

Ahead of Time



JAIPURIA
SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL



**AN INSTITUTE TO UNLOCK YOUR POTENTIAL
AND TO REALIZE YOUR DREAMS...**

**Stepping with confidence in the world
of practice for achieving personal
fulfillment, making your parents
proud and contributing to society.**

JAIPURIA SCHOOL OF BUSINESS

Block, B, Gate No. 1, Shakti Khand - IV,
Indirapuram, Ghaziabad (Delhi-NCR)

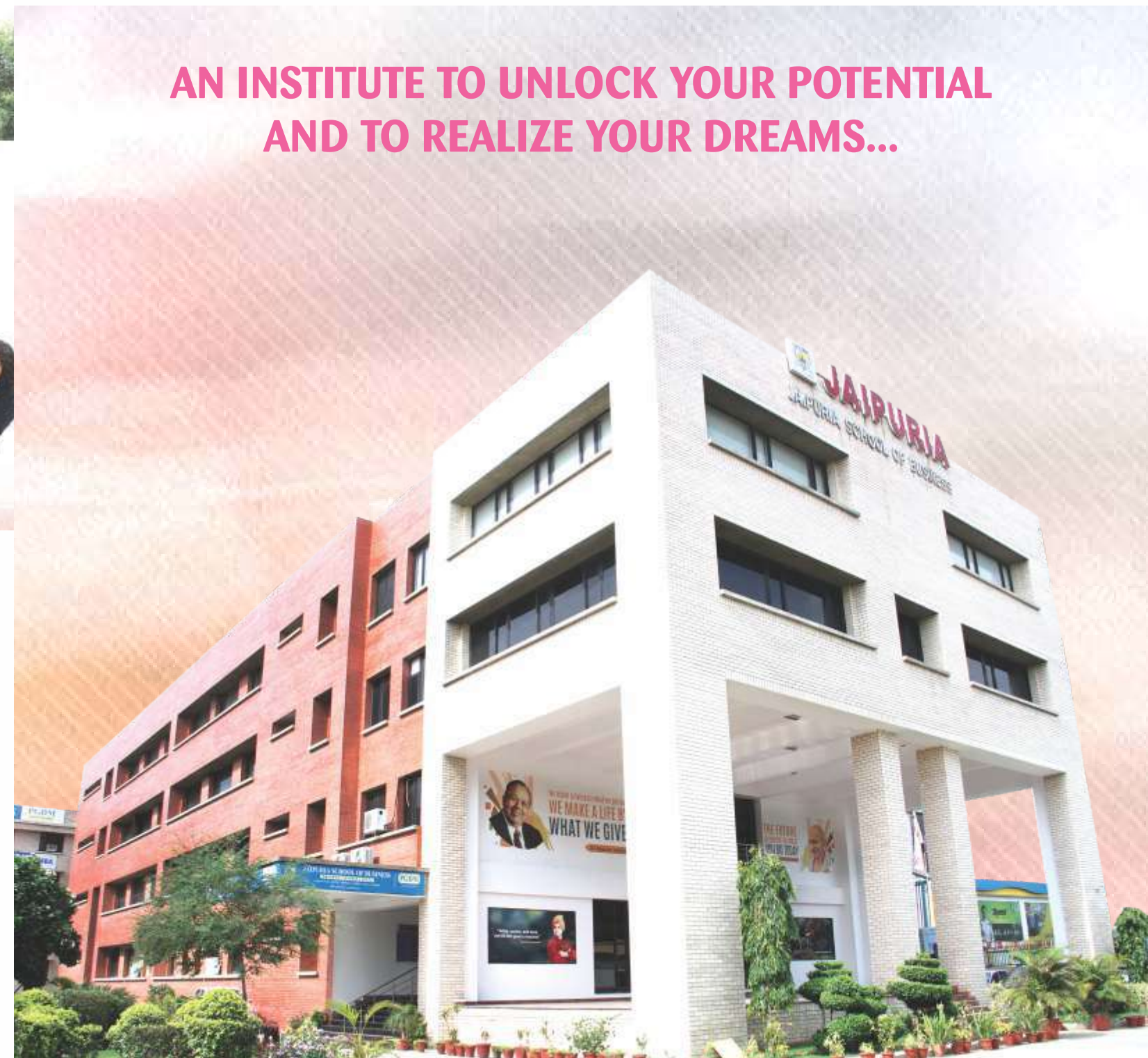
Ph.: 0120 - 4881100, Mob.: 9717335551 |
Toll Free No.: 1800-103-3488 | SMS: JAIPURIA to 52424

E-mail.: pgdm@jaipuria.edu.in | Web.: www.jaipuria.edu.in/pgdm

 Facebook : www.facebook.com/jaipuriaindirapuram

 Twitter : www.twitter.com/jsbindirapuram

 Instagram : www.instagram.com/jaipuriaschoolofbusiness17



WORLD CLASS EDUCATION DELIVER WITH COMPASION

INFORMATION BROCHURE 2020-22



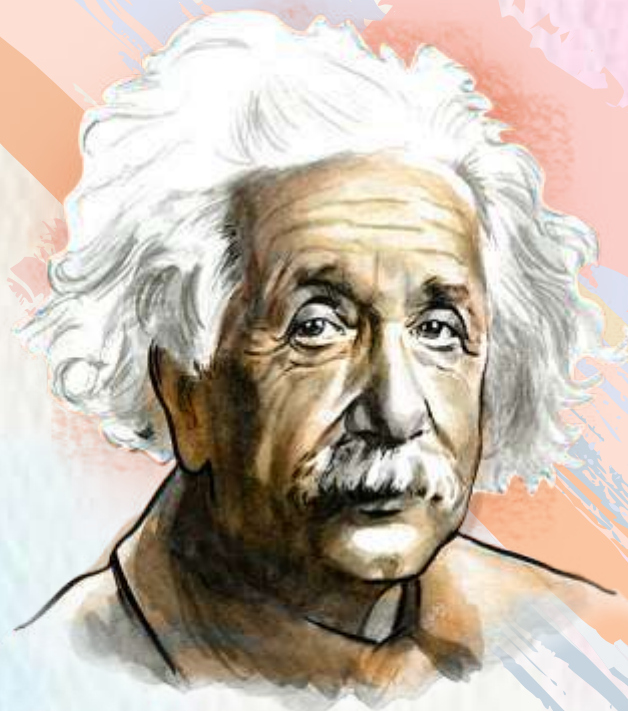
JAIPURIA
SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

“I have no special talent, I am
only passionately curious.”

“The important thing is not to
stop questioning”

Albert Einstein



*Success is
achieved twice.
Once in the mind and
the second time in
the real world.*

Azim H Premji



CONTENTS

A Tribute to Founder	04
The House of Jaipurias	05
Chairman's Message	06
Director's Message	07
Jaipuria School of Business	08
Board of Governors	10
Academic Advisory Council	11
Vision Mission	12
Awards & Accolades	13
1st Dr. Rajaram Jaipuria Memorial Lecture	14
Academic Architecture	16
Designed to Excel	17
Pedagogy	18
What Makes JSB Standout	19
Orientation Programme	20
Freshers Party 2019	21
International Academic Collaborations	22
Life@JSB	23
Integrating Liberal	24
Faculty Development Programme	25
National Conference 2018	26
Manthan 2019	27
Scintila	28
Infrastructure@JSB	30
Marketing Master Class	32
International Conference Pictures	33
Intellectual Capital	34
Visiting Faculty	38
Knowledge Creation by Academicians	40
International Study Tour	42
Summer Internship Project	43
Leaders Talk at JSB	44
From The Placement Team	46
Corporate Testimonials	47
ALumni Testimonials	48
Alumni Speak	49
Placement Procedure	50
Our Recruiters	51
Convocation 2019	52
JSB in Media	54
Admission Criteria	57



JSB

WELCOME TO FUTURE ACADEMY

A Tribute to Founder



Dr. Rajaram Jaipuria
(1934-2015)

The favorite quote of Dr. Rajaram Jaipuria

“WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE”

We pay our heartfelt tribute to our beloved Founder Late Dr. Rajaram Jaipuria, who has given us the real meaning of service to the humanity.



“When one performs his prescribed duty only because it ought to be done, and renounces all material association and all attachment to the fruit, his renunciation is said to be in the mode of goodness”

Shrimad Bhagwad Gita

TRADITION OF EXCELLENCE FOR MORE THAN 116 YEARS

THE HOUSE OF JAIPURIAS

Jaipurias in Indian Industry: The house of Jaipurias is a well known name in the Indian industry for over a century now. It was founded by Seth Anandram Jaipuria much before Indian independence. Padma Bhushan Seth Mungtu Ram Jaipuria, son of the founder of the illustrious house of Jaipurias, was nominated to the board of the then Imperial Bank (now State Bank of India) of India way back in 1933. Though primarily the Jaipurias concentrated on the textile business and were the proud owners of the Swadeshi Cotton Mills which they took over from a European in April 1946, between 1942 and 1946, the Jaipurias had also built two airports for the government and promoted the Hindustan Mercantile Bank. Currently the flagship brand of the house of Jaipurias is Ginni Filaments of which Shri Shishir Jaipuria is the Chairman and Managing Director.

Jaipurias in Education: The House of Jaipurias trust with Education started before independence of India. Seth Anandram Jaipuria Education Society runs various reputed schools and colleges in the country.

Jaipurias in Social Service: The Jaipuria group is fully conscious of its Corporate Social Responsibility. The philanthropic spirit of late Dr Rajaram Jaipuria, a worthy son of Seth Mungtu Ram Jaipuria recipient of Padma Bhushan, has been carried forward by his son Shri Shishir Jaipuria as head of the trust and a chain of public guest houses, temples, charitable hospitals and educational institutions bear ample testimony to the spirit of Jaipuria for serving the poor and the needy.

EDUCATION

- Jaipuria School of Business, Ghaziabad
- Seth Anandram Jaipuria Inter College, Anand Nagar
- Seth Anandram Jaipuria College, Kolkata
- Seth Anandram Jaipuria School, Kanpur
- Jaipuria Institute of Management, Ghaziabad
- Seth Anandram Jaipuria School, Vasundhara
- Seth Anandram Jaipuria School, Hamirpur
- Little One The Jaipuria Preschool, Kanpur
- Seth Anandram Jaipuria School, Lucknow
- Seth Anandram Jaipuria School, Alambagh
- Seth Anandram Jaipuria School, Unnao
- Seth Anandram Jaipuria School, Sitarganj
- Seth Anandram Jaipuria School, Varanasi
- Seth Anandram Jaipuria School, Raebareli
- Little One The Jaipuria Preschool, Sarvodaya Nagar
- Little One The Jaipuria Preschool, Ghaziabad
- Little One The Jaipuria Preschool, Vikas Nagar, Kanpur
- Little One The Jaipuria Preschool, Jajmau, Kanpur

BUSINESS

- Ginni Filaments Limited, Kosi Kalan (Mathura)
- Ginni Filaments Limited, Panoli, Gujarat
- Jaipuria Publishing House (JPH), Ghaziabad

SOCIAL SERVICE

- Matushree Jaidevi Anandram Jaipuria Smiriti Bhawan, Chitrakoot, Banda (UP)
- Seth Anandram Jaipuria Eye Hospital, Nawalgarh (Rajasthan)
- Seth Anandram Jaipuria Smriti Bhawan, Vrindaban (UP)
- Ram Darshan, Chitrakoot (MP)
- Seth Anandram Jaipuria Smriti Bhawan, Ramghat, Haridwar



CHAIRMAN'S MESSAGE

“We at JSB, bring the best of ancient wisdom and latest technologies for preparing our students to be the torch-bearers of tomorrow”

The onset of technological disruptions has changed the way business decisions and strategies are formulated across the globe. Technological disruptions are being driven as much by the methods and systems as it by the devices that are associated with it. ICT tools, Internet and social media have resulted in an explosive growth of knowledge thus making the barrier between different disciplines of study porous and inter-disciplinary skills emerging as the new skills for effectively embracing tomorrow.

Embedding technology in pedagogy is an important enabler for achieving desirable outcomes in the era of continuous disruptions. JSB is committed on achieving academic excellence through continual renewal of strategy, processes, pedagogy, and curriculum. The holistic development of students continue to be an area of focus and JSB provides multiple forums—sports, cultural, social, cognitive, and spiritual to engage and excel. Encouraging students to voice their views, engage in lively dialogues, discussion, debates, developing the ability to be active listeners and integrate diverse perspectives, thereby broadening their worldview, are essential prerequisites for creating an eco-system where education thrives.

True education lays the foundation for developing a society that is strongly grounded in ethics and moral values leading to peace and contentment in life. Unfortunately, over the years, we have been witnessing an all-round degeneration of morals and ethics in the society. This undesirable trend has to be stopped completely and academic institutions are best placed for bringing about his transformation. Education and knowledge constitute the basis of civilized living. A popular verse in the Vedas reinforces the importance of education that is paraphrased: knowledge brings humility, humility makes you worthy, with that you acquire wealth and with wealth your conduct becomes righteous that eventually leads to ultimate bliss. Inspired by the ancient philosophy, we at JSB bring the best of ancient wisdom and latest technologies for preparing our students to be the torch-bearers of tomorrow.

Mr. Shishir Jaipuria
Chairman,
Jaipuria Group of Educational Institutions
&
Chairman, Board of Governors,
Jaipuria School of Business



DIRECTOR'S MESSAGE

“We provide forums for our students to exercise character building and display ethical conduct”

Greetings from Jaipuria School of Business

The Jaipuria School of Business is an embodiment of a deep commitment towards Education and contribution to nation-building that commenced during the pre-Independence era, when the House of Jaipurias set up its first college at Kolkata in 1945. Good-quality education continues to be the guiding torch of our Chairman Shri Shishir Jaipuria.

There are three aspects of education that differentiate JSB as a Business school. First, while we build the technical as well as behavioral competencies of students with a focus on making them sustainably employable, we also focus on developing our students into good human beings by providing our students multiple forums such as sports, social, cultural, cognitive, and spiritual, enabling them to engage voluntarily and unlock their latent potentialities.

Second, we have successfully operationalized the profound saying by Kurt Lewin, considered to be the Father of Social Psychology “There is nothing as practical as a good theory” by focusing on two critical outcomes in each class taken by faculty—the theory that explains the phenomenon and innovatively designing skill-building activities that empower students to take real-world management challenges head-on and contribute immensely when they join the corporate world.

Third, while technology finds increasing application in our lives, we also experience the ubiquitous dwindling of ethical conduct in diverse walks of life. As an institution, we provide forums for our students to exercise character-building and display ethical conduct in and out of campus. In an environment of diminishing ethics, due to high ethical behavior of JSBians, corporate will seek the students of Jaipuria School Business to be part of their organization as rarity enjoys premium and is valued. Ethics, while being a differentiator for the JSBians, simultaneously enriching the personal lives of our students.

The need for employing critical thinking for continuous improvement is indisputable. Additionally, we employ systems thinking in all facets of institutional design and for achieving excellence.

I look forward to the close association with each stakeholder for contributing to improving the theory and practice of management, and grooming management students who are valuable to the organizations, while also experiencing higher levels of happiness and well-being.

Prof. Vikas Rai Bhatnagar
Director
Jaipuria School of Business

JSB JAIPURIA SCHOOL OF BUSINESS

GENESIS

Jaipuria School of Business (JSB) is a premier management Institute in Delhi-NCR area, located at the posh Institutional area in Indirapuram, Ghaziabad. It was established by late Dr Rajaram Jaipuria in 2008. The Institute is among the youngest of the Educational Institutions set up by the House of Jaipurias which is headed by Shri Shishir Jaipuria, Chairman & Managing Director of Ginni Filaments, a reputed Textile Company in India. The Jaipuria Group's contribution to education has a long history going back to the pre-Independence days. The core philosophy of the Jaipuria Group of Institutions is enshrined in its logo "tamso ma". Which means 'Let the light of knowledge dispel to darkness of ignorance'.

VISION & VALUES

The Vision of JSB is to be a Future Academy. The Mission is to stay ahead of time by imparting the latest knowledge and skills and grooming highly competent managers for the future. The credo of Jaipuria School of Business is to "Harness Creativity". The core value of the Institute is "Respect for Data, Diversity & Development" that helps to develop productive managers, sensitive citizens, and outstanding leaders. All activities at JSB are focused

upon these principles. The students are encouraged to adopt the right values to get their name associated with a specific valued character as their personal brand in future.

CREDENTIALS

Jaipuria School of Business is accredited with ISO 9001 and its two-year full-time PGDM program is duly approved by AICTE with annual intake capacity of 120 students. The Campus infrastructure has state of the art facilities for world class education. JSB has international institutional collaborations for research, faculty exchange and student exchange programs. The B-School is in the process of NBA certification. Many corporates partner with JSB for certification of their training programmes.

GOVERNANCE

Institutional Governance at JSB is given high priority. The Board of Governors comprises a majority of Independent Members of high corporate stature and intellectual credentials including Chief Executives. Shri RS Sharma, former Chairman of NTPC and current Managing Director of Bajaj Power Ventures, Shri Manoj Mishra, Former Chairman & Managing Director of Cement

Corporation of India, Dr Aquil Busrai, CEO of Busrai Consulting, Ms Miriam Carter, Director Skill Development of JSPL Group and Dr. Ajay Singh Professor IIM, Lucknow are some of the members on the Board of JSB.

ACADEMICS

The curriculum development process at JSB is unique. The academic architecture is approved by the Academic Advisory Council which formally meets every year before the commencement of a new academic session and ratifies the syllabus and curriculum proposed by the Faculty. Currently, specializations are offered in HR, Marketing, Finance, IT, Operations LSCM, Entrepreneurship and General Management. Each Faculty Area has a Domain Advisory Group consisting of senior Corporate Managers and Eminent Professors from peer campuses, to seek advice on a continuing basis for enriching the content and pedagogy, making it most relevant and useful. The Academic Advisory Council has equal representation from Corporates and Academia at the level of CEO/Director / Professors from reputed Corporates and Institutes.



JAIPURIA SCHOOL OF BUSINESS RECEIVED THE BEST B-SCHOOL AWARD IN NATIONAL EXCELLENCE LEADERSHIP 2019 AT THE LEADERSHIP AND INNOVATION SUMMIT HELD AT THE INDIA INTERNATIONAL CENTRE ON 27TH JULY 2019. THE AWARD WAS CONFERRED BY INTEGRATED CHAMBERS OF COMMERCE AND INDUSTRY, DR. TIMIRA SHUKLA, DEAN (ACADEMICS) RECEIVED THE AWARD IN PRESENCE OF STUDENTS FROM JSB.

AWARDS & ACCOLADES

- Received ASSOCHAM-APETA Award for being adjudged the Best Institution for Academic Excellence by ASSOCHAM and Education Post at the 2nd Asia Pacific Education & Technology Awards (APETA) and Summit-2019 held at Ahmedabad on 3rd Jan 2019
- Awarded as the Best Management College for Placement in North India by Integrated Chambers of Commerce and Industry at its Education to Entrepreneurship summit on 28th February 2019.
- Awarded as the best Business School in NCR for 2019 at Indian Education festival organized by CEGR on 18th April 2019.
- Awarded as the best B-school in National Excellence Leadership 2019 at the Leadership & Innovation summit held at the India International Centre on 27th July 2019 by Integrated Chambers of Commerce & Industry.
- Awarded as the Best Management College in North India for Industry Interface at the Global Education & Skills Summit in February 2018
- Awarded as the Best Emerging Business School in India at Integrated Chamber of Commerce and Industry - 2018
- Awarded as the Best Management Institute in North India for Placement at CEGR, in September 2018

Recognition of Leadership

- Director of JSB, Dr SK Mahapatra received award as "Visionary Leader of the Year" conferred by Integrated Chambers of Commerce & Industry at an Educational Summit held on 28th February 2019 at the IIC, New Delhi.
- Director, Jaipuria School of Business, Dr. S K Mahapatra, received a Citation as one of the Most Influential HR Leaders in India at 25th World HRD Congress in February 2017.

- Dean – Academics, Jaipuria School of Business, Dr Timira Shukla, received the National Excellence Award for Research 2017 at the World Education and Skill Conclave, on 7th of September, 2017. She has also been a recipient of "Rashtriya Shiksha Gaurav Purashkar" from the Centre for Education Growth & Research in December 2017.

PRACTICE CENTRES:

THE INSTITUTE HAS FIVE CENTRES OF EXCELLENCE, ESTABLISHED AS LABORATORIES OF PRACTICE FOR THE STUDENTS AS IT IS WIDELY FELT IN THE CORPORATE WORLD THAT THE CLASS ROOM INPUTS FOR MANAGERIAL ASPIRANTS HAVE TO BE SUPPLEMENTED WITH HANDS-ON PRACTICE. THE CENTRES FOCUS ON FIVE DRIVERS OF BUSINESS SUCCESS AND SUSTAINABILITY. THESE ARE THE CENTRE FOR ADVANCED DATA ANALYTICS, CENTRE FOR CREATIVITY & INNOVATION, CENTRE FOR CHANGE & DEVELOPMENT, CENTRE FOR DIVERSITY & INCLUSIVENESS AND CENTRE FOR LEADERSHIP EXCELLENCE.

BOARD OF GOVERNORS

Chairperson



Sri Shishir Jaipuria
Chairman
SAJES & Chairman,
Ginni Filaments

	Shri Manoj Mishra Former Chairman cum Managing Director CCI Ltd		Mr RS Sharma Ex- Chairman, NTPC
	Ms Miriam Carter Director, Community Colleges, JSPL		Mr Vinod Malhotra Director CRC SAJES
	Mr Aquil Busrai CEO, Busrai Consulting & Ex Director HR, IBM		Dr. Ajay Singh Professor IIM, Lucknow
	Mr Suresh Singhvi Director (Finance) Ginni Filaments		Mr Birupaksha Mishra Executive Director, Central Bank of India
	Mr. Atul Srivastava Director Personnel SAIL		Prof. Vikas R Bhatnagar Director JSB

Special Invitee Member:

Representative of
AICTE
Dr. Timira Shukla
(Prof. & Dean Academics)

Dr. Parul Tyagi
(Asst. Professor)

ACADEMIC ADVISORY COUNCIL

Director

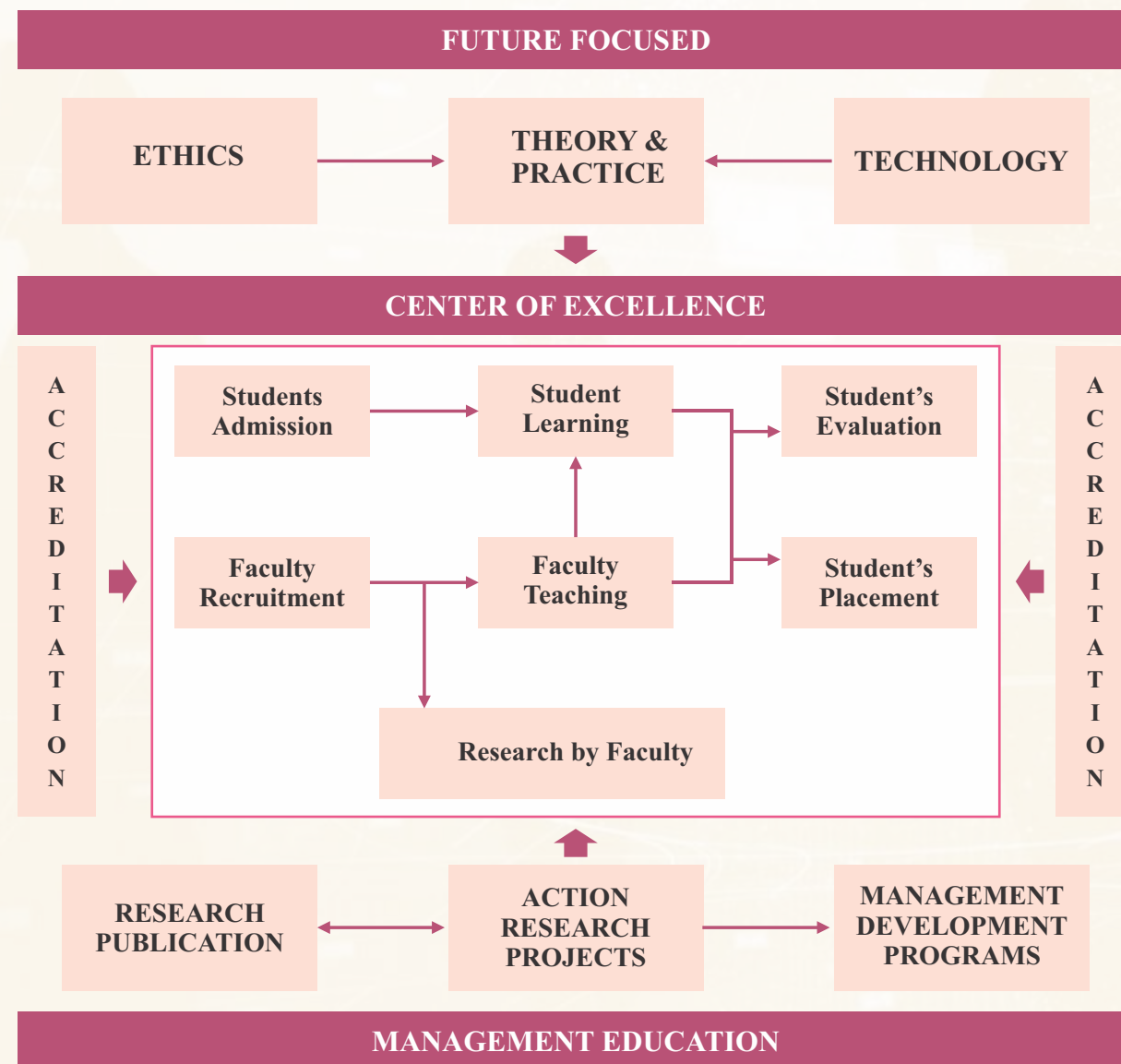


Prof. Vikas Rai Bhatnagar
Director
Jaipuria School of Business

	Mr Gauravv Mittal MD & CEO ITCON, e-Solutions Pvt Ltd		Prof Harsh Verma Faculty of Management Studies Delhi University		Mr Vikas Madan Senior Director Capgemini
	Mr Harish Dua Founder and CEO, Institute of Good Governance, Adj Faculty at IICA		Dr Brinda Balakrishnan Management Consultant & Corporate Trainer		Mr NK Gupta Ex-Director (Finance) Railtel
	Dr. Lawrence Peris Director The Search House Pvt Ltd		Mr Mukund Trivedy Head of Communication and Media Relations, Hindustan Coca-cola Beverages		Ms Runa Maitra Corporate Evangelist
	Dr Daviender Narang Director JIM, Ghaziabad		Govind Maheswari CFO Bajaj Energy Ltd.		Rajiv Gupta Former Prof. BITS Pilani & State University of New York
	Dr Timira Shukla Dean Academics JSB & Ex-Officio Member Secretary		Rajeev Bhatnagar Corporate HR head SIMBHAOLI Sugars Ltd.		Deepak Rai Former CEO EROS Resorts & Hotels

VISION

“To be a future-focused Centre of Excellence in Management Education.”



MISSION

“To develop students’ technical and behavioral competencies (team work, critical and analytical thinking), infuse ethics, and provide value-based professionals and services to the corporates.”

RECOGNITION OF JSB

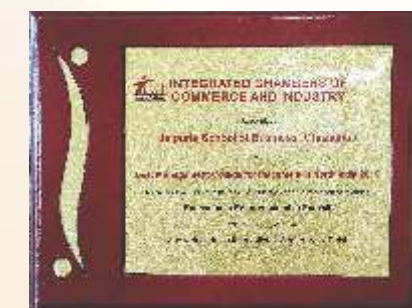
Awards & Accolades



JSB Awarded with Academic Excellence in India by the Educationpost



JSB Awarded with Outstanding Business School in Delhi NCR by CEGR



JSB Awarded with Best Management College for Placement in North India 2019 by ICCI



Excellence in International Collaboration 2018 (FWA Higher Education Summit)



Best Management College in North India For Placment 2018 (CEGR)



Best Emerging Business School in India 2018 (ICCI)



Best Management Institute in North India for Placement 2017 (WESC)



Best Management College in North India For Industry Interface 2017 (GESA)



Best Emerging Business School in India 2017 (IRMA)

All India Rank 4th Top B-School of Excellence by GHRDC-CSR-2016

VICE PRESIDENT'S LECTURE

THE FIRST DR RAJARAM JAIPURIA
MEMORIAL LECTURE ON 30TH APRIL 2019
WITH THE HON'BLE VICE PRESIDENT OF INDIA ,
SHRI M VENKAIAH NAIDU AS CHIEF GUEST

1ST

**Dr. Rajaram Jaipuria
Memorial Lecture**



From the Desk of Dean Academics

An investment in knowledge pays the best interest. We, at Jaipuria School of Business are committed to offer contemporary business education that is relevant to developing global business leaders who can lead and manage in the era of disruption. The two-year programme of learning offers an innovative curriculum in management to develop future leaders and managers. We have developed a course of study that prepares the centennials to be better future ready managers, worthier team members; and problem solvers.

The course curriculum that meets the current and future industry requirements is designed to achieve professional excellence. The pedagogy is learner-centric and interactive. The spectrum of Co-Curricular, the experiential education with live projects, internships with industry apart from compulsory 8-week summer internship, provides a platform for on-going learning. We are delighted to have an experienced team of core, adjunct and visiting faculty group that delivers and engages students in an interactive class environment. The series of on-going curricular, co-curricular and extra-curricular activities and events provides an immersion experience to develop hard as well as soft skills that are an essential arsenal for survival in the corporate jungle.

The value-added programmes include personality development, social media communications, personal growth lab and book review that aids in holistic development of student learners. The community engagements provide a forum to engage with society in meaningful ways and sensitise the students. We at Jaipuria School of Business combine traditional values of character building, sensitivity and Indian value system with contemporary management education to develop business leaders and global citizens.

I am indebted to all faculty mentors, staff and administration for working tirelessly to provide you with an enabling learning environment.

I invite you to join this exciting journey of transformation!

CORE COURSES PGDM (2019-2021)

YEAR - 1		TRIMESTER- I	
Code	Subject	Credits	Learning Hours
PG-101	Economics-I (Micro)	3	30
PG-102	Organizational Behavior-I	3	30
PG-103	Financial Management-I	3	30
PG-104	Quantitative Techniques in Management-I	3	30
PG-105	Marketing Management-I	3	30
PG-106	Business Communication-I	2	20
PG-107	Computer Application for Business	3	30
PG-108	Digital Marketing-I	2	20
VAC-101	COE Activity		
VAC-102	Personal Growth Laboratory-I		
VAC-103	Book Review I-Classics in Management		
Total		22	220

YEAR - 1		TRIMESTER- II	
Code	Subject	Credits	Learning Hours
PG-201	Economics-II (Macro)	3	30
PG-202	Organizational Behavior-II	3	30
PG-203	FM-II (Corporate Finance)	3	30
PG-204	QTM-II (Research & Business Analytics)	3	30
PG-205	Marketing Management-II	3	30
PG-206	Business Communication-II	2	20
PG-207	Cost and Management Accounting	3	30
PG-208	Digital Marketing-II	2	20
VAC-201	COE Activity		
VAC-202	Personal Growth Laboratory-II		
VAC-203	Book Review II-Latest Publications in Mgmt.		
Total		22	220

ACADEMIC ARCHITECTURE



Dr Timira Shukla
Dean Academics

YEAR - 1		TRIMESTER- III	
Code	Subject	Credits	Learning Hours
PG-301	Indian Economy & Policy	2	20
PG-302	HRM & IR	3	30
PG-303	Finance -III (Indian Financial Systems & Market)	3	30
PG-304	Research Methodology and Business Analytics for Decision Making	3	30
PG-305	Production Operations Management	3	30
PG-306	Business Communication-III Book Review III -Literature Review	2	20
PG-307	Legal & Business Environment	3	30
PG-308	Strategic Management	3	30
VAC-301	COE Activity		
VAC-302	Personal Growth Laboratory - III		
Total		22	220

YEAR - 2		TRIMESTER- IV	
Code	Subject	Credits	Learning Hours
PG-401	Entrepreneurship	3	30
PG-403	Summer Internship Project (SIP)	6	
ELC-I	Specialization Area I	3	30
ELC-II	Specialization Area I	3	30
ELC-III	Specialization Area I	3	30
ELC-I	Specialization Area II	3	30
ELC-II	Specialization Area II	3	30
ELC-III	Specialization Area II	3	30
Total		27	210

YEAR - 2		TRIMESTER- V	
Code	Subject	Credits	Learning Hours
PG-501	International Business	3	30
PG-502	Corporate Governance	3	30
ELC-I	Specialization Area I	3	30
ELC-II	Specialization Area I	3	30
ELC-I	Specialization Area II	3	30
ELC-II	Specialization Area II	3	30
Total		18	180

YEAR - 2		TRIMESTER- VI	
Code	Subject	Credits	Learning Hours
PG-601	DISSERTATION	6	
ELC-VI	Specialization Area I	3	30
ELC-VI	Speciliazation Area II	3	30
Total		12	60

Designed to Excel

The two-year Post Graduate Diploma in Management (PGDM) approved by AICTE is designed to develop leaders with 21st century competency that inspires growth in people, organisations, markets, society and the globe. The focus is on developing a holistic manager with a vision to take on the challenges of the future in a socially sensitive manner. The program is a judicious blend of theory and best practices of the industry. The well thought out course curriculum a unique blend of strategic thinking and pragmatism, is developed in such a way that it facilitates the students' personality development and practical knowledge through a continuous process of industry-academia interface, thereby making them socially responsible, culturally aware and ethically better citizens of today and tomorrow.

The curriculum and academic rigour developed under the guidance of Academic Advisory Council and Area Academic Advisors are designed to nurture the talent and hone the skills to achieve excellence in every endeavour; viz. Academic, Co-curricular and other activities.

The program follows a rigorous academic calendar beginning in the month of July each year; each trimester being of 11-12 weeks duration. At the end of the first three trimesters of the program, all students undergo compulsory summer internship for 8-10 weeks in the industry. In the second year, students will be pursuing their specialization courses (Dual Specialization) along with compulsory Dissertation Project in the area of their chosen specialization.

The learner-centered program aims at:

- Building strong foundation of business fundamentals
- Honing problem-solving and critical thinking skills
- Preparing students for cross-functional positions in Industry
- Developing all-round personality for holistic growth
- Nurturing talent to groom future leaders
- Inculcating strong values and ethics

LIST OF ELECTIVE COURSES

MARKETING

- MK Consumer Behaviour& CRM
- MK Integrated Marketing Communication
- MK Product and Brand Management
- MK Sales and Distribution Management
- MK Rural Marketing
- MK Services Marketing
- MK Retail Marketing
- MK Digital & Social Media Marketing
- MK B2B Marketing
- MK International Marketing
- MK Market Research & Analysis

HUMAN RESOURCE MANAGEMENT

- HR Strategic Human Resource Management
- HR Compensation & Benefits Management
- HR Employee Relations and Diversity Management
- HR Organizational Change and Development
- HR Performance Management Systems
- HR Training and Development
- HR Competency Mapping & Talent Management
- HR HR Analytics& Technology
- HR Industrial Relations
- HR Cross-cultural Management
- HR Manpower Planning, Recruitment and Selection

FINANCE

- FN Security Analysis & Portfolio Management
- FN Fixed Income Securities
- FN Project & Infrastructure Finance
- FN Mergers & Acquisitions
- FN International Financial Management
- FN Laws & Tax Management
- FN Derivatives & Risk Management
- FN Behavioral Finance
- FN Banking Services Management
- FN Insurance Services Management
- FN Strategic Cost Management
- FN Financial Econometrics

INFORMATION SCIENCE

- IS E-Business & E-Commerce
- IS Enterprise Resource Planning & Business Process Re-engineering
- IS IT Strategy Design and Implementation
- IS Software Project Management
- IS Strategic IT Management
- IS Strategic Knowledge Management
- IS Technology in Innovation Management
- IS Business Process Re-engineering and Automation



- IS Artificial Intelligence in Management
- IS Advanced Data Analytics

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- OS Supply Chain Management
- OS Online Business & E-Commerce
- OS Services Operations Management
- OS TQM, Six Sigma & Lean Management
- OS Business Logistics & Global Trading
- OS Theory Of Constraints
- OS Global Sourcing & Management
- OS Artificial Intelligence In Management
- OS Export Import Policy & Foreign Trade
- OS Business Simulation
- OS Project Management

GENERAL MANAGEMENT

- GM Environment Management
- GM Happiness
- GM Compliance & Risk Management
- GM Sustainability & CSR
- GM Data Analytics
- GM Design Thinking
- GM Creative Disruption Management
- GM Strategic Leadership
- GM Indian Ethos, Business Ethics & CSR

ENTREPRENEURSHIP

- EI Fundamentals of Entrepreneurship
- EI Creativity & Design Thinking
- EI Innovation & Entrepreneurship
- EI Lean Startup
- EI Social Entrepreneurship
- EI Venture & Private Equity Funding
- EI Management Information System for Startup
- EI Services & Process Innovation
- EI Marketing Strategy for Startup
- EI Legal Aspects of Business Startup



Plan for Elective Courses

Note:

- 1.A total of 60 subjects are offered as electives in five specializes areas.
- 2.Students can go for two major specializations opting for eight subjects each .
- 3.An elective can be offered only if minimum 10 students enroll for the subject
- 4.Students have to exercise their options in order of preference, so that only those courses shall be offered which has more than 10 enrolments.
- 5.The students have to exercise their option before the 3rd end-term examination. The final decision on allocation of electives shall be announced in May.

From the Desk of Dean Academics

An investment in knowledge pays the best interest. We, at Jaipuria School of Business are committed to offer contemporary business education that is relevant to developing global business leaders who can lead and manage in the era of disruption. The two-year programme of learning offers an innovative curriculum in management to develop future leaders and managers. We have developed a course of study that prepares the centennials to be better future ready managers, worthier team members; and problem solvers.

The course curriculum that meets the current and future industry requirements is designed to achieve professional excellence. The pedagogy is learner-centric and interactive. The spectrum of Co-Curricular, the experiential education with live projects, internships with industry apart from compulsory 8-week summer internship, provides a platform for on-going learning. We are delighted to have an experienced team of core, adjunct and visiting faculty group that delivers and engages students in an interactive class environment. The series of on-going curricular, co-curricular and extra-curricular activities and events provides an immersion experience to develop hard as well as soft skills that are an essential arsenal for survival in the corporate jungle.

The value-added programmes include personality development, social media communications, personal growth lab and book review that aids in holistic development of student learners. The community engagements provide a forum to engage with society in meaningful ways and sensitise the students. We at Jaipuria School of Business combine traditional values of character building, sensitivity and Indian value system with contemporary management education to develop business leaders and global citizens.

I am indebted to all faculty mentors, staff and administration for working tirelessly to provide you with an enabling learning environment.

I invite you to join this exciting journey of transformation!

CORE COURSES PGDM (2019-2021)

YEAR - 1		TRIMESTER- I	
Code	Subject	Credits	Learning Hours
PG-101	Economics-I (Micro)	3	30
PG-102	Organizational Behavior-I	3	30
PG-103	Financial Management-I	3	30
PG-104	Quantitative Techniques in Management-I	3	30
PG-105	Marketing Management-I	3	30
PG-106	Business Communication-I	2	20
PG-107	Computer Application for Business	3	30
PG-108	Digital Marketing-I	2	20
VAC-101	COE Activity		
VAC-102	Personal Growth Laboratory-I		
VAC-103	Book Review I-Classics in Management		
Total		22	220

YEAR - 1		TRIMESTER- II	
Code	Subject	Credits	Learning Hours
PG-201	Economics-II (Macro)	3	30
PG-202	Organizational Behavior-II	3	30
PG-203	FM-II (Corporate Finance)	3	30
PG-204	QTM-II (Research & Business Analytics)	3	30
PG-205	Marketing Management-II	3	30
PG-206	Business Communication-II	2	20
PG-207	Cost and Management Accounting	3	30
PG-208	Digital Marketing-II	2	20
VAC-201	COE Activity		
VAC-202	Personal Growth Laboratory-II		
VAC-203	Book Review II-Latest Publications in Mgmt.		
Total		22	220

ACADEMIC ARCHITECTURE



Dr Timira Shukla
Dean Academics

YEAR - 1		TRIMESTER- III	
Code	Subject	Credits	Learning Hours
PG-301	Indian Economy & Policy	2	20
PG-302	HRM & IR	3	30
PG-303	Finance -III (Indian Financial Systems & Market)	3	30
PG-304	Research Methodology and Business Analytics for Decision Making	3	30
PG-305	Production Operations Management	3	30
PG-306	Business Communication-III Book Review III -Literature Review	2	20
PG-307	Legal & Business Environment	3	30
PG-308	Strategic Management	3	30
VAC-301	COE Activity		
VAC-302	Personal Growth Laboratory - III		
Total		22	220

YEAR - 2		TRIMESTER- IV	
Code	Subject	Credits	Learning Hours
PG-401	Entrepreneurship	3	30
PG-403	Summer Internship Project (SIP)	6	
ELC-I	Specialization Area I	3	30
ELC-II	Specialization Area I	3	30
ELC-III	Specialization Area I	3	30
ELC-I	Specialization Area II	3	30
ELC-II	Specialization Area II	3	30
ELC-III	Specialization Area II	3	30
Total		27	210

YEAR - 2		TRIMESTER- V	
Code	Subject	Credits	Learning Hours
PG-501	International Business	3	30
PG-502	Corporate Governance	3	30
ELC-I	Specialization Area I	3	30
ELC-II	Specialization Area I	3	30
ELC-I	Specialization Area II	3	30
ELC-II	Specialization Area II	3	30
Total		18	180

YEAR - 2		TRIMESTER- VI	
Code	Subject	Credits	Learning Hours
PG-601	DISSERTATION	6	
ELC-VI	Specialization Area I	3	30
ELC-VI	Speciliazation Area II	3	30
Total		12	60

Designed to Excel

The two-year Post Graduate Diploma in Management (PGDM) approved by AICTE is designed to develop leaders with 21st century competency that inspires growth in people, organisations, markets, society and the globe. The focus is on developing a holistic manager with a vision to take on the challenges of the future in a socially sensitive manner. The program is a judicious blend of theory and best practices of the industry. The well thought out course curriculum a unique blend of strategic thinking and pragmatism, is developed in such a way that it facilitates the students' personality development and practical knowledge through a continuous process of industry-academia interface, thereby making them socially responsible, culturally aware and ethically better citizens of today and tomorrow.

The curriculum and academic rigour developed under the guidance of Academic Advisory Council and Area Academic Advisors are designed to nurture the talent and hone the skills to achieve excellence in every endeavour; viz. Academic, Co-curricular and other activities.

The program follows a rigorous academic calendar beginning in the month of July each year; each trimester being of 11-12 weeks duration. At the end of the first three trimesters of the program, all students undergo compulsory summer internship for 8-10 weeks in the industry. In the second year, students will be pursuing their specialization courses (Dual Specialization) along with compulsory Dissertation Project in the area of their chosen specialization.

The learner-centered program aims at:

- Building strong foundation of business fundamentals
- Honing problem-solving and critical thinking skills
- Preparing students for cross-functional positions in Industry
- Developing all-round personality for holistic growth
- Nurturing talent to groom future leaders
- Inculcating strong values and ethics

LIST OF ELECTIVE COURSES

MARKETING

- MK Consumer Behaviour& CRM
- MK Integrated Marketing Communication
- MK Product and Brand Management
- MK Sales and Distribution Management
- MK Rural Marketing
- MK Services Marketing
- MK Retail Marketing
- MK Digital & Social Media Marketing
- MK B2B Marketing
- MK International Marketing
- MK Market Research & Analysis

HUMAN RESOURCE MANAGEMENT

- HR Strategic Human Resource Management
- HR Compensation & Benefits Management
- HR Employee Relations and Diversity Management
- HR Organizational Change and Development
- HR Performance Management Systems
- HR Training and Development
- HR Competency Mapping & Talent Management
- HR HR Analytics& Technology
- HR Industrial Relations
- HR Cross-cultural Management
- HR Manpower Planning, Recruitment and Selection

FINANCE

- FN Security Analysis & Portfolio Management
- FN Fixed Income Securities
- FN Project & Infrastructure Finance
- FN Mergers & Acquisitions
- FN International Financial Management
- FN Laws & Tax Management
- FN Derivatives & Risk Management
- FN Behavioral Finance
- FN Banking Services Management
- FN Insurance Services Management
- FN Strategic Cost Management
- FN Financial Econometrics

INFORMATION SCIENCE

- IS E-Business & E-Commerce
- IS Enterprise Resource Planning & Business Process Re-engineering
- IS IT Strategy Design and Implementation
- IS Software Project Management
- IS Strategic IT Management
- IS Strategic Knowledge Management
- IS Technology in Innovation Management
- IS Business Process Re-engineering and Automation



- IS Artificial Intelligence in Management
- IS Advanced Data Analytics

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- OS Supply Chain Management
- OS Online Business & E-Commerce
- OS Services Operations Management
- OS TQM, Six Sigma & Lean Management
- OS Business Logistics & Global Trading
- OS Theory Of Constraints
- OS Global Sourcing & Management
- OS Artificial Intelligence In Management
- OS Export Import Policy & Foreign Trade
- OS Business Simulation
- OS Project Management

GENERAL MANAGEMENT

- GM Environment Management
- GM Happiness
- GM Compliance & Risk Management
- GM Sustainability & CSR
- GM Data Analytics
- GM Design Thinking
- GM Creative Disruption Management
- GM Strategic Leadership
- GM Indian Ethos, Business Ethics & CSR

ENTREPRENEURSHIP

- EI Fundamentals of Entrepreneurship
- EI Creativity & Design Thinking
- EI Innovation & Entrepreneurship
- EI Lean Startup
- EI Social Entrepreneurship
- EI Venture & Private Equity Funding
- EI Management Information System for Startup
- EI Services & Process Innovation
- EI Marketing Strategy for Startup
- EI Legal Aspects of Business Startup



Plan for Elective Courses

Note:

- 1.A total of 60 subjects are offered as electives in five specializes areas.
- 2.Students can go for two major specializations opting for eight subjects each .
- 3.An elective can be offered only if minimum 10 students enroll for the subject
- 4.Students have to exercise their options in order of preference, so that only those courses shall be offered which has more than 10 enrolments.
- 5.The students have to exercise their option before the 3rd end-term examination. The final decision on allocation of electives shall be announced in May.

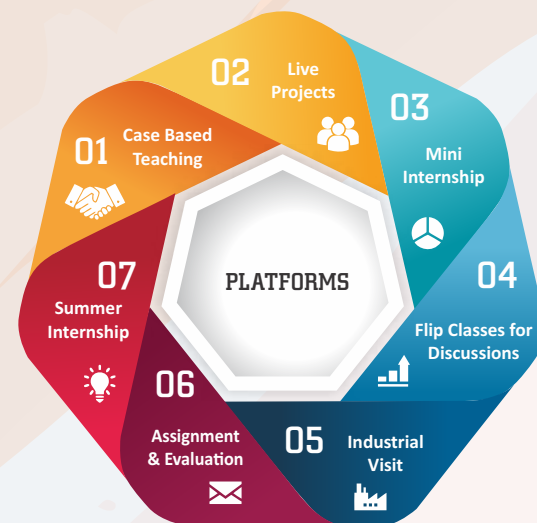
PEDAGOGY



THIS IS
HOW WE
EMPOWER
STUDENTS
WITH
KNOWLEDGE

Our teaching methodology aims to equip students with competencies for the VUCA future.

- **Live Project Internship:** Short duration live exposure, real-time at corporate desks/on-the-job/shopfloor.
- **Interactive Lectures** engage students in activities that help them to understand core concepts with considerable clarity. The activity can be a classroom experiment, a survey, a simulation or an analysis of secondary data.
- **Teaching with Data Simulation** allows students to visualise probability distributions, which in turn make the processes associated with probability more concrete.
- **Role Playing** helps students appreciate and empathise people facing real life challenges.
- **Campus-Based Learning** uses the campus environment itself as a teaching tool.
- **Timely Assessment** provides educators with a better understanding of what students are learning and engages students more deeply in the process of learning content.
- **Coached Problem Solving** is a class format in which professors provide a structured, guided context for students to work collaboratively and solve problems.
- **Concept Tests** represent a rapid method of formative assessment of student understanding.
- **Interdisciplinary Approach** the use of analytics frameworks from more than one academic discipline to examine a theme, issue, question or topic, in an integrated manner.
- **Summer Internship** on live project, Placement in Dream company, Experiencing Scintilla the Cultural-Fest, Participating in numerous CSR Activities, National and International Conferences.
- **Investigative Case-Based Learning** involves students in addressing real world problems.
- **Quantitative Writing** engages students with numbers by asking them to analyze and use quantitative data in written reports and arguments.
- **Learning Data** Analysis hubs allow students to work with real-world data, for complex 'what if' analyses.
- **Learning with the Case** is modeled after the pioneering Harvard technique of case-based learning.



WHAT MAKES JSB STANDOUT

1 SKILL FOR EMPLOYABILITY AND HUMAN VIRTUES

JSB differentiates by honing skill for employability as well as developing virtues in students that make them good human beings. The skills are developed by making the students aware of theories and the management environment is stimulated by innovative designing activities that lead to skill development. Humanity and liberal arts are seamlessly integrated and form an essential part of life at JSB by providing multiple fora to unlock the social, cultural, cognitive and spiritual faculties of students.



2 ETHICS

Students are provided multiple fora to exercise character building and ethical behavior. Self management forms an essential aspect of life at JSB, contributing towards making student responsible and accountable for taking high impacting leadership roles in corporate.

3 CARE AND COMPASSION

Management being a practical discipline, students learn by experiencing. At JSB we provide a very caring and compassionate work environment such that they imbibe the qualities of compassion that has the potential for being extended to people as well as environment.



4 STRONG INDUSTRY INTERFACE

The practitioners are fully integrated in the design and delivery of the course curriculum. The practitioners discuss the case-study and interface with the students on multiple fora: conference, conclave, guest lecturers etc.

ORIENTATION PROGRAMME PGDM BATCH COMMENCEMENT CEREMONY 2019



AAGOMANI FRESHERS PARTY 2019



INTERNATIONAL ACADEMIC COLLABORATIONS

MOU SIGNED WITH UNIVERSITY OF CENTRAL MISSOURI (USA)

Jaipuria School of Business has international collaborations with European Business School, Paris and University of Central Missouri, USA. A senior academic team comprising of Prof. Ms. Ginger Killian - Associate Dean and MBA Director Harmon College of Business and Professional Studies, UCMO visited Jaipuria School of Business in 2017 and an MOU was signed between the management of JSB and representative of University of Central Missouri, USA. The MOU provides the opportunity for the PGDM students of JSB to study for 8 weeks at the UCMO campus in USA for learning International Management Practices.



MDP MANAGEMENT DEVELOPMENT CENTRE

The MDP & Consultancy Centre of Jaipuria School of Business recognizes the important role of Training for constantly developing the potential, upgrading and updating of knowledge and skills of the Human Resource at all levels for the individual and organizational excellence and for making a New India. Our programmes are unique as they are customised and outcome based. They deal with the contemporary issues pertaining to the Industry in today's fast changing business scenario which is highly volatile and challenging due to global competition and rapidly changing technology. The pedagogy is highly interactive and participative. A lot of simulations, case studies, business games, videos are used to make learning more interesting and meaningful.



LIFE@JSB



08.00-08.50	Breakfast at Cafeteria
09:00- 09:30	Meet the Mentor
09:30- 11:00	Lecture
11:00- 11:15	Rejuvenation
11:15- 12:45	Flip Class
12:45- 13:30	Lunch@Cafeteria
13:30- 15:00	Lecture
15:00- 15:15	Rejuvenation
15:15- 16:45	Flip Class
16:45- 20:00	Library
	Gym / Sports
	CoE Activity
	Walk Around
	Recreation
20:00- 21:00	Dinner@Hostel
21:00-23:00	Study
23:00 Hrs	Lights Off

Note:-
On Friday/Saturday, Special Interactive Guest Lecture by CEOs/
CXOs/ Experts in lieu of 11am-12.45pm or 3 pm - 4.45 pm lectures.

Special Attractions at JSB

Orientation Programme : Parambha
Fresher's Welcome Ceremony : Aagomani
National Conference
HR Conclave / Roundtable in Campus
International Conference
Industrial Visits
Convocation
Annual Sports Day
Manthan – The Intra - College Debate Competition
Founder's Day Celebration
Scintilla – The Annual Cultural Festival of JSB
Opportunity to attend AIMA/FICCI/CII/UNGC Conferences and CSR Campaigns

- Plantation - Adopt a Plant Campaign
- Joy of Giving - Sharing and Empowering Underprivileged
- Nukkad Natak - Street Play on Social Issues
- Swachchh Bharat - Clean & Green India Campaign
- National Unity Day - Celebrating Unity in Diversity
- National Education Day – Building Lives

Farewell ceremony for Senior batch
The Grand Jaipuria Alumni Meet

Integrating Liberal Arts with Academic Excellence

MUSIC TO INSPIRE THOUGHTS



Inspiration is imperative in all aspects of life, from business to relationships, so we constantly look for tricks to increase this skill, listening to "happy music" increases listeners' creativity. 'sound tracking' the campus wherein music is played at time intervals to inspire and enhance spark in the students and faculty members.

CULTURAL CLUB



It comprises of dance, music, theater and various management events. The purpose of this club is to bring together students who are trained in various forms of art and who can in turn train other interested students in campus. Most of these activities are group-oriented due to which students get to know about each other, different cultural backgrounds and interests. These healthy interactions not only enhance interpersonal and communication skills of students but also prepare them for the real world.

DEBATE AS A POWERFUL TOOL



Employers seek candidates who are assertive with ideas and possess effective communication skills. A series of debates are organized to develop analytic decision-making, communication, and critical thinking skills. Debates as a medium of peer learning allow students an opportunity not only to research and interpret, but also to demonstrate a deeper insight on some socially sensitive issues.

ACADEMIC EXCELLENCE



Academic excellence permeates every aspect of our endeavour. We at Jaipuria prepare our students to take a leading role in civil society. As one of the leading management educational institution, our teaching pedagogy is gauged by strengthening our research endeavour. Our teaching aims at addressing global relevant issues with meaningful domestic impact.

Faculty Development Programme

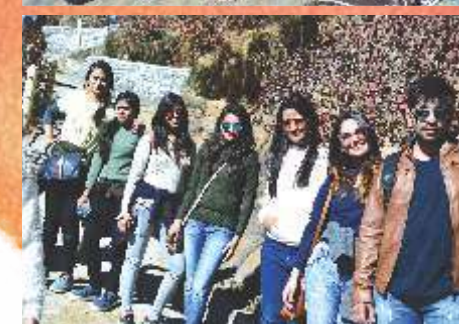
Dr. Nitin Kumar Saxena and Dr. Vartika Chaturvedi participated in the two-day 'Teaching with Cases Seminar' at IIMA in collaboration with Harvard Business Publishing. The Seminar Faculty were Prof. V.G. Narayanan from Harvard Business School and Prof. Sajal Mukherjee and Prof. Sanjay Verma at IIM A. The seminar series aims at promoting the Case Method of teaching in Management.



Dr. Parul Tyagi and Dr. Ajay Patel attended the 1st Case Master Development Workshop organized at BIMTECH, Noida on 7th Dec 2019. Prof. Trevor Williamson, Director Elmfield House Associates Limited, Case Tutor, Case Centre London, Prof. Matthew T. Mullarkey, Director of the Doctor of Business Administration (DBA) MUMA, USF and Dr. A K Dey, Professor, BIMTECH were the eminent speakers of the workshop. It encapsulated three major themes:

- How to write a theory-based case
- Case Research: Divide and Conquer.

Leadership Tour



NATIONAL CONFERENCE 2018



Manthan 2019





NURTURING FINER TALENTS IS INTEGRAL
PART OF EDUCATION @ JSB



INFRASTRUCTURE@JSB



CLASSROOM

- Fully Air conditioned Classrooms equipped with complete Audio-visual facility
- Wi-Fi enabled



LIBRARY

Over 17,000 books; 100 national and international journals with Fully computerised catalogues, easy access to sources and comfortable seating in the reading halls



CAFETERIA

- In-Campus Facility
- Round-the-clock service
- Hygienic food & Beverages
- Wi-fi Enabled



OUTDOOR SPORTS

- Football
- Cricket
- Hockey
- Volleyball
- Basketball
- Badminton



COMPUTER LAB

- Well equipped Computer Centre with state-of-the-art technologies.
- Advanced computer systems, connected to IBM server with internet connectivity
- Language Lab



WELLNESS CENTRE

A multi-gym equipped with all facilities available for exercise and fitness, besides the Creativity and Innovation Centre is ideal for practising yoga, aerobics and meditation.



INDOOR GAMES

- Snooker / Pool
- Table Tennis
- Carrom
- Darts
- Chess



OUTDOOR ACTIVITY

- Adventure Tour to out location as part of extra curricular activity
- International Study Tour opportunity
- Creative Drama outside the campus
- Citizenship activities



MARKETING MASTER CLASS

by Prof. Abraham Koshy

Senior Professor IIM –Ahmedabad
on August 31, 2019



INTERNATIONAL CONFERENCE PICTURES



INTELLECTUAL CAPITAL AT JSB



Prof. Devendra Bahadur

Prof. Devendra Bahadur is a Professor in the area of Operations Management. A Post-graduate from IIM-A and a graduate from BHU, Prof Bahadur has over 30 years of experience in diverse areas viz., Pharmaceuticals, Chemicals, Electronics and IPR based IT companies. His areas of interest include logistics and supply chain management, project management and strategy planning. He has rich global exposures which include countries like Japan, Singapore, Gulf, Germany & USA. He has over 7 years of academic experience at premier B-Schools in NCR. Prof Bahadur has conducted many MDPs in PSUs and Corporates and is a certified ISO lead assessor from Cranefield University, UK. He is a Green Belt in Six Sigma. He is currently Deputy Director at JSB and heads the Placement division of the institute.



Dr. Timira Shukla

Dr. Timira Shukla is Professor of Marketing and Strategy. She is a graduate in Science from University of Mumbai. She is an MBA with specialization in Marketing and holds a PhD degree. She has over 27 years of experience in teaching, research and consulting. She has published one edited book, more than 65 Articles / Research Papers / Case Studies in acclaimed journals at National and International level. Her research interest is in areas of Marketing, Strategic Management, Creativity and Innovation, Services and currently she is working on a research project on Marketing Research and Analytics. **Professor Shukla is the current Dean of Academics at JSB. She is also the chair of Centre for Change and Development.**



Prof Vikas Rai Bhatnagar

Prof Vikas Rai Bhatnagar is a veteran from the Indian Army, a scholar of organizational behavior, and an impactful action researcher who creates a positive impact on businesses by building organizations, developing processes, and people's capabilities. Commissioned in the Corps of Signals, Prof Bhatnagar led from the front in diverse terrain (high altitude and desert) and provided assistance to the civil administration in times of national emergencies. Thereafter, Prof Bhatnagar led the Human Resources function of reputed MNCs such as General Electric Lighting, Bayer BioScience, Dr. Reddy's and promoter organizations like the Ashok Minda Group and Shree Cement. Leading publishers such as Springer (Germany) and Sage (UK) and journals have published the research of Prof Bhatnagar on creating leadership pipeline, succession planning in family-owned businesses and employee happiness.



Dr UM Amin

Prof. U.M. Amin is having over 44 years of experience that includes more than 13 years in academics as Professor of Management studies. His experience in industry spans Strategy formulation & implementation, Project sales & marketing, business development, key account management and projects. His subjects include Strategic Management and Marketing Management. His research interests include Strategic issues in R & D Management, Consumer Behaviour and International Marketing. He obtained B.E. (Hons.) in Chemical Engineering from BITS, Pilani and M. Tech. specializing in Process Plant and Equipment Design from IIT-Delhi. Subsequently, he completed MBA (Marketing) and PhD (Strategic Management) from Faculty of Management Studies (FMS), DU

CORE FACULTY



Dr. N.K Gupta

Dr. N.K Gupta is a Professor in the Decision Sciences area. He holds a Ph.D degree and has over 30 years of experience in teaching, research and consulting. Earlier, he was a faculty at BITS, Pilani and IIM, Lucknow. Dr Gupta has a number of publications in acclaimed journals at National and International level. His research interest area is in 'multi criteria decision making techniques' and currently he is working on a research project in Big Data Analytics area.



Dr. Nitin Kr Saxena

Dr. Nitin Kr Saxena is an Associate Professor in the Marketing area. He is an MBA in Marketing, and IT and holds a Ph.D in marketing. Dr. Saxena has over 14 years of experience in marketing, retail operations, and marketing research in companies like HCL, Idea Cellular, Vodafone, and Spice Retail. He has published two edited books and several research papers in National and International Journals of repute. Dr. Nitin Saxena is also certified by IIT-Roorkee on 'Data Science Using R and Python' and 'Multivariate Data Analysis'. He was awarded 'Best Professor in Marketing Analytics' in 2018. **He is the SIP Coordinator for Student Interns at JSB.**



Dr. Damayanti Datta

Dr. Damayanti Datta is a faculty in Information Sciences area. She is an alumnus of IIM-Ahmedabad and holds a PhD in Computer Science from Louisiana State University (USA), M.S. in Computer Science from Georgia South-western State University (USA) and B.E. in Chemical Engineering from Jadavpur University (India). Having 10+ years of experience in industry and academia in USA and India in various capacities of Project Manager, Senior Software Engineer and Dean. She has worked for reputed organizations like Cognizant Technology Solutions, Paharpur Cooling Towers, ICFAI (Hyderabad) among others. She has published research papers in international conferences and journals in the areas of Block Chain, IoT, Wireless sensor/cellular Networks and has won awards from Google, Louisiana State University Board of Regents, ISB among others.



Dr. Ajay Kumar Patel

Dr. Ajay Kumar Patel is a faculty in the area of Economics and Finance and has more than 12 years of professional experience. He is a Ph.D in Finance from Jaipur National University and is UGC-NET (Management) qualified. He holds certification in "Financial Analysis for Decision Making" from Babson University, Massachusetts, USA. He has published several papers in reputed journals and presented papers at national and international conferences in his research interest areas like Banking and Financial Services, Corporate Finance, Investments, Risk Management and Project Finance. Dr. Patel is an expert in spreadsheet modelling financial simulations. Before joining academics, He worked as financial advisor at Sharekhan Ltd, Gurgaon (A leading Stock Broking House) and Bharti Axa Insurance, New Delhi.

FACULTY SPEAK

What a student can expect @ JSB

- A 2-week Foundation course to understand the basics of business before the formal commencement of the regular teaching programme as per curricula
- Two-tier mentoring for every student viz. by faculty and an industry leader
- Live Projects with industry from Trimester – I onwards to provide insights into the real business world
- 3-day Intensive Orientation Programme which includes excursion /outbound training programme
- Opportunities for Networking with corporate leaders in different walks of life to broaden the perspective
- Highly learned and experienced faculty who are accessible, approachable and available to guide the students
- A specially designed curriculum designed in collaboration with corporates to meet the future industry needs
- Highly structured and scientific programme for Professional Enhancement and Placement Readiness
- Hands-on experience in Data Analytics tools like MS Excel, SPSS, etc. to develop analytical skills
- Interactive and participative learning experience to develop interpersonal and team skills
- Well structured framework for presentations to enhance communication skills
- Individual focus to train everyone to be an able communicator in every trimester to build self confidence
- Guest lecture series to provide contemporary knowledge about business practices
- A talented team of adjunct/visiting faculty from IIMs and other elite institutions
- Host of co-curricular and extra-curricular activities for student engagement and all-round development
- Interactive pedagogy with focus on attitude development and personal transformation
- Personal Growth Lab in every trimester of Year – I to enhance managerial skills
- Facility for sports and Yoga for physical fitness
- Rigorous course of study with continuous on-going evaluation to reinforce learning
- Get a head-start to career, with an assured job from Campus for all who sincerely complete the course

Dr Timira Shukla,
Professor of Marketing & Dean, Academics

**Dr. Santosh Kumar**

Dr. Santosh Kumar is Associate Professor in the Finance area. He is a graduate in Commerce and holds Master degrees in Economics and Commerce. He holds an MBA (Finance) and a PhD degree from CCS University Merrut. With over 15 years of teaching experience he specializes in stock market trading and forex market. He has authored a book titled 'Financial Accounting' which is a prescribed Text book by AKT University. He has published 15 articles & research papers in National and International journal. **He is the Co-Chair of Centre for Leadership Excellence.**

**Dr. Parul Tyagi**

Dr. Parul Tyagi is an Assistant Professor in Finance and Accounting area. She is a graduate in Computer Application. She has done MBA (Finance & Marketing) and Ph.D. from Banasthali University, Rajasthan. Her academic experience is of 6 years teaching various subjects like Financial Accounting, Corporate Finance, Security and Portfolio Management and International Finance. She has published more than 10 research papers in prestigious journals and presented research papers in various national and international conferences. Her research interest areas are Capital Markets, Financial Inclusion and Working Capital Management. **She is also UGC-NET 2013 qualified ICICI bank certified for various banking modules.**

**Dr. Vartika Chaturvedi**

Dr. Vartika Chaturvedi is a Faculty in the area of HR & Business Communications. She is a Commerce Graduate from Rajasthan University, Jaipur. She holds Masters degree in Commerce, Diploma in (Human Resource), and a PhD from CCS University, Meerut. She has over 14 years of experience in teaching, research and conducting skill development sessions. As a philanthropist, Dr. Vartika Chaturvedi has conducted more than fifty seminars, speech, talks on importance of higher education focussing upon female child education. She has published Research Papers in acclaimed journals at National and International level. **She was awarded with Women Empowerment award in 2018. She recently attended a workshop at IIM Ahmedabad on 'Teaching with Cases'.**

**Ms KP Kanchana**

Prof KP Kanchana is a faculty in the area of OB & HR. She holds Post Graduate Diploma from IISM Ranchi with specialisation in HR & IT. Before that she graduated with Honours in Zoology from St Xavier's College Ranchi. Prof. Kanchana is pursuing her PhD from Aligarh Muslim University. She is also a qualified UGC NET (Management) personnel. Prior to joining JSB, Prof Kanchana has taught at various management institutes of NCR and Bhopal. She has been a regular Guest Faculty at NIESBUD. She has developed study material on Cross Cultural Management for Pan African Countries and has taught the same in Gannon University, USA at the PG level. **She has presented and published papers in National and International Seminars and in UGC recognized journals of repute.**

FACULTY SPEAK

Dr Nitin Saxena
Associate Professor of Marketing

Students can expect to experience a dynamic instructional methodology including cases, presentations, working on simulated as well as live business projects, insightful summer internships, Industry interface including study tour abroad for a few meritorious students, to help develop a better understanding of how businesses are run in different sectors of industries, and different geographical environment. Numerous opportunities are created to make the students Industry-Ready when he/she steps out of the campus.

Dr. Ajay Kumar Patel
The institute is a wholesome leaning abode where the theory is taught to make students aware of how to do things, whereas implementation process is accomplished by exposing students to practical situations during different company visits, live projects and internship projects. The learnings and experiences combine to upkeep and excel students in their future career.

Dr. Damayanti Datta
The PGDM programme in Jaipuria School of Business prepares today's management students for The Next. In addition to a modern curriculum, which is periodically revised and updated with the help of leading educators, the PGDM program offers students the latest in the area of Data Science. In this area of globalization, today's management in all spheres is dependent on Big Data, AI and Advanced Data Analytics for dynamic decision making. Our PGDM programme helps students get an edge over others in this discipline.

Dr. Vartika Chaturvedi
We uphold the values of a potential human mind that has the confidence, morale and the zeal to scale new heights. We offer an immensely focused environment for the students to enrich them with the standards of excellence to fulfil the very needs of the corporate world. The world wants leaders, which is what we are focused on. Here, students learn the art of sustaining and flourishing in the stressful corporate world with the required mental and physical strength. Concluding the message, in order to grow in this dynamic world, it is vital to understand the importance of an ignited mind

Dr Parul Tyagi
Assistant Professor of Finance & Accounts
The Lifelong Learning Center has a modern Library with 10,000 books and over a million on-line resources including the JSB CFLL own interactive blogsite with lot of new learnings posted regularly from the best of journals across the World. The life transforming seminars and other creative activities under the aegis of the five Centre of Excellence, are unique offerings at Jaipuria School of Business.

**Prof. Sajjan Kumar Ahlawat**

Prof. Sajjan Kumar Ahlawat, former Executive Director of Indian Oil Corporation joined JSB as a Professor in the area of Operations & LSCM. He also heads the MDP and Consultancy services of JSB. Prof Sajjan Kumar has over 35 years of rich experience in various capacities with India's largest Oil Company, IOCL and has deep understanding of all aspects of business ranging from Operations to Marketing, Human Resources and even Finance. He obtained his Bachelor's Degree in Engineering from Thapar College of Engineering, Patiala, and got his Master's degree in Engineering from Delhi College of Engineering. He is an MBA from the Faculty of Management Studies, Delhi University. **He has been a senior visiting faculty at the Petroleum Management Institute in Gurgaon.**

**Prof. Bikram Agarwal**

Prof. Bikram Agarwal is Associate Professor in the area of Finance. He completed his Bachelors from the Agra University in Commerce and thereafter qualified as a Chartered Accountant in 2004. He has a working experience of 12 years in Beverage, Banking, Manufacturing and in Education industries. **He is a specialist in the field of Financial Management, Accounting, Auditing, Taxation & in Banking.**

**Prof. Anjali Khanna**

Prof. Anjali Khanna is Associate Professor in the area of HR. She has over 25 years of experience in Human Resource Management and Operations with proficiency to support business strategy. She is a certified trainer and facilitator from Carlton Advanced Management Institute in USA and has conducted various workshops on Corporate Communication Skills and Business etiquette. She is a life member of National HRD Network, Indian Society for Training & Development and L&D Circle. Anjali is a people's person and enjoys spending time with people understanding their behaviour and psychology. **She is the Co-Chair of Centre for Change and Development.**

**Prof Sushant Sinha**

Prof Sushant Sinha is Associate Professor in Marketing area. He is a graduate in Commerce from Avadh University and holds a PGDM from Shri Ram College. He has 12 years of rich corporate experience and specializes in strategic marketing of services. **He is the Head of Student Welfare and Institutional Collaboration.**

**Prof Nitesh Srivastava**

Prof Nitesh Srivastava is Asst. Professor in the Marketing area. He is a graduate in B.Sc. (Maths) from Avadh University and holds a Master's Degree in Business Management. He has six years of corporate experience and specializes in Services Marketing. **His area of interest for research is Marketing analytics.**

FACULTY SPEAK

Dr Santosh Kumar
Associate Professor of Finance & Accounts

Students can expect high quality management education as per the current needs and requirements of industry. Here we focus to improve their leadership skills and innovative ideas which are necessary for a successful business leader or entrepreneur. We are in regular touch with industry professionals, and together with these practice leaders we prepare the curriculum as well as pedagogy for grooming the students as Industry-Ready professionals. Immersion programs by SEBI and many other Fintech professional bodies, equip the students with blended competence

Ms KP Kanchana
The emphasis is given on the holistic development of the students. Apart from the conceptual knowledge, emphasis is being given on the other life skills' development. Focus is laid to develop students to become the future leaders by working on their creative thinking and decision making skills, communication skills, logical and analytical skills and also their entrepreneurial skills through various workshops, CXO talks, guest lectures, seminars and various other activities and events. At JSB we provide very conducive learning environment where students learn, explore, experiment and develop. We don't make future managers but we make future leaders. At JSB we provide the students with Centre for Life Long Learning. A rich library with more than 10,000 books, many National and International Journals of repute, magazines, papers, online resources, blog posts and other books from various discipline like life sciences, mythology, autobiographies, Vedas etc contributes in enriching their learning and knowledge.

Prof. U.M. Amin
Jaipuria School of Business (JSB) is a happening place; indeed it is a Future Academy and a sought-after institution for management education. It aims to transform students into well rounded personality to be industry-ready to take up responsibilities in the corporate world. The prospective students are provided with holistic exposure that includes a blend of academic, co-curricular and extra-curricular activities. The curriculum structure is a updated and current one covering core and elective subjects across various functional areas of business management. The teaching pedagogy includes interactive sessions, case study discussions and presentations. The institution has highly qualified and accomplished faculty. JSB has state-of-the-art infrastructure and is conveniently located in Delhi NCR. The students can look forward to engaging experience at the institute.

VISITING FACULTY



Mr. Harish Dua

Mr. Harish Dua, a seasoned Finance professional with specialization in Governance, Risk Management, Internal Audit and Ethics has over 35 years of work experience in India, USA and UK. He is a Chartered Accountant (ACA) from England, Certified Public Accountant from USA, an MBA, a Certified Fraud Examiner (ACFE) with a PGDM in Theology from DEI. He is currently a Member of the ASSOCHAM (Industry body), National Council for Corporate Fraud and Internal Audit and a Fellow Member of the Institute of Directors, New Delhi



Dr. Lawrence Peris

Dr. Lawrence Peris, Director of The Search House, is a senior management professional with significant cross functional experience in Sales and Marketing, Management Education and HRM. He has assisted global IT and Software Engineering companies in the earlier mentioned fields. Lawrence has a B.Tech in Electrical Engineering from IIT Kanpur and PGDM from IIM Ahmedabad. He is also a Fellow in Management from IIM Ahmedabad.



Prof. Hitesh Manocha

Prof. Hitesh Manocha is a faculty in the Marketing area. After completing his PGDM from IIM, Ahmedabad, he worked with brands like Godrej and Boyce Mfg. Co. Pvt. Ltd. rather early in his career. His first fourteen years were spent primarily in the area of Marketing and Sales. He served in various capacities in the areas of Consumer Durables, Office Automation, Engineering Goods, Concept Selling and Telecom.



Dr. RKS Mangesh Dash

Dr. RKS Mangesh Dash is Adjunct Professor in HR & OB Area. He is a Ph.D. (Occupational - Stress) /M.Phil./Master in PMIR from Utkal University. He has more than 23 years of Experience in the field of HR & OB including Academics and Industry He has been awarded the SB Mishra Gold Medal for Excellence in HR by NIPM and also awarded for Best Research Paper by Indian Society of Training & Development. He is CEO of Twaran, an organization engaged in corporate training based on NLP and practice psychology.



Prof. Subhamay Chatterjee

Prof. Subhamay Chatterjee, a faculty in HR area, has a 25+ years of professional experience in the field of providing value added solutions to management on strategic people management issues. He has facilitated and connected diverse relationships with a focus on end-delivery of services. He has also been active in merger and demerger processes. Prof. Chatterjee has contributed massively in ROI of Learning Intervention, implemented and sustained the succession planning process. Prof. Subhamay Chatterjee has done his MBA with specialization in HR. He is certified by Indian Institute of Management, Bangalore (IIMB) on Leadership Coaching – Coaching for Performance. He is currently pursuing Executive Fellow Programme (Ph.D) in Management from Birla Institute of Management Technology, Greater Noida. He is also undergoing a HR Analytics certification programme offered by Indian Institute of Management, Rohtak (IIMR).



Dr. Praveen Srivastava

Dr. Praveen Srivastava, Director PNP Consultants, a start-up company, has 23 years of Corporate experience with his last assignment as Vice President –Asia Pacific for a US multinational firm. He is specialised in the field of Operations Management, Sales & Marketing and Business Development. Dr. Srivastava holds a Master's degree in Mechanical Engineering as well as in Business Administration. He also holds a Ph.D in Management.



Dr. Abhishek Jain

Dr. Abhishek Jain is a B.Tech (Electronics and Communication) and has a Doctorate in Supply Chain Management. He has over 10 years of Corporate experience working with leading Indian companies viz., TCS, ICICI Lombard and Apollo Tyres Ltd. He was associated with Perfetti Van Melle as global demand and supply planner, currently he is working at Dabur India Ltd.



Dr. Mashkur Zafar

Dr. Mashkur Zafar is an Electrical Engineer and MBA in Operations from AMU, Aligarh. He is an accredited Auditor of ISO 9000:2008, Six Sigma Green Belt from Indian Statistical Institute and has a Diploma in Big Data Analytics using Hadoop. Dr. Mashkur Zafar has over 26 years teaching experience including 10 years in the Industry. He holds a PhD. in the area of Supply Chain Management.



Prof. Rajan Vaish

Prof. Rajan Vaish, is a faculty in the Area of International Business, Logistics and Global Trading. He is currently the Business Head, Global Division of M/s GJR Logistics Pvt Ltd, a pan-India 3PL service provider, has an experience of more than 27 years with specialization in international business of trade/ services. Prof. Vaish has worked in diverse business environments spanning UAE, Oman & Saudi Arabia, Malaysia, West Africa, Togo, Ghana, Benin & Burkina Faso apart from India, handling sale of products/services internationally. He has successfully created & managed complete international supply chains – from planning, prospecting, trade, logistics, and documentation to trade finance. Prof. Vaish has published/ edited/ managed content for “GULFLOG” a magazine on international business, published from UAE, and circulated in UAE, Oman & India.



Prof. Maninder Singh

Prof. Maninder Singh is a faculty in the Marketing Area. He is a graduate in Mechanical Engineering (B.E) from Delhi College of Engineering and has a Master's degree in Marketing (MBA) from Punjab University, Chandigarh. He is founder and Director of Roots Research Private Limited which is a company into Market Research activities.



Dr. H M Kansal

Dr. H M Kansal, a faculty in Business Ethics & Corporate Governance, has served as CEO, Whole Time Director and in Business leadership roles at leading multinational companies for over a decade. His professional experience spanning over a quarter century includes long stints at Jindal Polyfilms - World's largest packaging films company, MaxVIL Limited-BOPP Films (US\$ 2 Billion Max Group), Japanese ink major Sakata Inx, Swiss ink major Sicpa Inks, Uflex and Pidilite Industries. Dr. Kansal obtained his B.Sc. (Mathematics) and B.Tech (Chemical) with specialization in Polymers. He is a Harcourt Butler Technical University Kanpur alumnus (Formerly HBTI). He obtained his MBA from Punjab University and his Ph.D in Consumer Behavior, B2B, business development and CRM. Dr. Kansal is a Chartered Engineer and Fellow of Institution of Engineers (India). Currently he is serving Indian Plastic Institute (IPI) as treasurer and a joint venture of IIT on honorary basis.



Dr. Amrita Kaur

Dr. Amrita Kaur, a faculty in the Business Law area, has a doctorate in Commerce with 9 years of teaching experience and a wide array of research work, numerous publications and paper presentations at national and international levels. She had been associated as faculty at Delhi College of Advanced Studies and Shaheed Bhagat Singh College under Delhi University. Her areas of interest are Income Tax, Finance and International Business. Dr. Kaur did her Masters in Commerce from SGTB Khalsa College. She is also UGC JRF.Net qualified. She obtained her Ph.D on “Tax Sensitivity of Foreign Direct Investment in India” from Jamia Millia Islamia in 2013.



Dr. Bharat Bhushan

Dr. Bharat Bhushan, a faculty in the area of Artificial Intelligence & Information Sciences, is a technology-driven management professional with more than twenty nine years of global industry experience across multinational organizations and start-ups in the areas of strategic management, technology management, innovation, outsourcing, competency, product development, software engineering, project management and execution. Currently Dr. Bhushan is working in the areas of strategic management, product planning and development for cloud hosted service offerings around IoT / M2M technologies for various industry verticals. He is the Founder Secretary and former President of CSI, Noida chapter, and a Life member of CSI and IETE. Dr. Bhushan has done his Masters in Physics from HNB University Dehradun and MCA from University of Allahabad. He obtained his MBA with specialisation in Operations Management. He did his PhD in Strategic Management from Gautam Buddha University.

Knowledge Creation by Academicians



Prof. Vikas Rai Bhatnagar



Paper Topic: Exploring Morgan's Metaphors: Viewing Organisations as enablers of Happiness

Key Learning Outcome:

- Critiqued the agency theory
- Provided an alternative to the rational economic man by proposing the systemic economic man
- Proposed a Happiness equation and a conceptual model for creating happiness in organisational context.



Paper Topic: "Systemic Development of Leadership: Action Research in an Indian Manufacturing Organization"

Key Learning Outcome:

- Introduced the structural and process component, over and above the existing human and social dimensions, for developing leadership
- Provided an alternative to managing time by making it available by redesigning organisational processes
- Introduced a new technique of managing change termed "Concept Sublimation"
- Developed and executed a statistical technique for simplifying competency frameworks
- Provides the insights into creating leadership pipeline in organisations



Dr Timira Shukla



Paper Topic: Adoption of Freight Management System (FMS) in logistics: An Exploratory Study

Key Learning Outcome:

- To acquire an understanding of FMS (Freight management system in logistics organization)
- To identify key enablers of FMS.
- To understand the linkage between technology and FMS



Paper Topic: Factors Affecting 'Internet Marketing' Campaigns with References to Viral and Permission Marketing

Key Learning Outcome:

- To identify the key focus areas of Internet Marketing.
- To explore potential of Internet Marketing as tool of CRM
- To obtain an insight of how virtual community of customer can create value



Dr. Damayanti Datta



Paper Topic: "Reliable and Efficient Data Transfer in Wireless Sensor Networks via Out-of-Sequence forwarding and Delayed Request for Missing Packets"

Key Learning Outcome:

- Understand importance of a data transfer protocol in wireless sensor networks.
- Understand effect of wireless sensor network data transfer protocols in ensuring longer lifespan of low energy sensors.
- Understand how a few innovative ideas in a particular data transfer protocol can help in conserving sensor energy in wireless sensor networks.



Paper Topic: "A Study of Blockchain Application in Various E-commerce Industries"

Key Learning Outcome:

- Understand blockchain technology basics.
- Understand some key issues in e-commerce that create hindrance to profitability.
- Understand how blockchain solutions are being used in industry to solve these issues.

Knowledge Creation by Academicians



Dr. Nitin Kumar Saxena



Paper Topic: Effect of Social Media Marketing on Customer's Behavioural and Emotional Response: Mediating Role of Brand Equity

Key Learning Outcome:

- To identify critical Social Media Marketing Activities in context to e-commerce Industry.
- Developing a Structural Equation Model to understand the holistic effect of Social Media Marketing on Customers' Behavioural and Emotional Response.
- To understand the mediating role of Brand Equity (Brand Image and Brand Awareness) in the relationship between Social Media Marketing Activities (Entertainment, Interaction, Trendiness, and Customization) on e-Word of Mouth and Customer Commitment.



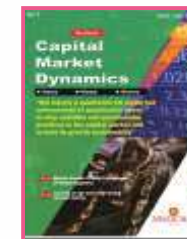
Paper Topic: Revisiting Brand Image: New Views Old Beliefs

Key Learning Outcome:

- To present a divergent perspective of brand image, while conducting the debate on its multi-dimensionality.
- To explore the chronological transition of Brand Image from the 1950s to present
- To examine the taxonomy of brand image dimensions and to understand the operationalization of the construct.



Dr. Santosh Kumar



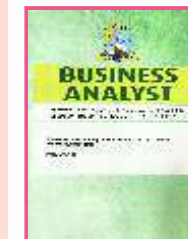
Paper Topic: Impact of Long Term Capital Gain Tax on Stock Market

Key Learning Outcome:

- Short term and long term gain on equity were explained deeply.
- Analysed the position of stock market before and after the announcement of LTCG on stocks.
- We examined, how to calculate cost of acquisition for assets acquired on or before January 31, 2018.
- Impact of dividend distribution tax on ELSS was checked.



Dr. Parul Tyagi



Paper Topic: Comparing the Volatility of Returns in Indian and Chinese Pharmaceutical Sector.

Key Learning Outcome:

- Investing in Indian Pharma markets will be much profitable and less risky too as compared to investing in Chinese Pharma markets
- Both Indian/Chinese Pharmaceutical index are conditionally heteroscedastic. But the coefficient of GARCH term is significantly higher in both the indices thus explaining that the index returns are more affected by historical news specifically more in case of Chinese Pharmaceutical index and making it more volatile as well.



Dr. Vartika Chaturvedi



Paper Topic: Approaches to ethical decision making : in perspective to managers

Key Learning Outcome:

- Approaches to ethical decision making
- Ethical attitudes of Indian managers.
- Key ethical concepts in business ethics



Ms. Lalita Tyagi



Paper Topic: Leveraging Big Data for Library Management

Key Learning Outcome:

- Big Data is going to help libraries evolve by
 - Enhancing Library Data
 - Upgrading Librarians abilities
 - Enabling Libraries to provide customized services
- Big Data in libraries face challenges in terms of
 - Having the quality of Data (Data Precision)
 - Guarantee of data privacy and security (Secure Data)
 - Infrastructure requirement



INTERNATIONAL STUDY TOUR Singapore 2019



SUMMER INTERNSHIP PROJECT

The right internship is an important aspect of the entire PGDM programme. In a continually changing corporate world, it is imperative for business schools to prepare their students for taking on future challenges. An Internship tenure not only adds value to the degree but also defines the future career path of the degree holder.

Towards this objective, the concept of SIP is designed where students get learning-oriented work experience in the Industry on real time project. A live issue is discussed with the concerned Industry representative and a Project theme gets formulated and assigned to the student. A faculty-mentor from JSB takes personal responsibility to guide the student along with a trainer from the concerned industry.

The students are trained in "Business Research Methodology" in their third term as part of the curriculum where they learn about Data Analysis and Hypothesis Testing. The SIP continues for eight weeks usually from May to June soon after their third term examination. The faculty guide keeps a constant touch with the assigned mentee and his/her

Industry trainer besides paying a visit to their establishment premises at least twice to personally see their progress.

While on internship, students get the opportunity to bridge the gap between theoretical classroom-learning and Industry practices. They have to capture large amount of data on various aspects of business and management functions in a scientific manner and they must apply the skills and lessons learned in the classroom in the real world of business and should test their hypothesis so formulated. Besides providing students with an exposure to the real world of business, SIP also provides networking opportunities.

The students, on completion of their summer internship submit a report to the Institute for evaluation by a committee appointed by the Director. The SIP opens the first window for students to get placed in the corporates.

The Student's Hand Book, which is provided to the students during their orientation programme mentions the detailed guideline for SIPs.



Dr Nitin Kr Saxena
SIP Co-ordinator



SIP COMPANIES



LEADERS TALK AT JSB

OVER 50 LEADERS FROM GOVERNMENT, ACADEMIA,
CORPORATE AND CIVIL SOCIETY HAVE ADDRESSED AND
INTERACTED WITH JSB STUDENTS DURING THE YEAR 2017-18



Dr. R. S. Pradhan
Professor
Tribhuvan University
Nepal



Mr. Kamendu Bali
Senior Director - Solutions
Concentrix Services



Mr. Sushant Dubey
Executive Vice President ,
Government Vertical,
SIFY Technologies Limited



Mr. Krishna C. Mishra
Chairman,
eKutir



Mr. Viney Kaushik
CHRO,
Nuberg Engineering Ltd



Mr. Sukesh Thareja
Vice President and Head Sales
& Marketing, Medanta,
The Medicity Hospital



Mr. Dewakar Goel
Director -HR
Indian Aviation Academy



Dr. Nar Bahadur Bista
Principal and
Managing Director,
Uniglobe College, Nepal



Mr. Ali Hosseini
CEO
senRa



Mr. Rishabh Sharma
CEO ,
Thalamus Irwine,
Poletus Media Magic



Mr. Mohsin Memon
CEO,
Chief Game Designer
and TEDx Speaker



Mr. Mayur Ramgir
CEO
ZONOPACT IN



Mr. Rishi Gargi
Founder - CEO, Thingify,
IOT And Machine Learning
Evangelis



Mr. Atul Gangwar
Founder and CEO
Sway Techno Solutions



Mr. Survankar Mishra
Founder and CEO,
Bloom



Smt. Anubha Walia
Human Process
Interventionist and founder
PRISM



Mr. Sandeep Bisht
Manager Human Resource
Spark Minda



Mr. Gaurav Mehra
Deputy Vice President (Vertical
-National), Innovation Studio,
Custom Content of Zee
Entertainment Enterprises



Mr. Anshul Sharma
CEO
Fluper



Mr. Anuj Gaur
AVP
IBBM



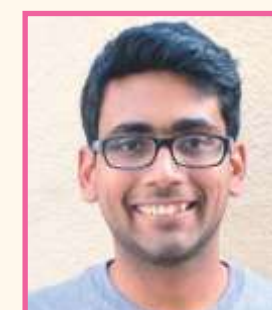
Mr. Abhinav Singh
CEO,
Techugo



Dr. Tarun Kr Soni
Consultant, Commodity
Derivatives Division
Department of Economic
Affairs, Ministry of Finance,
New Delhi



Dr. Sanjiva S Dubey
Former Asia Pacific Service
Delivery Executive



Mr. Adit Jain
CEO & Founder
Leena AI
photo attached



FROM THE PLACEMENT TEAM



Dear Recruiters,

Jaipuria School of Business (JSB) takes pride in presenting to you the Batch of 2018 - 20 for the Final Placements and the Batch 2019-21 for Summer Internships. JSB is one of the premier Institutes in Delhi/NCR which offers high-quality management education with focus on experiential learning. The school has consistently been among top ranked B-schools in the region.

The main aim of the PGDM program at JSB is to equip students with the necessary skills they need in the competitive world of today. The classroom teaching provides a strong theoretical foundation to the students through lectures, discussions, case-studies, and assignments whereas the students are given an extensive practical exposure through regular CXO Talks, Live Projects, Internships and Industrial Visits. The emphasis is laid on developing future leaders and entrepreneurs who are tough, goal oriented, hard-working, and sincere with high ethical values.

Our graduates are constantly groomed by a dedicated team of highly qualified and experienced faculty and industry professionals. The Institute promotes creativity and innovation and motivates the students through a very conducive environment, to think critically and to innovate. This makes the students of JSB stand apart from other management graduates. The PGDM students of JSB are equipped with necessary analytical skills to deal with changing business demands and lead organizations with highest ethical standards.

Placement Team:

Prof. Devendra Bahadur – Deputy Director
Ms. Chitra Yadav – Placement Executive

CORPORATE TESTIMONIALS

Ranjan Singh
Modi Naturals Ltd



I have found a unique blend of excellence and commitment at the Jaipuria School of business. The institute has good facilities and wonderful ambience to educate and nurture young talent. The faculty is very committed and very knowledgeable in their respective fields. I would whole heartedly recommend the Jaipuria school of business as a premier teaching institution of the country. I look forward to continued co-operation with the institute.

Harleen Kaur
HR Manager
Concept International Business Consulting



The students are very enthusiastic and enriched with basics. Remarkable effort by placement cell. We look forward to have a synergistic relationship in future as well."

Shruti Trikha
Typhoo India



It was well organized event and I enjoyed a lot with the students to share my practical experience with them. I would certainly like to visit again.

Shreshth Arora
ITC Ltd



There has been tremendous support from Jaipuria Team in Live Project. student are very dedicated and hard working

Mayank Chaudhary
Jaro Education



The campus process was conducted with a good infrastructural support and strong administration. This helped us run the entire process efficiently and effectively. The students exhibited discipline and were receptive in the entire process. We enjoyed interacting with them!"

Ramneet Kaur
Varun Beverages Limited



There has been continuous and marked improvement in recruitment numbers year on year, indicating an improvement in quality and performance of students

Kapil Sharma
Regional Head
HDFC Bank



Infrastructure of Jaipuria School of Business and student knowledge is what I like keep doing the good work.

Avinash
Outlook group

An institution is place where we don't build our future only, we depurate virtues those are important to develop an illustrious society and I found this institution with these values.

Harish Iyer
ZSM
Dabur



Excellent Infrastructure .Wish the students great learning and explore the corporate world! All the best!

Vivek Kapoor
AVP-Risk
Barclays



Great to be part of Go-Green initiative .We have handed over a small seed to the Jaipuria team. Hope this is taken care of & passed on to the next batches as small they would be growing in times to come.

Prashant Mehndiratta
Tommy Hilfiger & Calvin Klein



A big thank you for all the support and arrangements organized to make the "Tommy Hilfiger" Recruitment Drive a smooth process. The arrangements and support was truly professional.

EMPOWER ENTHUSE EXCEL



ALUMNI TESTIMONIALS

"The two years that I spent at Jaipuria School of Business have shaped my whole personality and have been a real learning experience. The courses that I studied during my PGDM programme provided me with a lot of information about the management theories. And the exposure to the industry that was provided through regular interaction with the leaders from the corporate gave me insights as to how to implement the theories studied in the classroom in real life situations. I indeed feel indebted to the members of the faculty who guided me through out and catapulted me towards a successful career".

Arpit Singhal
Batch 2012-14
Manager – Business Development
Microsoft Corporation

"PGDM at Jaipuria School of Business is the perfect blend of experiential learning and strong theoretical frameworks. The intra-class discussions and case-study based pedagogy have really been extremely enriching and the highlighting of this course."

Amil Hussain
Batch 2012-14
Director
DIS Junior High School

"JSB has been a place where I found a unique blend of commitment and freedom to create. Great faculty and wonderful learning environment is how I would describe JSB. The highlight, however, would be the emphasis on creativity and innovation. I personally believe that being creative is the key to success".

Abhishek
Batch 2013-15
Assistant Manager
HT Media

"The academic experience, world class facilities, excellent faculty and a diverse mix of peers at JSB provided me with a lifelong career excellence. The value added programmes and innovative teaching pedagogy backed by practical exposure and interface with the industry gave me confidence to pursue my dream career. I left the Institute with diverse personality enhancements and such intangible assets that have become part of my attitude now. I thank JSB for making me realize my potential by recognition and appreciation".

Jagriti Chaudhary
Batch 2014-16
Assistant Manager – Investment Banking
Edelweiss

"The class profile at Jaipuria School of Business consists of a healthy mix of students from across the country that ensures rich exchange of ground realities of successes, failures and challenges. I learnt a lot while studying here - not only about Management but also about Life".

Siddhartha Charles Hussain
Batch 2015-17
Assistant Manager – Sales
ITC Limited

"I got a lot of opportunities at the Institute to put forth my ideas and business plans. The two years at JSB were full of lessons and motivation which certainly made me a better person".

Sahil Many
Batch 2015-17
Marketing Manager
ITC Limited

"The congenial environment, excellent faculty members, world class infrastructure, and a lot of co-curricular activities helped me groom myself and become corporate ready. With the guidance provided by my teachers and support from the placement department, I got the opportunity to join Coffee Day Beverages, my dream company. I would like to thank JSB for giving me this opportunity".

Souvik Banerjee
Management Trainee - Sales
Coffee Day Beverages
Batch 2016-18

"My experience at JSB during my PGDM was so fulfilling and exciting that I would never forget the time I spent here. The hostel life, the assignments, the cultural activities, the seminars, the conferences, the sports events, all helped me become a better person".

Rajat Prasad Gupta
Batch 2016-18
Barclays

"I feel much contented with my decision of joining PGDM programme at Jaipuria School of Business, Indirapuram. From GDs to Presentations, from surprise quizzes to aptitude test practice, live projects, co-curricular activities, and conferences made me confident enough to come out successful in the selection process".

Ranjeet Kaur
Batch 2013-15
Business Development Officer
Amadeus India Pvt. Ltd.

"The backbone of an Institute is always the faculty members. JSB has a strong backbone with very learned and experienced faculty members. The teaching pedagogy backed by a lot of industry exposure trained me with the skill-set that is required to survive in the competitive corporate world".

Sourabh Singh Raghuvanshi
Batch 2009-11
Marketing Automation Specialist
The Economist Group

"At Jaipuria School of Business, I didn't only get facilitated with the course but also got accustomed to mingling with a broad spectrum of people; indeed peer learning has been the focal point of my education here".

Nitin Tomar
Batch 2008-10
Director
Ply Home

ALUMNI SPEAK

Cvent



Madhuri Pahuja
Cvent
Batch 2017-19

"I could find my true potential at JSB"

AXIS BANK



Chandrani Banerjee
Asst. Manager
Axis Bank
Batch 2014-16

"Eventful journey with lots of happy memories"

KWANG JIN



Raja Sandilya
Country Sales Manager
Kwang Jin Corporation, Korea
Batch 2011-13

"Experienced true value of Diversity and compassion"

BARCLAYS



Mohit Gupta
Barclays
Batch 2016-18

"Endless opportunity to listen to and interact with CEO's & CXO's"

Café Coffee Day



Shrey Sagar
Manager
Café Coffee Day, Gurgaon
Batch 2013-15

"Fantastic ambience and Infrastructure"

APP INVENTIVE



Niketa Saxena
HR Manager
App Inventive, Noida
Batch 2010-12

"Great Faculty-Mentors for life"

TRAUSON



Vaibhav Chaudhary
Sales Associate
Trauson Gurgaon
Batch 2015-17

"Best 2-years of my life"

STELLAR



Arpit Singhal
Manager
Stellar, Noida
Batch 2012-14

"Learning@ JSB was a joyful experience"

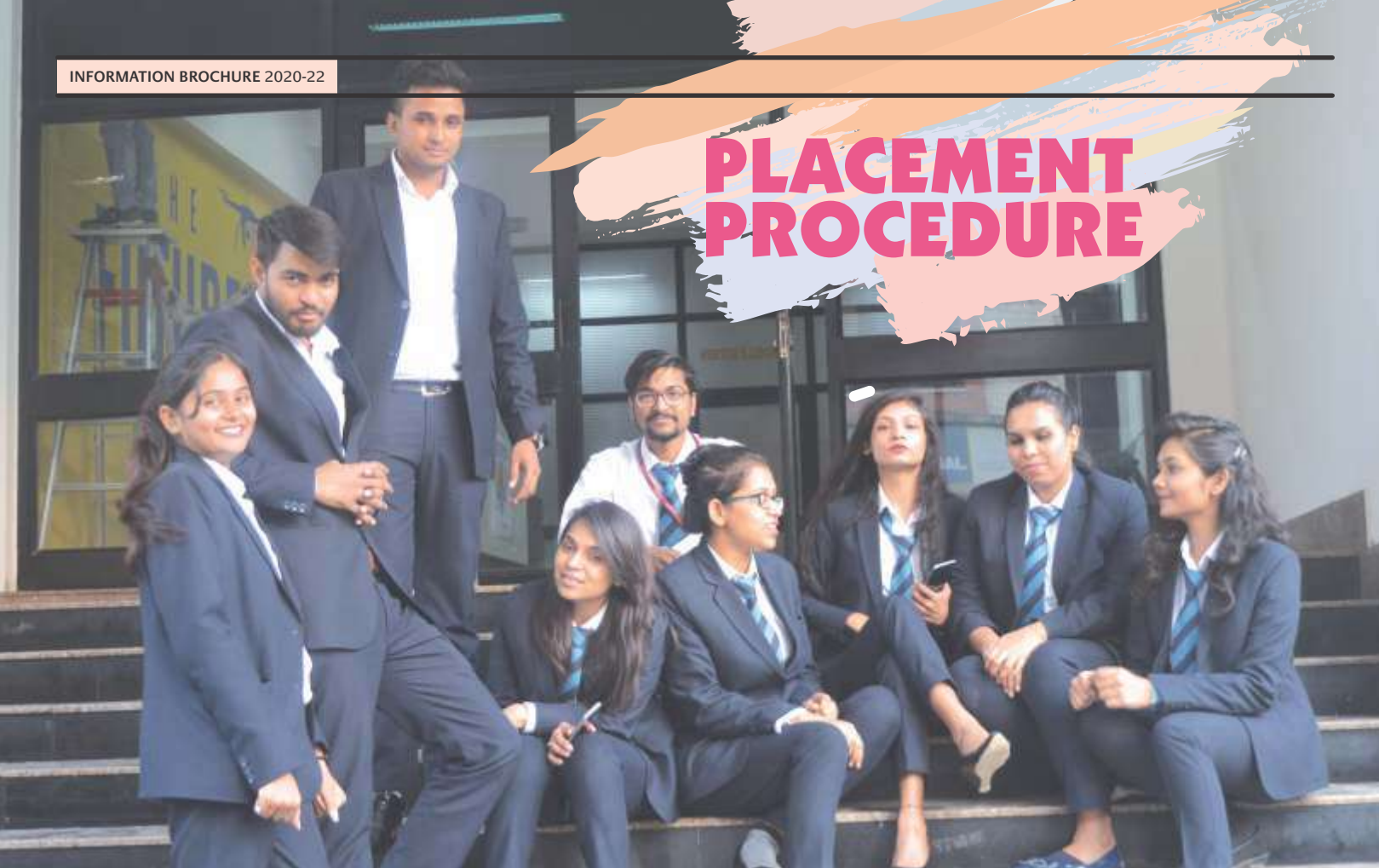
APPSTER



Saurabh Raghuvanshi
Sr Marketing Growth Analyst
Appster, Gurgaon
Batch 2009-11

"Leadership Talks interaction with Top Leaders"

PLACEMENT PROCEDURE



For each of these processes, the following procedure is adopted:

- Stage 1 : Members from companies interact with students in campus through Business - Thought Leadership Sessions, Guest Lectures, Live Projects, and other Corporate Fora
- Stage 2 : Student profiles and other relevant details are shared with companies
- Stage 3 : The companies conduct Pre-Placement Talks to give in-depth information about them including the roles and profiles being offered
- Stage 4 : Applications are invited and CVs of interested applicants are shared with the companies
- Stage 5 : Based on factors such as profiles and locations offered, and student's perceptions and areas of interest, companies are ranked and called on campus
- Stage 6 : Companies conduct their selection process which typically comprises CV based short listing, group discussions, and interviews
- Stage 7 : Final results are announced by the companies

JSB IS THE CRADLE OF HOLISTIC LEARNING.



Prof. Devendra Bahadur
Deputy Director &
Head - Placements

The Corporate Relation & Placement cell provides guidance and opportunities to PGDM students to interact with the corporates on a regular basis, understand their true requirements, and prepare well in advance before the SIP or final placement.

Placement Committee:

Prof. Devendra Bahadur – Deputy Director & Head - Placements
Chitra Yadav – Placement Executive
Members of the Student Placement Committee

Members of the Student Placement Committee:

1. Bharat Melwani - President
2. Arpita Srivastav - Vice President
3. Priyanka Gupta - Member
4. Praveen Jain - Member
5. Gaurav Yadav – Member
6. Tejas Indra - Member

The Best Finishing School in NCR

OUR RECRUITERS

JSB

CONVOCATION 2019



[illegible][illegible][illegible]

ajipuria School of Business organised
"Ramabhi, Induction cum"
programme

[illegible][illegible][illegible]

has also been made to reduce the manufacturing and service sector's dependence on imports and electronic technology. The government has also taken steps to encourage the growth of the IT industry.

The government has also taken steps to encourage the growth of the IT industry. The government has also taken steps to encourage the growth of the IT industry.

[illegible]

अमर उजाला

संस्कृत में मनाया
वार्षिक
सांस्कृतिक उत्सव
जलविद्युत कुल और विनियमन
संस्थान को वार्षिक सांस्कृतिक
उत्सव मिला, वृष पुरोहित
मुख्य में मूल सचिव । इस दिन
वर्ष के नए सचिव ने

मै: महापात्र

महापात्र

कर्मचारी लालों का टिल को...
 कार्यरत हुए सुभाष मुन्य अधिपि
 पनवरिपु पुन अधिपि सुकुलन के
 इनके बाद छात्रों ने रीवर काचिय के
 को सुवसाय को।
 दिल्ली-मुम्बई के अन्त-भारत
 के बर्तनों से छात्रों ने हिमा भिषा
 सितों और गुप दाम, पि अधि,
 किरण, विमिपि और मुकदम विपि,
 जहाँ विपिन मुन्य अधिपि

१९५०-१९५१ के दौरान भारत सरकार द्वारा जारी किए गए एक प्रचारक पोस्टर का हिस्सा है। पोस्टर में एक व्यक्ति का चित्र है, जो एक बाल्ट में पानी भर रहा है। पोस्टर के नीचे हिंदी में लिखा है:

१. पानी हमारे जीवन का आधार है।
 २. पानी हमारे स्वास्थ्य का आधार है।
 ३. पानी हमारे कृषि का आधार है।
 ४. पानी हमारे उद्योग का आधार है।
 ५. पानी हमारे परिवार का आधार है।
 ६. पानी हमारे भविष्य का आधार है।

पोस्टर के दाहिने हिस्से में अंग्रेजी में लिखा है:

Water is the basis of our life.
 Water is the basis of our health.
 Water is the basis of our agriculture.
 Water is the basis of our industry.
 Water is the basis of our family.
 Water is the basis of our future.

पोस्टर के निचले हिस्से में एक बाल्ट और एक पानी का बूझा हुआ बाल्ट का चित्र है।

[illegible]

- ### **NRI/Foreign Student:-**
- Foreign/NRI applicants can apply by submitting valid GMAT scores.
 - NRI applicants residing in India will have to appear in CAT/MAT/ATMA/GMAT/CMAT
- *All selection process are as per AICTE guidelines.

- tion process are as per AICTE guidelines.

Scholarship*				
CAT	MAT	Graduation	Graduation in Engineering	Scholarship Amount
80%tile	700+	75%	70%	1.5 Lacs
75 %tile	650+	70%	65%	1.0 Lacs
70 %tile	600+	65%	60%	50K
60%tile	500+	60%	55%	25k

* Terms and conditions apply