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 interpersonal skills and personality development.
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• 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 & RECOGNITION

- **Rank 1** in Uttar Pradesh by Education World 2022
- **Rank 9** in Top Private B-Schools in NCR by The Week (Hansa Research) 2022
- **Rank 97** in Top 100 Business Schools of Eminence by GHRDC - CSR B-School Survey 2023
- **Rank 4** in Best Skill Development by Education World 2022
- **Rank 2** in Top B-School of Excellence by GMDC - CSB B-School Survey 2023
- **Rank 24** in Best Management (National Rank) by AIMA 2022
- **Ranked A+++** in Higher Education by Business Standard News 2023
- **Elets Education Award 2023** for Innovation in Education
- **Iconic Leader of the year Award 2022** by Elets Technomedia
- **Outstanding Leadership in Higher Education 2023** by Ardorcomm Media
- **Ranked 69th** in Business School Private (National Rank) by NIRF 2022
- **Zee Digital Edu Future Excellence Award 2022** for Most Promising Faculty in Management

Accredited by NAAC with Grade ‘A’
Jaipuria Institute of Management

AWARDS & RECOGNITION

- **Rank 97** in Top 100 Private B-Schools by Business Today-MBA 2022
- **Rank 17** in Top Private B-School Delhi/NCR by Outlook 2022
- ** Ranked A+++ by Business India 2022**
- **Outstanding Leadership in Higher Education 2023** by Education World
- **Ranked 24th in Best Skill Development in Education World 2022**
- **Elets Education Award 2023 for Innovation in Education**
- **In Top 50 Pvt. B-Schools for Research** by Education Post 2022
- **Rank 69th** in Business School Private (National Rank) by AIF 2022
- **Iconic Leader of the year Award 2022** by Elets Technomedia
- **Ranked 69th in North Zone by Business Standard News 2023**
- **Ranked 10th in Top B-Schools Private Campus by Education World 2022**
- **Ranked 29th in Region wise Private North by Business World 2022**
- **Outstanding Leadership in Higher Education 2023 by Education World**
- ** Ranked 4th in Best Skill Development Education World 2022**
- **Iconic Leader of the year Award 2022** by Elets Technomedia
- **Ranked A+++ by Business India 2022**
- **Ranked 97th in Top Private B-School Delhi/NCR by Education Post 2022**
- **Outstanding Leadership in Higher Education 2023 by Education World**
- **Ranked 2nd in Top B-Schools of Eminence by GHRDC - CSR B-School Survey 2023**

**NAAC**
- **Accredited by NAAC with Grade ‘A’**

Jaipuria Institute of Management
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 (U.P). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage various reputed schools and colleges in the country. Jaipuria Institute of Management, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers & Entrepreneurs. Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment.

In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. 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.
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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
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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

Prof. Prof. Virendra Pathak
Professor
IET, Lucknow

Prof. Bindu Gupta
Professor
IMT, Ghaziabad

Prof. 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
Tuple Technologies

Mr. Vinod Malhotra
Advisor
Jaipuria Education Society

Ms. Shruti Nair
Human Resource Business Partner, IQVIA

Ms. Reetu Garg
Country Manager HR
Tuple Technologies

Mr. Vinod Malhotra
Advisor
Jaipuria Education Society

Mr. Ashish Kapoor
Head HR
EY
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

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.) Davinder Narang
Director
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Shishir Jaipuria
Chairman
Seth Anandram Jaipuria Education Society
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
www.jaipuriamba.edu.in

The Institute has been a place where I found a unique blend of excellence & commitment. Great faculty, wonderful ambiance & the excellent facilities that is how I would like to describe about this institute.

Anand Seth
Assistant Manager
KPMG

Jaipuria and its faculty has left a deep impression on me 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's growing at a great extent.

Rahul Vadya
Area Sales Manager
PHILIPS

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

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 that at JIM.

Saurabh Singh Rathore
Manager
NAV

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

JM 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.

Devvish Chaudhary
Manager - Transitions and Delivery
peoplerightstrong

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
syndry

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.Raddy's

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 alumnus of Jaipuria.

Aparna Mall
Associate
accenture
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Durgesh Kumar
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Manager & Branch Head

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Aparna Mall
Associate

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Rahul Vadya
Area Sales Manager

PHILIPS

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

JAIPUR

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

JAIPUR

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.

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Senior Associate

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Layan Bhargava
Regional Head - North

TATA CAPITAL

JM days were the best part of my life. I truly 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.

Uplabdhii
Deputy Manager (Marketing)

JAIPUR

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Workforce Management Leader

peoplestrong

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Durgesh Kumar
Sr. Manager

JAIPUR

Jaipuria Institute of Management | 11
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.

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

Why MBA?

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

Dual specialisations :
- Marketing
- Human Resource
- Finance
- International Business
- Information Technology
- Operations

CERTIFICATIONS

• 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

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

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:
**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

---

**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

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**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 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

SEMINAR III (SPECIALIZATION GROUP)

Human Resources
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
KMBOM 01 Supply Chain & Logistics Management
KMBOM 02 Operations Planning & Control
KMBOM 03 Quality Toolkit For Managers

SEMINAR 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

Get enriching education. Transform your career.
### COURSE CURRICULUM

#### SEMESTER I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMBN 101</td>
<td>Management Concepts &amp; Organisational Behaviour</td>
</tr>
<tr>
<td>KMBN 102</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>KMBN 103</td>
<td>Financial Accounting &amp; Analysis</td>
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<tr>
<td>KMBN 104</td>
<td>Business Statistics &amp; Analytics</td>
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<td>Marketing Management</td>
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<tr>
<td>KMBN 106</td>
<td>Design Thinking</td>
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<td>KMBN 107</td>
<td>Business Communication</td>
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<tr>
<td>KMBN 151</td>
<td>IT Skills Lab-1</td>
</tr>
<tr>
<td>KMBN 152</td>
<td>Mini Project -1</td>
</tr>
</tbody>
</table>

#### SEMESTER II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMBN 201</td>
<td>Business Environment &amp; Legal Aspect Of Business</td>
</tr>
<tr>
<td>KMBN 202</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>KMBN 203</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>KMBN 204</td>
<td>Financial Management &amp; Corporate Finance</td>
</tr>
<tr>
<td>KMBN 205</td>
<td>Operations Management</td>
</tr>
<tr>
<td>KMBN 206</td>
<td>Quantitative Techniques for Managers</td>
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<tr>
<td>KMBN 207</td>
<td>Digital Marketing &amp; E Commerce</td>
</tr>
<tr>
<td>KMBN 208</td>
<td>Management Information Systems</td>
</tr>
<tr>
<td>KMBN 251</td>
<td>IT Skills Lab-2</td>
</tr>
<tr>
<td>KMBN 252</td>
<td>Mini Project -2</td>
</tr>
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#### SEMESTER III

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>KMBN 301</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>KMBN 302</td>
<td>Innovation And Entrepreneurship</td>
</tr>
<tr>
<td>KVE 301</td>
<td>Human Values And Ethics</td>
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</tbody>
</table>

#### SEMESTER IV

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KMBN 401</td>
<td>Emerging Technologies in Global Business Environment</td>
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</table>

### SEMESTER III (SPECIALIZATION GROUP)

#### Human Resources

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KMBHR 01</td>
<td>Talent Management</td>
</tr>
<tr>
<td>KMBHR 02</td>
<td>Performance and Reward Management</td>
</tr>
<tr>
<td>KMBHR 03</td>
<td>Employee Relations and Labour Laws</td>
</tr>
</tbody>
</table>

#### Finance

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMBFM 01</td>
<td>Investment Analysis &amp; Portfolio Mgt.</td>
</tr>
<tr>
<td>KMBFM 03</td>
<td>Financial Market &amp; Services</td>
</tr>
</tbody>
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#### Information Technology

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KMBIT 01</td>
<td>Enterprise Resource Planning</td>
</tr>
<tr>
<td>KMBIT 02</td>
<td>Web Technology &amp; E-Commerce</td>
</tr>
<tr>
<td>KMBIT 03</td>
<td>Cloud Computing for Business</td>
</tr>
</tbody>
</table>

#### International Business

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KMBIB 01</td>
<td>International Marketing</td>
</tr>
<tr>
<td>KMBIB 02</td>
<td>International Logistics</td>
</tr>
<tr>
<td>KMBIB 03</td>
<td>Export-Import Documentation</td>
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#### Marketing

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMBMK 01</td>
<td>Supply Chain &amp; Logistics Management</td>
</tr>
<tr>
<td>KMBMK 02</td>
<td>Operations Planning &amp; Control</td>
</tr>
<tr>
<td>KMBMK 03</td>
<td>Quality Toolkit For Managers</td>
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#### Human Resources

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>KMBHR 04</td>
<td>Strategic HR Mgt.</td>
</tr>
<tr>
<td>KMBHR 05</td>
<td>International HR Mgt.</td>
</tr>
</tbody>
</table>

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<table>
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<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>KMBFM 04</td>
<td>Working Capital Mgmt.</td>
</tr>
<tr>
<td>KMBFM 05</td>
<td>Financial Derivatives</td>
</tr>
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</table>

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<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>KMBIT 04</td>
<td>Database Mgmt. System</td>
</tr>
<tr>
<td>KMBIT 05</td>
<td>System Analysis &amp; Design</td>
</tr>
</tbody>
</table>

#### Marketing

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<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>KMBMK 04</td>
<td>Marketing of Services</td>
</tr>
<tr>
<td>KMBMK 05</td>
<td>Marketing Analytics</td>
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<tbody>
<tr>
<td>KMBIB 04</td>
<td>International Trade Laws</td>
</tr>
<tr>
<td>KMBIB 05</td>
<td>Cross Cultural Management</td>
</tr>
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</table>

#### Operations

<table>
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<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>KMBOM 04</td>
<td>Sourcing Management</td>
</tr>
<tr>
<td>KMBOM 05</td>
<td>Management of Manufacturing System</td>
</tr>
</tbody>
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*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. APJ 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.

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
- Predictive Modelling in Python
- SQL
- Financial Analytics
- Artificial Intelligence & Machine Learning using Python
- Marketing Analytics
- HR Analytics
- Supply Chain Analytics

Career Prospects

Data Scientist
Consultant / Freelance
Business Intelligence (BI) Analyst/Manager
Data Analyst / Consultant
Project Manager

• 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: Understanding of database systems and data warehousing concepts for efficient data storage and retrieval.
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### CAREER PROSPECTS

- **Consultant / Freelance**
- **Data Scientist**
- **Data Analytics Consultant**
- **Project Manager**

### 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.
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  - Strong foundation in mathematical and statistical concepts to interpret data accurately.
- **Database Management:**
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- 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

---

**Why MBA?**

- **Business Analytics**

**Seats:** 60
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
- KMBA251 Business Modeling With Spreadsheets
- KMBA252 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

Learn on-the-go
Learn from the best.

CREATING RESPONSIBLE LEADERS
| 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 |
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| 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 |
| 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 |

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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.

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.

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

### Course Curriculum

**Semester-1**
- KMBF101 Management Concepts & Organisational Behaviour
- KMBF102 Managerial Economics
- KMBF103 Financial Accounting & Analysis
- KMBF104 Corporate Calculus
- KMBF105 Banking And Micro Finance
- KMBF106 Business Communication

**Semester-2**
- KMBF201 Banking Laws And Practices
- KMBF202 Human Resource Management
- KMBF203 Corporate & Retail Banking Products
- KMBF204 Financial Management & Corporate Finance
- KMBF205 Risk Management
- KMBF206 Quantitative Techniques For Finance
- 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 Analysis
- KMBF303 Tax Management
- KMBF304 Security Analysis and Risk Management
- KMBF305 Corporate Banking
- 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 Research Project Report & Viva Voce

### Certifications

#### Opportunities
- Banking Overview
- Client Segmentation
- Understanding the Client
- Customer Interface
- Understanding Financial Sm
- Understanding Trade Finance
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- Effective Behavioral aspects for Success

### Career Prospects

#### SKILLS IMPARTED
- Financial Statement Analysis
- Financial Modeling
- Capital Budgeting
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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
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.

TEACHING PEDAGOGY

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
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• 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
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• 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
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 Timetable
- 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
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.
SELECTED STARTUPS OF STUDENTS

- SEWISTSHOP by Ashutosh Tripathi (First Year MBA student, Batch 22-23) – 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) – an online coffee vending machine. The startup “Caffe Coffee” was started with a view of hospitality and 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 judicious 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

12 Patents & Innovations
107 Ideas in YUKTI REPOSITORY
59 Activities Conducted in 2022-23
18 Faculty Trained Under Innovative Ambassador Training Program

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 Inculate Banking and Financial Skills among the students.

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

Atal Incubation Center, BITMIECH : 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 Textbook : To prepare the students for Job & Internship. Live bootcamp from Top Industry Experts, Free access to all the content under Textbook Pass.

Eduvivre : To get a jump-start building its virtual campus and Eduvivre 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.

Improve InteIlects 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 Organizations, 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 Kumari is 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 informed 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.
**SELECTION OF STUDENTS**

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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

Dr. RAZARAM 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
CENTRE OF EXCELLENCE FOR UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS

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Dr. Davinder Narang
Director
Jaipuria Institute of Management

A thorough management professional, Prof. (Dr) Davinder 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 degrees 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 modelling 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 repute Journals. He has conducted 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 Barkatullah Vishwavidyalaya, Bhopal. She is also a NET qualified in Management. She is MBA from Devi Ahilya 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 behavior. Her research area includes data analysis & interpretation. She is an expert in questionnaire designing, model development, EFA, CFA, and SEM including moderated mediation. She has published many scholarly ‘ABBS 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 & evergreen 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 Jaipur University, Gwalior. He has attended and organised various workshops and conferences.

Dr. Divya Pant
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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 Charted 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.

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Prof. Ajay Chauhan  
Assistant Professor  
Dr. Ajay Kumar Chauhan is a seasoned academician with over 17 years of rich teaching, administrative and research experience at management institutions including 4 years as Director in a reputed management institution. He is a Ph.D. in Operational Research 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.

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. She has conducted various MDP's on enhancing personal effectiveness using Psychometric Techniques. Her areas of interest are Change Management, HR Analytics, Leadership, Human Resource Management, and Organisational Behaviour. Her accolades in many areas such as employee of the month, sports."

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 ACTU 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 interest are Business Communication and Soft Skill Development including public speaking skills. She is also a certified trainer for human values and professionalism skills from Dr. AP 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.AP 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 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.

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. IB 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**

**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.
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.

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MERCATO-2023

FASHION FIESTA
Life @ Jaipuria
8th Corporate Summit

DRIVING STRATEGIC CHANGE FOR ORGANIZATIONAL GROWTH

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"

Starting from Left:
Dr. Davinder 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

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

Saturday 29th April, 2023

Starting from Left:
Dr. Davinder 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 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.
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### 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
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- Shoppers Stop
- Vishal Megamart
- Sargam Electronics

**Future Group**
- V Mart
- LandMark Group
- VGL

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- Home First
- Aiva Life

**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
- Techsri Research
- Value Research
- Unimarket Research
- Consulting
- Tecnova Consulting
- Capi IQ
- Indus Valley Partners
- Manpower Group (HR)
- Kelly Services (HR)
- Archer and Bull
- Ameriprise Financial (Finance)

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### STAR PLACEMENTS

- Mehul Suhail Khan
- Vanshika Aggarwal
- Atharva Attri
- Pratul Kavetkar
- Gyan Gourav
- Piyanka Komani

- Faheem Khusroh
- Agam Srivastava
- Rhythym
- Aman Kumar
- Deepthi Sachan
- Rosshi Mehra

- Muskan Jindal
- Subhanshi Garg
- Kartik Anand Jaiswal
- Anjali Gupta
- Vaishali

- Shreshtha Singh
- Ashutosh Mishra
- Rachit Mathur
- Pallavi Lawanya
- Anshika Tyagi
- Piyush Tripathi

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- Anindita Samanta
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- Divya Mehra

- Vyshak S
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- Nihalika Shahi
- Ritika Maheshwari
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SNAPSHOT OF PLACEMENTS

SECTOR-WISE SUMMER PLACEMENTS BATCH 2022-2024

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:
SNAPSHOT OF PLACEMENTS

SECTOR-WISE SUMMER PLACEMENTS BATCH 2022-2024

- BFSI: 32%
- Consulting: 23%
- EdTech: 5%
- IT: 6%
- Real Estate: 5%
- Research: 4%
- Logistics & Retail: 10%
- Ecommerce: 30%
- Other: 20%

SECTOR-WISE PLACEMENTS BATCH 2021-2023

- BFSI: 30%
- Consulting: 20%
- IT: 20%
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- Ecommerce: 6%
- Other: 5%

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:
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

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<th>No. of Seats</th>
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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.

ADMISSIONS HELPLINE

Ph.: 0120-4550100
Mob: 9958222099, 9958077088
Toll Free No.: 1800-102-3488
E-mail: admissions@jaipuria.edu.in
mba@jaipuria.edu.in

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### Programmes

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- **MBA (Business Analytics)**
- **MBA (Banking & Financial Services)**

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