUSINESS STATISTICS AND ANALYTICS                 |
| KMBA105 | MARKETING MANAGEMENT                              |
| KMBA106 | INTRODUCTION TO BUSINESS ANALYTICS & DATA SCIENCE |
| KMBA107 | DESIGN THINKING                                   |
| KMBA151 | IT SKILLS LAB -1                                  |
| KMBA152 | BASICS OF DATA MANAGEMENT WITH "R"                |



### Semester II

|         |   |
|---------|---|
| KMBA201 | BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS                         |
| KMBA202 | DATA MINING TECHNIQUES- PREDICTIVE MODELING & PATTERN DISCOVERY-USING R |
| KMBA203 | BUSINESS RESEARCH METHODS   |
| KMBA204 | FINANCIAL MANAGEMENT & CORPORATE FINANCE                                |
| KMBA205 | OPERATIONS MANAGEMENT   |
| KMBA206 | QUANTITATIVE TECHNIQUES FOR MANAGERS (QTM)                              |
| KMBA251 | INTRODUCTION TO PYTHON  |
| KMBA252 | DATA VISULIZATION & DESCRIPTIVE ANALYTICS USING 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                  |
| KMBN IB03 | INTERNATIONAL LOGISTICS                              |
| KMBN IB04 | CROSS CULTURAL MANAGEMENT                            |
| KMBN IB05 | INTERNATIONAL TRADE LAWS                             |
| KMBN IT03 | DATA BASE MANAGEMENT SYSTM                           |
| 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

|         |  |
|---------|--|
| KMBA301 | STRATEGIC MANAGEMENT                       |
| KMBA302 | ARTIFICIAL INTELLIGENCE & MACHINE LEARNING |
| KMBA303 | HUMAN VALUE AND PROFESSIONAL ETHICS        |
| KMBA304 | SUPPLY CHAIN ANALYTICS                     |
| KMBA305 | MARKETING ANALYTICS                        |
| KMBA306 | SUMMER TRAINING PROJECT REPORT & VIVA VOCE |
| KMBA351 | BUSINESS MODELING WITH SPREADSHEETS        |
| KMBA352 | MACHINE LEARNING USING "PYTHON"            |

**CREATING  
RESPONSIBLE  
LEADERS**

# MBA

## Banking and Financial Services

(60 Seats)

MBA (BFSI) is a two year post graduate programme comprehensively developed for creating professionals who can cater the rapidly growing demand of the sector. The BFSI sector has witnessed a tremendous growth & transformation with the digital interventions in the sector resulting in a huge demand for qualified professionals.

The objective of the programme is to equip the students with the in depth knowledge of the banking to ensure their employability in the sector. The focus of the programme will be on grounding in technology and the emergence of the new business models.

### Why MBA (Banking and Financial Sector) ?

#### Employability

There is a huge demand of professional in the BFSI sector especially in the field of Fintech and other emerging technologies in finance. Any professional who is qualifies will be the first choice of the employer

#### Technical updation

The students are equipped with latest technologies, block chain technology and also hand on practice with data analysis software and languages. The students not only perform well in the job but they are also exposed to latest technological adoption in the industry.



#### Job opportunities

The BFSI sector growth has opened new avenues for young professional; there are a variety of jobs in the BFSI sector and is expected to uptrend in the coming times. There is always leverage for the professionals who possess requisite skills for BFSI.

#### Entrepreneurship Opportunity

Technology with finance has also created more business opportunities for startups in Wealth management and Investment planning.

#### Skills

#### Creativity and Innovation

#### Analytical Skills

#### Communication skills

#### Decision making skills

## JOB ROLES

Investment Banker

Credit and risk Analyst

Business Development Manager

Financial Analyst

Wealth Manager

## COURSE CURRICULUM

| Semester I |  | Semester II |  |
|------------|--|-------------|--|
| KMBF101    | Management Concepts & Organisational Behaviour | KMBF201     | Banking Laws And Practices               |
| KMBF102    | Managerial Economics                           | KMBF202     | Human Resource Management                |
| KMBF103    | Financial Accounting & Analysis                | KMBF203     | Corporate & Retail Banking Products      |
| KMBF104    | Business Statistics & Analytics                | KMBF204     | Financial Management & Corporate Finance |
| KMBF105    | Banking And Micro Finance                      | KMBF205     | Bank Credit Management                   |
| KMBF106    | Marketing Management                           | KMBF206     | Quantitative Techniques For Managers     |
| KMBF107    | Business Communication                         | KMBF207     | Digital Marketing & E-Commerce           |
|            |  | KMBF208     | Mutual Fund Operations                   |
|            |  | KMBF251     | IT Skills Lab-2                          |
|            |  | KMBF252     | FinTech for Business                     |

# 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



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LEADERS**



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.

### 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



# 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(Dual Specialization), MBA(Business Analytics), MBA(Banking & Financial Services) programs are 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.



**CREATING RESPONSIBLE LEADERS**



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)



# INSTITUTION'S INNOVATION COUNCIL

## SELECTED STARTUPS OF STUDENTS

- **BIROCABS** by Naveen Dalal, Founder (MBA Business Analytics Batch 2021-23) is an online cab booking platform parallel to Ola and Uber.
- **APPLOYS** by Yuganshu Sanjay Tickoo (MBA Business Analytics Batch 2021-23) is an online service provider that is helping start-ups to overcome all the problems they face during the initial stages.
- **Kbros Institutions** by Anshul Kumar (MBA Batch 2021-23) is a top-rated software development company and a software to manage students' attendance & data.
- **Snatched** by Satyam Singh, Founder (MBA Business Analytics Batch 2020-22) is an innovation in Hospitality, food and retails.

## MAJOR ACHIEVEMENTS

★ ★ ★ **RATING**

**6 PATENTS**

**3 INNOVATIONS**

**35 IDEAS YUKTI REPOSITORY**

**18 FACULTY TRAINED INNOVATION AMBASSADOR  
TRAINING PROGRAM**

**4 START-UPS**

## BEST INNOVATIONS

**SMART SHOES FOR  
HEALTHCARE &  
FITNESS TRACKING**

Patent Number  
202211034275

**SYSTEM FOR  
MONITORING AND  
MAINTAINING  
PET USING  
INTELLIGENT ROBOT**

Patent Number  
202211043923

**SYSTEM FOR  
ADAPTIVE MAPPING  
USING AUTONOMOUS  
VEHICLES**

Patent Number  
202211034277

**SMART  
GARBAGE  
BIN**

Patent Number  
202211034278

**SOLAR  
POWERED  
VEHICLE**

Patent Number  
202211043924

# Institute Partnership and MOUs

## Eduverse

**STEP(Shakti-The Empathy Project)**

**Skyline University College, UAE**

**AIC-BIMTECH**

**PINKISHE Foundation**

**YBI Foundation**

**Innovate Intellects LLP, Ghaziabad**

**Rubicon Skill Development Pvt. Ltd.**

**Skill Academy by Testbook**

| PARTNERS                                   | OBJECTIVES   |
|--|--|
| <b>Eduverse</b>                            | To get support in building its virtual campus and Eduverse will become Institute Official Partner in the field of an education Metaverse.            |
| <b>Rubicon Skill Development Pvt. Ltd.</b> | To train MBA students under Rubicon's Connect with Work Program  |
| <b>Skill Academy by Testbook</b>           | To prepare the students for Job & Internship, Live bootcamp from Top Industry Experts, Free access to all the content under Testbook Pass.           |
| <b>YBI Foundation</b>                      | Industrial and Virtual Training, Guest Lectures, and Placements of trained students.   |
| <b>Innovate Intellects LLP, Ghaziaba</b>   | To support in patent filing & patent analytical services and organize 3-4 learning sessions for the MBA students.                                    |
| <b>PINKISHE Foundation</b>                 | PINKISHE is collaborating with JIM as an NGO in the Institute for Life, where students are recruited as interns to support the projects of PINKISHE. |
| <b>STEP(Shakti-The Empathy Project)</b>    | 8-10 sessions will be organized in one academic year on Women Social Entrepreneurs   |
| <b>Skyline University College, UAE</b>     | For Academic Transfer, Student and Faculty Exchange Program, Research Collaboration, Joint conferences and publication, and Training Programs        |
| <b>AIC-BIMTECH</b>                         | To incubate Ideas / Students / Startups of students of Jaipuria Institute of Management, Indirapuram, Ghaziabad                                      |

# 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 centre 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. Vandana Ahuja

Dean (Academics)

Dr. Ahuja has a versatile experience of 23 years in academia. She is a B.Sc, MBA, and Ph.D. in Management. Her research interests lie in Marketing, Digital Marketing, and Customer Relationship Management. She has a textbook on Digital Marketing published by Oxford University Press, which is also a recommended book by Abdul Kalam Technical University, Lucknow. She has more than 30 research papers published in journals of repute. She has been awarded with the Medalle De Honor Cote De Azur Cross France, an Olympic medal by the Chairman of the Olympic Committee, on behalf of the Ministry of Education, France and conferred upon Best Conference Organization award from IAITQM (International Academy for Information Technology and Quantitative Management). She received the ILDC-AMP (International Leadership Development Council – Academy of Management Practice) Women Excellence Award for Exemplary Contribution to Management Teaching in 2020. Dr. Ahuja is a reputed reviewer and is on the advisory board of several international journals. She is an active member of the International Consortium for Electronic Business.



## 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 has co author/co-edited 4 books in the area of accounting and finance. Dr.Varshney also conducted , organized and participated in a number of FDP , Conferences and Seminars.He is also the Executive Editor of the Journal "JIM QUEST-Journal of Management And Technology". He is associated with business firms as a corporate trainer on financial modeling and corporate restructuring. Dr Varshney is also the Innovation ambassador in the IIC under the Ministry of Innovation and the member of CII startup club under the aegis of CII. He has vast experience of mentoring and public speaking at different forums .



## 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. 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. 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. 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.



**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. Aakanksha Kishore**  
Assistant Professor

Dr. Aakanksha is a well-established faculty in the area of Operations Research. She is a B.Sc (Hons) in Mathematics and M.Sc. Operations Research from Delhi University. Her Ph.D. is in the area of Inventory Management and she is CSIR-NET qualified in Mathematical Sciences with an All India Rank of 45. She has an enriching experience of 7.5 years and her research domain is quality inspection, process optimization, and inventory management.



**Dr. Raj Kumari**  
Assistant Professor

Dr. Raj is an effective faculty in the area of Applied and Behavioural Economics. She is BA (Hons), MA, MBA (Finance), and Ph.D. She is NET qualified and has 17 publications and paper presentations to her credit. She was nominated for the prestigious 'Bharat Ratna Rajiv Gandhi Gold Medal Award' in the year 2017 by the Global Economic Progress and Research Association, Tamil Nadu. She has a rich teaching experience of 19 years and works in the area of International Trade, Monetary and Public Economics, Green Economics, and Sustainable Development.



**Dr. Divya Pant**  
Assistant Professor

Dr. Divya is a vibrant faculty with a BMS, MBA, and MA in Psychology. She is a Ph.D. and worked closely with IIM Udaipur on their project based on benched employees. Her expertise lies in the area of Organizational Behaviour, Human Resource Management, Big Data Analytics, Industrial and Organizational Psychology, and Research Statistics. She has published 5 research papers and 2 book chapters and has a keen interest in Industry Dynamics, Competency Mapping, Employee Engagement, Organizational Learning, Network Analysis, and Economic Sociology. She is a resource person for many workshops on Research Methodology and has been an ICSSR fellow in Management.



**Prof. Ajay Chauhan**  
Assistant Professor

Dr Ajay Kumar Chauhan is founder of "ResearchShiksha" which is a training and consulting firm. He has worked 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. Earlier he was associated with IMT- Ghaziabad as a full-time faculty for eight years. 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 also taught in Bulgaria and done an advance course in econometrics from Switzerland.



**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.



**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. 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.



**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).



**Ms. Jahanvi**  
Assistant Professor

Ms. Jahanvi is a faculty in the area of Marketing and specifically Luxury Brand, Customer Relationship Management, and Social Media Marketing. She is a research fellow at Birla Institute of Technology, Mesra, and pursuing her Ph.D. in the Marketing domain. She has publications in reputed journals including one in A star and works intensively in Brand Management. She has to her credit numerous pieces of training in Structured Equation Modeling Case Teaching and Writing.



**Ms. Surbhi Kansal**  
Assistant Professor

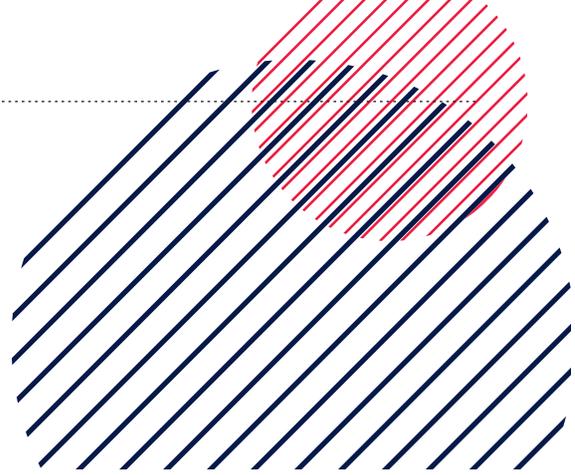
Ms. Surbhi Kansal is a management faculty in the Marketing and Consumer Behaviour domain. She is a BBA (CAM), MBA, B.Ed and UGC NET qualified. She possesses two years of corporate experience and around six years of teaching. She has 8 research publications in national and international conferences and journals to her credit.



**Ms. Neetu Singh**  
Assistant Professor

Ms. Neetu Singh is working as an Associate Professor for MBA (business analytics), at Jaipuria Institute of Management Ghaziabad, U.P. She has 15 years of vast experience in academics and research. She is pursuing her Ph.D. Computer Science and Engineering from JIIT, Noida. She has published many research articles/papers in reputed journals and conferences. Her areas of research include Mining Software Repositories using Reinforcement Learning Techniques. She has been a merit holder during her master's. She has been awarded and accoladed in many areas such as employee of the month, sports, etc.

# 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 18,328 books, 100 National & 72 International Journals
- Seating capacity of over 120 students
- Peripheral Services of Re-prography, Bibliography Referencing, and Unlimited Internet Access
- Internet access to Web Portal
- e-resources/Database Subscription of ProWess IQ, J-Gate, ProQuest, NDLI, MyLoft and Delnet



## 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.





## GYM & FITNESS CENTRE

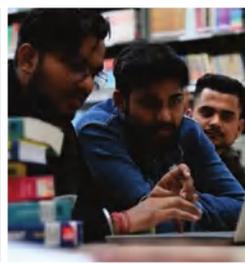


### Computer Labs

- 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.



## COMPUTER LABS



# Infrastructure



### Language Lab

- Ultra modern software based on CBT Methodology
- Online practice sessions on the software WordsWorth to increase the students' communication proficiency
- Student language & grammatical training using multiple software

### Sports Facility

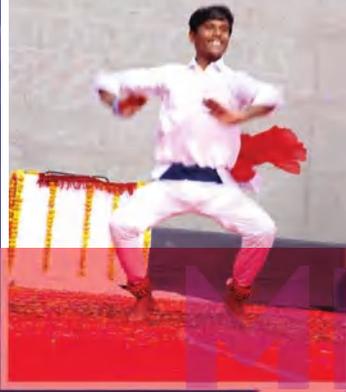
- Various sports facilities are provided to the students. Tournaments are conducted for games like football, cricket, table tennis, volley ball, basket ball and badminton.
- Students can also enjoy indoor games like pool, Carrom and Chess.

### 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.

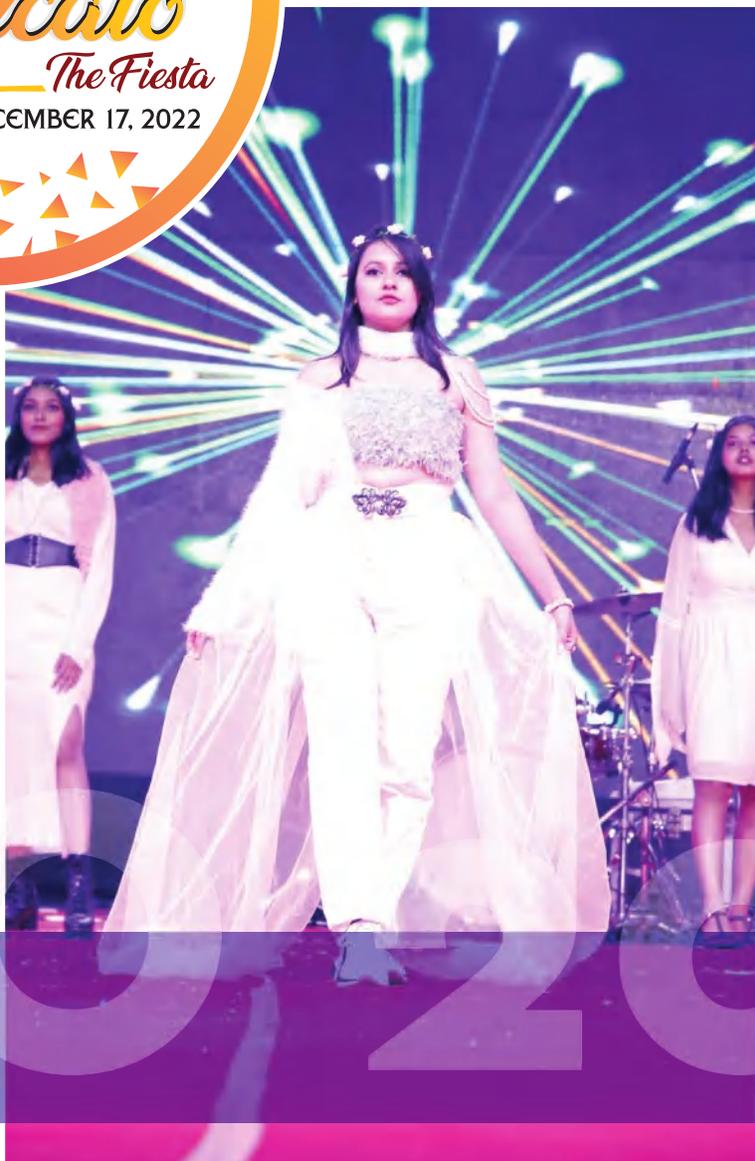
### Gym & Fitness Centre

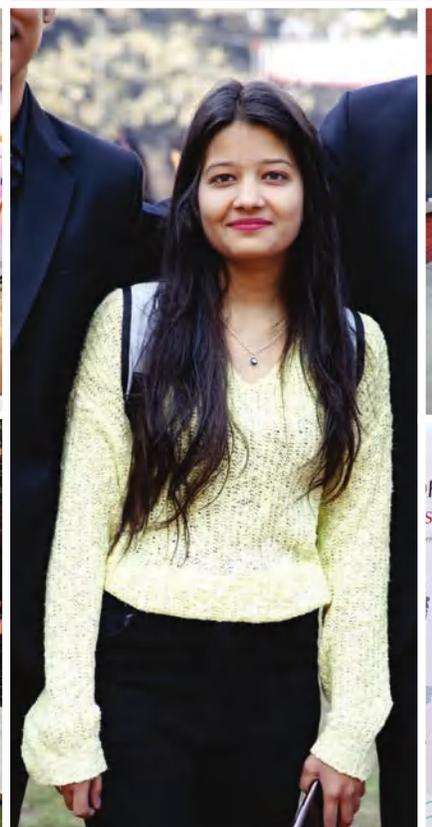
- Multi-utility Gym and fitness centre
- Ultra modern equipments for healthy state of mind & body.
- Yoga, Meditation and Aerobics centre.

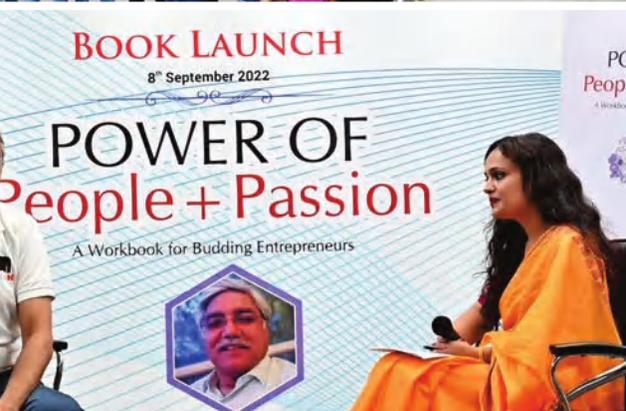
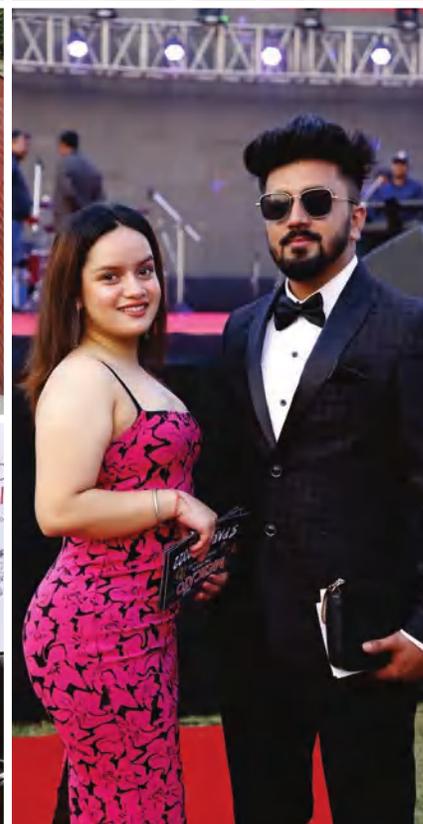




**Mercato**  
The Fiesta  
DECEMBER 17, 2022









INTERNATIONAL CONFERENCE ON  
**INDUSTRY 4.0:  
GLOBAL TRANSFORMATIONAL  
CHANGES IN BUSINESS &  
MANAGEMENT**



7<sup>th</sup> Corporate Summit

# BUILDING COMPETITIVENESS THROUGH DIGITAL CULTURE

♦ BFSI ♦ FMCG ♦ IT

Saturday 15<sup>th</sup> January, 2022

Jaipuria Institute of Management, Indirapuram, Ghaziabad organized 7th Corporate Summit on Building Competitiveness through Digital Culture BFSI, FMCG, IT/ITES on online platform on 15th January, 2022. This annual summit was overseen by 40000+ participants comprising corporate, businessmen, academicians and management students through 3 panel discussions taken up by more than 20 speakers.

Prof. (Dr.) Daviender Narang, Director, Jaipuria Institute of Management, Ghaziabad delivered the welcome address. The theme address was delivered by Mr. Shishir Jaipuria, Chairman, Jaipuria Group of Educational Institutions. Mr. Sanjeev Bikhchandani, Co-founder & Vice-Chairman, Info Edge was the chief guest and Mr. Rajendra S Pawar, Chairman & Co-Founder, NIIT Group was the keynote speaker of the event. The vote of thanks was delivered by Mr. Vinod Malhotra, Director-Corporate Relations, Jaipuria Group of Educational Institutions.



Mr. Sanjeev Bikhchandani



Mr. Rajendra Singh Pawar



Mr. Shishir Jaipuria



Mr. Vinod Malhotra



Prof. (Dr) Daviender Narang

# SUMMER INTERNSHIP PROJECT (SIP)

## Process Followed During SIP :

### Internal supervisor Assignment

- Every student is assigned an Internal SIP Supervisor by the Institute at the beginning of the SIP to provide the necessary academic guidance and to facilitate evaluation, with the help of company executives.

### SIP Registration

- Students fill up the SIP Registration form provided by Internal SIP Supervisor before joining the SIP.

### PIR & Projects Goal Setting

- Collecting the Project Information Report (PIR) from the students through mail/post during the SIP.
- Clarity on project deliverables.
- Clarity on Action Plan.



### Weekly Review

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

### Final Review

- Presentation to the panel of the faculty members.
- Rate the project according to the work.
- Feedback by Internal SIP Supervisor.
- Project Report submission.
- Best summer project awards.

### Assessment

- Summer Internship Project Report evaluation by external examiner deputed by the university.

**CREATING  
RESPONSIBLE  
LEADERS**

# CORPORATE RESOURCE CENTRE

The institute has established a Corporate Resource Centre (CRC) to build long term relationship with corporate. CRC creates a platform where industry and institute interface each other through Orientation Programmes, Guest Lectures, Industrial Visits, Seminars, HR-Summits & Management Development Programmes.

CRC also nurtures the concept of entrepreneurship through its different programmes for students.

The CRC consists of professionals who have valuable experience in industry and academics. It arranges Summer Internship of 8 to 10 weeks. It provides complete support to our students for placement through specific training on soft skills, English enhancement program business/interview etiquette and by conducting other personality development programs to hone their skills according to industry needs.

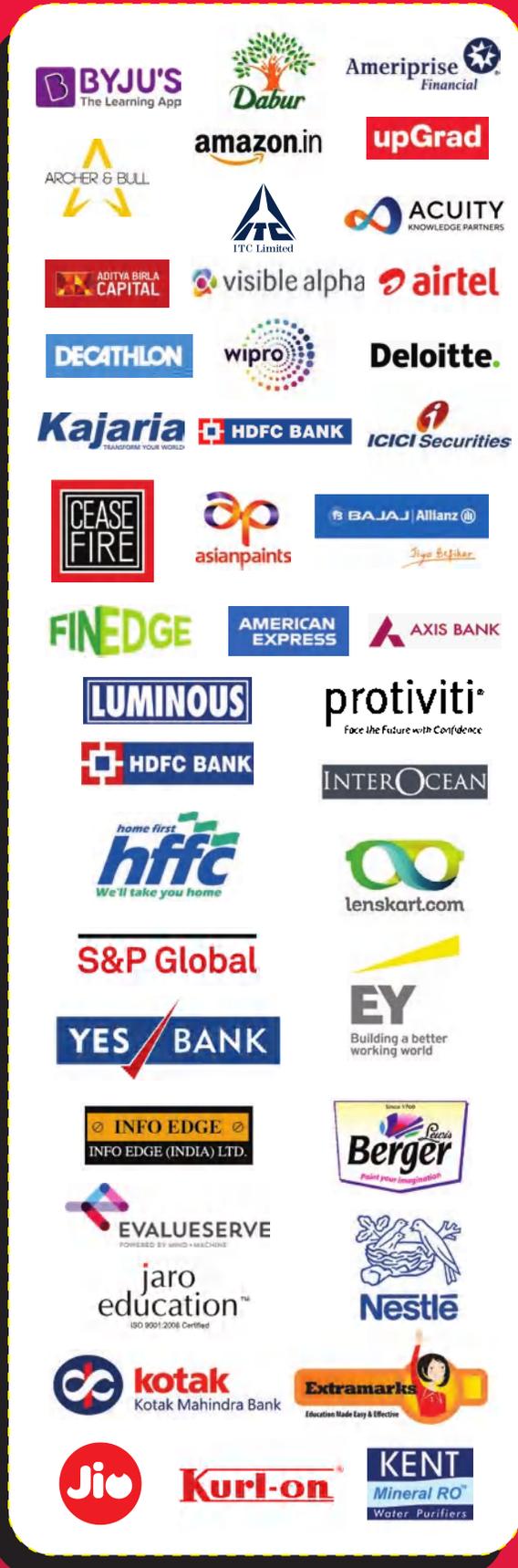
The legacy of JIM attributes students' placements in reputed brands like **Amazon, Asian Paints, Axis Bank, Berger paints, Yes Bank, British Paints, American Express, HDFC Bank, Ceasefire Industries, Interocean Shipping Company, Future Group, Infoedge India, Mancor Consulting, Evalueserve, Deloitte Consulting, 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, Wipro many more.**

The industry holds the intellectual wealth drawn from Jaipuria Ghaziabad in high esteem which makes our students a preferred choice of many corporates.

CRC will commence its Final Placement Process from the 3rd week of September, 2022. We welcome & invite esteemed organizations to participate in our placement process at the Institute.



# 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

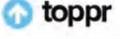
## IT

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

## Research and Consulting

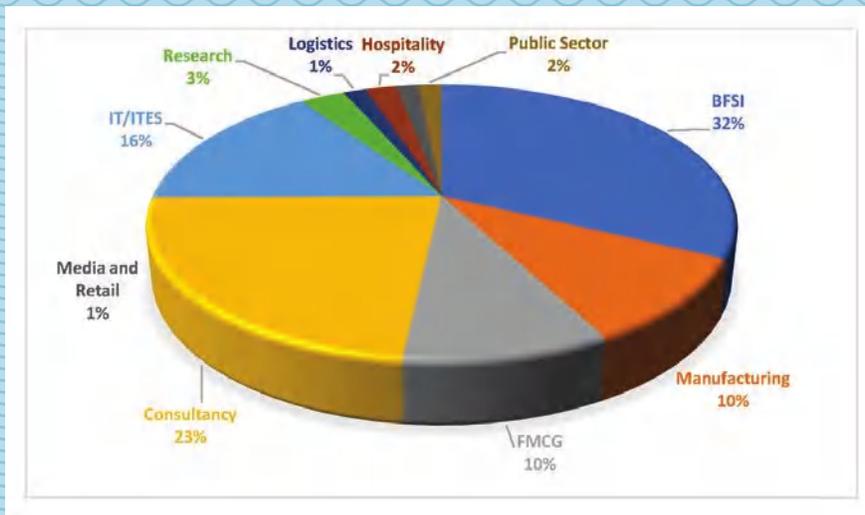
- High Beam Global Research
- Protiviti Research
- 6W Research
- Mindforce Research
- Techsci Research
- Value Research
- Unimarket Research
- Consulting
- Tecnova Consulting
- Cap IQ
- Indus Valley Partners
- Manpower Group (HR)
- Kelly Services (HR)
- Archer and Bull
- Ameriprise Financial (Finance)

# STAR PLACEMENTS

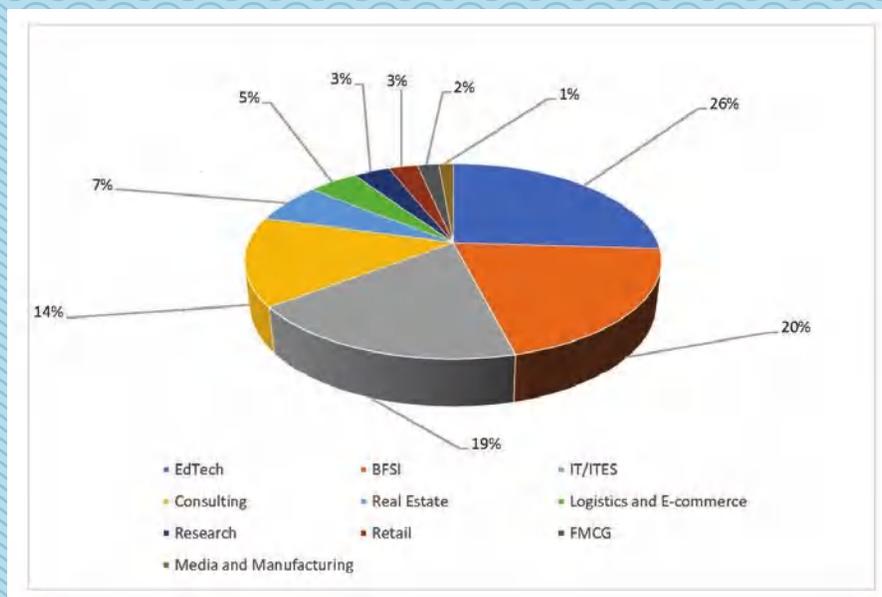
|  |  |   |   |  |  |
|--|--|---|---|--|--|
| <br><b>Mohd. Suhail Khan</b><br>   | <br><b>Vanshika Aggarwal</b><br>   | <br><b>Atharva Attri</b><br>      | <br><b>Pratusha Kavetkar</b><br>     | <br><b>Gyan Gourav</b><br>         | <br><b>Priyanka Kumari</b><br>     |
| <br><b>Farhan Khurshid</b><br>     | <br><b>Simmi Juyal</b><br>         | <br><b>Rhythim</b><br>            | <br><b>Aman Kumar</b><br>           | <br><b>Deepti Sachan</b><br>       | <br><b>Roshini Mehra</b><br>       |
| <br><b>Muskan Jindal</b><br>   | <br><b>Mahima Kumari</b><br>   | <br><b>Varsha</b><br>         | <br><b>Anjali Gupta</b><br>    | <br><b>Vaishali</b><br>        |  |
| <br><b>Shreshtha Singh</b><br> | <br><b>Ashutosh Mishra</b><br> | <br><b>Raghav Tiwari</b><br>  | <br><b>Pallavi Lawaniya</b><br> | <br><b>Anshika Tyagi</b><br>   | <br><b>Piyush Tripathi</b><br> |
| <br><b>Priyanshu Raj</b><br>   | <br><b>Piyush Tripathi</b><br> | <br><b>Dhruv Tyagi</b><br>    | <br><b>Ritika Verma</b><br>     | <br><b>Himanshu Sharma</b><br> | <br><b>Divy Mehra</b><br>      |
| <br><b>Vyshakh S</b><br>       | <br><b>Anshika Jain</b><br>    | <br><b>Niharika Shahi</b><br> | <br><b>Mayank Sirothiya</b><br>  | <br><b>Priya Kumari</b><br>    |  |

# SNAPSHOT OF PLACEMENT

## SECTOR-WISE SUMMER PLACEMENTS BATCH 2021-2023



## SECTOR-WISE PLACEMENTS BATCH 2021-2023



### Final Placements Batch 2021-23 at a Glance

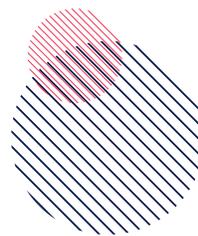
- No of Participating Companies : 98
- Highest Recruiting Sector : BFSI
- Highest Recruiting Job Role : BDE, Jr. Management Grade-1, Management Trainee
- Company Offered Highest Salary : Property Pistol, Anusha Group
- Top Recruiting Companies : Deloitte, Amazon, MRF Tyres, Decathlon, Khimji Ramdas, ANZ Bank, Wipro, Archer And Bull, Bajaj Housing Finance Ltd, Newgen Technologies, Ameriprise Financial, ExtraMarks Education, Clix Capital, Regalo, ICICI Lombard, Shubhlakshi Finance Pvt Ltd, Kotak Mahindra Bank, Acuity Knowledge, Success Pact Consulting Pvt.Ltd, Navkar Consultancy, Uneecops, WNS Global Services

# 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*  |
|---|--------------|---|
| <b>MBA (Dual Specialization)</b>              | 180          | Graduation (Min. 10+2+3) with at least 50% marks. Valid UPSEE/ CAT/ MAT/ CMAT score |
| <b>MBA (Business Analytics)</b>               | 60           |   |
| <b>MBA (Banking &amp; Financial Services)</b> | 60           |   |

\* 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 & Indian 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.jaipuriamba.edu.in](http://www.jaipuriamba.edu.in)



## JAIPURIA INSTITUTE OF MANAGEMENT

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

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

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Certified  
MAY-2022-MAY-2023  
INDIA

Block-A, Gate No. 2, Shakti Khand IV, Indirapuram, Ghaziabad-201014  
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Mob: 9958222099, 9958077088, 9818817739  
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