

EVOLVING

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WITH PASSION  
& POSSIBILITIES

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**DR. RAJARAM  
JAIPURIA**  
(1934-2015)

## A TRIBUTE TO OUR FOUNDER

Late Dr. Rajaram Jaipuria's favourite quote:

**"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 shown us the  
real meaning of service to 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*

# ABOUT JAIPURIA GROUP

Seth Anandram Jaipuria Group of Educational Institutions is one of India's leading conglomerate of 16 K-12 schools, 5 preschools, 2 management institutes, and a premier teachers' training academy in northern and central India. The group's legacy spans across 76 years in the field of education and at present humbly boasts of a growing network of 20,000 students; 15,000 alumni and 900 educators.



## VISION

To be a leading value-based futuristic management institution of excellence in the country

## MISSION

To provide an empowering environment for developing managerial and leadership skills, knowledge leading to aspirational career and life goals, inculcating values, ethics, global and entrepreneurial mindset to catalyze sustainable societal transformation

## CORE VALUES

Jaipuria School of Business imbibes the Jaipuria Group values: Empower, Enthuse, and Excel.

We complement our group values with:  
Integrity, Diversity, Creativity, Social Responsibility,  
Global Perspective, Excellence and Ethics.

# JAIPURIA SCHOOL OF BUSINESS

Future belongs to those who not just keep up with the carousel of change; but also dare to think beyond the obvious and evolve every moment.

At Jaipuria School of Business, tomorrow's leaders are empowered with knowledge, enthusiasm and a strong will to excel in all that they do. With a laser sharp focus on shaping business innovators and future strategists, today JSB is one of the most coveted PGDM schools in Delhi NCR.

With a simple yet resilient goal of helping young minds to evolve and thereby lead the future, JSB caters to every aspect of 'Empower-Enthuse-Excel' with its PGDM program that is approved by the AICTE Ministry of Education, Government of India.

The institute was established in 2008, by the noted philanthropist, and industrialist, Dr. Rajaram Jaipuria in line with the group values of Empower, Enthuse, and Excel.



Ranked amongst Outstanding B-Schools of Excellence in India



Ranked among the Top 40 Private B-Schools in North India

CAREERS 360

'AAA' rating amongst all B-Schools in India



## A WORLD OF OPPORTUNITIES AT YOUR BEHEST

As we embark upon a new era post the pandemic, our lives – including the business landscape has undergone a profuse change. It is not only way more inclusive and dynamic but rightly competitive as well.

Therefore, the future lies in the hands of insightful business leaders who dare to think and do beyond the obvious. With the scenario evolving every minute, growth belongs to those who are equipped to make a difference with their thoughts and actions. Be it across any sector; one thing that remains common for every doer is their will to succeed, determination to change and passion to sustain.

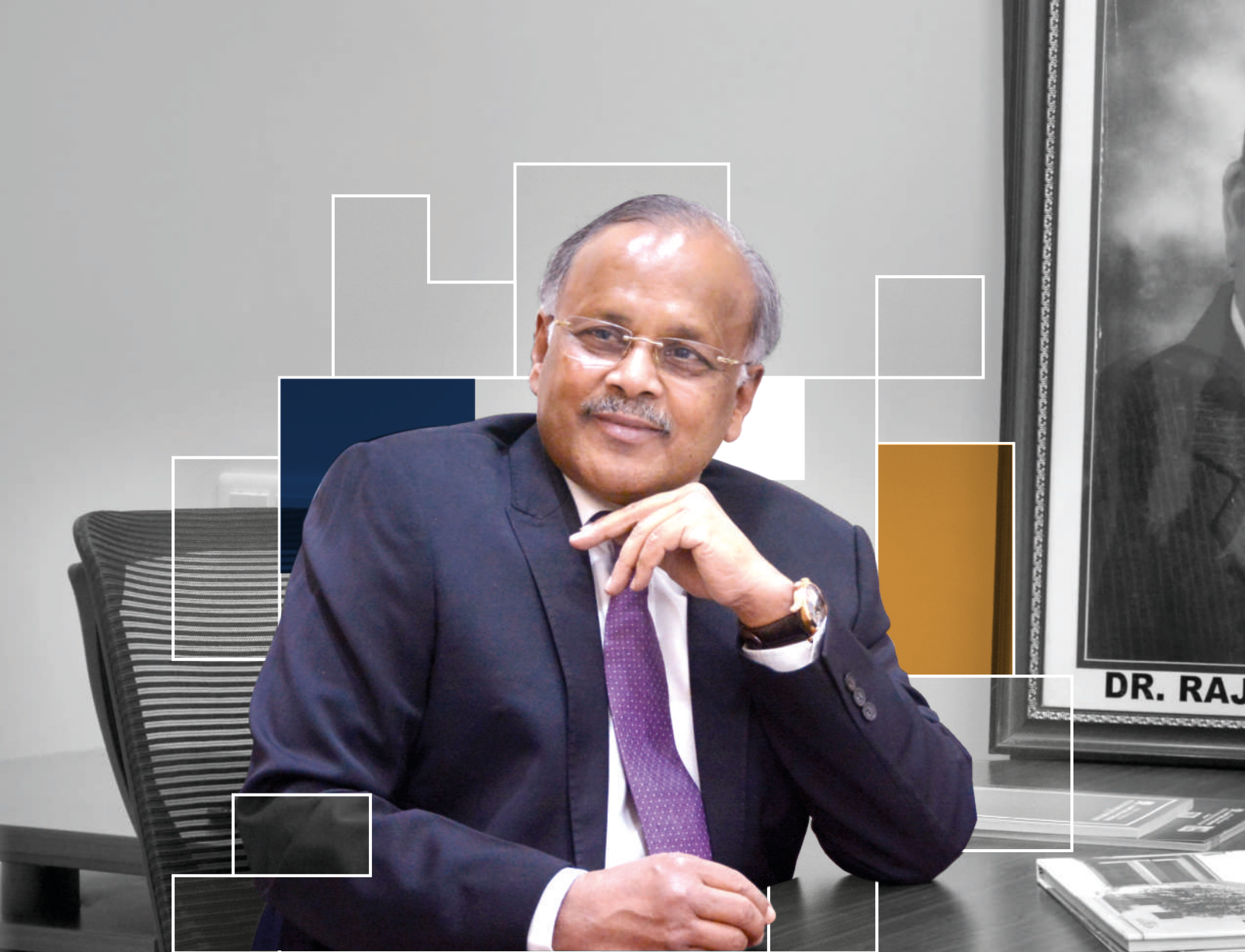
The Jaipuria School of Business is humbly proud to be the facilitator of your growth and help you evolve into everything that modern businesses seek for. Standing tall with a lineage of educational excellence

from the Jaipuria Group of Educational Institutions, JSB has been shaping the next generation of business frontrunners for over a decade now.

With JSB's innate culture to grow and evolve; our students evolve everyday with the quest to learn more. As a result, they are high aptitude thinkers with evolved mindsets.

So as you step into the world of business and management, JSB is ready to be your pathway to uninterrupted growth. We welcome you to an institute upholding a thrilling amalgamation of ideas and opportunities that helps you learn, evolve and innovate.

**Come, together let's aim high and soar higher!**



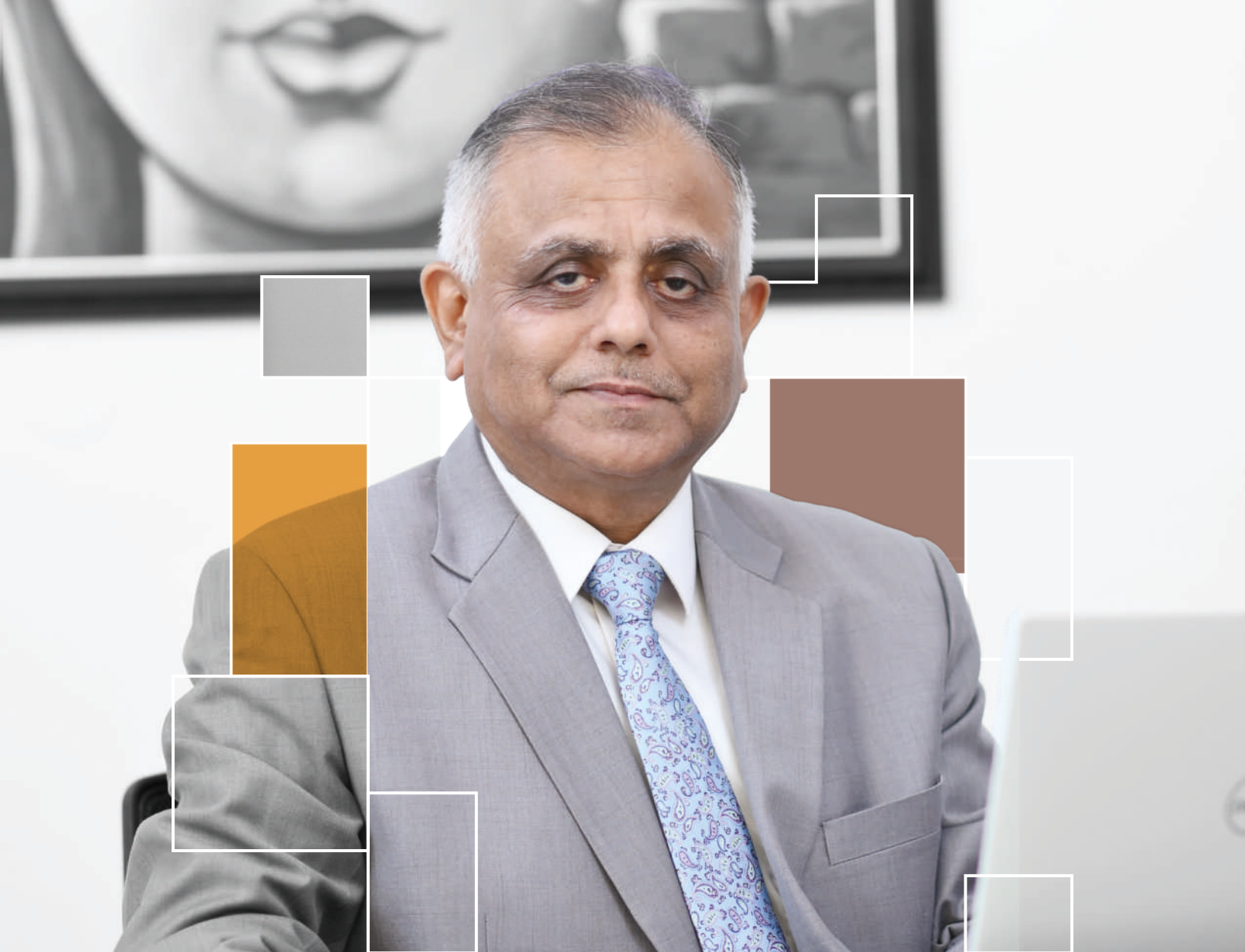
**SHISHIR JAIPURIA**

Chairman,  
Jaipuria Group of Educational  
Institutions, and  
Chairman, Board of Governors,  
Jaipuria School of Business





JSB students evolve everyday with the quest to learn more and resulting in their will to succeed, determination to change and passion to sustain.





**Dr. RAJIV R THAKUR**

Director General,  
Jaipuria School of Business

 At JSB, you evolve completely with a combination of a rigorous academic curriculum delivered with latest technology and exhaustive practice oriented exposure. 



## BE EQUIPPED TO MAKE A DIFFERENCE WITH YOUR HOLISTIC KNOW-HOW

We live in a time when businesses are becoming increasingly hybrid. From catering to unique needs of stakeholders to constantly re-inventing their dimensions for catalysing change – organizations are taking a leap to the future.

As a result, there also comes the absolute need for these futuristic set-ups to be led by just as pioneering individuals possessing a global outlook. As young students – equipped to bring about a difference with renewed ideas, you are the torchbearers of futuristic leadership. You are the face of every business' glorious tomorrow.

But surely the pathway to shaping young minds like you to such visionaries of management isn't a cakewalk! It takes an enormous amount of new age industry skills, entrepreneurial mindset, tenacity and

multi-disciplinary learning to help you become a change agent in the world of business. You are trained by top-notch faculty members with the help of a dynamic curriculum and experiential training – chiselling you for the real world.

At JSB, your journey to becoming the best version of yourself begins from the very first day. With your holistic development at the centre of what we do, JSB invariably strikes the right balance between knowledge, new age industry skills and social awareness. Here, you are equipped to be at the helm of futuristic leadership much before you even graduate.

**With this, I heartily invite you to be part of a community that's unique, intellectually sound and progressive in every way possible.**



**Dear Aspirant,**

**“You have to dream before your dreams can come true. Look at the sky, we are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work” – Dr. APJ Abdul Kalam!**

The world is full of dreamers. The biggest disruption in technology and startups have come as a result of those who dared to push their boundaries and try a different path rather than the one trampled by innumerable conventional people. Successful people never follow the passion of the status quo rather they are always eager to carve out a new direction. Successful leaders are bold, visionary, and ambitious. Not all of them were intellectual geniuses, but they had this passionate ambition to achieve something special and out of the box. Business leaders realize that their success in an increasingly complex and fast-changing business environment depends upon a holistic approach to managing problems, and building a value-based organizational culture.

With this, it is my pleasure to welcome all the aspirants to Jaipuria School of Business, Indirapuram, Ghaziabad to experience a contemporary management education. It is one of the premier and sought-after institutions in

Northern India, imparting quality management education that provides distinct experience and exposure to prepare future value-based business leaders. The flagship PGDM program of JSB is known for its highly rigorous curriculum that follows an excellent array of co-curricular activities, that keep student engagement at the highest levels and provide multiple opportunities to grow and develop a dynamic personality.

I am elated to share that Jaipuria School of Business has been certified as the “Great Place to Work” and has a dedicated team of faculty members who have rich and diversified experience in teaching, research, and the corporate world. Using skillful training, networks, industry events, seminars, workshops, conferences, and management development programs for the up-gradation of knowledge and skills of working professionals, JSB cultivates valuable market knowledge with practical managerial insights and validation of management concepts which is crucial to attaining new skills and knowledge for future leaders.

It is my pleasure to invite you to our campus at Indirapuram, Ghaziabad (NCR). We look forward to your journey toward excellence.

## **Dr. TAPAN KUMAR NAYAK**

Dean-Academics  
Jaipuria School of Business



# STEERING THE FUTURE WITH A CLASS OF THEIR OWN

JSB's board of governors and academic advisory council constitute an array of celebrated academicians and revered industry leaders. Together they have taken upon the responsibility to guide the institute by designing strategic plans, effective policies and a robust approach of teaching-learning.

Bringing together their well-rounded experience in organizational management and research, every member on the board pilots the school's collective goal to lead the change.

## BOARD OF GOVERNORS

### **Shri Shishir Jaipuria**

Chairman  
Jaipuria Group of  
Educational Institutions

### **Mr. Vinod Malhotra**

IAS (Retd.) Advisor  
Jaipuria Group of  
Educational Institutions

### **Mr. Suresh Singhvi**

Director (Finance)  
Ginni Filaments

### **Dr. D.P. Goyal**

Director  
IIM Shillong

### **Mr. Pulkit Trivedi**

Director  
Google Pay India, Delhi

### **Dr. Rupa Manjari Ghosh**

Formerly, Vice Chancellor  
Shiv Nadar University, Noida

### **Dr. Y.V. Verma**

CEO, Onida and  
COO/Director LG India

### **Mr. Sanjeev Shriya**

Founder Owner  
Smart Chip Ltd., Delhi

### **Dr. Rajiv R. Thakur**

Director General  
JSB, Ghaziabad

### **Dr. Tapan K. Nayak**

Dean, Academics  
JSB, Ghaziabad

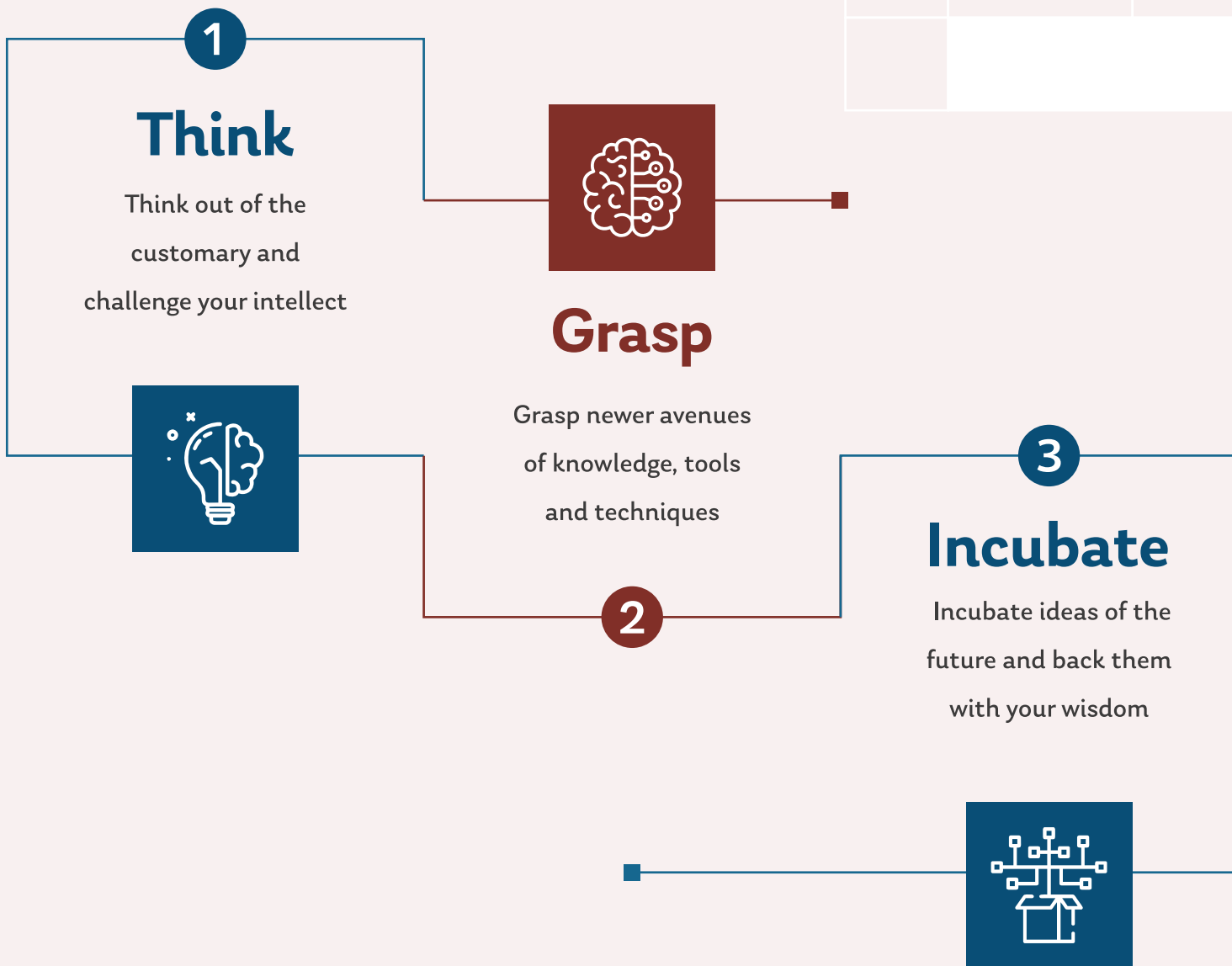
### **Prof. K.P. Ranchana**

Assistant Professor  
JSB, Ghaziabad

# EVOLVE EACH DAY TO INSPIRE & IMPACT

The founding philosophy of JSB is to unleash your infinite potential by doing both – challenging and cheering you at every step of this glorious academic journey.

We uphold your talent in a way that you are inspired to:





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## Develop

Develop ingenious solutions that accelerate your growth



## Lead

Lead the change with your focused and evolved best

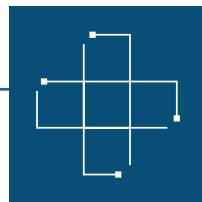
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## Re-assess

Re-assess the possibilities and strive for nothing but the best

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# A RIGOROUS COURSE STRUCTURE TO EVOLVE AND EMERGE

Offering a rather unique learning experience, JSB's 2-year full-time PGDM program is a carefully curated one. With pertinent attention on preparing students for varied careers in the industry, it instills in you strong conceptual skills along with rich practical exposure.

S. No.	COURSES	NO. OF SUBJECTS	TERMS	CREDITS
1	Core Courses	27	I – VI	67
2	Elective Courses (Including Open Electives)	12 (5+5+2)	IV-V	36
3	Industry Oriented Certifications	5 (3+2)	I-V	05
4	SIP		IV	03
5	Pre-Placement Training	2	V-VI	05
6	Capstone Project		IV-VI	05
7	Workshops	4	I-V	05
8	Trimester End Viva	1	I-V	03
	<b>TOTAL CREDITS</b>	<b>51</b>	<b>I – VI</b>	<b>129</b>



# I YEAR

TRIMESTER I				
S. No.	COURSE CODE	COURSE	CREDITS	HOURS
1	T1CGM01	Business Communication-I	1.5	15
2	T1COM01	Business Statistics Using Excel	3	30
3	T1CAF01	Financial Accounting	2	20
4	T1CIT01	Information Systems for Managers	3	30
5	T1CEC01	Managerial Economics	3	30
6	T1CMM01	Marketing Management-I	3	30
7	T1CHR01	Organizational Behaviour	3	30
8	T1CDR01	GACA	1	10
<b>TOTAL CREDITS</b>			<b>19.5</b>	<b>195</b>

1	T1COC01	Design Thinking	1 credit (workshop mode)
2	T1COC02	Business Analytics	2 credits (workshop mode)
3	T1COC03	Advanced MS-Office by Microsoft ( <b>compulsory for all</b> )	1 credit(Certification course)

TRIMESTER II				
S. No.	COURSE CODE	COURSE	CREDITS	HOURS
1	T2CGM02	Business Communication-II	3	30
2	T2CEC02	Business Environment & Policy	3	30
3	T2CAF02	Cost Accounting	2	20
4	T2CHR02	Human Resource Management	3	30
5	T2CMM02	Marketing Management-II	3	30
6	T2COM02	Operations Research	2	20
7	T2COM03	Business Research Methods	3	30
8	T2CDR02	GACA	1	10
<b>TOTAL CREDITS</b>			<b>20</b>	<b>200</b>

Any one certification course (with minimum 50 students)

1	T2COC04	Digital & Social Media Marketing (MSME)	1 credit
2	T2COC05	Green Belt Six Sigma (MSME)	1 credit

TRIMESTER III				
S. No.	COURSE CODE	COURSE	CREDITS	HOURS
1	T3CGM03	Business Communication-III	1.5	15
2	T3COM04	Operations Management	3	30
3	T3CAF03	Financial Management	3	30
4	T3CEC03	International Business & Geopolitics	3	30
5	T3CHR03	Negotiation	2	20
6	T3CMM03	Sales & Distribution Management	3	30
7	T3CGM04	Strategic Management	3	30
8	T3CDR03	GACA	1	10
		<b>TOTAL CREDITS</b>	<b>19.5</b>	<b>195</b>

Any one certification course (with minimum 50 students)

1	T3COC06	Financial Markets Product & Planning	1 credit
2	T3COC07	Sales Negotiation (MSME)	1 credit

## II YEAR

1	T4CIN01	Summer Internship Project	3	6-8 weeks
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TRIMESTER IV				
S. No.	COURSE CODE	COURSE	CREDITS	HOURS
1	T4CMM04	Consumer Behaviour	3	30
2		Capstone Project	2	20
3		Functional Elective S1-1	3	30
4		Functional Elective S1-2	3	30
5		Functional Elective S1-3	3	30
6		Functional Elective S2-1	3	30
7		Functional Elective S2-2	3	30
8		Functional Elective S2-3	3	30
9		Open Elective (1)	3	30
		<b>TOTAL CREDITS</b>	<b>26</b>	<b>260</b>

Workshops/Certification course

1	T4COC08	SDGs for Managers	1 credit (workshop)
2	T4COC09 – T4COC14	Area-wise certification course	1 credit



TRIMESTER V				
S. No.	COURSE CODE	COURSE	CREDITS	HOURS
1	T5CGM05	Legal Aspects of Business	3	30
2		Capstone Project	2	20
3		Sectoral Elective S1-4	3	30
4		Sectoral Elective S1-5	3	30
5		Sectoral Elective S2-4	3	30
6		Sectoral Elective S2-5	3	30
7		Open Elective (2)	3	30
		<b>TOTAL CREDITS</b>	<b>20</b>	<b>200</b>

Workshops/Certification course/Pre-placement Training

1	T5COC15	Universal Human Values	1 credit (workshop)
2	T5COC16	Pre-placement training	3 credits
3	T5COC17 – T5COC22	Area-wise certification course	1 credit
4	T5COC23	Foreign Language**	Non-credit

\*Students to choose any two-certification course. \*\*To be run with minimum 50 students

TRIMESTER VI				
S. No.	COURSE CODE	COURSE	CREDITS	HOURS
1	T6CGM06	Value & Ethics	2	20
2	T6CDR04	Capstone Project	1	10
3	T6COV01	Trimester End Viva	3	30
		<b>TOTAL CREDITS</b>	<b>6</b>	<b>60</b>

Pre-placement Training

1	T6COC24	Pre-placement training	2 credits
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## SPECIALIZATIONS:

MARKETING • FINANCE • HUMAN RESOURCE • INTERNATIONAL BUSINESS  
BUSINESS ANALYTICS • OPERATIONS

Open Electives (choose Any 2 Open Electives; All Subjects Of 3 Credits Each)



SUPPLY CHAIN  
MANAGEMENT



CORPORATE  
GOVERNANCE  
AND CSR



CROSS  
CULTURAL  
MANAGEMENT



DASHBOARD  
REPORTING



INTERNATIONAL  
LOGISTICS



EXPORT-IMPORT  
DOCUMENTATION



CUSTOMER  
RELATIONSHIP  
MANAGEMENT



ENTREPRENEURSHIP  
DEVELOPMENT



STRATEGIC  
LEADERSHIP

\*Specializations/Electives will be offered as per the T&C mentioned on the website.

# PREPARING TO LEAD FROM DAY 1

JSB's PGDM brings business leadership to the classroom along with instilling qualities of employability & corporate readiness in students. The vision of crafting tomorrow's business leaders is bolstered by the following elements -

## SKILL ENHANCEMENT & CORPORATE READINESS COURSES (10 CREDITS)

JSB's wide range of Skill Enhancement & Corporate Readiness Courses offers you the scope to build soft skills and professional ethics in a post-pandemic world. The major courses are as follows:



### **PRE-PLACEMENT TRAINING (5 CREDITS)**

Gaining an insight into the real-time working of organization, it is a window to the real world of business.



### **NEGOTIATION (2 CREDITS)**

The art of negotiating is instilled in students by being guided the best of trainers and industry leaders.



### **GENERAL AWARENESS & CORPORATE AFFAIRS (3 CREDITS)**

As proficient professionals, you are made aware about issues and affairs beyond business activities.



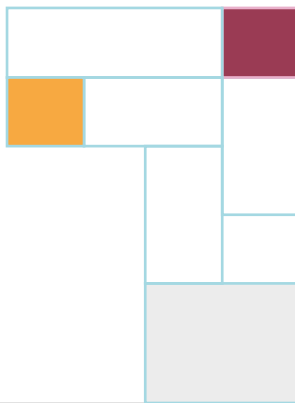
### **BUSINESS COMMUNICATION 1, 2 & 3 (6 CREDITS; ALREADY IN CORE)**

A primary element of overall success; you are trained to be eloquent and professional communicators.



### **INDUSTRY PARTNERED CERTIFICATION**

Top companies associate with JSB to impart a taste of their wisdom and techniques to you and help you be prepared in advance.



## AREA WISE CERTIFICATIONS (1 EACH) FOR DUAL SPECIALIZATIONS

- Sales & Negotiation (Marketing)
- Investment Analysis and Portfolio Management- (Finance)
- SAP HR/Talent Acquisition from AIHR (HR)
- Supply Chain Analytics (OP)
- Artificial Intelligence with Python (BA)
- Export Import Management/Logistics (IB)

## INDUSTRY CERTIFICATION COURSES FOR ALL (COMPULSORY)

- Advanced MS-Office Certification by Microsoft

## BOUQUETS (TO CHOOSE ANY 2)

- Digital and Social Media Marketing Certification by MSME
- Green Belt Six Sigma Certification by MSME
- Financial Markets Product and Planning by MSME
- Sales Negotiation Certification by MSME
- French/German/Spanish as Optional Foreign Language

\*Students will have to pay full/partial additional fee for certification courses.





## INNOVATION THAT SHAPES THE FUTURE

JSB inculcates a unique manner of teaching that lets you become learners for life. The institute also follows a continuous system of assessment and evaluation for measuring learning outcomes. Each course, therefore, assesses your learning through different pedagogical interventions on a regular basis.

### **Outcome-Based Education**

**Case Based Learning**

**Problem Based Learning**

**Experiential Learning**

**Participative Learning**

### **Other Assessment Components such as**

Projects (Individual and Group), Presentations, Cases and Open problems, Work-based Assessment, Quiz / Multiple Choice Questions (MCQs), paper based/online mid-term and end-term exams; trimester end viva.

### **Teaching-Learning methods such as**

story telling, role play, simulations, group discussions, quizzes, industry visits, presentations and seminars



## STEERING SKILLS TO DRIVE THEIR KNOW-HOW

With the Capstone Project being a collaborative research-based work on a comprehensive management problem or question of practical significance, its desired outcome is that it provides a solution to a problem. Here, students steer the project with required inputs from the faculty guide as per the chosen topic.

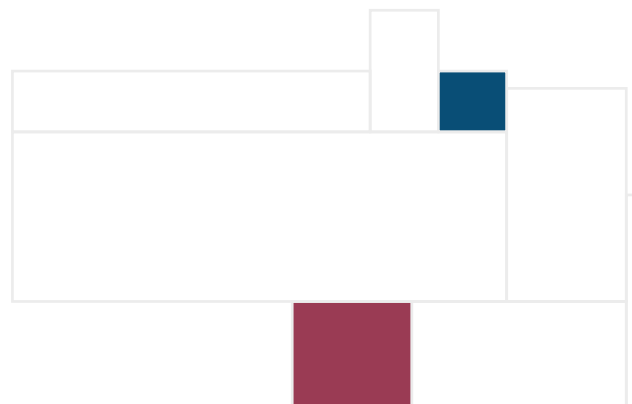
With a valuable intellectual experience, it provides students the platform to demonstrate skills of creative thinking, critical reasoning, application of theory, analysis, synthesis, and evaluation while solving problems.

Similar opportunities are provided with SIP, Live Projects, CSR Projects, Simulations etc.

## EQUIPPED TO LEAD WITH A DIFFERENCE

At JSB, the Summer Internship Program (SIP) is designed to provide you with a valuable experience in a business organization and to enable you develop an orientation towards the industrial environment. Being eight weeks long, it exposes you to the dynamics of an organization and to integrate classroom learning with practical experience.

So, while the host organization benefits through availability of young and enthusiastic interns possessing newer ideas to aid in execution of organizational tasks, you get to learn from industry veterans.



# EMPOWERING TALENT WITH EXCELLENCE AND LEADERSHIP

JSB's multiple participative pedagogy brings together tools, techniques and teachings that redefine every young mind's understanding of management. In a highly conducive and invigorating environment, our pedagogical approach takes the lead to engage students deeply in academics, industry and experiential learning.





## NEW AGE INDUSTRY SKILL-SET

With a laser sharp focus on chiselling business leaders of tomorrow, JSB instills skills that define Industry 4.0. Students are empowered in data-based decision making alongside being nimble with additional abilities with industry certifications. They are prepared for a digital transformation of the industry by honing their skills with the following-

### NEW-GEN SKILL ORIENTED CURRICULUM

Data Visualization • Data Analytics

Digital Marketing • Critical Thinking

Practitioner's Session – speakers are Practicing Faculty & Industry experts

Artificial Intelligence, Big Data, Block chain

Digital Skills



## PROBLEM-SOLVING AND ANALYTICAL MINDSET

As responsible and visionary business personnel, students are trained to leverage industry trends with their distinct blend of problem-solving, analytical thinking and hands-on experience. This involves –

Design Thinking

Problem-Based Learning

Case-based Learning

Project-based Learning

Jaipuria – AIMA BizLab for Simulation

Experiential Learning

Global Mindset

Entrepreneurial Mindset

Capstone Project

Research Centricity



JAIPURIA  
BUSINESS



## INDUSTRY READY STUDENTS

JSB firmly believes that a solid on-ground experience helps students to get familiar with real-time challenges and develop insights of the global market. This ensures their industry readiness at an early age.

The modules that assist in this are –

Ability Enhancement Module

Pre-Placement Training

Industry Mentorship

Individual Development Plan (IDP)

General Awareness Corporate Affairs (GACA)

Live Projects

Summer Internship Projects

Industry Visits



## HOLISTIC TRANSFORMATION

A complete manager is the one whose mind and body are in absolute sync with each other. Instilling the significance of values in the modern trade, JSB aims to present to the world, leaders who are ethical, responsible, honest and above all – humane. It is achieved with JSB's focus on:

Indian Management Philosophy

Integrated development of mind body and soul

Spiritual Quotient

Values & Ethics

Professionalism & Strong Work Ethics

Social Empathy

Rural Immersion Program







## BEST-IN-CLASS FACULTY

At JSB, students are taught by noted professors from across the globe as well as renowned industry leaders who share their insights of the business world during interactive sessions. They are matchless in their own ways as –

Practicing Faculty

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Research Oriented Faculty

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Professionals with rich industry and academic background



## LEADERSHIP

From learning under the aegis of industry stalwarts to preparing students to become inspiring leaders and humble co-workers, the road to their future leadership begins with i-Lead.



i-Lead is about Inspiring Leadership.

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The i-Lead concept inspires and raises the bar for our young budding managers.

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It embeds in them the desire and understanding of how they can be effective leaders and problem solvers.

---

It helps them to focus on core values of purpose, energy, empathy, flexibility and adaptability.

---

It commits them to search for their own unique strengths that can make them successful leaders and problem solvers.



# BOOST YOUR OVERALL PROGRESS WITH A ROBUST INFRASTRUCTURE

The PGDM program of JSB leads to your holistic development with a range of facilities available on campus. From well-equipped classrooms to smart labs, secure hostels and 24x7 medical assistance – JSB ensures that your academic journey is highly advanced and uninterrupted.

## HI-TECH CLASSROOMS

The amphitheatre style, air-conditioned classrooms have the latest audio-visual facilities for interactive teaching sessions. These give a conducive environment for students to foster their learning and give them exposure to ICT.

## SECURED HOSTELS

The safe and secured hostel facilities strengthen the feeling of belonging to a cohesive learning environment. There are separate hostels for girls and boys, all the rooms are well-lit, connected to a high-speed Wi-Fi along with power backup, geysers, air conditioners, TVs, refrigerators, washing machine and indoor game facilities. It is everything that your home away from home should have.

## EMPATHETIC COUNSELLING CELL

It assists students in becoming self-aware and realizing their full potential while managing stress and anxiety. In order to help students, the counselling cell listens to you and responds in a timely, confidential and non-judgmental manner.

## 24X7 MEDICAL FACILITIES

A hospital is located near the campus and their ambulance service is available 24 x 7 in case of medical emergencies. First aid kit is available at both the hostels and can be taken from the Hostel Warden at times of need.

## FUN RECREATIONAL ACTIVITIES

JSB has varied sports facilities on its campus to keep you physically and mentally fit. There are separate grounds for sports like football, cricket, volleyball and badminton alongside rooms for indoor games like table tennis, chess and a gymnasium. The auditorium has the capacity to accommodate over 150 pax.

## WELL-MANAGED MESS

It is governed by the body which includes, head of administration, faculty incharge of hostel & mess, warden and above all campus mess committee.



## CENTRE FOR LIFELONG LEARNING (LIBRARY)

The library with its vast collection of management literature and electronic resources is a key resource of JSB. It has a collection of over 11500+ books and subscribes more than 18,000 e-books. The library also subscribes to a number of international periodicals, national journals, business magazines and a host of online databases to ensure better information research.

## SMART COMPUTER LABS

JSB students, faculty and staff have access to the computer lab, which provide the tools and technologies to produce websites, edit papers, complete class assignments, conduct data analyses and access library resources.

## INTERDISCIPLINARY BUSINESS ANALYTICS LAB

Researchers and students in the lab use a variety of advanced computational and statistical methods to investigate problems in diverse business fields including marketing, operations management and technology management.

## STATE-OF-THE-ART FINANCE LAB

Its mission is to support advanced applied research in financial markets and equip finance managers with the mathematical and conceptual theories and best practices in financial markets.



# BOLSTERING YOUR GROWTH HAND-IN-HAND WITH THE INDUSTRY

The PGDM program at JSB brings together the right blend of conceptual know-how, analytical skills and their applications to the varied practices in management. This is made possible with

**Experiential Learning: Going beyond textbook knowledge and immersing in interactive teaching-learning sessions.**



**INDUSTRY CONNECT** – A PLETHORA OF HANDS-ON EXPOSURE FOR BUILDING STURDY MANAGERS OF THE FUTURE.

## ENGAGEMENT WITH THE INDUSTRY



Industry Mentorship



I-Lead, Practitioner's Session, Pre-placement Session



Making an Industry Panel for Contribution In Curriculum Upgradation & Teaching



Internships



Industrial Visit/live Projects/ OJTs



Increased Collaboration With Industry for Executive Education, MDPs & Consultancy

## ASSOCIATIONS WITH PROFESSIONAL BODIES

- Delhi Management Association
- Noida Management Association
- Ghaziabad Management Association
- All India Management Association (AIMA)
- Association of Indian Management Schools (AIMS)
- Centre for Education Growth & Research (CEGR)
- Integrated Chambers of Commerce & Industry (ICCI)
- UN-Global Corporate Network India
- MTHR (More than HR)
- Dr Pritam Singh Foundation (PRISM)

## INDUSTRY MoUs

- UAS International
- Ivory Designs Pvt Ltd

## LIVE PROJECTS

## INDUSTRY VISITS

## INTERNATIONAL CONNECT

Helping you unleash the best within by exploring the length and breadth of global businesses.

### MoU

University of Central Missouri, USA

European Business School (Paris)

Indo-Gulf Management Association, Dubai

### IMMERSION PROGRAM

JSB strongly focuses on internationalization and promotes every online/offline opportunity for international exposure. For example, an International Immersion Program to Dubai was organized in the present year. Students also visited the University of West London and

Skyline University College, RAK Ceramics in Ras Al Khaimah & Al Rawabi, Sharjah besides relishing a wide exposure to the rich culture, society and people of the Emirates.

### FACULTY EXCHANGE

JSB encourages and takes initiatives for enriching the network for faculty and student exchange. We are making every effort in reviving the exchange programs post Covid-19 period. Students also get additional exposure to overseas experts.

# MEET THE ENABLERS OF YOUR COMPLETE METAMORPHOSIS

The faculty at JSB has a rich experience in nurturing and helping students to evolve into their most refined and industry-ready versions. Here, professors are your academic leaders, guides and strategists who with their profound know-how help you attain the best.

With constant research, publications and faculty development programs, our faculty members stay on top of their game of chiselling potential out of the raw talent.



**75+**  
JOURNALS  
PUBLISHED

**05**  
BOOKS  
PUBLISHED

**02**  
INTERNATIONAL  
MoUs

**50+**  
EMINENT  
GUEST  
FACULTIES



# CORE FACULTY MEMBERS



**Dr. Rajiv R. Thakur**  
Director General



**Dr. Tapan Kumar Nayak**  
Dean – Academics &  
Professor of Economics



**Prof. Himanshu Manglik**  
Professor, Marketing  
& General Management



**Dr. UM Amin**  
Professor, Marketing  
& Strategic Management



**Dr. Nitin Kr Saxena**  
Professor, Marketing



**Prof. Sapna Jain**  
Professor, Finance



**Dr. Lalit Sharma**  
Associate Professor,  
Business Analytics



**Prof. Saloni Chitkara**  
Associate Professor,  
Operations



**Dr. Sahil Gupta**  
Associate Professor,  
Marketing



**Dr. Rajeev Mathew**  
Associate Professor,  
International Business



**Dr. Soni Sharma**  
Associate Professor  
Business Communications/HR



**Prof. Anjali Khanna**  
Associate Professor,  
HR



**Prof. Bikram Agarwal**  
Associate Professor,  
Finance



**Prof. Ankit Barua**  
Assistant Professor,  
Marketing



**Prof. KP Ranchana**  
Assistant Professor,  
OB & HR



**Prof. Aanchal Singh**  
Assistant Professor,  
Finance



**Prof. Charu Sharma**  
Assistant Professor,  
HR



# BE MENTORED BY INDUSTRY LEADERS WHO REDEFINE BUSINESS

Throughout your tenure at JSB, you will be provided with the regular scope to interact and learn from top-notch industry experts. Often, they are executives of government departments, senior corporate leaders and noted members of the civil society.

The sessions are aimed at helping every individual gain powerful insights that inspire them to change the world with dynamism and determination.



**Mr. Deepak Chhabra**  
Managing Director, Timex  
Group India Ltd. addressing  
the graduates of PGDM  
2019-21 & 2020-22 at the  
Convocation Ceremony



## ACADEMIC ADVISORY COUNCIL

NAME	DESIGNATION	ORGANISATION
Prof. B.B. Bhattacharya	Professor of IB, Ex. Dean	IIFT Delhi
Dr. Sameer Anand	Professor of Operations	Shaheed Sukhdev College of B.S., DU
Mr. Abheek Barua	Chief Economist	HDFC Bank, Gurugram
Mr. Om Prakash Hisaria	Sr. Vice President (Strategy)	Reliance Industries Ltd.
Dr. Vijay Sardana	Advocate, Legal/IB	Supreme Court of India
Dr. Ajay Pandit	Former Professor (Strategy & GM)	FMS, University of Delhi
Prof. Rajiv K. Srivastava	Professor of Operations	IIM, Lucknow
Prof. Prakash Singh	Professor of Finance	IIM, Lucknow
Prof. Sanjeev Prashar	Professor of Marketing	IIM, Raipur
Mr. Kakaseeri Krishnan	Executive Director, BFSI (Retd.)	LIC
Mr. Shishir Vyas	Digital & Financial Services Innovator	United Kingdom
Prof. Sanjiva Shankar Dubey	Professor of Analytics (Formerly IBM & TATA)	BIMTECH, Greater Noida
Mr. Vivek Nanda	Corporate Leader/Motivational Speaker/ Student Mentor, Ex. National Head	Sharp Business
Dr. V. Chandra	Professor of Business Communication	IMI, New Delhi
Dr. R.P. Saxena	Professor of Marketing	IMT, Dubai
Dr. Sanjay Singh	Professor of HR&OB	Maynooth University, Maynooth, Ireland
Prof. Deepak Tandon	Professor of Finance & Accounting	IMI, New Delhi
Dr. Bikramjit Rishi	Professor of Marketing	Shiv Nadar University
Mr. S. Ramaswamy	Professor of Operations, ED (Retd.)	IOCL
Mr. Amitabh Jha	Director (HR)	BHEL, Noida
Dr. Subrat Kumar	CEO	People Labs Pvt. Ltd., Noida
Dr. Siddharth Verma	Professor of Operations & QT	IMI, New Delhi
Prof. Sushil	Professor of Strategy	IIT, Delhi
Mr. Vineet Aurora	Group Business Manager	Ingram Micro, Gurugram
Mr. Sunil Pant	Ex CEO	Institute of Insolvency Professionals of ICAI, Mumbai
Dr. Satish Kumar	Associate Professor	MNIT Jaipur
Prof. Santosh Rangnekar	Professor, DOMS	IIT Roorkee
Mr. Kamalendu Bali	Director-Solutions	Concentrix, New Delhi
Dr. Ashok Kumar Sangwan	Head - Cost of Delivery	Wipro Ltd.
Dr. Runa Maitra	Founder & Director	People Talent International, New Delhi
Dr. Rajiv R. Thakur	Chairman AAC, Director General	Jaipuria School of Business
Dr. Tapan K. Nayak	Member Secretary AAC, Dean Academics	Jaipuria School of Business
Prof. Himanshu Manglik	Adjunct Professor (Marketing)	Jaipuria School of Business
Dr. Nitin K. Saxena	Professor of Marketing	Jaipuria School of Business
Prof. Sapna Jain	Professor of Finance	Jaipuria School of Business
Dr. Lalit Sharma	Associate Professor of Analytics	Jaipuria School of Business
Prof. Saloni Chitkara	Associate Professor of Operations	Jaipuria School of Business

# THEY HAVE MADE IT TO THE TOP. NOW IT'S YOUR TURN!

JSB takes immense pride in holding a strong alumni base of 1400+ alumni who have achieved some remarkable feats in their careers so far. Dedicated to their alma mater, our alumni have portrayed their sense of belongingness to the institute by being the resource person for the guest lectures, alumni talk and providing friendly inputs to current students. They also often play an active role in mentoring their juniors in the respective areas of expertise.

Upholding a cohort of talented and committed alumni, JSB is proud to present some of the bright minds that make us humbly proud every day. These unadulterated success stories and alumni testimonials are everything that talks about the JSB journey.



After completing my graduation from Patna, I pursued my PGDM from Jaipuria School of Business, Ghaziabad (Batch 2014-2016). At JSB, I learned many things like the importance of patience, hardwork, keeping the spirits high, and most importantly never lose hope. Following my passion led to the first step of my entrepreneurial journey when i decided to start my own venture i.e Vewexpress, which has now completed 5 years of excellence in the field of logistics with a team 75+ members.

**ABHIJIT RAI**  
Batch 2014-16  
CEO - Vewexpress Services Pvt Ltd

My journey of learning with Jaipuria School of Business has been no less than a life-changing experience! Proper guidance from faculties and mentors helped me to sharpen my business skill set as well as communication abilities. My JSB experience has enriched my life in ways more than one and is truly irreplaceable.

**NANCY AGARWAL**  
Batch 2019-21  
Functional Consultant  
Microsoft Dynamics 365 - Crowe LLP



**Pramit Roy Chowdhury**

Assistant Manager Sales  
Granules N Beans  
Batch: 2015-17



**Saurabh Singh Raghuvanshi**

Marketing - Automation  
Manager, The Economist  
Batch: 2009-2011



**Sneha Rajput**

HR Director  
Divine Consulting Services  
Batch: 2013-15



**Priyabrata Basak**

Manager - Strategic Accounts  
Ecom Express Limited  
Batch: 2013-2015



**Harshit Verma**

Senior Sales Officer at  
Dabur India Limited  
Batch: 2014-16



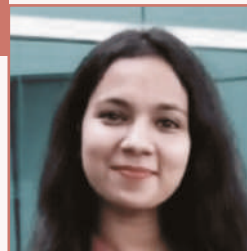
**Santosh Tiwary**

Manager, Mahindra  
Holidays & Resorts  
India Limited  
Batch: 2015-2017



**Shivam Giri**

Business Manager  
Proficon Medisol Pvt. Ltd.  
Batch: 2019-2021



**Shreya Garg**

Associate Training Manager  
IDFC First Bank  
Batch: 2018-2020



**Avinash Pandey**

Manager & Deputy Branch  
Manager, Yes Bank  
Batch: 2012-14



**Rohit Singh**

Risk Analyst  
Barclays  
Batch: 2016-18



My journey at JSB has been great and full of learning experiences. From live projects, internships to final placements, I received great practical exposure which helped me get used to the corporate culture.

JSB is full of endless opportunities, which helped me sharpen my skills better and provided me ample of chances to grow.

**NAMAN PAPERJA**

Batch 2019-21  
Analyst 2 at Dalooa Pvt Ltd

# AN INCLUSIVE BODY OF, FOR AND BY THE STUDENTS

Student Affairs Council is an initiative of Jaipuria School of Business, Ghaziabad for the holistic development of the students by focussing on managerial and leadership skills, global and entrepreneurial mind-set leading to the societal transformation. The Student Council is a team of student representatives for curricular or extracurricular activities for the students. The purpose of the Student Affairs Council is to organize student led and student driven extra-curricular events for their holistic development. It is a group of elected and volunteer students under the guidance of the faculty chair who are involved in organizing various inter-college and Intra-college events and promote Human Relations, Cultural Values, Guidance, Leadership.



## A COHORT OF STUDENT CLUBS

The academic student clubs work closely to provide a healthy academic atmosphere and enhance your learning experience. Each club head coordinate with club members under the overall guidance by the Chairperson SAC. These are –

### CLUBS

**SPARTANS (MARKETING):** To enhance your sales, marketing and advertising skills by organizing events.

**INCREDIBLE (HUMAN RESOURCE):** To help you attain interpersonal skills required in the corporate world by providing interactive platforms.

**MONEY MAKERS (FINANCE):** To bridge the gap between industry expectations and students' finance knowledge.

**TRADE SPARKS (INTERNATIONAL BUSINESS):**

To provide learning opportunities by exposing you international speakers, experiences and info tools.

**AMPLITUDE (OPERATIONS):** To enhance domain knowledge of operations by promoting career-building activities.

**DATA DRIVERS (BUSINESS ANALYTICS):**

To provide you with the analytical abilities to visualize the world in a more meaningful manner.

### COMMITTEES

Extracurricular activity committees are integral to on-campus recreation. These are actively guided and supported by the SAC Chairperson. Each committee is coordinated by student members under the overall guidance of the Chairperson.

**TARANG:** A gamut of activities organized to unleash the talent that exudes from the budding managers.

**SANGOSHTHI:** The Literary Committee where students can meet to read, write and discuss literature.

**CHHALAANG:** This Sports Club organizes and conducts sports to promote the spirit of teamwork, leadership and sportsmanship.

**ANUBHOOTI:** The CSR Club which emphasizes on making a difference in the lives of the less fortunate.

**ANUSMARAN:** Connecting with the alumni, you enjoy a strong alumni network within India and abroad.

**MEDIA RELATIONS COMMITTEE:** Handling and nurturing the image of JSB, it works towards amplifying the brand equity.

**HOSTEL AND MESS COMMITTEE:** Round-the-clock support to students by ensuring an exceptional experience of the mess and infrastructure facilities.

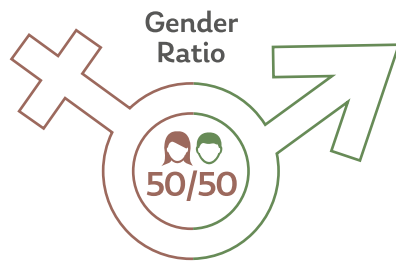
**PLACEMENT COMMITTEE:** A student managed activity; it conducts engagement sessions to recognize the importance of corporate relations and placements.

**DISCIPLINARY COMMITTEE:** It creates awareness against any ill incidents on-campus by ensuring strict regulations and monitoring the disciplinary squad's performance.

# A DIVERSE POOL OF TALENT WITH THE COMMON GOAL TO SUCCEED

## BATCH PROFILE 2020-22

HIGHEST PACKAGE  
**₹ 13 LPA**  
 AVERAGE PACKAGE  
**₹ 6.5 LPA**



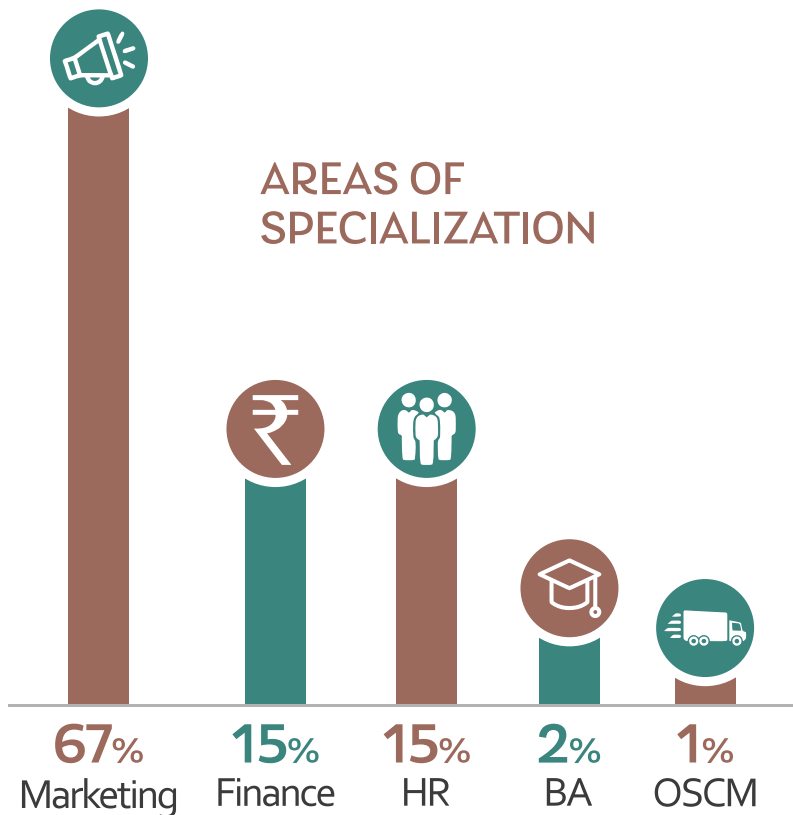
TOTAL STUDENTS PLACED  
**99%**



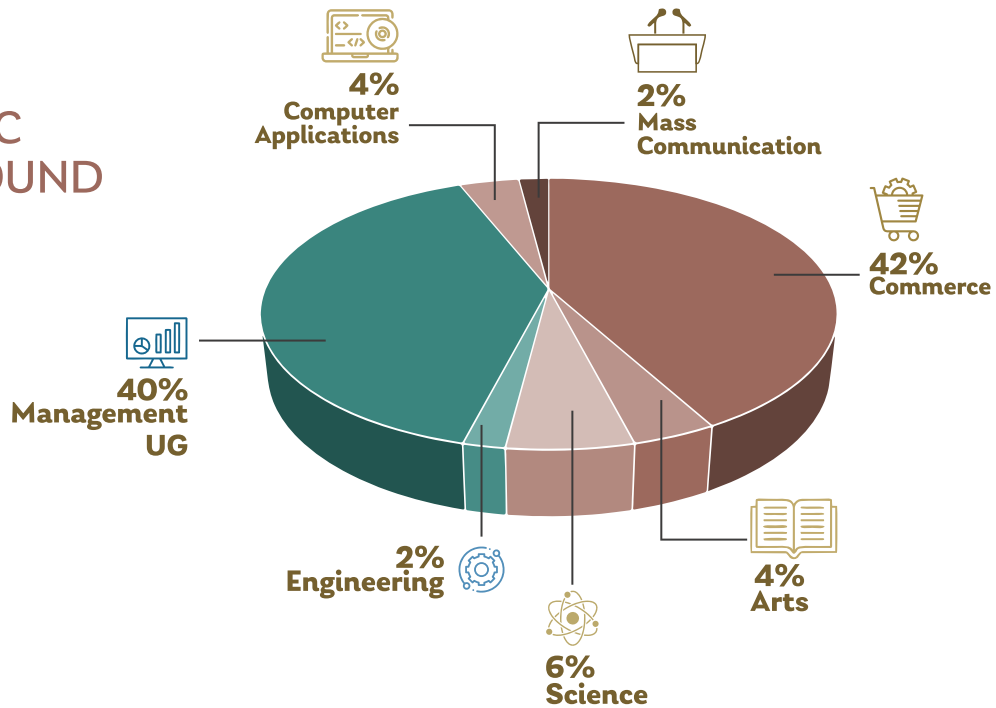
The students are dedicated, disciplined, active and eager to learn and contribute and have good domain knowledge of FMCG Sales, Supply Chain and Commercial Sales.

**DEBARGHA DEB**  
 National Manager  
 Sales HR  
 Dabur India Ltd.

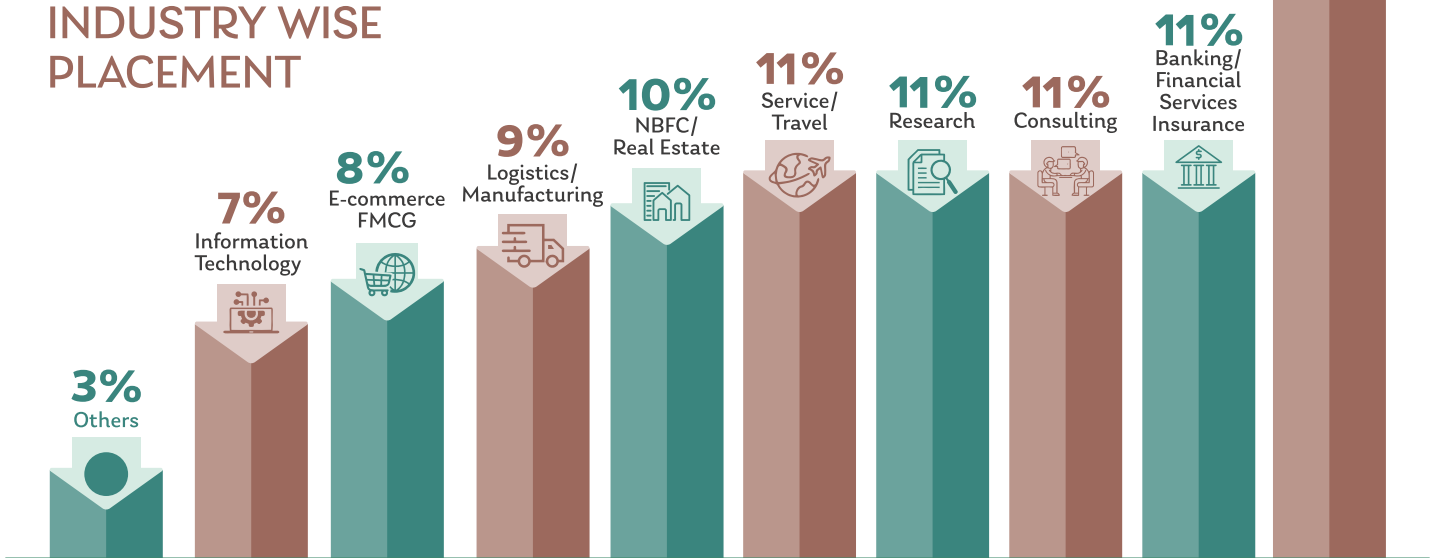
## AREAS OF SPECIALIZATION



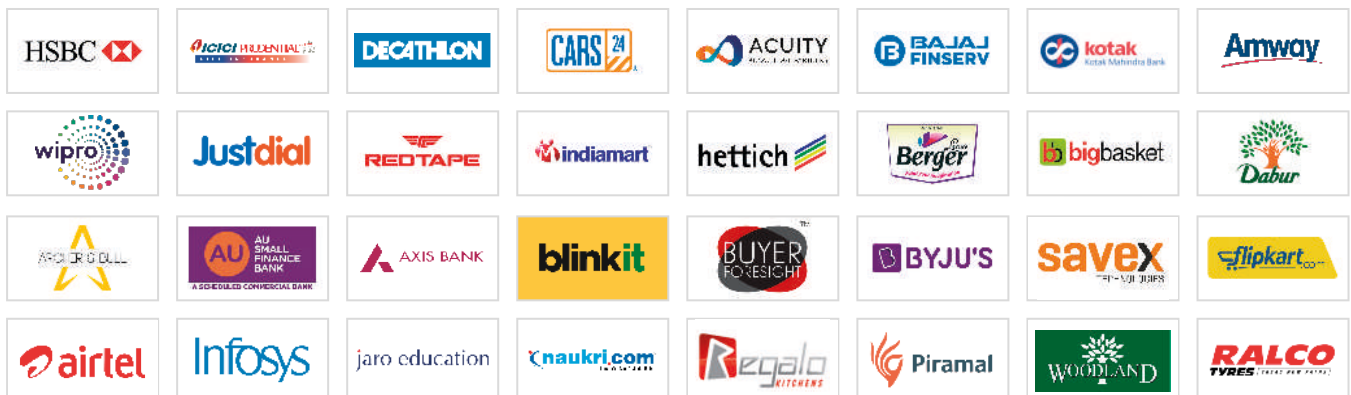
## ACADEMIC BACKGROUND



## INDUSTRY WISE PLACEMENT



## RECRUITED BY BRANDS THAT LEAD BY EXAMPLE

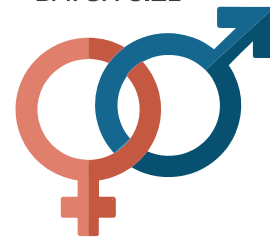


# AN EVOLVED POOL OF TALENT AT YOUR DISPOSAL

**BATCH PROFILE PGDM 2021-23**

HIGHEST STIPEND  
**₹ 30K**  
PM

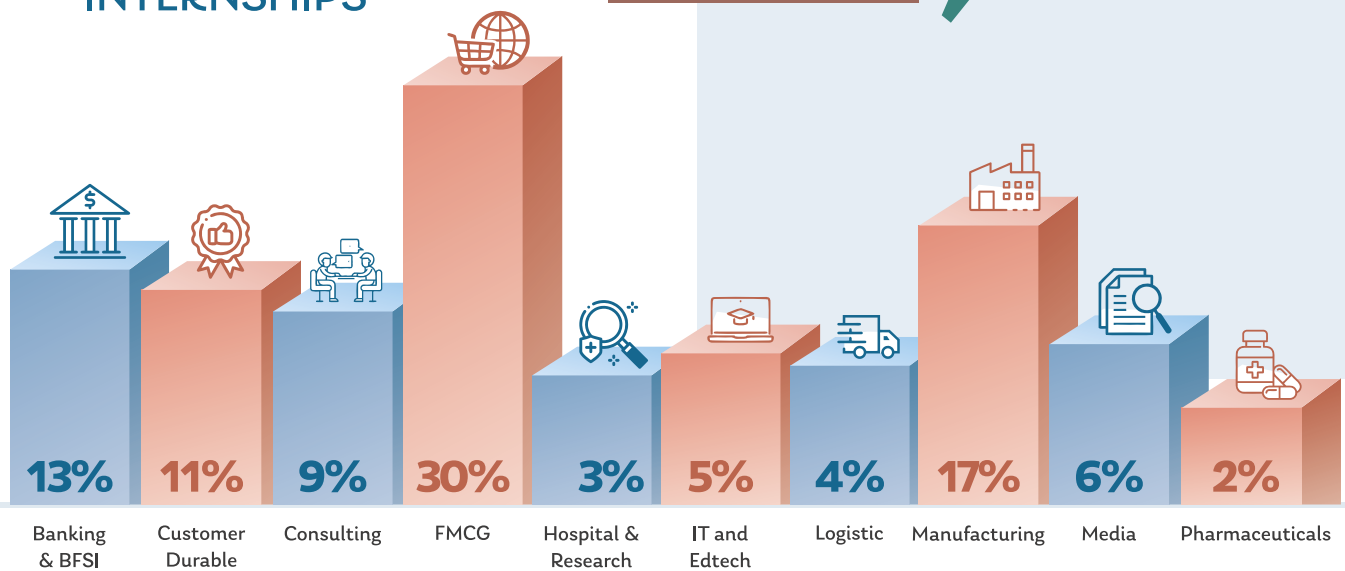
BATCH SIZE



GENDER  
RATIO

**30/70**

## INDUSTRY WISE INTERNSHIPS



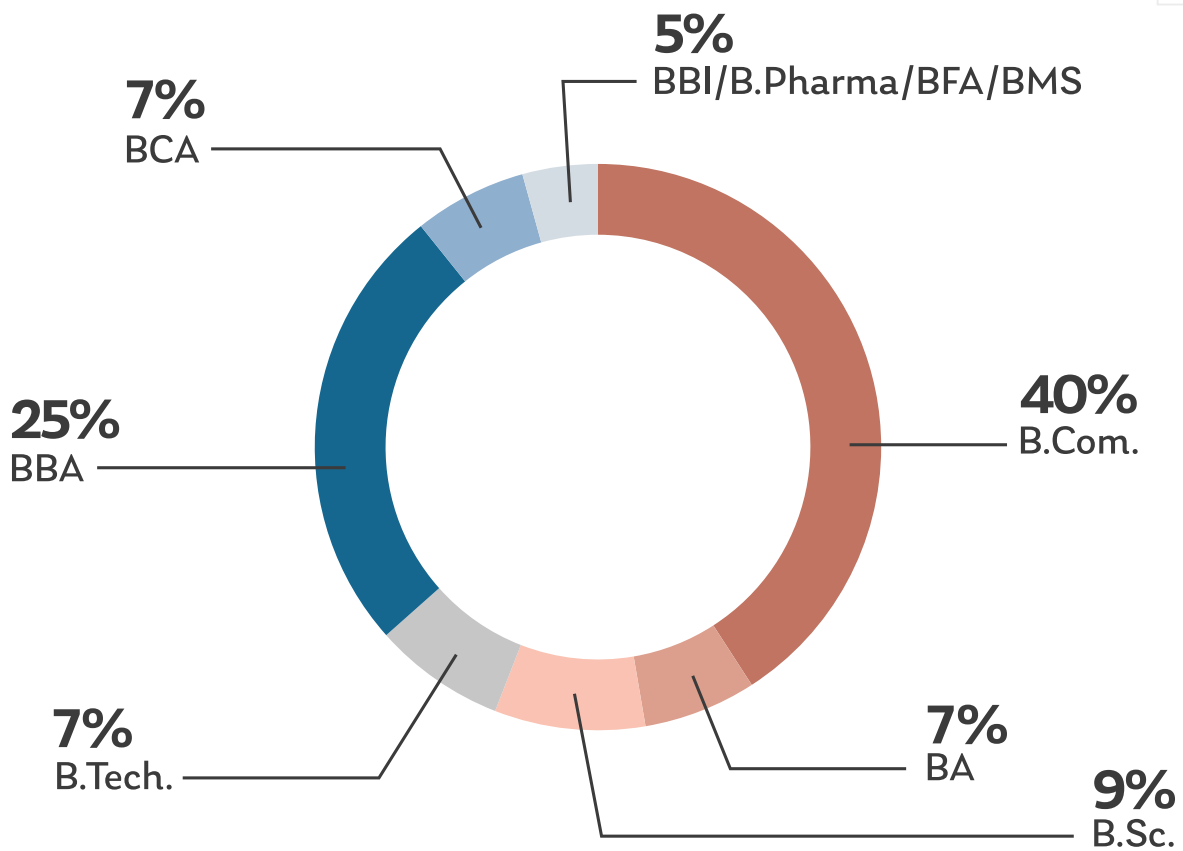
The students were sincere and ready to learn new things. Moreover, the best part was that they will be making their career in the same field.

**VIJAY WADHWANI**

Asst. Vice President (Head),  
Supply Chain Management  
Relaxo Footwears Limited  
New Delhi, India



## ACADEMIC BACKGROUND



## INTERNSHIPS @





#### Greeting form Jaipuria School of Business

The onset of technological disruption 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 is 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. Jaipuria School of Business is committed to help the students acquire the contemporary skills required for being a successful management professional.

We have successfully operationalized the profound saying by Kurt Lewin, who is considered to be the father of Social Psychology. It says - “There is nothing as practical as good theory”. This is done by focusing on two critical outcomes in each class taken by faculty-the theory that’s 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. We also focus on developing our students into good human beings by providing them multiple forums such as sports, social, cultural, cognitive and spiritual, enabling them to engage voluntarily and unlock their latent potentialities.

The need for employing critical thinking for continuous improvement is indisputable.

Additionally, we employ systems thinking in all aspects 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.

#### **Dr. LALIT SHARMA**

Chairperson- Admissions

# ADMISSION INFORMATION 2023-25

## ELIGIBILITY

- Graduation in any stream from a recognized University or equivalent with minimum 50%. For SC/ST candidates, minimum score is 45%. Final year students may also apply
- Combined Entrance Test Score in any one of the All-India Tests of CAT/MAT/CMAT/XAT/ATMA.

## PROCESS

- Screening of the Application as per the eligibility and criteria set by the institute followed by Case Analysis, Extempore and Personal Interview of the invited candidates.
- Final Selection is based on the Score of the entrance test, work experience, and performance in Case Analysis, Extempore & Personal Interview and the recommendations of selection panel
- Provisional Offer Letter issued to Selected candidates.

\*For more details refer to our website

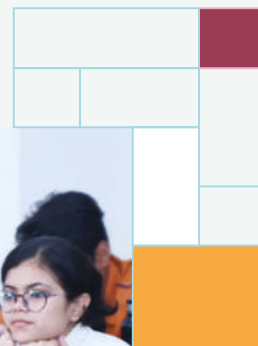
## SCHOLARSHIPS

Scholarships up to Rs 1.5 Lacs are available for meritorious students, EWC students, East / Northeast state residents with merit, Siblings, Alumni and Army personnel wards. Details of eligibility and conditions are available on the institute website.

## FEE

The total fee inclusive of International Immersion for the Batch 2023-25 is ₹8.20 Lacs for two year PGDM program including the refundable security amount of ₹10,000/- Hostel and Mess fee are additional.

Details are mentioned on the institute's website: <https://jsb.jaipuria.edu.in/>





**JAIPURIA**  
SCHOOL OF BUSINESS

**EMPOWER • ENTHUSE • EXCEL**

**Indrapuram, Ghaziabad**

(Approved by AICTE, Ministry of Education, Govt. of India)



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Indrapuram Ghaziabad - 201014 (U.P.) India

☎ 0120-4881100, +91 9717335551

✉ info.jsb@jaipuria.edu.in 🌐 www.jsb.jaipuria.edu.in

**Toll Free Number: 1800 103 3488**