



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**

INDIRAPURAM, GHAZIABAD

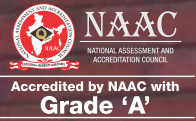
Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow

**Great  
Place  
To  
Work.**

**Certified**  
JUNE 2023 - JUNE 2024  
INDIA



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



**KNOWLEDGE  
PROVIDERS**



**MBA**  
BROCHURE 2024-26



**JAIPURIA INSTITUTE  
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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.







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**NAAC**

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

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





# AWARDS & RECOGNITION



- Rank 9<sup>th</sup>** in Top 100 Schools in Delhi by Week Research 2023
- Rank 97<sup>th</sup>** in Top 100 Selection Process by Business Today - MDRA 2023
- 17th Ranked in Top Private B-School Delhi/NCR** by Outlook 2023
- Elets Education Award 2023 for Innovation in Education**
- Rank 98<sup>th</sup> in North Zone** by Business Standard News 2023
- Rank 38<sup>th</sup>** in Top School Ranking by Chronicle 2022
- Ranked A+++** by Business India 2022
- Outstanding Leadership in Higher Education 2023** by Indian Education Network
- e4M Pride of India Brands Award-Best of North India Award**
- Outstanding Teaching Excellence Award 2022** by Ardorcomm Media
- Rank 2<sup>nd</sup>** in Top B-Schools of Eminence by GHRDC - CSR B-School Survey 2023
- Rank AAA+** in Delhi NCR and in UP by CAREER360 2023
- Iconic Leader of the year Award 2022** by Elets Technomedia
- Outstanding Leadership in Higher Education 2023** by Ardorcomm Media
- Ranked 24<sup>th</sup>** in Zonal Rank in Top 50 Pvt. B-Schools for Research by Education Post 2022
- Rank 69<sup>th</sup>** in Business School Private (National Rank) by IIRF 2023
- Zee Digital Edu Future Excellence Award 2022 for Most Promising Faculty in Management**



# 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 23 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 has become among the pioneer institutes in the area of Business Analytics & BFSI. 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, Dibiyaapur
- 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, Sidhaulti
- 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, Siddharthnagar
- 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)





“

**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.**

”



## 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

CREATING  
RESPONSIBLE  
LEADERS





# 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**

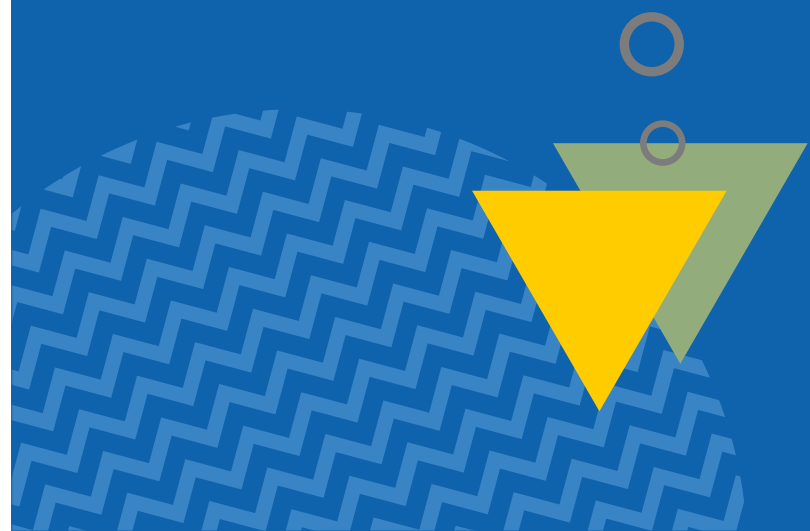
Advisor  
Jaipuria Education Society

**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.

Best of luck...

**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 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.

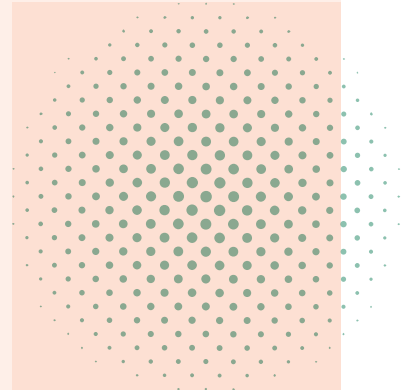
Join us and start the journey...

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

“

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 TALK

Enrolling at Jaipuria Institute of Management, Ghaziabad for my MBA was undeniably a pivotal decision in my career journey. The institute's commitment to academic excellence, coupled with its nurturing environment, provided me with a transformative learning experience. I am immensely grateful to the institute for instilling in me a sense of confidence, competence, and an unwavering commitment to excellence.



**Parul Tripathi**  
Manager & Branch Head

**FEDERAL BANK**

FOR ALL YOUR FINANCIAL NEEDS

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**

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



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. I am proud to be alumni of Jaipuria.



**Aparna Mall**  
Associate



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 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**

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!

**Devesh Chaudhary**  
Manager - Transitions and Delivery

**peoplestrong**

**CREATING  
RESPONSIBLE  
LEADERS**



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



The 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



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.



**Uplabdh**  
Deputy Manager (Marketing)



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



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**  
Workforce Management Leader





# ABOUT THE PROGRAM

## Dual specialisations :

- Marketing
- Human Resource
- Finance
- International Business
- Information Technology
- Operations

MBA is a full-time two-year program approved by AICTE, Ministry of HRD, and Government of INDIA, duly affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, Uttar Pradesh. Our program focuses on providing young thinking minds the power to develop their skills, shape their thoughts, and become an expert to make Managerial decision making.

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

**MBA**  
**(Dual Specialization)**  
**Seats : 180**





# Why MBA?

- Experiential Learning Teaching Pedagogy based on IIMs Case Bank
- Best Placements Best ROI (Rs. 22 Lakhs highest Package) in TOP NOTCH Company by 160+ Recruiters
- Extensive Industry Student Interaction with CEO's and CFO's
- Scholarship to Meritorious Students
- Professional Communication Proficiency Lab for enhancement of communication skills
- Industry certification
- Be a part of a Network of 15000+ALUMNI across the nation and the globe
- Get a DEGREE from State Government University Dr. A.P.J. Abdul Kalam Technical University, Lucknow, UP & approved by AICTE, New Delhi.
- Ranked among Top B-Schools of Excellence by reputed Ranking Institutions like CSR, Business World, The Week, etc.

## SKILLS IMPARTED

### Marketing

- Market Research
- Marketing Strategy
- Digital Marketing
- Sales and Distribution
- Consumer Behavior Analysis:

### Human Resources (HR)

- Talent Management
- Training and Development
- Performance Management
- Organizational Behavior
- HR Policies and Compliance

### Finance

- Financial Analysis
- Investment Management
- Corporate Finance
- Financial Markets
- International Finance

### Information Technology (IT)

- IT Strategy
- Data Analysis
- IT Security
- Project Management
- Emerging Technologies

### International Business (IB)

- Global Market Analysis
- Cross-Cultural Management
- International Finance and Risk Management
- Global Supply Chain Management:
- Global Strategy

### Operations

- Supply Chain Management
- Quality Control
- Operations Strategy
- Project Management
- Process Improvement



**CREATING RESPONSIBLE LEADERS**

## CERTIFICATIONS OPPORTUNITIES

- Advanced Certification in Digital Marketing and Communications
- Microsoft Excel -Excel From Beginner to Advance
- Financial Analyst
- Operations Management: A to Z Business Processes
- Getting Started with Microsoft PowerPoint
- Business Analyst with MS Excel
- Python for Beginners
- Human Resource Management
- Leadership and Management
- Personality Development
- Google Analytics
- Healthcare Management
- Amazon Retail for Advertisers Certification
- Google Digital Marketing
- Advance MS Excel
- SQL
- Equity Derivatives Certifications
- Financial Statement Analysis and Reporting
- Foundations of Digital Marketing and E-Commerce

## CAREER PROSPECTS

An MBA with dual specializations offers a diverse array of career opportunities across multiple sectors. Here are some career prospects aligned with each specialization:



# COURSE CURRICULUM

## Semester-1

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-2

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-3

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

## Semester-4

KMBN401	Emerging Technologies in Global Business Environment
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## SEMESTER III (SPECIALIZATION GROUP)

### Human Resource

KMBHR 01	Talent Management
KMBHR 02	Performance and Reward Management
KMBHR 03	Employee Relations and Labour Laws

### Finance

KMBFM 01	Investment Analysis & Portfolio Mgt.
KMBFM 03	Financial Market & Services

### Information Technology

KMBIT 01	Enterprise Resource Planning
KMBIT 02	Web Technology & E- Commerce
KMBIT 03	Cloud Computing for Business

### Marketing

KMBMK 01	Sales & Retail Management
KMBMK 02	Consumer Behaviour & Mkt. Comm.
KMBMK 03	Digital & Social Media Marketing

### International Business

KMBIB 01	International Marketing
KMBIB 02	International Logistics
KMBIB 03	Export Import Documentation

### Operations

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

## SEMESTER IV (SPECIALIZATION GROUP)

### Human Resources

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

**CREATING RESPONSIBLE LEADERS**





**Get enriching  
education.  
Transform your  
career.**





## ABOUT THE PROGRAM

Embark on a transformative educational journey with our MBA (Business Analytics) program – a rigorous two-year, full-time course recognized and approved by AICTE, the Ministry of HRD, and the Government of India. Affiliated with Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, UP.

In an era where CEOs foresee unprecedented industry transformations within the next three years, our MBA (Business Analytics) program is strategically positioned to catalyze this shift. Our forward-thinking curriculum empowers students to harness a unique skill set, integrating statistics, machine learning, data visualization and predictive modelling. The program explores advanced concepts such as artificial intelligence, deep learning, and neural networks. With a focus on predictive analytics, our students gain the expertise to forecast future events related to consumer behavior and market trends. Join us on this transformative journey, where the fusion of business acumen and advanced analytics propels you toward leadership and innovation in the dynamic world of business analytics.



# MBA

**Business Analytics**

**Seats : 60**



# Why MBA?

## Business Analytics

Knowledge Provider



The MBA in business analytics course comprises business basics with a focus on analytics. That is how you can expect to learn about business from a data-driven point of view. As a student of the MBA in business analytics, you would be familiar with diverse concepts, including finance, management, economics, leadership, operations management, and marketing.

Moreover, different data-oriented topics are also there in this course, such as social media analytics, database management, marketing analytics, regression analysis, data science in markets, and so on.

Whether you enrol in a full-time or part-time course, you would be able to be introduced to real-world business-related problems. Thus, you would gain the much-needed experience to hone your skills and take your career to the next level.

MBA in business analytics enables students to go through various stages, such as company visits, internships, and business simulators. All these aspects would shape your expertise and gear you up to start your career in your first job.

## CERTIFICATIONS OPPORTUNITIES

- Introduction to Big Data Analytics
- Applied Statistics & Analytics using excel
- Business Intelligence using Power BI
- Exploratory Analytics in Python
- Predicting Modelling in Python
- SQL
- Financial Analytics
- Artificial Intelligence & Machine Learning using Python
- Marketing Analytics
- HR Analytics
- Supply Chain Analytics

## CAREER PROSPECTS



## SKILLS IMPARTED

- **Data Analysis**  
Proficiency in analyzing large datasets using statistical methods and tools like R, Python, or SQL.
- **Data Visualization**  
Ability to create meaningful visual representations of data using tools like Tableau, Power BI, or Matplotlib.
- **Predictive Modeling**  
Building and validating predictive models using techniques like regression analysis, machine learning algorithms, and time series analysis.
- **Quantitative Analysis**  
Strong foundation in mathematical and statistical concepts to interpret data accurately.
- **Database Management:**  
Under standing of database systems and data warehousing concepts for efficient data storage and retrieval.



**CREATING RESPONSIBLE LEADERS**

# COURSE CURRICULUM

## Semester-1

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-2

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 Visualization & Descriptive Analytics Using R
KMBA253	IT Skills Lab-2
KMBA254	Mini Project -2

## Semester-3

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"

## Semester-4

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



**CREATING RESPONSIBLE LEADERS**





**Learn on-the-go  
Learn from  
the best.**





## ABOUT THE PROGRAM

Welcome to our MBA in Banking and Finance – a dynamic program designed for aspiring finance professionals. This two-year, full-time course provides a comprehensive understanding of the intricate world of banking and finance. Approved by AICTE and affiliated with Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, UP. Our program equips students with essential skills in financial analysis, risk management, and strategic decision-making. Led by experienced faculty and industry experts, the curriculum combines theoretical knowledge with practical applications, preparing students for roles in banking, investment, and financial management. The programme will familiarize you with topics like financial management, corporate finance and aspects of International finance.

Explore cutting-edge financial tools and gain hands-on experience through internships and industry projects. Join us to enhance your expertise, build a robust network, and embark on a rewarding career in the dynamic and ever-evolving field of banking and finance.



# MBA

**Banking and Financial Services**

**Seats : 60**





# Why MBA?

## Banking and Financial Services

Knowledge Provider



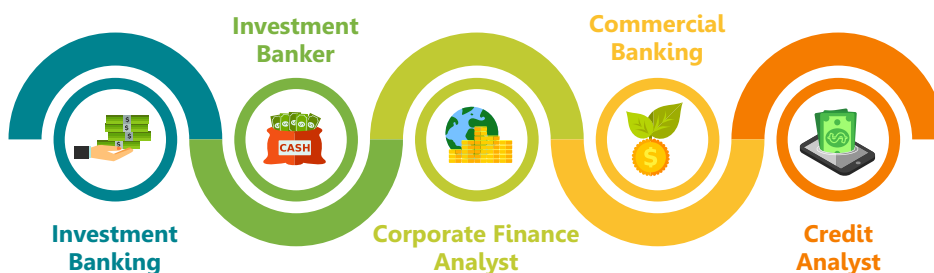
Any organization's core function is banking and finance; private and public sectors constantly need this service. Hence, MBA programs in banking and finance are highly valued worldwide. You can start an exciting career in the BFSI industry by earning an MBA in Banking, Financial Service & Insurance (BFSI). Depending on the skills and excellence of fresh MBA graduates, this industry offers a variety of job opportunities.

There is a growing trend for MBA in Banking and Finance in top business schools. Professionals with knowledge in banking, finance, and insurance management are in high demand year after year. India's banking, Finance, and Insurance sector is multiplying. It is poised to realize its full potential as one of the world's fastest and most significant economies. Thus, banking and finance managers with expertise in the BFSI industry are increasingly in demand to function in this challenging environment.

## CERTIFICATIONS OPPORTUNITIES

- Banking Overview
- Client Segmentation
- Understanding the Client
- Customer Interface
- Understanding Financial Stmt
- Understanding Trade Finance
- Letter of Credit
- Bank Guarantee
- CRM
- International Business
- Effective Behavioral aspects for Success

## CAREER PROSPECTS



## SKILLS IMPARTED

- Financial Statement Analysis
- Financial Modeling
- Capital Budgeting

## COURSE CURRICULUM

### Semester-1

KMBF101	Management Concepts & Organisational Behaviour
KMBF102	Managerial Economics
KMBF103	Financial Accounting & Analysis
KMBF104	Business Statistics & Analytics
KMBF105	Banking And Micro Finance
KMBF106	Marketing Management
KMBF107	Business Communication

### Semester-2

KMBF201	Banking Laws And Practices
KMBF202	Human Resource Management
KMBF203	Corporate & Retail Banking Products
KMBF204	Financial Management & Corporate Finance
KMBF205	Bank Credit Management
KMBF206	Quantitative Techniques For Managers
KMBF207	Digital Marketing & E-Commerce
KMBF208	Mutual Fund Operations
KMBF251	IT Skills Lab-2
KMBF252	FinTech for Business

### Semester-3

KMBF301	Strategic Management
KMBF302	Financial Credit Risk Analytics
KMBF303	Tax Management
KMBF304	Security Analysis and Portfolio Management
KMBF305	Depository Operations
KMBF306	Emerging Technologies in Banking and FINTECH
KVE301	Universal Human Values and Professional Ethics
KMBF307	Summer Training Project Report & Viva Voce

### Semester-4

KMBF401	Innovation & Entrepreneurship
KMBF402	Financial Markets And Services
KMBF403	Insurance and risk Management
KMBF404	Foreign Exchange and Risk Management
KMBF405	Customer Relationship Management in BFSI
KMBF406	Monetary and Fiscal Policy
KMBF407	Treasury Management in Banking
KMBF408	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.

### 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

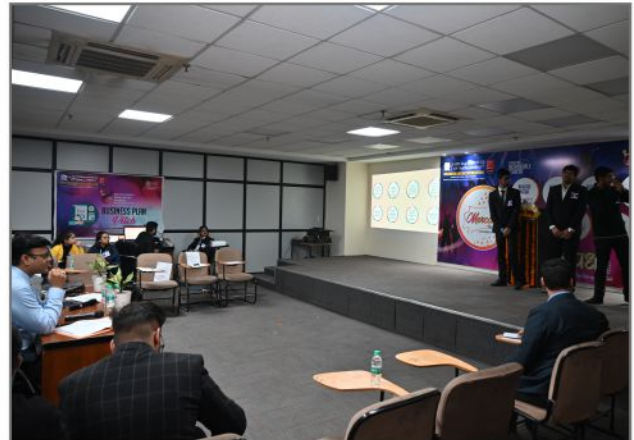
### Coverage

- 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





# SKILL DEVELOPMENT CENTER



**Jaipuria Skill Development Center is a dedicated hub focused on enhancing and honing various skills essential for personal and professional growth. Our center is committed to fostering a learning environment that empowers individuals with the tools needed to thrive in today's dynamic landscape. Through targeted training programs, workshops, and hands-on experiences, we aim to equip participants with a diverse set of skills catering to the demands of the modern world.**

## 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
- Industry based assignments in every subject during the semester, Ted Talk in every semester
- News analysis - Weekly Activity
- Problem Solving and Ideation Workshop
- Workshop on "Entrepreneurship and Innovation
- Workshop on Design Thinking, Critical thinking & Innovation Design
- Workshop on Business Model Canvas
- Workshop on Intellectual Property Rights (IPRs)
- 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
- Workshop on Human Values and Professional Ethics



# INTERNATIONAL CONNECT

The Jaipuria Institute of Management Ghaziabad has cultivated a truly international connection, inviting esteemed faculty from across the globe. These global educators visit the campus, enriching the academic experience by sharing their diverse knowledge and expertise with both faculty and students.



**Prof. Tamar Almor**  
The College of Management  
Academic Studies, Rishon LeZion, Israel



**Mr. Rob Nail**  
Associate Founder & Former CEO  
Singularity University



**Prof. Ivan Coste Maniere**  
Director  
Skema Business School, France



**Prof. Kohei Nishikawa**  
Konan University, Japan



**Dr. Faraz Harsini**  
Biomedical and Food System Scientist  
United States of America



**Dr. Hotniar Siringoringo**  
Director, Institute for Research of  
Gunadarma University, Indonesia



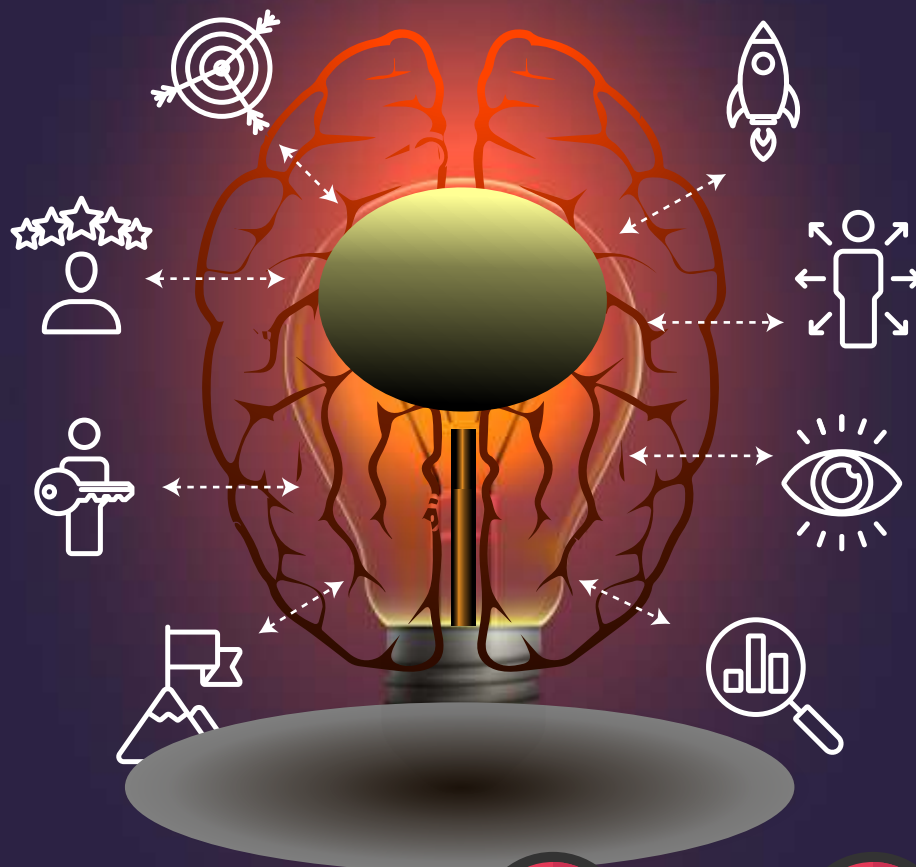
**Dr. Uttiyo Raychaudhuri**  
Vice Provost for Internationalization  
University of Denver, USA



# SELECTED STARTUPS OF STUDENTS



- **SEWISTSHOP by Ashutosh Tripathi (First Year MBA student, Batch 22-23)** – is an online stitching and tailoring app. The startup is developing an app that will offer all of these services at the customer’s doorstep with flexible hours.
- **CAFE COFFEE by Utkarsh Chauhan (First Year MBA student, Batch 22-23)** – is an online coffee vending machine. The startup "Cafe Coffee" was started with a view of hospitality & serving the different offices & corporates by setting up cafeterias in their premises
- **Matra Rasa by CS Puja Shree Agarwal, Faculty** – It is an online pickle store prepared by mothers justified for its name and title. The startup ensures to deliver organically prepared pickle with authentic taste which is also enjoyed, loved, and cherished by neighbors and customers across NCR.



## MAJOR ACHIEVEMENTS

★★★★ RATING

12 Patents & Innovations

107 Ideas in YUKTI REPOSITORY

59 Activities Conducted in 2022-23

18 Faculty Trained Under Innovation Ambassador Training Program

## BREAK THROUGH INNOVATIONS

Quick Response Recorder

System for Cab Comparison, Booking

Accessibility System for Visually

Integrated System for Clothing Services

Learning, And System for Healthcare Facilities

Digital PVC Wall Panels and Ceiling Services

Educational Kits for Enhanced

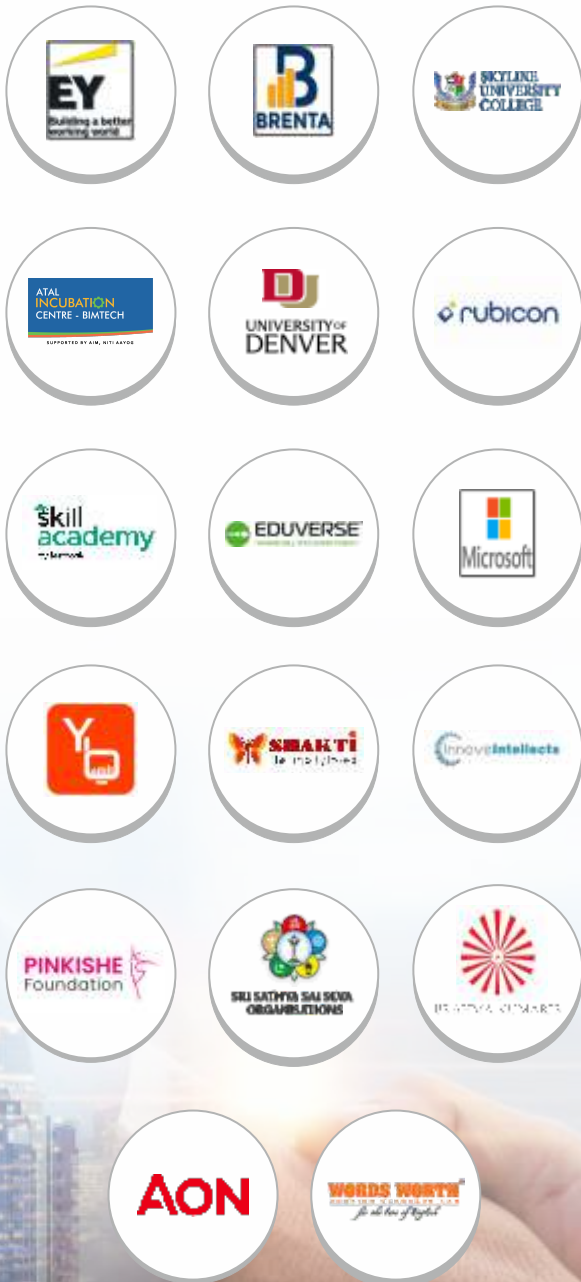
Pollution Monitoring System

Fashion Rental System

Digital Ambulance Alert System



# INSTITUTE PARTNERSHIP AND MoUs



**EY** : Knowledge Partner for MBA (Business Analytics) Program to enhance Analytical Skills of the students.

**BRENTA** : Knowledge Partner for MBA(Banking and Financial Services) Program to provide industry specific knowledge to inculcate Banking and Financial Skills among the students.

**Skyline University College, UAE** : For Academic Transfer, Student and Faculty Exchange Program, Research Collaboration, Joint conferences and publication, and Training Programs

**Atal Incubation Center, BIMTECH** : To collaborate, to train of students in the field of innovation and entrepreneurship, helping students to prepare business.

**University of Denver** : To explore academic collaboration that will be of value to students and faculty at both institutions for Student Exchange, Faculty Exchange, Research Partnerships, Joint Programs, Centers of Excellence

**Rubicon Skill Development Pvt. Ltd.:** To train MBA students under Rubicon's Connect with Work Program.

**Skill Academy by Testbook** : To prepare the students for Job & Internship, Live bootcamp from Top Industry Experts, Free access to all the content under Testbook Pass.

**Edaverse** : To get support in building its virtual campus and Edaverse will become Institute Official Partner in the field of an education Metaverse.

**Microsoft** : Knowledge Partner for MBA (Business Analytics) Program to enhance IT Skills of the students especially on Microsoft Technology.

**YBI Foundation** : Industrial and Virtual Training, Guest Lectures, and Placements of trained students.

**Shakti-The Empathy Project** ) : 8-10 sessions will be organized in one academic year on Women Social Entrepreneurs.

**Innove Intellects LLP, Ghaziabad** : To support in patent filing & patent analytical services and organize 3-4 learning sessions for the MBA students.

**PINKISHE Foundation** : 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.

**Sri Sathya Sai Seva Organizations** : The Shri Sathya Sai Seva Organisations, founded by spiritual leader Sathya Sai Baba, is a global network dedicated to selfless service and education. It operates through three interconnected wings: spiritual, educational, and service, fostering personal transformation and societal betterment.

**Brahma Kumaris** : The Brahma Kumaris, a women-led spiritual movement, empowers individuals through Rajyoga meditation, aiming for inner peace and stress management.

**AON** : AON is dedicated to influencing positive decisions that enhance the well-being of individuals globally. The organization empowers both businesses and individuals to make improved choices, offering valuable guidance and bolstering the confidence of students to safeguard and advance their career trajectories.

**WORDS WORTH:** Wordsworth is an organization dedicated to providing effective English language teaching resources and solutions that help learners around the world enhance students language skills and proficiency.

# 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), Indrapuram, 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.

## Research progress in last 4 years

• Paper Published in Journal (Scopus & ABDC Indexed)	73
• Paper Published in refereed/UGC listed Journal	09
• Paper Presented in National and International Conference	56
• Case Study Published	04
• Book Chapters Published	18
• Books Published	04



# 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. Rashmi Bhatia

Dean (Academics)

She has served reputed corporates for 10 years in responsible capacities and then Academics and Research in Administrative positions for around 20 years. She has to her credit more than 53 research papers, 6 books, and case studies, Has chaired various International Conferences, conducted more than 28 FDPs & over 17 MDPs in areas of Management & Leadership. Her Major interest include : Leadership, Strategic Management, Values & Ethics in Business.



## Dr. Ashwani Varshney

Dean (Students Welfare) &  
Professor

He is MBA, M.Com., UGC NET Qualified and Ph.D. in the area of Accounting and Finance. He has 17 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. 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

Professor

He is MCA, M Phil (CS) and Ph. D. He has 20 years of teaching experience in emerging technologies such as AI, and Metaverse. He has written number of research paper in National and International reputed Journals. He has conducted various workshops and training programs for students and working professionals. 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

Professor

She is a Ph.D. from Barkatulla Vishwavidyalay, Bhopal. She is also a NET qualified in Management. She is MBA from Devi Ahilyabi University, Indore. She has over 18 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. Anubha**

Professor

She is a teacher and researcher in the field of Marketing & Operations. She is Ph.D., MPhil, MSc, and MBA. Dr. Anubha has more than 24 years of teaching and research experience. Her research interests include social media marketing, Islamic marketing, electronic word of mouth, advertising, and consumer behaviour. Her strengths include data analysis & interpretation. She is an expert in questionnaire designing, model development, EFA, CFA, and SEM including moderated mediation. She has published many scholarly "ABS 3 level", "ABDC", "SCI", "SCIE", "Scopus" and "Web of Science" indexed research papers in various journals of Wiley, Emerald, Taylor & Francis, and Sage including Psychology and Marketing; Journal of Islamic Marketing, Journal of Internet Commerce, Global Knowledge, Memory & Communication, Vision and FIIB Business Review.



### **Dr. Namita Nigam**

Associate Professor

Dr. Namita Nigam is MBA with a specialization in Finance, M.Sc. in Applied Mathematics, and Certified Cost and Management Accountant. She is awarded Ph.D. from Lucknow University. She has written a book on Financial Services, published numerous research papers in UGC Care, Scopus, and peer-reviewed journals, and contributed 6 chapters in edited books. She has presented many papers at National and International seminars and conferences. With a wide experience of around 20 years in teaching, research and academic administration she is also a research guide for Ph.D. and PG students in various Universities. She has expertise in the area of Accounting, Financial Management, Capital Market, etc.



### **Dr. Anil Kumar Gupta**

Associate Professor

A highly dynamic & effervescent professional with 28 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. 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. 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.



### **CS Puja Shree Agarwal**

Assistant Professor

"Ms. Puja Shree Agarwal holds an impressive educational portfolio, pursuing a PhD in Commerce and possessing qualifications such as NET, M.Com, Company Secretary (CS), Chartered Accountant - Professional Education-II (CA-PE-II), MBA, and a Bachelor of Commerce (B.Com). Her academic journey showcases a well-rounded understanding of commerce and an ability to impart practical knowledge to her students. She has worked for 3 years in two esteemed organizations, Data Infosys and ICICI Bank. With a teaching career spanning over 17 years, Ms. Agarwal has impacted the lives of more than 50,000 students.



### **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.



### **Mrs. Sarika Malhotra**

Assistant Professor

Mrs. Sarika Malhotra has a thirteen years of vast and diverse teaching experience in the field of Human Resource Management (HRM). Mrs. Sarika Malhotra holds a Master degree in Psychology and Human Resource Management. She has also done Post Graduate Diploma in Guidance and Counseling from RIE, Ajmer Affiliated from NCERT. She is pursuing her PH.D from Dr.APJ Abdul Kalam Technical University, Lucknow on "Transformational Leadership & Innovative work Behaviour". She is having a keen interest in understanding Human Behaviour. Her areas of interest are Change Management, HR Analytics, Leadership, Human Resource Management & Organisational Behaviour.



### **Ms. Abhilasha S Upadhyaya**

Assistant Professor

Ms. Upadhyaya has over 14 years of total experience, 03 years in corporate with VSNL Services Ltd and 10 years in Academics. She is UGC-NET qualified and pursuing her PhD from AMU, Aligarh. She is also a certified Master Trainer with RASCI- Retail Operations, presently she is pursuing Post Graduate Diploma in Advance Statistics from IGNOU. She has vast International exposure and had taught in UK during her assignment with her previous employment. She had participated in many International and National Conferences and had authored many Research Papers for various Journals. She teaches Marketing and Operations.



### **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. 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. 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 IIIT, 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.



**Dr. Himanshu Sharma**  
Assistant Professor

Dr. Himanshu Sharma has a Ph.D. in Operational Research from the University of Delhi and has taught subjects such as Business Statistics, Operations Management, and Research Methodology for over 4 years. He has edited a book and published research papers in ABDC and Scopus indexed journals. He has also given presentations at international conferences. Online marketing, multi-criteria decision making, path analysis modelling, and sustainable modelling are among his research interests.



**Ms. Kratika**  
Assistant Professor

A driven and highly motivated faculty with a B.A.(Hons), MA, MPhil and PhD in economics. She is a gold medalist in both MA and MPhil in economics. She has been a UGC-JRF scholar. Her expertise lies in microeconomics, macroeconomics and international economics. She has published 4 papers and presented 10 papers in both international and national conferences. She has organised and hosted two international conferences and has attended several seminars, workshops and webinars.



**Dr. I B Singh**  
Professor

He is B.Tech. (Elect. Engg.), PGDM and Ph.D. in the area of Marketing Management. He has over 39 years of managerial industry experience in reputed Public and Private Sector organizations in India and abroad. He also has over 17 years of rich teaching, administrative and research experience at management institutions including 4 years as Director in a reputed management institution.



**Col. Madhav Jha**  
Assistant Professor

Mr. Madhav Jha is a seasoned academician with over 35 years of rich experience, blending strategic vision with operational prowess. Armed with an MBA, PGDM, and a Diploma in Engineering, his expertise spans diverse industries, harnessing innovation to drive impactful results. A trailblazer in leadership, his career showcases a relentless commitment to fostering growth and steering teams toward unparalleled success.

# INFRASTRUCTURE AND RESOURCES



**CREATING  
RESPONSIBLE  
LEADERS**

## 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
- 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.

## 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.

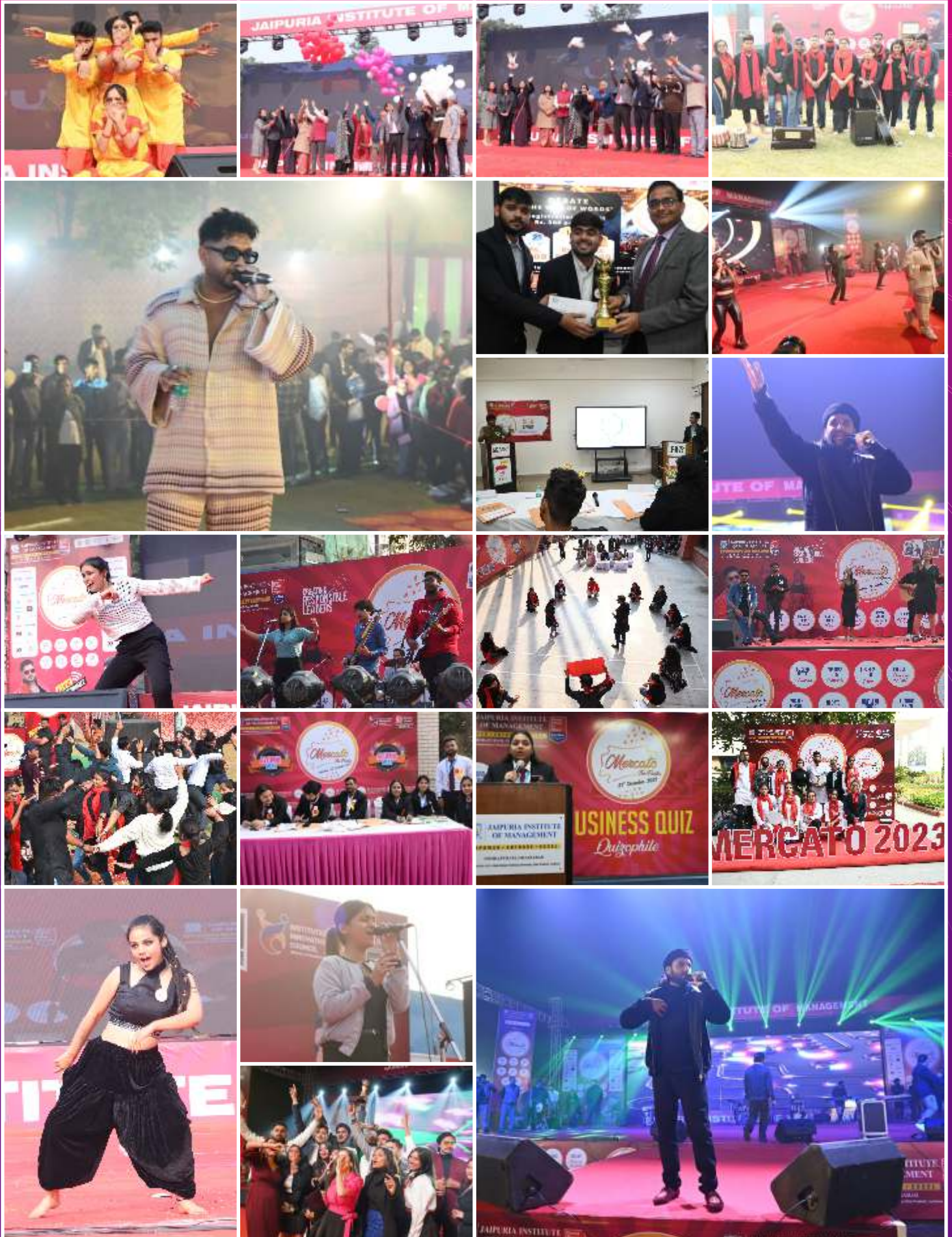








# MERCATO-2023







# FASHION FIESTA







# Life @ Jaipuria









## 8<sup>th</sup> Corporate Summit

# DRIVING STRATEGIC CHANGE FOR ORGANIZATIONAL GROWTH

FMCG & FMCD , Fintech and Entrepreneurship

Saturday 4<sup>th</sup> March, 2023

### :: Keynote Speakers ::



**Starting from Left: Dr. Daviender Narang:** Director, Jaipuria Institute of Management, **Mr. Vijay Chaudhary:** Managing Director- Unicharm India, **Mr. Shishir Jaipuria:** Chairman, Jaipuria Group of Educational Institution, **Ms. Kamayani Aniruddh Nagar:** CEO-Wealth Bajaj Capital Ltd., **Mr. Sunil Jain:** CEO-Kenstar

### Panel Discussion-1 "Developing Talent Pipelines in the FMCG and FMCD Sector"



### Panel Discussion-2 "Data-Driven Enterprises: Leveraging Big Data, Analytics, and Fintech for Decision Making"



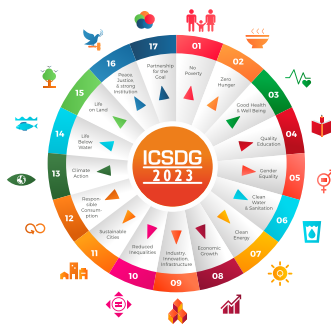
### Panel Discussion-3 "The Indian Start-ups Ecosystem: Harnessing the power of Innovation and resilience for exponential Growth"





# INTERNATIONAL CONFERENCE ON ROLE OF SUSTAINABLE DEVELOPMENT GOALS IN BUSINESS & ECONOMIC TRANSFORMATION

Saturday 29<sup>th</sup> April, 2023



**Starting from Left:** Dr. Daviender Narang: Director, Jaipuria Institute of Management, Mr. Rahul Bajaj: Chairman-Bajaj Capital Ltd., Mr. Shishir Jaipuria: Chairman, Jaipuria Group of Educational Institution, Prof. Tamar Almor: Dean-Faculty of Business-The College of Management Academic Studies-Israel, Mr. Vinod Malhotra: Advisor-Jaipuria Group of Educational Institutions



# 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, 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
- Ujjivan Small Finance Bank

## 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
- Home First
- Aviva Life

## IT

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

## Research and Consulting

- High Beam Global Research
- Protviti 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



**Mohd. Suhail Khan**  
PROPERTYPISTOL.com



**Vanshika Aggarwal**  
wipac



**Atharva Attri**  
amazon



**Pratusha Kavetkar**  
KR



**Gyan Gourav**  
MRF



**Priyanka Kumari**  
Deloitte.



**Farhan Khurshid**  
ANZ



**Agam Srivastava**  
6W



**Rhythym**  
Energy Group



**Aman Kumar**  
ICICI Lombard



**Deepti Sachan**  
SBI



**Roshini Mehra**  
A



**Muskan Jindal**  
PLANETSPARK



**Subhanshi Garg**  
SBI



**Kartik Anand Jaiswal**  
ICICI Lombard



**Anjali Gupta**  
DECATHLON



**Vaishali**  
A



**Shreshtha Singh**  
infihire



**Ashutosh Mishra**  
indiamart



**Rachit Mathur**  
B



**Pallavi Lawaniya**  
V



**Anshika Tyagi**  
Lochan & Co  
Focus | Knowledge | Solutions



**Piyush Tripathi**  
AXIS BANK



**Pratyusha Kavtekar**  
KR



**Piyush Tripathi**  
SEEDS



**Anindita Samanta**  
PRACTAP



**Ritika Verma**  
M CLUB FINANCIAL



**Himanshu Sharma**  
PRISM JOHNSON LIMITED



**Divey Mehra**  
Elevor



**Vyshakh S**  
Ameriprise



**Anshika Jain**  
ACUITY



**Niharika Shahi**  
BUYER FORESIGHT



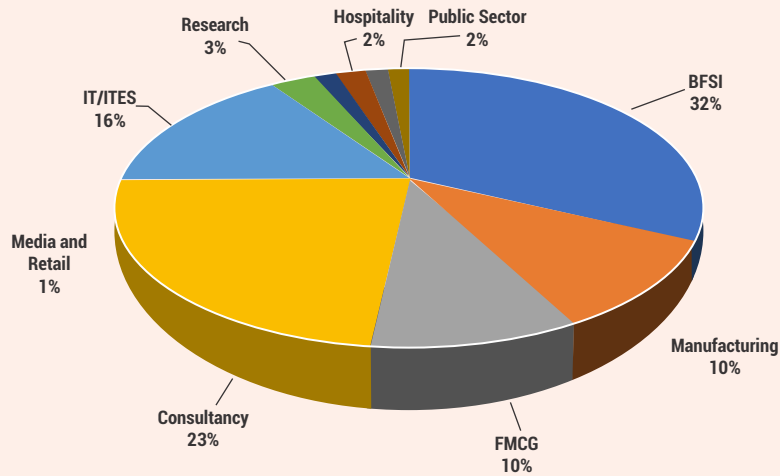
**Ritika Maheshwari**  
M



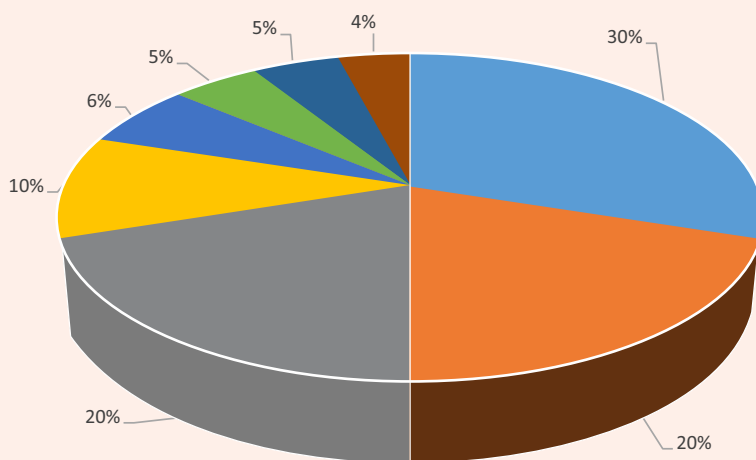
**Anushka Srivastava**  
A

# SNAPSHOT OF PLACEMENTS

**SECTOR-WISE SUMMER PLACEMENTS BATCH 2022-2024**



**SECTOR-WISE PLACEMENTS BATCH 2021-2023**



■ BFSI ■ Consulting ■ EdTech ■ IT ■ Real Estate ■ Research ■ Logistics & Retail ■ Ecommerce

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

- No of Participating Companies : 142
- Highest Recruiting Sector : BFSI
- Highest Recruiting Job Role : BDE, Jr. Management Grade-1, Management Trainee
- Company Offered Highest Salary : Property Pistol
- Top Recruiting Companies : Deloitte, Amazon, MRF Tyres, Decathlon, Khimji Ramdas, ANZ Bank, Wipro, Archer And Bull, Bajaj Housing Finance Ltd, Newgen Technologies, Ameriprise Financial, 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



# JIM's EXCURSION







## 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 (Dual Specialization)	180	Graduation (Min. 10+2+3) with at least 50% marks. Valid CUET-PG/CAT/ MAT/ CMAT score
MBA (Business Analytics)	60	
MBA (Banking & Financial Services)	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)



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# JAIPURIA INSTITUTE OF MANAGEMENT

**EMPOWER • ENTHUSE • EXCEL**

INDIRAPURAM, GHAZIABAD

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

Great  
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JUNE 2023 - JUNE 2024  
NQA

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

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Toll Free No.: 1800-102-3488

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